



MAIL BOXES ETC.[®]
#PeoplePossible

Diversify your business

Expand your logistics portfolio in a
growing and complementary industry



MBE MASTER FRANCHISE

Take advantage of a globally proven business model
and deliver more for your clients

About us

Mail Boxes Etc. ("MBE") is one of the world's largest networks of **Service Centers**, owned and managed by independent entrepreneurs, who provide numerous solutions to businesses and individuals with a focus on delivering the highest standard of customer service.

Our mission is to facilitate the goals of entrepreneurs and individuals through an easy-to-access distribution network, offering flexible and customized services and products delivered with a distinguished and unique level of customer service.



Pack & Ship



Micrologistics



Mailbox
Rental



Printing



Marketing
Services



Benefits of the master franchise



Diversify your revenue stream

Expand your market reach by offering comprehensive logistics solutions to your clients with both customs clearance and **express parcel services**.



Cross-sell to your existing clients

Capture additional revenue from existing clients while offering them with additional added-value. Become a one-stop solution for their needs.



Capitalize on your existing resources

The **expertise and infrastructure** already in place for customs brokerage operations can be leveraged to support the express logistics business.



High margin business for less volume

MBE Pack & Ship services have a gross profit margin of over 50% on average. Take advantage and join a **quickly growing industry**.



Acquire our proven know-how

Our best practices are accumulated over 40 years and across multiple brands. Use them to **strengthen your workforce's potential**.

Our global presence



45+

MBE Countries

1900+

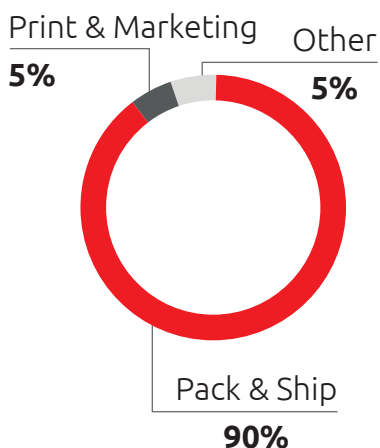
MBE Stores

8

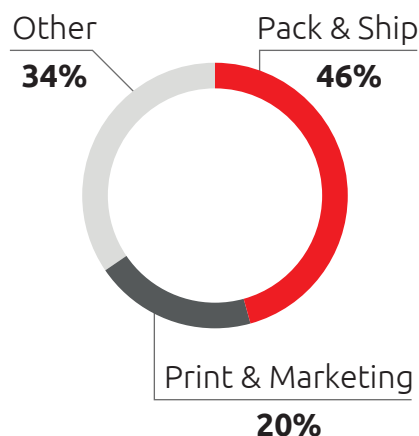
Freight Forwarders
already leading as
Master Franchisees
in their countries

- Master Franchise
- Directly Operating Countries (DOC)
- 📍 Freight Forwarders

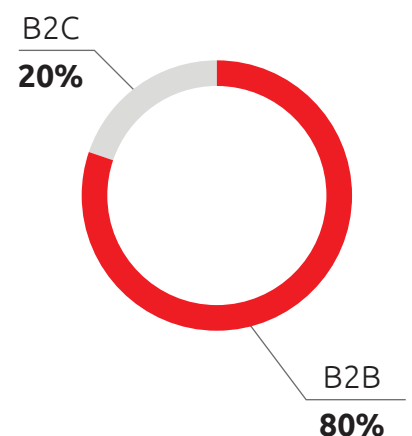
DOC Services Mix



Master Franchise Services Mix



DOC Client Mix



Why MBE?

With the growth of e-commerce, the booming demand for outsourced logistics is an opportunity to benefit from a proven **multi-revenue stream business model**.

