

FRANCHISE DISCLOSURE DOCUMENT

	<u>URBAN WAXX</u> UWFRANCO, LLC, an Oregon limited liability company 10240 SW Nimbus Ave Suite L7 Portland OR 97223 Telephone: 503-333-4555 E-mail: franchising@urbanwaxx.com https://urbanwaxx.com/
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The franchise offered is for the right to operate an Urban Waxx franchised business offering waxing and sugaring services for face, legs, brows, bikini, and more using the Urban Waxx System.

The total investment necessary to begin operation of an Urban Waxx franchise is \$268,000 to \$638,500. This includes \$79,500 to \$594,500 that must be paid to the franchisor or affiliate. The total investment necessary to begin operation of an Area Development Business for 3 to 5 outlets is \$318,000 to \$738,500. This includes \$129,500 to \$194,500 that must be paid to the franchisor or affiliate.

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 14 calendar days before you sign a binding agreement with, or make a 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 disclosure document.**

You may wish to receive your disclosure in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Shannon Conley, UWFranco, LLC at 10240 SW Nimbus Ave., Suite L7, Portland, OR 97223 and 503-333-4555.

The terms of your contract will govern your franchise relationship. Do not 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.

Issued: May 11, 2026.

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits, or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits F-1 and F-2.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's discretion. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit E includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Urban Waxe business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What is it like to be an Urban Waxe franchisee?	Item 20 or Exhibits F-1 and F-2 list current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

What You Need To Know About Franchising *Generally*

Continuing responsibility to pay fees. You may have to pay royalties and other fees even if you are losing money.

Business model can change. The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

Supplier restrictions. You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

Operating restrictions. The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

Competition from franchisor. Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

Renewal. Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

When your franchise ends. The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit A.

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

Special Risk(s) to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out of State Dispute Resolution.** The franchise agreement requires you to resolve disputes with us by mediation, arbitration, and/or litigation only in Oregon. Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with us in Oregon than in your own state.
2. **Short Operating History.** We are at an early stage of development and have a limited operating history. This franchise is likely to be a riskier investment than a franchise in a system with a longer operating history.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” (if any) to see whether your state requires other risks to be highlighted.

DISCLOSURE REQUIRED BY THE STATE OF MICHIGAN

THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU:

(a) A prohibition on the right of a franchisee to join an association of franchisees.

(b) A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.

(c) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than thirty (30) days, to cure such failure.

(d) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) The term of the franchise is less than five (5) years, and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.

(e) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.

(f) A provision requiring that arbitration or litigation be conducted outside Michigan. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.

(g) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:

(i) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.

(ii) The fact that the proposed transferee is a competitor of the franchisor or sub-franchisor.

(iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

(iv) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the Franchise Agreement existing at the time of the proposed transfer.

(h) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).

(i) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

The fact that there is a notice of this offering on file with the attorney general does not constitute approval, recommendation, or endorsement by the attorney general.

Any questions regarding this notice should be directed to the Michigan Department of Attorney General, P.O. Box 30215, Lansing, Michigan 48909 (517) 373-7117.

TABLE OF CONTENTS

<u>ITEM</u>	<u>PAGE</u>
Item 1: THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES....	1
Item 2: BUSINESS EXPERIENCE	3
Item 3: LITIGATION	3
Item 4: BANKRUPTCY	4
Item 5: INITIAL FEES	4
Item 6: OTHER FEES	5
Item 7: ESTIMATED INITIAL INVESTMENT	11
Item 8: RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	14
Item 9: FRANCHISEE’S OBLIGATIONS	17
Item 10: FINANCING	19
Item 11: FRANCHISOR’S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING	19
Item 12: TERRITORY	27
Item 13: TRADEMARKS	28
Item 14: PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION	30
Item 15: OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS	30
Item 16: RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL.....	31
Item 17: RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION	32
Item 18: PUBLIC FIGURES	38
Item 19: FINANCIAL PERFORMANCE REPRESENTATIONS.....	39
Item 20: OUTLETS AND FRANCHISEE INFORMATION	43
Item 21: FINANCIAL STATEMENTS	46
Item 22: CONTRACTS	46
Item 23: RECEIPTS	47

EXHIBITS:

- A. STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS
- B. FRANCHISE AGREEMENT
 - Schedule 1-General Release
 - Schedule 2-Nondisclosure and Non-Competition Agreement
 - Schedule 3-Unlimited Guaranty and Assumption of Obligations
 - Schedule 4-Lease Addendum
 - Schedule 5-ACH Payment Agreement
 - Schedule 6-Holders of Legal or Beneficial Interest in Franchisee; Officers; Directors
 - Schedule 7-State Addenda to the Franchise Agreement
- C. OPERATIONS MANUAL TABLE OF CONTENTS
- D. AREA DEVELOPMENT AGREEMENT
 - Appendix A-Development Territory
 - Appendix B-Development Schedule
 - Appendix C-State Addenda to the Area Development Agreement
- E. FINANCIAL STATEMENTS
- F-1 LIST OF CURRENT FRANCHISEES
- F-2 LIST OF FORMER FRANCHISEES
- G. FRANCHISEE DISCLOSURE QUESTIONNAIRE
- H. MULTI-STATE ADDENDUM TO THE DISCLOSURE DOCUMENT
- I. STATE EFFECTIVE DATES
- J. RECEIPTS

ITEM 1

THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

To simplify the language in this Disclosure Document, “we”, “us”, “our” or “Urban Waxx” means UWFranco, LLC, the franchisor of this offering. “You” or “your” means the person who is the franchisee and includes your owners if you are a corporation or other business entity.

Franchisor, Parents and Predecessors

UWFranco, LLC is an Oregon limited liability company that was organized on February 13, 2024. We do business as Urban Waxx. Our principal business address is 10240 SW Nimbus Ave., Suite L7, Portland, OR 97223. We have no predecessor or parent.

We have not operated a business of the type being franchised, have not engaged in any other line of business, have not offered franchises in any other line of business, and began offering franchises in 2024.

Our Affiliates/Licensees

We have an affiliate, Urban Waxx LLC, an Oregon limited liability company, with a principal business address of 10240 SW Nimbus Ave., Suite L7, Portland, OR 97223, that has operated businesses similar to the Franchised Business since 2007. Urban Waxx LLC operates or has operated the following Urban Waxx outlets:

Outlet Name	Address	Year Opened
Northwest	1036 NW 18th Ave, Portland, OR 97209	2007
Tanasbourne	9313 NE Windsor St, Hillsboro, OR 97006	2010
Division	3103 SE Division St, Portland, OR 97202	2012
Eugene	560 Oak St, Suite #110, Eugene, OR 97401	2014
Timberland	11805 NW Cedar Falls Dr #109, Portland, OR 97229	2015
Fishers Landing	16415 SE 15th St, Suite 106, Vancouver, WA 98683	2017
Hazel Dell	7904 NE 6th Ave #116, Vancouver, WA 98665	2017
Nyberg	7015 SW Nyberg St, Tualatin, OR 97062	2018
Bend	1474 NW Wall Street, Suite 100, Bend, OR 97701	2023

The outlets listed above offer waxing, sugaring, retail products, and related services similar to those offered by the Franchised Business. Certain outlets were originally operated as affiliate-owned outlets and later became franchised outlets in 2025.

We have an affiliate, Kit LLC, an Oregon limited liability company, with a principal business address of 10260 SW Nimbus Ave., Suite M7B, Portland, OR 97223. Kit LLC was formed on September 9, 2016. Kit LLC supplies certain required inventory, retail products, wax, wax tools and pots, logoed uniforms, and other opening and operating supplies to franchisees, as further described in Items 5, 7, and 8.

Our affiliates have not offered franchises in this line of business or any other line of business. Except for the products and services provided by Kit LLC and any other affiliate products or services disclosed in this Disclosure Document, our affiliates do not provide products or services to franchisees.

Our Agent for Service of Process

Our agents for service of process are disclosed in Exhibit A.

General Description of the Franchise

We grant franchises for a business offering waxing and sugaring services for face, legs, brows, bikini, and more (the “Franchised Business”), under the “Urban Waxx” trade name and service mark (the “Proprietary Marks”) using certain procedures, techniques, training methods, designs, layouts, products, business policies, and a body of knowledge pertaining to the establishment and operation of the Franchised Business (the “System”). The franchise offered is for the right to operate an Urban Waxx business using the Proprietary Marks and the System. You must sign our standard franchise agreement (the “Franchise Agreement”) when you purchase a franchise.

We also offer qualified individuals the right to operate multiple Franchised Businesses, typically 3 to 5, per an agreed-upon development schedule, under an Area Development Agreement. You must execute the Franchise Agreement for your first outlet under the Area Development Agreement at the same time as the Area Development Agreement. Upon establishing each additional outlet under the Area Development Agreement, you must sign the then-current Franchise Agreement, which may differ from the Franchise Agreement included with this Disclosure Document. We base our qualifications on whether or not we will also offer you the opportunity to become an area developer based on your financial resources, your experience in the industry, your business experience, as well as your marketing and sales plans.

