



EF100 Additional Winners Awards

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Additional Awards for EF100 UK Finalists

Additional recognition and special awards are presented during the celebratory awards evening, including the prestigious Number 1 Winners Trophy, which is engraved each year with the names of the new winners. In celebration of our 10th anniversary this year, the overall winner will have the unique honour of keeping the trophy permanently. A selection of additional awards are presented to recognise exceptional achievements and standout performances across the year. These awards are shortlisted in advance, with the winners officially announced during the evening ceremony.

With the exception of Franchisee Outstanding Achievement and the People's Choice Awards, brands are shortlisted for additional awards based on the strength of their application submissions and the supporting information provided throughout the judging process. All judges are made aware of the additional award categories and are encouraged to include commentary within their assessments to highlight brands they believe demonstrate exceptional performance or merit recognition. These considerations are also reflected within the overall scoring process, helping to inform the final shortlist and award recipients.



No.1 Winner Trophy

Eligibility: All finalists

No.1 highest ranking Franchisor from the EF100 judging process. They've scored the highest points across eight of the judged criteria. It's the highest achievement that can be received with the EF100 Awards.



HSBC Exceptional Franchise Performance of the Year Award

Eligibility: All finalist SHORTLISTED

This award is chosen by our headline sponsor for the highest exceptional performance they have judged from the entries they've read.



Emerging Franchisor of the Year Award

Eligibility: All finalist SHORTLISTED

*Must have two franchisees
Minimum franchisees running between
1 - 5 Years.*

Fast-track franchising finesse – must have operated in a franchise format for over a minimum of one year, and not exceeding the end of their fifth trading year at time of submission in their franchising journey. Must have a minimum of two franchisees in which their territories are currently open and active in generating business. This Award is for an emerging franchisor that is performing to the highest standards and has demonstrated positive scores across all eight criteria.



Innovation of the Year Award

Eligibility: All finalist **SHORTLISTED**

Innovation of marketing within the franchise model. Demonstrated industry changing innovative ways for franchise recruitment from new franchisees to re-sales. Has consistently implemented new methodology for the technology of marketing within the brand and has been proved to be industry leading this year.



Diversity & Inclusion of the Year Award

Eligibility: All finalist **SHORTLISTED**

This award is for a charity, contribution and community hero. Showcasing an outstanding devotion to enhancing equality, diversity and inclusion, which has been clearly identified significantly in the submission presented.



Franchisee Outstanding Achievement

Eligibility: All finalist **SHORTLISTED**

We are seeking to celebrate the story of an exceptional franchisee. This individual will have demonstrated significant achievements over the past year, transforming their life through the power of franchising. Their journey not only exemplifies personal success but also serves as inspiration to others. By sharing their story, they elevate the profile of franchising within the broader community. All finalists have the chance to nominate their franchisees once the ranking is released.



Highest New Entry of the Year Award

Eligibility: All finalists

Any franchisor that has never entered the EF100 Awards previously and has ranked in at the highest entry of all new entries to the Awards.



Rising Star of the Year Award

Eligibility: All finalists

Franchisor that has climbed the most places from the year before. The highest scored and represented 'Rising Star'.



Sustainable Business of the Year Award

Eligibility: All finalist **SHORTLISTED**

This award celebrates the achievement in environmental and social responsibility. The winner demonstrates commercial excellence and success in a commitment to improve environmental and social issues. Ranging from energy efficiency, leading initiatives in climate change, environmental and social best practice.



Community Builder of the Year Award

Eligibility: All finalist **SHORTLISTED**

This award recognises a franchise brand that has demonstrated an outstanding commitment to supporting, building and strengthening both the wider franchise sector and the communities it serves. The winner will have gone above and beyond through meaningful initiatives, charitable contributions and activities that delivers a lasting positive impact.



Peoples Choice Award

Eligibility: All finalist **SHORTLISTED**

The People's Choice Award holds a special place in the EF100 as it is judged by the most important panel of all – the general public. This accolade celebrates the brand that resonates most deeply with the community, embodying the spirit of the people it serves. To earn this prestigious honour, the nominated brand will showcase a compelling array of reasons why they deserve the title. Their case will highlight their support, their community engagement and their dedication to nurturing a positive culture.