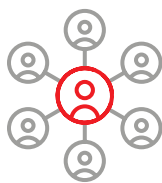
Become our **Master Franchisee** in your country and benefit from the development of the network of MBE Service centers. As a Mail Boxes Etc. Master Franchisee, you acquire the right to use:

- **MBE's internationally registered brand and trademarks** with **exclusivity** in the whole territory
- **MBE's proven franchise business concept** with multi-revenue streams.
- **MBE's know-how to develop and support** a network of MBE entrepreneurs in the territory

Our value proposition



Proven business system



Experienced brand leadership



A multi-faceted revenue model



Flexible and adaptable business concept



Valuable know-how to help the development of your business concept in your country



Global franchise network

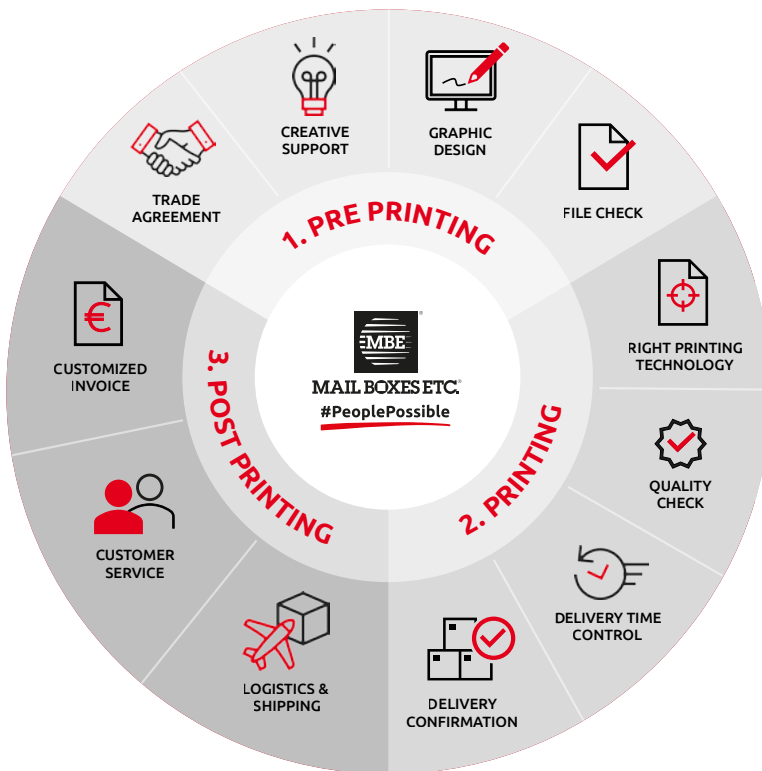


Dedicated ongoing support and training with a team committed to excellence



Global Framework Agreements

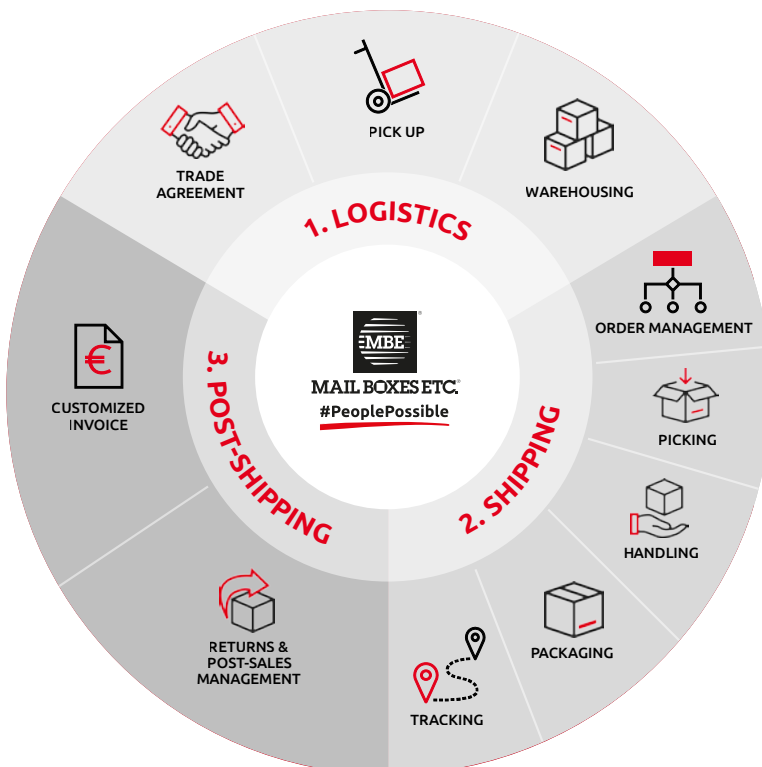
MBE Pack & Ship



MBE offers **highly specialized professional services** able to accommodate the typical requirements of business customers such as flexibility and customization:

- **Total process management** from pick-up to last mile delivery.
- Professional **packaging**.
- Selection of the most appropriate courier for your **shipping needs**.
- **Administrative support** for customs clearance, document preparation, and reclamation.