Competition

The business market for waxing and related services is highly developed and competitive. You will compete against other businesses that offer similar services, including franchised operations, national chains, and independently owned businesses.

Applicable Laws and Regulations

Most states have laws and regulations requiring licensed aestheticians and/or cosmetologists to perform waxing/hair removal services. You may also be required to obtain a beauty enhancement business license. Some states have laws and regulations that restrict the types of services and treatments aestheticians can offer. You must ensure that only licensed aestheticians and/or cosmetologists, where applicable, perform these waxing/hair removal services or other services for which a license is required. You will also need to comply with local health and safety laws, licensing, zoning, and construction laws.

If you serve alcoholic beverages, you will also be required to obtain and maintain a liquor license. Some state “dram shop” laws give rise to potential liability for injuries that are directly or indirectly related to the sale and consumption of alcohol.

We strongly recommend that you conduct background checks on any employee who will be in contact with children during the operation of the Franchised Business. You must comply with the Fair Credit Reporting Act when conducting background checks. We urge you to consult with a local attorney about state and local laws and regulations, as these vary by locality.

ITEM 2
BUSINESS EXPERIENCE

CEO: Shannon Conley

Shannon Conley (formerly known as Shannon Beekman) has served as our CEO from our inception in February 2024 until the present. From February 2007 to the present, Shannon Conley has also served as the CEO of our Affiliate, Urban Waxx, LLC, in Portland, OR.

Controller: Shannon Brown

Shannon Brown has served as our Controller from our inception in February 2024 until the present. From June 2017 to the present, Shannon Brown has also served as the Controller of our Affiliate, Urban Waxx, LLC, in Portland, OR.

Director of Operations: Sydney Zacharias

Sydney Zacharias has served as our Director of Operations from April 2024 to the present. From June 2020 to the present, Sydney Zacharias has served in various roles, including Guest Experience Manager, Scheduling Manager, and Operations Manager, for our affiliate, Urban Waxx LLC, in Portland, OR.

Marketing & Creative Director: Kaylynn Whitney

Kaylynn Whitney has served as our Marketing & Creative Director from April 2024 to the present. From July 2017 to the present, Kaylynn Whitney has served as the Marketing & Creative Director for our affiliate, Urban Waxx LLC.

Director of Retail: Shelby Zacharias

Shelby Zacharias has served as our Director of Retail from November 2024 to the present. From August 2023 to November 2024, Shelby Zacharias was a sales and design consultant for EleMar Oregon in Tualatin, OR. From February 2020 to August 2023, Shelby Zacharias was a shift lead and travel trainer for Dutch Bros Coffee in Forest Grove, OR and Hillsboro, OR. From September 2017-August 2019, Shelby Zacharias was a private nanny.

ITEM 3
LITIGATION

No litigation is required to be disclosed in this Item.

ITEM 4
BANKRUPTCY

No bankruptcy is required to be disclosed in this Item.

ITEM 5
INITIAL FEES

Initial Franchise Fee

You must pay us an initial franchise fee of \$50,000 (the “Franchise Fee”). You must pay the Franchise Fee to us in full when you sign the Franchise Agreement. The Franchise Fee is fully earned and non-refundable upon payment.

Diversity Discount

We reduce the Franchise Fee by \$5,000 for all minority-owned, women-owned, and LGBTQ+-owned businesses. To qualify for the Diversity Discount, the Franchised Business must be at least partially owned by a woman, minority, or individual of the LGBTQ+ community who meets our requirements to license a Franchised Business. This discount is for the first franchise only (first franchise of Urban Waxx). In determining whether an individual qualifies for the discount, we may be guided by the definitions used by applicable United States government offices, but the decision remains ours. As of the date of this disclosure document, we have adopted the definition of (a) “minorities” to include the groups with the following ethnic origins: African, Asian Pacific, Asian Subcontinent, Hispanic, Native Alaskan, Native American and Native Hawaiian; and members of other groups designated from time to time by the Small Business Administration and (b) “LGBTQ+ community” to mean individuals who identify as lesbian, gay, bisexual, transgender, queer/questioning and others who identify as same/similar gender attracted and/or transgender.

Initial Area Development Fee

If you sign an Area Development Agreement (the “ADA”) and become an area developer, you will pay us the Initial Franchise Fee of \$50,000 for your first franchise and a development fee (the “Development Fee”) based on the number of Businesses to be developed. The number of Businesses required by the Development Schedule will be determined by a number of factors, such as the size of the Development Area, the population of the Development Area, and your financial capacity and expertise in developing businesses. The Development Fee for each Franchised Business that you develop will be \$25,000. You will be required to sign our then-current Franchise Agreement for each Franchised Business. The Development Fee is paid in a lump sum at the time the ADA is signed, is uniform to all developers currently acquiring development rights, is not refundable and will not be credited against any other fees paid to us or our affiliates. The Development Fee for 3 to 5 outlets is \$100,000 to \$150,000.

Business Systems Setup Fee

You must pay us a business systems setup fee of \$14,500 before opening your Franchised Business. The Business Systems Setup Fee covers initial setup and the first three months of certain

required business systems, technology, software, call center, remote customer support, and related fees that we designate. These systems may include customer relationship management systems, booking and scheduling systems, accounting software, texting and customer communication systems, access control systems, call center or remote customer support services, and other technology or business systems we designate.

Initial Product Purchase

You must purchase certain inventory and supplies (retail line, wax, wax tools and pots, and logoed uniforms) from our affiliate, Kit, LLC. Kit, LLC is the only approved supplier of certain inventory and supplies (retail line, wax, wax tools and pots, and logoed uniforms). The price for certain inventory and supplies (retail line, wax, wax tools and pots, and logoed uniforms) is \$15,000 to \$30,000.

There are no other purchases from or payments to us or any affiliate that you must make before you open your Urban Waxe franchise.

ITEM 6 **OTHER FEES**

Type of Fee Note 1	Amount	Due Date	Remarks
Royalty Fee	5.5% of Gross Revenues from your Franchised Business over the preceding reporting period (the "Royalty Fee").	We debit your account on the 10th day of each month, or on the next business day, for Gross Revenues for the preceding calendar month. The Royalty Fee will be paid through Electronic Funds Transfer ("EFT").	Tips collected from customers and paid to employees are not included in the Gross Revenues upon which we will calculate Royalties or other fees based upon Gross Revenues.
Local Advertising	The greater of \$1,500 per month or 1.5% of Gross Revenues from your Franchised Business over the preceding reporting period.	Monthly as incurred.	All advertising content is required to be approved by us in advance.
National Advertising Fund	\$1,000 per month.	We debit your account on the 10th day of each month, or on the next business day. The National Advertising Fund will be paid through EFT.	

Type of Fee Note 1	Amount	Due Date	Remarks
Call Center Fee	Beginning in the fourth month after opening, \$2,500 per month through the end of the first year of operation. Beginning in the second year of operation, \$3,350 per month.	Monthly, beginning in the fourth month after opening.	The Business Systems Setup Fee described in Item 5 covers the first three months of call center fees. We reserve the right to increase or modify this fee based on changes in costs, service levels, vendor pricing, call volume, inflation, or other factors we designate.

Type of Fee Note 1	Amount	Due Date	Remarks
Business Systems and Software Fees	Monthly, \$850 to \$1,100 beginning in the fourth month after opening, unless otherwise designated by us.	Monthly, beginning in the fourth month after opening, unless otherwise designated by us.	The Business Systems Setup Fee described in Item 5 covers the first three months of certain required business systems and software fees. These systems may include booking and scheduling systems, customer relationship management systems, accounting software, texting and customer communication systems, access control systems, reporting systems, and other technology or business systems we designate.
Variable Software			
Renewal Fee	\$5,000.	Upon renewal.	Due upon signing your renewal franchise agreement
Additional Training	\$500 per person, per day.	As incurred.	
Attorneys' Fees	Reimbursement of our actual fees incurred.	10 days after written notice that fee has been assessed in accordance with the Manner of Payment.	Note 2

Type of Fee Note 1	Amount	Due Date	Remarks
Audit	Cost of inspection plus the amount of the underpayment plus interest from the date such amount was due until received by Franchisor, paid at the rate of the lesser of 1.5% per month or the highest commercial contract interest rate allowed by law.	As incurred.	Amounts beyond the underpayment are due if the audit or any other inspection reveals an underpayment of 2% or more.
National Franchise Convention Fee	\$500	As incurred.	Payable to us to attend our Annual Franchise Convention.
Insufficient Funds	\$75 per occurrence.	As incurred.	
Interest Fee	Lesser of 1.5% per month or the highest commercial contract interest rate allowed by law.	15 days after written notice that fee has been assessed.	
Transfer Fee	\$12,500.	At the time of transfer.	
Customer Service Fee	Reimbursement of our actual costs.	As incurred.	
Upgrade Oversight Fee	15% of the cost of furnishing and installing upgrades.	Paid to us 10 days after that fee has been assessed.	
Insurance	Reimbursement of our actual costs.	As incurred.	If you do not maintain insurance on the Franchised Business as we require, we may obtain the insurance and you shall reimburse us for all premiums and other expenses incurred by us to do so.

