

FRANCHISE DISCLOSURE DOCUMENT



HONOR YOGA MANAGEMENT, LLC
A New Jersey limited liability company
59 Lawrence Drive
Lawrenceville, NJ 08648
(609) 332-5689
www.honoryoga.com
Maria@honoryoga.com

As a franchisee, you will operate an Honor Yoga studio which will offer yoga classes to students of all ages and at all stages of their practice in an eco-friendly environment. Class, workshops and series offerings include beginner yoga, intermediate yoga, advanced yoga, family yoga, teen/tween yoga, senior yoga, restorative yoga, heated yoga, pre/post-natal yoga, aerial yoga, yoga barre and various styles of meditation. The total estimated investment necessary to begin the operation of an Honor Yoga studio ranges from ~~\$199,299,608~~ \$199,970- \$299,608. This includes between \$67,108 - \$73,108 that must be paid to the Franchisor.

We may also offer to certain qualified people the right to develop multiple Honor Yoga studios under a Multi- Unit Development Agreement. The total investment for the first location under a Multi-Unit Development Agreement for the development of three Honor Yoga studios is between \$273,186 - \$472,824. This includes \$140,324 - \$146,324 that must be paid to the franchisor. The total investment for the first location under a Multi-Unit Development Agreement for the development of five Honor Yoga Studios is between \$341,402 - \$441,040. This includes \$213,540 - \$218,540 that must be paid to the franchisor.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the Franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive this Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact the Franchisor, Attn: Franchise Department, 59 Lawrence Drive, Lawrenceville, NJ 08648, (609) 332-5689.

The terms of your contract will govern your franchise relationship. Don't rely on this Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C., 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE: March 20, 2019

During the 2018 calendar year, one of our affiliate's locations operated a full service two-classroom model. The following represents the Gross Revenue, Net Profit and EBITDA for this two-classroom model location during the 2018 calendar year based on our affiliate's financial records.

Gross Revenue:	\$492,182
Net Profit*:	\$145,227
EBITDA:	29.5%

*Does not include any owner's draw or manager's salary.

Our affiliate owned locations pay the same amount in Royalties and Brand Development Fees as our franchised locations.

II. Franchised Location

As of December 31, 2018, we had five franchised locations that operated for 12 months or longer. Two of those locations are single classroom models and one is a two-classroom classroom model. They are not listed below since we are now only permitting franchisees to develop and operate three-classroom studios and offer aria aerial yoga. The following represents the average Gross Revenue, Net Profit and EBITDA for these two franchised locations during the 2018 calendar year based on data contained in the monthly financial records provided to us by the bookkeeping company utilized by our franchisees.

	Location A	Location B
Gross Revenue	\$468,012	\$328,485
Net Profit*	\$135,156	\$129,114
EBIDTA	28.9%	39.3%

*Does not include any owner's draw or manager salary.

Notes regarding the above financial performance representations:

1. Some outlets have sold or earned this amount. Your individual results may differ. There is no assurance that you will sell or earn as much.
2. These results are unaudited.