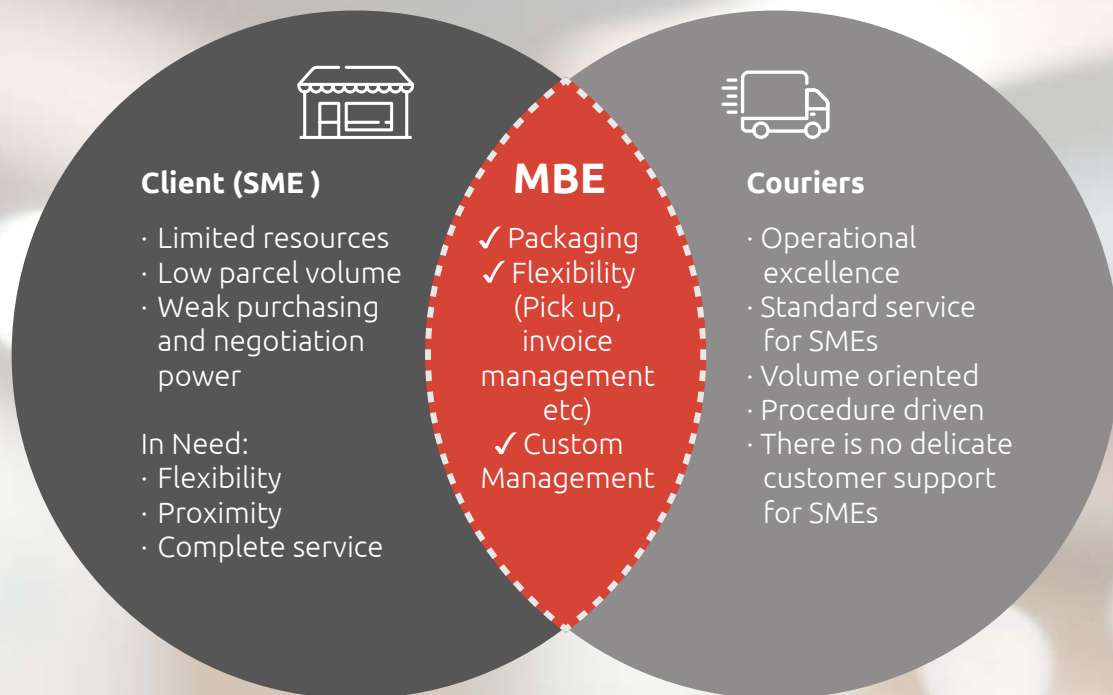
MBE Micrologistics



MBE Micrologistics offers a **complete, value-added, and flexible service**, going beyond your regular logistics service to enhance your supply chain:

- Integrated Order Management and **Warehouse Management systems**.
- Fulfillment: Order procession, storage, picking, assembly, and **customized packaging**.
- **Real-time monitoring** of inventory with quick and easy management.