Type of Fee Note 1	Amount	Due Date	Remarks
Indemnity	Reimbursement of our actual costs.	At the time incurred.	You must indemnify us and our affiliates from liability for any claim based upon your operation of your Franchised Business.
Costs and Attorney Fees	Reimbursement of our actual costs.	As incurred.	You shall pay our legal and other expenses incurred if we substantially prevail in any litigation between you and us.
Assistance in the Event of Death or Disability	Reimbursement of our actual costs.	As incurred.	You must pay our compensation and expenses in running your Franchised Business in the event of death or disability.
Approval of Alternate Suppliers	Actual costs incurred.	As incurred.	You shall pay our actual fees and costs for evaluating alternate products or services.

Note 1. Except as otherwise stated in this Item 6, all fees are uniformly imposed, are payable to us, are collected by us via electronic funds transfer, and are non-refundable when paid. You must complete the ACH Authorization Form attached as Schedule 5 to the Franchise Agreement when you enter into the Franchise Agreement with us. Some fees may be payable directly to third-party suppliers or vendors if we designate them for payment in that manner.

Note 2. “Gross Revenues” means all sales or revenues derived directly or indirectly from the Franchised Business. Gross Revenues also includes business interruption insurance proceeds. Gross Revenues does not include:

- (i) sales taxes collected from customers and paid to the appropriate taxing authority;

(ii) the amount of all coupons redeemed at the Franchised Business, but only if the coupons have been previously approved by us as provided in the Franchise Agreement and only if such coupons have been included in Gross Revenues; and

(iii) all tips received by staff.

Note 3. You must pay us the Royalty Fee by the 10th day of each month, or more frequently if we designate another payment schedule. We calculate the Royalty Fee based on Gross Revenues for the preceding reporting period.

Note 4. The Business Systems Setup Fee described in Item 5 covers the first three months of certain required call center, business systems, software, remote customer support, technology, and related fees that we designate. Beginning in the fourth month after opening, you must pay the then-current Call Center Fee and Business Systems and Software Fees described in this Item 6. Required systems may include booking and scheduling systems, customer relationship management systems, accounting software, texting and customer communication systems, access control systems, reporting systems, call center or remote customer support services, and other technology or business systems we designate. We reserve the right to increase or modify these fees based on changes in costs, service levels, vendor pricing, call volume, inflation, changes to required systems, or other factors we designate.

Note 5. Amounts shown for technology, software, business systems, call center, customer support, bookkeeping, insurance, and other third-party services are estimates based on currently available information. Actual amounts may vary based on supplier pricing, service package, transaction volume, usage, number of accounts, number of users, call volume, support level, location-specific requirements, or other factors. You may be required to sign separate agreements with designated suppliers or vendors and to pay their then-current fees.

Note 6. If any payment is not received when due, we may charge interest on the overdue amount at the lesser of 1.5% per month or the highest commercial contract interest rate permitted by applicable law. You must also reimburse us for all costs we incur to collect overdue amounts, including attorneys' fees, court costs, audit costs, bank charges, and administrative expenses.

Note 7. If we audit or inspect your books and records and determine that you understated Gross Revenues or underpaid any amount due to us or our affiliates by 2% or more for any reporting period, you must pay the amount of the underpayment, interest from the date the amount was originally due, and the cost of the audit or inspection.

Note 8. You are responsible for all taxes, duties, assessments, payment processing fees, chargeback fees, bank fees, vendor fees, and similar charges relating to your operation of the Franchised Business, except for our income taxes.

Note 9. You are responsible for all travel, lodging, meals, wages, benefits, payroll taxes, and other expenses incurred by you and your personnel in connection with training, conventions, meetings, opening assistance, relocation assistance, or other support.

Note 10. We may apply any payment we receive from you to any amount you owe us or our affiliates in any order we determine, regardless of any designation you make with the payment.

ITEM 7
ESTIMATED INITIAL INVESTMENT

YOUR ESTIMATED INITIAL INVESTMENT

A. FRANCHISE AGREEMENT

Type of Expenditure	Estimated Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low	High			
Initial Franchise Fee ¹	\$50,000	\$50,000	As arranged	Upon signing your Franchise Agreement	To us
Traveling and Living Expenses while Training ²	\$4,000	\$7,000	As arranged	As incurred	Third parties
Real Property Rent and Security Deposits ³	\$6,000	\$15,000	As arranged	As incurred	Third parties
Leasehold Improvements ⁴	\$75,000	\$370,000	As arranged	As incurred	Contractors
Furniture, Fixtures and Equipment ⁵	\$20,500	\$34,000	As arranged	As incurred	Third parties
Initial Inventory and Supplies ⁶	\$35,000	\$50,000	As arranged	As incurred	Suppliers and Affiliate
Business Systems Setup Fee	\$14,500	\$14,500	Lump sum	Before Opening	To us
Signage ⁷	\$8,000	\$15,000	As arranged	As incurred	Third parties
Licenses, Permits, and Certifications ⁸	\$500	\$1,000	As arranged	As incurred	Third parties
Insurance (3 Months) ⁹	\$2,000	\$4,500	As arranged	As incurred	Insurance company
Computer Hardware, Security Cameras, and Related Equipment	\$5,500	\$9,000	As arranged	As incurred	Third parties

Type of Expenditure	Estimated Amount		Method of Payment	When Due	To Whom Payment is to be Made
Grand Opening Advertising ¹¹	\$15,000	\$20,000	As arranged	As incurred	Third parties
Professional Fees ¹²	\$2,500	\$3,500	As arranged	As incurred	Attorneys/accountants
Additional Funds (6 months) ¹³	\$30,000	\$45,000	As arranged	As incurred	Third parties
Total ¹⁴	\$268,000	\$638,500			

NOTES

¹Initial Franchise Fee- The Initial Franchise Fee in the table above is for a single territory. All fees payable to us in the above table are non-refundable. Whether fees paid to third parties are refundable would depend on their policies.

²Travel and Living Expenses While Training- We will train you (or your managing owner) and three of your employees. Additional persons attending training concurrently may attend initial training if you pay our then current training charge for each additional person. You must also pay for all travel and living expenses that you and your employees incur while they train.

³Real Property Rent and Security Deposits- We anticipate that you will rent the Franchised Business's premises. Real estate costs depend on location, size, visibility, economic conditions, accessibility, and competitive market conditions. Because of the numerous variables that affect the value of a particular piece of real estate, this estimated initial investment table does not reflect the potential cost of purchasing real estate.

⁴Leasehold Improvements- The cost of leasehold improvements depends upon the condition and size of the leasehold, the local cost of contract work, and the location of the Franchise. This amount will vary based on the condition of the existing leasehold and amount of additional work needed. Tenant improvement allowances, if any, paid to you may defray a portion of build-out costs.

⁵Furniture, Fixtures, and Equipment- This amount is for the furniture, fixtures, and equipment needed to begin operations.

⁶Initial Inventory and Supplies- The initial inventory and supplies is to cover the initial inventory and supplies that you will need to operate your outlet.

Inventory and Supplies- Before opening your Franchised Business, you must purchase from our affiliate, Kit, LLC, approximately \$15,000 to \$30,000 of certain inventory and supplies (retail line, wax, wax tools and pots, and logoed uniforms).

Business Systems Setup Fee. Before opening your Franchised Business, you must pay us a Business Systems Setup Fee of \$14,500. This fee covers initial setup and the first three months of

certain required business systems, technology, software, call center, remote customer support, and related fees that we designate. These systems may include customer relationship management systems, booking and scheduling systems, accounting software, texting and customer communication systems, access control systems, call center or remote customer support services, and other technology or business systems we designate. Beginning in the fourth month after opening, you must pay the then-current Call Center Fee and Business Systems and Software Fees described in Item 6. The Business Systems Setup Fee is fully earned when paid and is non-refundable.

⁷Signage- The cost of signs may vary depending on the type, size, and location of the signs, and may also be affected by municipal restrictions.

⁸Licenses, Permits, and Certifications- Estimated costs of obtaining required licenses and permits to operate your Franchised Business. Some costs may vary depending on the location of the Franchised Business.

⁹Insurance- You must purchase insurance per our specifications. Your costs will vary.

¹⁰POS and Computer System, Cameras- You must purchase a POS and computer system pursuant to our specifications, as well as security cameras.

¹¹Grand Opening Advertising- You must spend these sums to promote the opening of your Franchised Business pursuant to our specifications.

¹²Professional Fees- You will incur professional fees to set up your entity, assist with this franchise purchase, and the start of your Franchised Business.

¹³Additional Funds - 6 Months. We relied on our Affiliate experience in the format of the franchise business to compile these estimates. This estimate is for your miscellaneous expenses and working capital.

¹⁴Total- We do not offer financing directly or indirectly for any part of the initial investment.