Differentiation between MBE & Couriers



Our clients





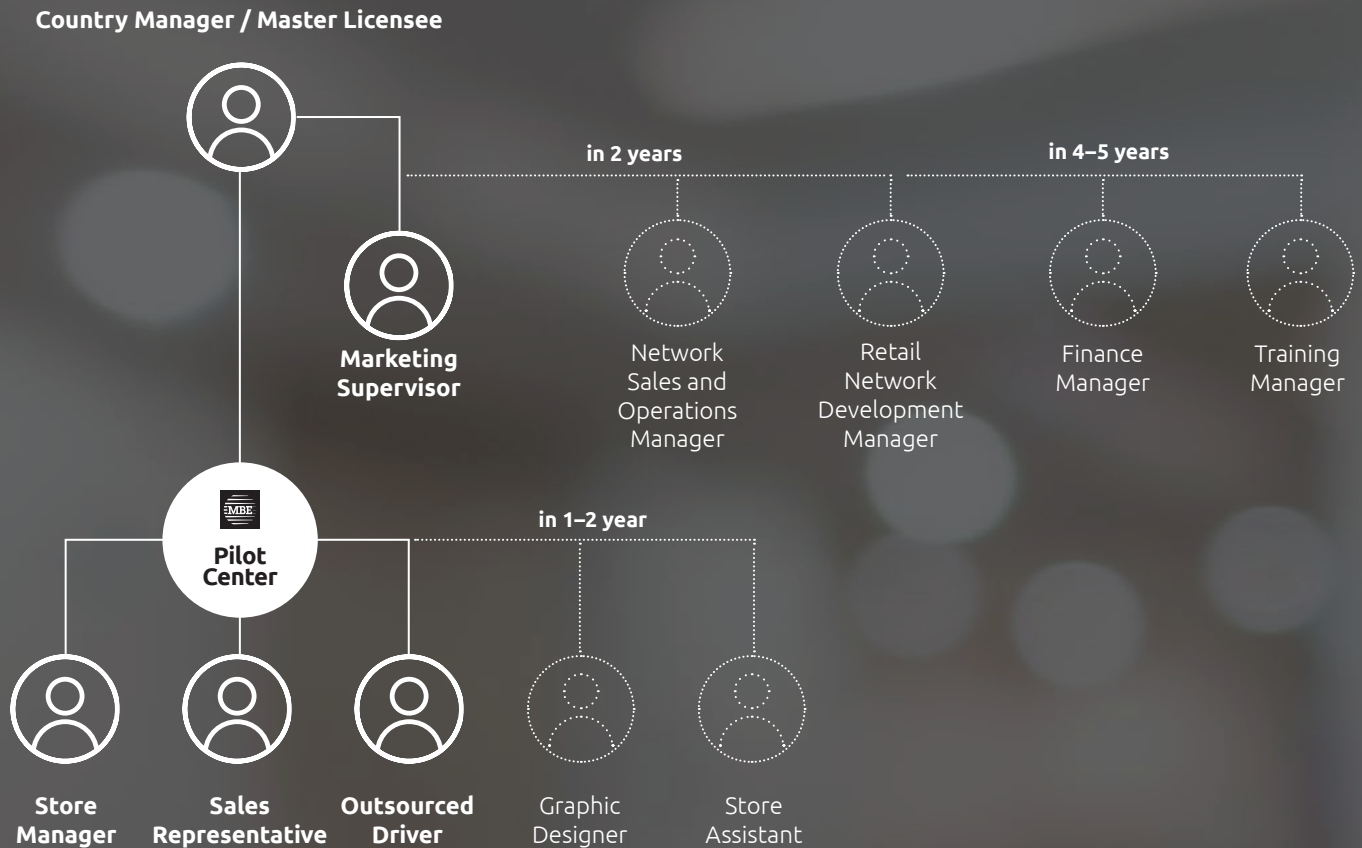
The MBE center

- ✓ **Centralized** location in a commercial area
- ✓ **High visibility** and accessibility
- ✓ **70 – 120m²** in size, with window frontage and capacity
- ✓ **Proximity** to offices and shops

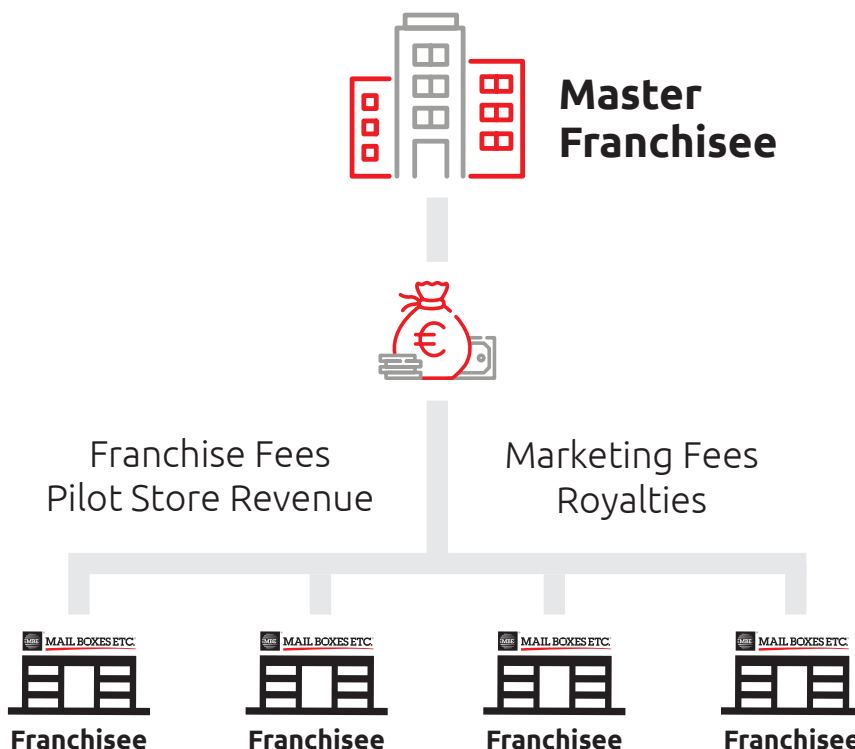
Virtual Tour!



Your MBE team



The revenue stream



Royalty: A royalty is a recurring fee franchisees pay for the right to operate under your brand. You'll earn a percentage of their revenue as royalty and marketing fees.

Franchise Fee: For each license sold, new franchisees pay a franchising fee to join your network, covering the entry fee, training, furniture layout, and technology platform.

Our support and training

FIRST STEP CALLS

8 calls done online with several members of MBE WW HQ.

Begin to acquire the knowledge for the initial development of the MBE business.

We will cover the Design & Construction, digital marketing, Supplier selection, printing, and more.

PLANNING CALLS

1.5 months of strategic planning with your dedicated support person.

Craft action plans to implement for your pilot store and your network development.

We will cover the annual forecast, marketing, recruitment, and organization of activities.

MBE ESSENTIALS

7 hours of online courses on our dedicated platform, MBE iLearn.

Listen to our experts as they provide you with essential knowledge to plan your strategy.

We will cover strategies of brand identity, shipping, printing, and successful selling.

PILOT STORE CLASS TRAINING

5 days of presential training in global headquarters in Milan.

Welcome to our global HQ! Gain our best expertise for starting as Master Franchisee.

We will cover store operations such as packaging, marketing, graphic design, shipping, visit stores, and more.



With over 200 courses, MBE iLearn is our dedicated e-learning platform. Access and take advantage of courses in competencies, engagement, and operations for both you and your staff.



ML CLASS TRAINING

2 weeks of presential training in Milan and Barcelona.

Learn the A to Z of starting a new business as Master Franchisee, and meet your support team.

We will cover retail network development, technology, sales process, marketing, visit Centers, and more.

IN-STORE & SALES TRAINING

1 week of presential training in Zagreb, Vienna, or Mexico City.

2 weeks before your store opening, gain practical experience in the Pilot Store.

We will tailor the training to your needs and run simulations best-fitted for your center.

BUSINESS BOOSTERS

Online calls with our staff at MBE WW HQ.

Take advantage of this auxiliary training in the areas you require support in the most, such as BMS.

We will review the overall functions, financial reporting, and franchise development.



Master franchisee qualification process



Testimonial



Norman Fulgencio

Master Franchisee, Philippines

With over 30 years in the logistics sector, and 6 years in the Philippines Postal Corporation, and today, **Norman** is the proud owner and Chairman of the **CBPI Group**, with a portfolio of 10 companies providing services in freight forwarding, warehouse management, project logistics, e-commerce, customs clearance, and more.

“MBE’s diverse offered services and network can help provide alternative solutions quickly.”