YOUR ESTIMATED INITIAL INVESTMENT

B. AREA DEVELOPMENT AGREEMENT

Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low	High			
Area Development Fee (Note 1)	\$100,000	\$150,000	Lump Sum	Upon entering into Area Development Agreement	Us

Initial Investment for Your Initial Franchised Business (Note 2)	\$157,000	\$534,000	See Chart 7(A) above.
TOTAL	\$257,000.00	\$684,000.00	

Note 1 - The low-end comprises the initial franchise fee of \$50,000 plus the \$50,000 for the additional two outlets (\$25,000 x 2). The high-end comprises the initial franchise fee of \$50,000 plus the \$100,000 for the additional four outlets (\$25,000 x 4).

Note 2 - The low-end comprises the low-end estimate from the Item 7.A table, less the \$50,000 initial franchise fee, as it is included in the Area Development Fee (\$207,000 - \$50,000 = \$157,000). The high-end comprises the high-end estimate from the Item 7.A table, less the \$50,000 initial franchise fee, as it is included in the Area Development Fee (\$584,000 - \$50,000 = \$534,000).

The estimates in this Chart 7(B) assume that you will be entering into an Area Development Agreement for the right to open and operate three to five Franchised Businesses within a Development Area and the cost of opening the first Franchised Business.

The Area Development Fee ranges from \$100,000 to \$150,000 for three to five territories, as explained in Item 5 above. The Area Development Fee includes the Initial Franchise Fee on the first territory purchased under the Development Agreement and one-half the Initial Franchise Fee on additional territories. You pay the remaining one-half of the Initial Franchise Fee on additional territories at the time you enter into Franchise Agreements for such territories.

This figure represents the total estimated initial investment required to open your initial Franchised Business under the Franchise Agreement you must enter into with us at the same time as the execution of your Development Agreement.

Other than the Development Fee, this figure does not include the costs associated with opening a second and subsequent locations which will incur additional costs.

ITEM 8 **RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

To ensure that our standards and specifications of quality and service are maintained, at all times you must operate your Franchised Business in strict conformity with the methods, standards, specifications, and sources of supply that we designate and prescribe in our Operations Manual and various other confidential manuals and writings prepared by us for your use in operating a Franchised Business in accordance with the System. We may periodically change our standards and specifications in our sole discretion upon written notice to you or as may be specified by the Operations Manual.

You must either use advertising templates which we make available or specify or obtain our written approval before placing any advertising.

Computer Hardware and Software.

You must purchase, lease, subscribe to, or use the computer hardware, software, business systems, technology platforms, communication systems, access control systems, customer relationship management systems, booking and scheduling systems, accounting software, reporting systems, call center or remote customer support services, and other technology or business systems that we designate. We may designate specific suppliers or vendors for these systems and may change required systems or vendors from time to time.

Furniture, Fixtures, Equipment and Signs.

You must purchase furniture, fixtures, equipment, and signs pursuant to our specifications or prior written approval.

Insurance.

You must purchase insurance in the types and amounts of coverage that we specify and we reserve the right to specify designated broker(s) or insurance carrier(s). At present, we require franchisees to purchase the following minimum insurance requirements:

1. Commercial general liability insurance policy, including products liability, combined single limit for bodily injury and property damage liability in the minimum amount of \$1,000,000 per occurrence and \$2,000,000 aggregate.
2. Business property insurance in the amount of \$50,000 per occurrence.
3. Workers' compensation insurance as required by local law.
4. UWFranco, LLC must be listed as an additional insured and provide for written communication at least 30 days in advance of the cancellation of the policy.
5. A surety or fidelity bond or similar insurance policy covering franchisees and their employees is recommended.
6. Liquor liability insurance.
7. Excess liability coverage of \$1,000,000 per occurrence.
8. Cyber liability coverage of \$1,000,000 per occurrence.

Leased Location

You will need a site on which to operate the franchise. We furnish site selection guidelines. We require you to send to us any proposed lease and information as required by us to evaluate the site for our approval before you sign the lease. You may lease from any landlord.

Leasehold Improvements

You may purchase leasehold improvements from any supplier but must build out your location according to our specifications.

Signage

You must purchase signage according to our specifications.

Whether We or Our Affiliates Are Approved Suppliers.

Our affiliate, Kit, LLC, is the only approved supplier of certain inventory and supplies (retail line, wax, wax tools and pots, and logoed uniforms). We and our affiliates are not currently an approved supplier of any other supplies or service to franchisees.

Officer Interests in Suppliers.

Our officer, Shannon Conley, owns an interest in our affiliate, Kit, LLC.

Approval of Alternate Suppliers.

If you want to purchase or lease any supplies, materials, tools, products or services not previously approved in writing by us as acceptable or from a supplier not approved by us, you can request our approval in writing, at your sole expense. Criteria for approving or disapproving alternative suppliers are not available to franchisees. You must reimburse us for the actual fees and costs for evaluating alternate products or services proposed by you.

We will advise you within 30 days whether the proposed items and supplier(s) meet our specifications, and our approval will not be unreasonably withheld. The approval time may vary if we determine, in our independent judgment, that additional testing is needed. We will notify you in writing of our approval or disapproval and of revocation of approved suppliers. Suppliers must maintain our standards in accordance with written specifications and any modifications. If a supplier deviates from our specifications, we may terminate the supplier's status as an approved supplier.

Specifications.

We issue specifications to franchisees. We issue and modify the specifications by updating the Operations Manual.

Revenue from Required Purchases

We may derive revenue or other material consideration from required purchases or leases by you. Our affiliate, Kit LLC, derives revenue from required purchases of certain inventory, retail products, wax, wax tools and pots, logoed uniforms, opening supplies, and other products by franchisees. In our fiscal year ending December 31, 2025, we received \$0 from required purchases by franchisees.

Required Purchases as a Proportion of Costs

We estimate that approximately 70% of your expenditures for leases and purchases in establishing your Franchised Business will be for goods and services that must be purchased from us, an

Affiliate, an approved supplier, or from another party according to our standards and specifications. We estimate that approximately 30% of your expenditures on an ongoing basis will be for goods and services that must be purchased either from us, an Affiliate, an approved supplier or another party according to our standards and specifications.

Supplier Payments to Us

Designated suppliers may make payments to us from franchisee purchases.

In the fiscal year ended December 31, 2025, we did not yet receive any supplier rebates but may do so in the future.

Purchasing or Distribution Cooperatives

At this time, we do not have any purchasing or distribution cooperatives.

Purchase Arrangements

We may negotiate purchase arrangements with suppliers, including price terms, for the benefit of our franchisees.

Material Benefits

We do not provide material benefits to you based on your use of a particular supplier. However, when your franchise is up for renewal, to continue your franchise rights, we require you to be in compliance with your franchise agreement, which includes compliance with any supplier standards that are contained in our Operations Manual.

ITEM 9 **FRANCHISEE'S OBLIGATIONS**

This table lists your principal obligations under the Franchise Agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this Disclosure Document.

Obligation	Section in Agreement	Item in Disclosure Document
a. Site selection and acquisition/lease	FA: Sections 2 and 5 ADA: Section 3	Item 11
b. Pre-opening purchases/leases	FA: Sections 5, 13 and 15 ADA: Section 3	Items 5, 6, 7, 8 and 11
c. Site development and other pre-opening requirements	FA: Sections 2, 3, 5, 8 and 10 ADA: Section 3	Items 5, 7, 8 and 11
d. Initial and ongoing training	FA: Section 8	Items 5, 6, 7 and 11
e. Opening	FA: Sections 4, 5, 11 and 13 ADA: Section 3	Item 11

Obligation	Section in Agreement	Item in Disclosure Document
f. Fees	FA: Sections 3, 4, 8, 10, 11, 12, 13, 15, 18, 21, 22 and 23 ADA: Sections 2 and 4	Items 5, 6, 7, 8, and 11
g. Compliance with standards and policies/Operations Manual	FA: Sections 6, 7, 9, 10 and 13	Items 8 and 11
h. Trademarks and proprietary information	FA: Sections 6, 7 and 9	Items 13 and 14
i. Restrictions on products/services offered	FA: Sections 6 and 13	Items 8, 11, 12 and 16
j. Warranty and customer service requirements	FA: Section 13	Not Applicable
k. Territorial development and sales quotas	ADA: Section 3	Item 12
l. On-going product/service purchases	FA: Section 13	Items 6, 8 and 11
m. Maintenance, appearance and remodeling requirements	FA: Sections 3, 10 and 13	Item 8
n. Insurance	FA: Section 15	Items 6, 7, and 8
o. Advertising	FA: Section 11	Items 6, 7, 8 and 11
p. Indemnification	FA: Section 21	Item 6
q. Owner's participation/management/staffing	FA: Sections 8 and 13	Item 15
r. Records and reports	FA: Section 12	Items 6 and 11
s. Inspections and audits	FA: Sections 6 and 12	Item 6
t. Transfer	FA: Sections 18 and 19; Schedule 1	Item 17
u. Renewal	FA: Section 4; Schedule 1	Item 17
v. Post-termination obligations	FA: Section 17; Schedule 2	Item 17
w. Non-competition covenants	FA: Sections 7, 9 and 17; Schedule 2	Item 17
x. Dispute resolution	FA: Section 23; Schedules 2 and 3	Item 17

ITEM 10 **FINANCING**

We do not offer direct or indirect financing. We do not guarantee your note, lease or obligations.