Our journey with MBE began with the notion to augment our portfolio with Pack & Ship services. We were drawn to MBE's stellar reputation, their **proven business model**, and their **commitment to excellence**. As a company deeply rooted in the freight forwarding business, we understand the inherent challenges of this industry. Freight forwarding is highly sensitive to global trade and economic conditions, which can significantly impact profitability and demand.

We see **tremendous synergies** in combining MBE's **globally recognized brand** with our established local presence. This partnership allows us to reach a **wider audience** and **strengthen our competitive edge** by introducing MBE's comprehensive solutions to our existing clients. Furthermore, our expertise in freight forwarding, coupled with MBE's resources and technology, positions us to effectively navigate the evolving landscape of international courier services in the Philippines.

We are incredibly optimistic about the future of our MBE business.
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Testimonial



Vít Mázdra

Master Franchisee, Czechia

Vít Mázdra, with over 20 years of executive experience in the logistics and freight forwarding, heads **ViT Logistics** in Czechia.



“MBE CZ will have a ViT background in warehousing, customs services, and more.”

The freight forwarding business is highly competitive, with players constantly vying for clients based on **price and speed**. Furthermore, global instability and economic fluctuations can significantly impact profitability. To stay ahead, continuous investment in new systems, software, and processes is crucial. MBE addresses these challenges by offering a **comprehensive and unique concept** that combines courier services with print and marketing solutions, allowing us to differentiate ourselves and provide **added value** to our customers.

We were drawn to the **MBE Master Franchise opportunity** because it allows us to introduce a fresh and innovative approach to the Czech freight forwarding market. We see **strong synergies** between our **existing expertise** in warehousing, customs services, and transport solutions, and **MBE's established brand and diverse service portfolio**. Our extensive experience and network of contacts in the freight forwarding industry, combined with MBE's resources and support, will be instrumental in driving the success of our new venture.

It is up to us to sell to our customers the added values that MBE can offer.
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Testimonial



Luis Fernando Trujillo

Master Franchisee, Ecuador

With over 25 years of experience in logistics, **Luis Fernando Trujillo** is the vice president of **Grupo Holco**, with 6 companies in its portfolio offering services in freight forwarding, customs brokerage, 3PL, warehousing, and more.

“MBE is in a smaller space of volume, but also has a limited amount of competitors and direct carriers offering the services.”

One of the main **weaknesses in the freight forwarding industry** is the **struggle to differentiate** in a crowded and competitive market. This often leads to price wars and thin margins, making it **challenging** to build long-term client relationships. Our motivation for becoming **Master Franchisee** was to overcome this by offering a unique and comprehensive suite of services, combining our expertise with **MBE's multicourier solutions**. This integrated approach allows us to provide **greater value to our clients** and solidify our position in the market.

This strategy is strengthened by the **synergies** between our existing business and MBE's model. Our knowledge of freight forwarding, combined with MBE's established brand and resources, creates a powerful platform for growth. We can leverage our **shared client base, integrated logistics services, and streamlined back-office operations** to offer a seamless and efficient experience for our customers.

MBE services are complementary to our actual offering, and would create a value added to our clients. #PeoplePossible

Testimonial



J.P. Quierolo & Sergio Rago

Master Franchisees, Uruguay

Juan Pablo Quierolo and **Sergio Rago** both lead **Grupo Ralesur**, one of the largest logistics service providers in Uruguay, providing services in areas such as Freight Forwarding and Maritime Transport.

“This comprehensive approach not only attracts new clients but also strengthens our relationships with existing ones.”

We were drawn to the **MBE Master Franchise opportunity** because of the **clear synergies** we saw between our existing freight forwarding companies and MBE's courier services. This allows us to offer a comprehensive range of solutions tailored to their specific needs, **solidifying our relationships** and expanding our market reach. By combining our knowledge of the industry with MBE's service offerings, we can provide a truly **integrated and customer-focused approach**.

One of the main **challenges in freight forwarding** is intense competition, with customers often switching providers based on minimal price differences. However, MBE's high-level service and focus on customer needs differentiate us from the competition. This **synergy** allows us to address a **critical weakness** by providing value-added services and expert advice, especially for **import processes** where small and medium-sized companies often lack the necessary knowledge and support.