ITEM 11
FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND
TRAINING

Except as listed below, we are not required to provide you with any assistance.

Pre-Opening Obligations

Before you open your Franchised Business, we will:

- (1) Provide an initial training program. This training does not include any professional licenses, certification, or other training you must possess and/or complete before you can operate the Franchised Business. (Section 8.1 of the Franchise Agreement).
- (2) Provide to you opening assistance and guidance to assist you with any questions you may have in operating and establishing the Franchised Business. (Section 8.2 of the Franchise Agreement).
- (3) Provide you, on loan, with one copy of our Operations Manual or provide you with access to an electronic copy of the Operations Manual. The Table of Contents of the Operations Manual, along with number of pages devoted to each section, is included as Exhibit C to this Disclosure Document. (Section 9.1 of the Franchise Agreement). The Operations Manual contains a total of 94 pages.
- (4) Provide assistance and guidance in establishing prices for products and services. (Section 9 of the Franchise Agreement).
- (5) Provide assistance with required equipment, signs, fixtures, opening inventory, retail products, supplies, computer hardware, software, business systems, technology platforms, call center or remote customer support services, and other opening items. We may provide specifications, approved supplier lists, designated vendors, or other requirements for these items. We do not deliver or install these items unless we agree otherwise in writing. You are responsible for purchasing, leasing, subscribing to, installing, and maintaining all required items and systems. (Section 13.2 of the Franchise Agreement).
- (6) We provide limited assistance to help you or your contractor conform the premises to local ordinances and building codes and obtain any required permits. We provide limited assistance to help you or your contractor construct, remodel, or decorate the premises. (Section 9.1 of the Franchise Agreement).
- (7) We provide assistance with the type and number of employees that should be hired. However, you are solely responsible for hiring, firing, compensating, paying applicable payroll taxes and day-to-day supervision and control over your employees. (Section 9.1 of the Franchise Agreement).

Continuing Obligations

During the operation of your Franchised Business, we will:

- (1) Offer you advice, discuss operating issues, and provide general guidance by telephone, electronic correspondence, virtual meetings, in-person meetings, or other methods we designate, with respect to planning and operating the Franchised Business. (Section 14.1 of the Franchise Agreement).
- (2) Make available ongoing training, refresher training, operational guidance, webinars, meetings, seminars, or conferences as we determine necessary or appropriate. You must attend any training, meetings, seminars, conferences, or webinars that we designate as mandatory. (Section 8.4 of the Franchise Agreement).
- (3) Provide you with modifications, updates, supplements, or revisions to the Operations Manual and System standards as they are made available to franchisees. (Section 9.2 of the Franchise Agreement).
- (4) Require you to use designated business systems, software, technology platforms, call center or remote customer support services, reporting systems, accounting systems, customer communication systems, and other systems we designate. You must implement any updates, replacements, or changes to these systems within the time period we require.

Except as expressly disclosed in this Item, we have no obligation to develop products or services you will offer to your customers, hire or train your employees, improve or develop your franchised business, resolve operational problems encountered by you, or establish administrative, bookkeeping, accounting, inventory control, pricing, or operating procedures for your specific business.

Site Selection

We provide site selection criteria to you to assist you in locating a site for the Franchised Business. We do not generally own the premises and lease it to you. We consider the following factors when reviewing a proposed site: (i) residential population, (ii) income levels, (iii) demographics, (iv) competition, (v) visibility, (vi) proximity to other franchised or affiliate locations, (vii) accessibility, (viii) traffic, (ix) size, (x) condition and character, (xi) parking, and (xii) available signage. (Franchise Agreement, Section 8.2).

You must secure a location for the Business within 45 days of the signing of the Franchise Agreement; this includes the requirement of obtaining our approval for your selected location. We will generally approve or deny your selected location within 10 days, but we maintain the right to take additional time if circumstances demand it. In addition, you must sign the lease or otherwise secure the legal right to occupy the location, meeting all the state and local specifications, within 15 days following our approval of such location. If you and we do not agree on a selected site in the permitted time, we can allow you more time or terminate the Franchise Agreement.

For franchisees under Area Development Agreements, we use the same site selection assistance procedures and timing for each additional unit franchise agreement you enter into with us as part of the Area Development Agreement.

Time Until Commencement of Operation

We estimate that the typical length of time between the signing of the Franchise Agreement and the opening of the franchise is approximately 210 to 270 days. You must open your Franchised Business and be operational within 300 days from executing the Franchise Agreement. Nonetheless, we reserve the right to grant extensions to the Time Before Operations period at our sole and absolute discretion; we are in no way obligated to consider such extensions in any case. (Section 5.4 of the Franchise Agreement).

Local Advertising and Promotion

You must spend on local advertising and promotion of the Franchised Business and the Proprietary Marks the greater of \$1,500 per month or 1.5% of Gross Revenues from your Franchised Business for the preceding reporting period. You must spend these amounts in the area or territory where your Franchised Business is located and in accordance with our standards and approved marketing plans. We may review your books and records periodically to determine your expenditures on local advertising and promotion. If we determine that you have not spent the required amount, we may require you to spend the deficiency or pay the unspent amount to us so that we may spend it on advertising or promotion on your behalf.

You must list and advertise the Franchised Business in such print or online directories as we specify utilizing our standard forms of listing and advertisements. You must use the telephone numbers, call routing systems, customer communication systems, texting systems, online booking systems, and related customer communication tools that we designate. We may maintain or control one or more telephone numbers, online booking tools, communication systems, or related accounts for the Franchised Business. You must reimburse us or our designated vendors for any related costs if we require you to do so.

We have no obligation to conduct advertising. We are not required to spend any amount on advertising in the area or territory where you will be located.

Franchisee Use of Own Advertising Material

You may use only advertising, marketing, promotional, social media, digital, email, texting, customer communication, and public-facing materials that we prepare, provide, or approve in advance. You must submit any proposed materials that we have not previously approved to us for written approval before use. If you do not receive written approval within 14 days after we receive the materials, the materials are deemed disapproved. You must comply with our brand standards, advertising guidelines, social media policies, digital communication standards, and customer communication requirements.

Websites, landing pages, social media pages, online listings, paid search advertising, search engine optimization, digital advertising, email marketing, texting, customer communication tools, online

booking tools, domain names, URLs, keywords, meta-tags, directory listings, and similar online or digital activities are deemed advertising and are subject to our approval and control. You may not establish, operate, or use any website, domain name, social media account, online profile, advertising account, or digital marketing account using the Proprietary Marks without our prior written approval. We may require you to use corporate-provided or designated accounts, platforms, vendors, templates, content, and communication tools. We retain the sole right to control use of the Proprietary Marks on the Internet and in all digital channels. (Section 11.4 of the Franchise Agreement).

Grand Opening Advertising

Before opening and during the first month after opening your Franchised Business, you must spend \$15,000 to \$20,000 on grand opening advertising and promotion in accordance with a grand opening marketing plan approved by us. We may require you to use designated advertising vendors, media channels, creative materials, offers, promotions, and marketing schedules.

Regional Advertising Fund

We may establish regional advertising or promotional programs for one or more geographic areas. If we establish a Regional Advertising Fund for your area, and a majority of the Urban Waxx locations in that Regional Area agree to participate, you must participate in and contribute your share to the Regional Advertising Fund. We will determine the amount of required contributions, the geographic scope of the Regional Area, the advertising media, the promotional programs, and the manner in which the Regional Advertising Fund will be administered. Company-owned or affiliate-owned outlets in the Regional Area will contribute on the same basis as franchised outlets. We may form, change, dissolve, or merge any Regional Advertising Fund. The Regional Advertising Fund is not required to prepare annual or periodic financial statements or make them available for your review.

National Advertising Fund

We will administer an advertising and marketing fund for Urban Waxx locations, which we refer to as the "National Advertising Fund." You must contribute \$1,000 per month to the National Advertising Fund, payable together with the Royalty Fee or at such other time as we designate.

We will direct all advertising, marketing, promotional, brand development, creative, public relations, digital, social media, website, search engine, customer acquisition, customer retention, and related programs financed by the National Advertising Fund. We have sole discretion over creative concepts, materials, vendors, endorsements, media, placement, timing, markets, allocation, and strategy. We may use the National Advertising Fund for online advertising, social media advertising, search advertising, website development, content creation, public relations, direct mail, print, radio, television, outdoor advertising, market research, customer research, brand strategy, marketing personnel, agency fees, administrative costs, and other marketing-related purposes.

The National Advertising Fund will be accounted for separately from our other funds. If we do not spend all National Advertising Fund amounts in the year in which they are collected, we may retain

the money in the National Advertising Fund and spend it in the future. We will furnish to you, upon written request, an unaudited annual report of the National Advertising Fund.

Although we will endeavor to use the National Advertising Fund to develop advertising and marketing materials and programs that benefit Urban Wxxx locations generally, we are not required to ensure that expenditures in or affecting any geographic area are proportionate or equivalent to contributions from that area. We are not required to ensure that your Franchised Business receives any direct, local, or proportionate benefit from the National Advertising Fund.

Locations owned by us or our affiliates will contribute to the National Advertising Fund on the same basis as franchised outlets. The National Advertising Fund will not be used principally to solicit new franchise sales.

Advertising Councils or Cooperatives

We do not currently have an advertising council composed of franchisees that advises us on advertising policies, but we reserve the right to form one in the future. Except for any Regional Advertising Fund or regional advertising program described above, we do not currently require you to participate in a local or regional advertising cooperative.

Computer Systems

You must purchase, lease, subscribe to, use, and maintain the computer hardware, software, business systems, technology platforms, payment processing systems, access control systems, customer communication systems, call center or remote customer support systems, and related technology that we designate. (Section 12.5 of the Franchise Agreement).

Presently, required systems may include computer hardware, printers, scanners, payment processing equipment, security cameras, booking and scheduling systems, customer relationship management systems, accounting software, texting and customer communication systems, access control systems, reporting systems, call center or remote customer support services, and other technology or business systems we designate. We may change, add, replace, or discontinue required systems, suppliers, vendors, platforms, hardware, or software from time to time.

The estimated cost of computer hardware, security cameras, and related equipment is disclosed in Item 7. The Business Systems Setup Fee is disclosed in Item 5 and Item 7. Recurring Call Center Fees and Business Systems and Software Fees are disclosed in Item 6. You may also be required to pay transaction costs, payment processing fees, hardware costs, support fees, implementation fees, upgrade fees, maintenance fees, and other vendor charges.

You must maintain all required systems in good working order and must replace, update, or upgrade your hardware, software, business systems, technology platforms, and related equipment as we require. There is no contractual limitation on the frequency or cost of required maintenance, updates, upgrades, replacements, or support.

You must offer and accept Urban Wxxx gift cards, loyalty cards, stored value programs, packages, memberships, payment methods, and customer programs that we designate. You must use any

payment processors, merchant services providers, gift card systems, loyalty systems, and customer account systems that we designate.

Independent Access to Information.

We have, and you must provide us with, independent access to all information generated, stored, processed, or maintained through your computer systems, business systems, software, payment systems, booking and scheduling systems, customer relationship management systems, call center or remote customer support systems, customer communication systems, accounting systems, reporting systems, security cameras, and other technology platforms. This information may include customer information, appointment information, transaction data, sales data, payment data, gift card and loyalty data, operating data, payroll data, labor data, financial data, marketing data, call center data, customer communications, and other records relating to the Franchised Business. You must provide us with 24-hour access to any approved video surveillance stream and to any other systems we designate. We have the right to review your business operations in person, by mail, electronically, or through remote system access, and to inspect, copy, download, and use your paper and electronic business records relating to the Franchised Business. There are no contractual restrictions on our right to access your data.

Standardized Financial Reporting

You must use the chart of accounts, bookkeeping procedures, accounting software, sales categories, payroll classifications, reporting formats, financial reporting systems, and other financial controls that we designate. We may require you to use designated bookkeeping providers, accounting systems, payroll systems, reporting systems, or other vendors. You must submit sales reports, financial statements, profit and loss statements, balance sheets, payroll reports, bank statements, tax reports, operating reports, and other reports in the form, manner, and frequency we require. You must provide us with direct access to designated accounting, bookkeeping, payroll, payment processing, and reporting systems.

Training Program

Before you open your Franchised Business, you, your Designated Manager, and the employees we designate must attend and complete our initial training program to our satisfaction. Our current initial training program consists of approximately 120 total hours of training. The program includes management, operations, brand standards, business systems, inventory, retail, marketing, financial reporting, customer experience, and wax/service training components.

The portion of training conducted at our corporate or affiliate training location depends on the role of the attendee. Waxers must complete approximately 40 hours of wax training at our corporate or affiliate training location. Managers must complete approximately 40 hours of management training at our corporate or affiliate training location. If your Designated Manager is also a waxer, that person may be required to complete both the wax training and management training components, which may require approximately 80 hours, or up to two weeks, of training at our corporate or affiliate training location.

The initial training program covers up to two waxers and your owner or Designated Manager. If

the owner will perform waxing or sugaring services, the owner must be licensed as an esthetician, cosmetologist, or other licensed professional if required by applicable law. Additional attendees may attend training only if we approve them and you pay our then-current additional training fee.

You must pay all travel, lodging, meals, wages, benefits, payroll taxes, and related expenses incurred by you and your attendees. If you replace your Designated Manager, lead waxer, or another required trained employee, the replacement person must attend and complete our training program to our satisfaction within the time period we designate. Your Franchised Business must always be under the day-to-day supervision of you, your Owner/Operator, or an approved Designated Manager who has satisfactorily completed our required training program.

The time frames provided in the chart below are estimates. We may modify the training program, training subjects, training hours, instructors, format, and location at any time.

TRAINING PROGRAM

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
Introduction to Urban Waxe	2 hours	0 hours	Note 1
Understanding Urban Waxe & its Services	4 hours	0 hours	
Permits and Code Compliance	2 hours	0 hours	
Store Build Out	4 hours	0 hours	
Pricing and Service Menu	4 hours	0 hours	
Regulatory Compliance	2 hours	0 hours	
Inventory Ordering	6 hours	0 hours	
Bookkeeping/Payroll	6 hours	0 hours	
Dos and Don'ts	6 hours	0 hours	

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
Marketing and Advertising	4 hours	0 hours	
Wax Training	0 hours	40 hours	
Management Training	0 hours	40 hours	
Totals	40 Hours	80 Hours	

Note 1- **Training Location**. Training may be conducted online, virtually, at our affiliate's location in Portland, Oregon, at your Franchised Business, or at another training location we designate. We determine the location, format, instructors, and schedule for training.

All persons attending the initial training program must complete the program to our satisfaction. If you cannot complete the program to our satisfaction, we may terminate the Franchise Agreement. (Sections 8.1 and 8.3 of the Franchise Agreement).

The following instructors teach our initial training program: Shannon Conley, Shannon Brown, Sydney Zacharias, and Kaylynn Whitney.

We describe the nature of all trainer's experience in Item 2 above.

We set forth the length of the Instructors' experience in the industry and with the franchisor below:

<u>Instructor</u>	<u>Years of Experience in the Field</u>	<u>Years of Experience with the Franchisor*</u>
Shannon Conley	27	19
Shannon Brown	24	9
Sydney Zacharias	10	6
Kaylynn Whitney	13	10

*Includes years of experience with any of our affiliates.

The principal instructional materials will consist of the Operations Manual.

The person responsible for daily operations of your Franchised Business is required to successfully complete the training. You may also send one additional employee to training. Training for up to two people is provided without additional charge.

If you replace the person responsible for daily operations, the replacement must attend and complete our required training to our satisfaction within 30 to 60 days of being hired. Although we do not charge for the initial training program, you may be charged \$500 per person per day for training of a replacement.

All persons attending the initial training program must complete the program to our satisfaction. If you, your Designated Manager, or another required attendee cannot complete the program to our satisfaction, we may require additional training, require you to designate a replacement attendee, delay opening, or terminate the Franchise Agreement.

The principal instructional materials will consist of the Operations Manual, training materials, system standards, brand standards, business systems materials, service materials, retail materials, and other materials we designate.

We do not currently require any additional training or refresher courses after the initial training program, but we may do so in the future. You must pay our then-current training fees and all expenses for additional training, replacement training, refresher training, meetings, seminars, conferences, webinars, or other training we require.

ITEM 12 **TERRITORY**

The franchise is for the operation of one Franchised Business at a specific location that we approve. You will not receive an exclusive territory. However, if you are not in default under your Franchise Agreement, we will not establish, nor permit another franchisee to establish, another Urban Waxx franchised business within a three-mile radius of your approved location, which we refer to as your "Protected Territory." This restriction applies only to the establishment of another physical Urban Waxx franchised business within your Protected Territory. Except as expressly stated in this Item 12 and in the Franchise Agreement, you may face competition from other franchisees, outlets that we or our affiliates own or operate, other channels of distribution, or competitive brands that we control. We do not restrict customers from patronizing any Urban Waxx location, regardless of where the customer lives or works. We may establish policies regarding marketing, customer communications, online booking, call routing, gift cards, loyalty programs, packages, memberships, and customer accounts that may affect customers in or outside your Protected Territory.