We can offer the best solution according to customer needs.
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Testimonial



Esteban Cacavelos

Master Franchisee, Paraguay

Esteban Cacavelos is the CEO of **C.B. Solutions**, in IT, software development, and is a director in **Customs Office José Félix Cacavelos, Euroamerican**, and **Blu Logistics Paraguay**, with strong experience in customs, local logistics and freight forwarding respectively.

“We wanted to expand our reach and serve a wider range of clients, particularly SMEs with specific needs.”

Our primary motivation for becoming an MBE Master Franchisee was to **expand our reach and serve a wider range of clients**, particularly small and medium- sized businesses with specific logistical needs that our existing freight forwarding and customs brokerage services couldn't fully address. MBE's combination of expertise and network perfectly complements our existing offerings, allowing us to provide comprehensive solutions to a broader market segment.

One of the **main challenges** in our industry is the significant power held by major carriers, who often control the market. However, we see significant potential in MBE's ability to **integrate various services** and **provide complex solutions** to clients. MBE's strong negotiating power with global couriers and emphasis on sales skills and customer relationships **enhances our service offerings and pricing competitiveness**. This focus allows MBE to solidify its position in the market and **enhance its value proposition** for both franchisees and clients.

MBE's strength lies in its well-developed network and strong company culture.
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Testimonial



Hernan Calabro & Mike Rebuffo

Master Franchisees, Argentina

Hernan Calabro, with over 35 years of experience, leads **Global Express Argentina S.A.**, specializing in supply chain management and customs brokerage. **Mike Rebuffo**, with more than 40 years in the industry, heads **Grupo Rebuffo Comercio Exterior**, focusing on supply chain operations and strategic planning.

“We recognized the potential of MBE’s customized and niche solutions within the Argentine CEP market.”

Our decision to become an MBE Master Franchisee was driven by an opportunity to **diversify our portfolio** and learn new skills within the broader logistics landscape. We recognized the significant potential of **MBE's customized and niche solutions** within the Argentine CEP market, where competition for this type of service is relatively low. Finally, the **attractive margins** associated with MBE's business model were a compelling factor in our decision.

Freight forwarding has many challenges, like **low margins, financial risks, and market saturation**. MBE's business model offers a distinct advantage by operating in a different segment with a **unique value proposition**, customer-centric solutions, and retail network. This lets us to avoid some of the usual pressures and focus on business with **higher margins**, presenting an attractive opportunity for freight forwarders looking to diversify and capitalize on a market segment with **higher growth potential**.

MBE's business model offers a focus on customer-centric solutions.
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Testimonial



Saša Cvetojević

Master Franchisee, The Adriatics

Croatia, Slovenia, Montenegro,
Macedonia, Bosnia and
Herzegovina, Serbia, Kosovo

With over 30 years of experience in logistics, **Sasa Cvetojevic** is a passionate entrepreneur in multiple industries. He is the owner of **Insako** (logistics in FMCG) and **GameHub TV** (internet broadcasting), and the VP of the **Croatian National Association** of E-mobility, and an investor in many industries.

“MBE system proved to be a solid foundation to grow a long term and sustainable business.”

I am an entrepreneur that has been in a logistics and distribution business for more than 20 years now, but I am always searching for new opportunities and new business models. The MBE is a good brand, and I had seen MBE Master Franchise as a possibility for a **fast start of a franchise operation.**

MBE system proved to be a **solid foundation** to grow a long term and sustainable business. MBE's business model, with **entrepreneurs working together** – creating a network that adds value to all participants – is a **great solution**. Moreover, multiple revenue streams mean **a serious income generator**, even if the market conditions are not ideal. But the best is the level of our customer satisfaction; I am proud to say that customers really like the MBE service and they are returning back to our MBE stores on a daily basis.



Pack & Ship | Micrologistics | Mailbox Rental | Marketing & Print

START NOW



Solutions at www.mbefranchise.com

Contact us: info@mbefranchise.com

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