We and our affiliates have used and reserve the right to use other channels of distribution and customer acquisition, including websites, mobile applications, online booking platforms, call centers, remote customer support services, social media, email, texting, digital advertising, search advertising, online retail, gift card programs, loyalty programs, packages, memberships, e-commerce, third-party platforms, and other digital or non-traditional channels. We may use these channels to solicit, accept, route, process, or fulfill orders, appointments, customer communications, gift cards, loyalty benefits, retail product sales, packages, memberships, or other transactions anywhere, including inside your Protected Territory. We are not required to compensate you for any sales, appointments, customers, leads, inquiries, gift card sales, retail product sales, packages, memberships, or other transactions generated through these channels. You must focus your marketing and promotional efforts on your Franchised Business and your Protected Territory, unless we approve otherwise in writing. You may not sell products or services

through the Internet, e-commerce, mail order, catalog sales, third-party platforms, mobile applications, social media commerce, or other alternate channels of distribution unless we first approve the activity in writing. You may engage in approved Internet, social media, digital marketing, customer communication, and local promotional activities only in accordance with our standards and guidelines. We may establish policies for cross-territorial marketing, customer communications, customer booking, gift card redemption, loyalty programs, packages, memberships, and customer account management.

Neither the Franchisor nor any affiliate operates, franchises, or has plans to operate or franchise a business under a different trademark which sells or will sell goods or services similar to those the franchisee will offer.

If you want to relocate your Franchised Business, you must notify us in writing 60 days before the relocation. We reserve the right to refuse to approve a proposed relocation if we believe, for any reason, that the proposed relocation is not acceptable to us. Our judgment may be based on factors such as the proximity to existing or proposed locations owned by other franchisees or us, the suitability of the proposed facilities, compliance with our then-current franchise location requirements, the competitiveness within the marketplace or other factors.

Continuation of your franchise rights does not depend on your achieving a certain sales volume, market penetration, or other contingency.

Area Developers:

Under the Area Development Agreement, you will receive the right to develop, open, and operate multiple Franchised Businesses within a defined development area, which we refer to as the “Development Area,” according to an agreed development schedule. We determine the Development Area based on factors that may include population, demographics, trade area characteristics, market potential, competition, existing Urban Wxxx locations, planned Urban Wxxx locations, and your financial and operational capacity.

During the term of the Area Development Agreement, and provided you are not in default, we will not establish or grant another person the right to establish an Urban Wxxx franchised business within your Development Area, except as otherwise provided in the Area Development Agreement. Your development rights do not give you ownership of customers, exclusive rights to alternate channels of distribution, or the right to prevent customers from patronizing other Urban Wxxx locations.

When you seek to open additional outlets under the Area Development Agreement, we will apply our then-current site selection criteria to approve or disapprove proposed sites. Your Area Development Agreement will contain a development schedule. If you do not meet the development schedule, we may terminate your right to develop future outlets under the Area Development Agreement, but we may not terminate franchise agreements already in place solely because of your breach of the development schedule.

ITEM 13
TRADEMARKS

The following is a description of the principal trademarks and service marks registered on the Principal Register of the United States Patent and Trademark Office:

Description of Mark	Serial/Registration Number	Principal Supplemental Register of the USPTO or	Registration Date
URBAN WAXX	7273573	Principal	January 16, 2024
URBANWAXX	7273576	Principal	January 16, 2024

We have filed all required affidavits and maintenance documents as the same have become due. We have not renewed any trademarks.

No currently effective agreements significantly limit our rights to use or license the Proprietary Marks in any manner material to the franchise. We have no currently effective material determinations of the United States Patent and Trademark Office, the Trademark Trial and Appeal Board or any state trademark administrator or court. We have no pending infringement, opposition or cancellation proceeding or pending material federal or state court litigation regarding our use or ownership rights in a trademark. We have no actual knowledge of any superior prior rights or infringing uses which could materially affect your use of such marks.

If any administrative or judicial proceeding arising from a claim or challenge to your use of any of our marks, you must immediately notify us, and we may take any such action as we deem appropriate in order to preserve and protect the ownership, identity and validity of the marks. We are only obligated to defend you from any claims arising from your use of our primary marks. If we decide to modify or discontinue the use of any mark and/or use one or more additional or substitute marks, you will be responsible for the tangible costs (such as replacing signs and materials) associated with such a change.

You are required to immediately notify us of any use of, or claims of rights to, a mark identical to or confusingly similar to our marks. We are not required to take affirmative action when notified of these uses or claims. We have the right, but not the obligation, to bring any action against any third party using such a similar mark. We have the right to control any such litigation or administrative proceedings, including any settlement.

We are not required to participate in your defense and/or indemnify you for expenses or damages if you are a party to an administrative or judicial proceeding involving a trademark if the proceeding is resolved unfavorably for you. At our option, we or our designee may defend and control the defense of any proceeding arising directly from your use of any Proprietary Mark.

-29-

ITEM 14
PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION

No patents or registered copyrights are material to the franchise. We and our affiliates claim common law copyright protection of our Operations Manual and related materials although these materials have not been registered with the United States Registrar of Copyrights. The Operations Manual and related materials are considered proprietary and confidential and are considered the property of us and our affiliates and may be used by you only as provided in the Franchise Agreement. You may not use our confidential information in any unauthorized manner and must take reasonable steps to prevent its disclosure to others.

You will be entitled to use of the copyrighted and proprietary materials during the term of the franchise. There are no currently effective material determinations of the USPTO, the United States Copyright Office, or a court regarding the copyrighted materials. There are no agreements that significantly limit our rights to use or license the use of the copyrighted or proprietary materials. There is no provision in the Franchise Agreement specifically obligating us to protect your rights to use of the proprietary or copyrighted materials, but we will respond to this information as we deem appropriate. There are no infringing uses known to us which would materially affect your use of proprietary and/or copyrighted materials.

If we decide that you should modify or discontinue using any of the copyright material, or if we decide that you should use one or more additional or substitute copyrights, you must comply with our directions in the time that we reasonably specify. Neither we nor any of our affiliates will have any obligation to reimburse you for the cost of complying with our directions. If requested by us, you will discontinue the use of the subject matter covered by any copyright used with the franchise.

ITEM 15
OBLIGATION TO PARTICIPATE IN THE
ACTUAL OPERATION OF THE FRANCHISE BUSINESS

Either you or your approved Designated Manager must devote sufficient time and attention to the day-to-day management and operation of the Franchised Business, but not less than 40 hours per week. Your Franchised Business must at all times be under the active day-to-day supervision of you, your Owner/Operator, or an approved Designated Manager who has satisfactorily completed our required training program.

You may select your proposed Designated Manager, but we retain the right to approve or reject the individual you propose. You are solely responsible for hiring, firing, supervising, compensating, paying payroll taxes for, and controlling your Designated Manager and all other employees of the Franchised Business. Your Designated Manager and employees are not our employees. You are solely responsible for any dispute, claim, wage obligation, benefit obligation, tax obligation, or other liability relating to your Designated Manager or employees.

You must keep us informed at all times of the identity of your Designated Manager. If you replace your Designated Manager, your replacement Designated Manager must be approved by us within 60 days, and must attend and satisfactorily complete our required training program within the time period we designate. You must pay all training fees and expenses associated with replacement

training, as described in Items 6 and 11. If the Franchisee is an entity, the Designated Manager is not required to own an equity interest in the Franchisee.

We may require your owners, officers, directors, partners, managers, executives, employees, staff, and other individuals who have access to our Confidential Information, Trade Secrets, System standards, customer information, business systems, training materials, or Operations Manual to sign nondisclosure, confidentiality, non-solicitation, and, to the extent permitted by applicable law, non-competition agreements in a form the same as or similar to the Nondisclosure and Non-Competition Agreement attached to the Franchise Agreement. We will be a third-party beneficiary of those agreements and will have the independent right to enforce them.

If you are a business entity, each owner who is active in the Franchised Business at any time during the term of the Franchise Agreement, and each owner who has a beneficial ownership interest of 10% or more in you, must personally guarantee, jointly and severally, your obligations under the Franchise Agreement and agree to be personally bound by, and personally liable for the breach of, every provision of the Franchise Agreement. If your spouse is not an owner of the business entity and is not a party to the Franchise Agreement, your spouse is not required to sign a personal guaranty. The guaranty applies to both monetary obligations and obligations to take or refrain from taking specific actions or to engage or refrain from engaging in specific activities. The form of Unlimited Guaranty and Assumption of Obligations is attached to the Franchise Agreement as Schedule 3.

ITEM 16
RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

You must offer and sell only those goods and services which we have approved. You must also offer all goods and services that we designate. All goods and services provided by you must be presented in accordance with our System Standards. We may periodically change the required and/or authorized products and services, and there are no limits on our right to do so. You must promptly implement these changes and must discontinue selling any products or services that we at any time decide to disapprove in writing.

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ITEM 17
RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION

THE FRANCHISE RELATIONSHIP

This table lists certain important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.

Provision	Section in franchise or other agreement	Summary
a. Length of the franchise term	FA: Section 4.1 ADA: Section 3	FA: The initial term is 10 years.

Provision	Section in franchise or other agreement	Summary
		ADA: Term is the date the last Location is required to be opened according to the Development Schedule.
b. Renewal or extension of the term	FA: Section 4.2	If you have substantially complied with the Franchise Agreement, you have the right to renew for additional 10-year terms.
c. Requirements for franchisee to renew or extend	FA: Section 4.2	Written notice of intent to renew, sign new franchise agreement and release, pay renewal fee, refurbish or remodel the premises, and replace the equipment to be in compliance with our then current standards. The new franchise agreement may contain terms and conditions materially different from those in your previous franchise agreement, such as different fee requirements and territorial rights.
d. Termination by franchisee	FA: Section 16.1	You may terminate the Franchise Agreement upon (1) our mutual agreement; (2) non-renewal; (3) a sale pursuant to the terms of this Agreement; or (4) under any ground permitted by law. ADA: You may terminate upon any ground permitted by law.
e. Termination by franchisor without cause	Not Applicable	Not Applicable.
f. Termination by franchisor with cause	FA: Section 16.2 ADA: Section 4	FA: We may terminate the Franchise Agreement only if you default. If we terminate the Franchise Agreement following a default, your interest in the franchise will terminate. ADA: We may terminate the ADA if you default.
g. "Cause" defined – curable defaults	FA: Section 16.2.2 ADA: Section 4	FA: If a default arises from your failure to comply with a mandatory specification in the

Provision	Section in franchise or other agreement	Summary
		Franchise Agreement or Operations Manual, you can avoid termination of the Franchise Agreement if you cure the default within 30 days of receiving our notice of default, except for the defaults that require cure in a shorter time and non-curable defaults. If a default arises from your failure to maintain insurance, you can avoid termination of the Franchise Agreement if you cure the default within 10 days of receiving our notice of your failure to maintain insurance. If a default arises from your failure to make payments due to us, you can avoid termination of the Franchise Agreement if you cure the default within 5 days of receiving our notice of default. If we terminate the Franchise Agreement following a default, your interest in the franchise will terminate. ADA: You have a 30-day cure period if you are in default of the ADA.
h. "Cause" defined – non-curable defaults	FA: Section 16.2.1 ADA: Section 4	We have the right to terminate the Franchise Agreement without giving you an opportunity to cure if you: fail to timely establish, equip and begin operations of the franchised business; fail to satisfactorily complete training; fail to maintain all required professional licenses, permits and certifications for more than 5 business days; made a material misrepresentation or omission in

Provision	Section in franchise or other agreement	Summary
		the application for the franchise; are convicted of or plead no contest to a felony or other crime or offense likely to affect the reputation of either party or the Franchised Business; after notice to cure, fail to refrain from activities, behavior or conduct likely to adversely affect either party or the Franchised Business; use the Operations Manual, trade secrets or other confidential information in an unauthorized manner; if required, fail to have your owners, officers, directors, managers, other executives, employees and professional staff, and other individuals having access to trade secrets or other confidential information sign nondisclosure and non-competition agreements or, if requested, fail to provide us with copies of all signed nondisclosure and non-compete agreements; abandon the Franchised Business for 5 or more consecutive days; surrender or transfer control of the Franchised Business in an unauthorized manner; fail to maintain the Franchised Business under the supervision of a Designated Manager following your death or disability; submit reports on 2 or more separate occasions understating any amounts due by more than 2%; are insolvent; misuse or make unauthorized use of the Marks; fail on 2 or more occasions within any 12 months

Provision	Section in franchise or other agreement	Summary
		to submit reports or records or to pay any fees due us or any affiliate; violate on 2 or more occasions any health, safety or other laws or operate the Franchised Business in a manner creating a health or safety hazard to customers, employees or the public; take any action reserved to us; fail to comply with applicable law after notice; repeatedly breach the franchise agreement or comply with specifications; or default under any other agreement with us (or an affiliate) so that we (or the affiliate) have the right to terminate the agreement. However, we may not terminate franchise agreements already in place solely for a breach of the ADA. ADA: The ADA terminates when no franchise agreement is in place between the parties, or if you breach the Development Schedule.
i. Franchisee's obligations on termination/non-renewal	FA: Section 17.1	Pay amounts owed; return the Operations Manual and Software Program and return or destroy all other materials; stop using Marks, System and confidential information; de-identify yourself from us; cancel assumed names; return to us any signs utilizing the Marks; provide us with the names, addresses, and telephone numbers of all customers; assign to us your telephone and facsimile numbers, and e-mail and internet addresses, websites, domain names, social media sites and search engine

Provision	Section in franchise or other agreement	Summary
		identifiers; assign your lease to us, at our option; adhere to non-competition provisions. Pay liquidated damages. Upon our request, refund deposits and fees, and take such other actions to ensure the orderly transition of the business.
j. Assignment of contract by franchisor	FA: Section 18.1	No restriction on our right to assign.
k. "Transfer" by franchisee – defined	FA: Section 18.2	Includes any type of transfer of the Franchise Agreement or assets or any ownership change.
l. Franchisor approval of transfer by franchisee	FA: Section 18.2	You may not transfer your interest in any of the items listed in (k) above without our prior written consent. If Franchisee is in compliance with this Agreement, Franchisor's consent to such transfer shall be conditioned upon the satisfaction of the requirements in FA Section 18.2 (a)-(m).
m. Conditions for franchisor approval of transfer	FA: Section 18.2	Transferee qualifies; all amounts due are paid in full; you are not in default; the transferee complies with training requirements; transferee has received required disclosure documents; then current form of Franchise Agreement signed; transferee assumes remaining obligations under your agreements; transfer fee paid; assets have been refurbished, remodeled or replaced; lessor consent to lease assignment, if necessary; Releases signed; guaranty of performance may be required; and right of first refusal declined by us. (also see r below).

Provision	Section in franchise or other agreement	Summary
n. Franchisor's right of first refusal to acquire franchisee's business	FA: Section 19	We can match any offer for your business, except broker's fees are excluded. Cash may be substituted for any form of payment proposed.
o. Franchisor's option to purchase franchisee's business	FA: Section 17.4	Except as described in (n) above, we do not have the right to purchase your franchised business; however, during the 30-day period after the termination or expiration of the Franchise Agreement, we have the right to purchase any assets of the franchised business for book value.
p. Death or disability of franchisee	FA: Section 18.6	After the death or incapacity of an owner of the franchisee, his or her representative must transfer, subject to the terms of the Franchise Agreement, the individual's interest in the franchise within 180 days of death or incapacity or we may terminate the Franchise Agreement.
q. Non-competition covenants during the term of the franchise	FA: Section 7.3	You, your owners, and your officers, directors, executives, managers, professional staff, and employees are prohibited from: attempting to divert any business or customer of the Franchised Business to a competitive business or causing injury or prejudice to the Marks or the System; owning or working for a competitive business.
r. Non-competition covenants after the franchise is terminated or expires	FA: Section 17.2	May not offer services similar to those offered by a Franchised Business, or solicit past customers, for two years within 25 miles of your former Urban Waxe location or any other Urban Waxe business.

Provision	Section in franchise or other agreement	Summary
s. Modification of the agreement	FA: Sections 9.2, 22.7, and 22.8	The Franchise Agreement can be modified only by written agreement between you and us. We may modify the Operations Manual without your consent if the modification does not materially alter your fundamental rights.
t. Integration/merger clause	FA: Section 22.7	Only the terms of the Franchise Agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and franchise agreement may not be enforceable. Nothing in this or in any related agreement, however, is intended to disclaim the representations we made in the franchise disclosure document that we furnished to you.
u. Dispute resolution by arbitration or mediation	FA: Section 23.9; Schedules 2 and 3	You must mediate and arbitrate claims against us (subject to applicable state law).
v. Choice of forum	FA: Section 23.2; Schedules 2 and 3	Any mediation, litigation or arbitration must be pursued where our headquarters are located (subject to applicable state law).
w. Choice of law	FA: Section 23.1; Schedules 2 and 3	Except for federal law, Oregon law applies (subject to applicable state law).

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote, endorse or recommend our franchise.

ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a

franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This Item 19 presents historical financial and operational information for certain Urban Waxe outlets during the 2025 calendar year. The information is based on affiliate-owned outlets and franchised outlets, as described in the tables below. The outlets included in these tables may differ from a future franchised outlet in terms of market, maturity, size, room count, staffing, management, owner involvement, local competition, customer base, rent, payroll costs, seasonality, pricing, service mix, retail mix, local marketing execution, and other operating characteristics.

The financial information presented below has not been audited. Written substantiation for this financial performance representation will be made available to you upon reasonable written request.

Table 1: 2025 Affiliate-Owned Outlet Performance

Table 1 presents 2025 Gross Revenues and selected expense categories for the affiliate-owned Urban Waxe outlets that were open and operating for the full 2025 calendar year. The selected expense categories shown are Cost of Goods Sold, Occupancy Costs, and Payroll Costs. This table does not include all expenses incurred by the outlets and does not show net income or profit.

Outlet	Gross Revenues	Cost of Goods Sold	% of Gross Revenues	Occupancy Costs	% of Gross Revenues	Payroll Costs	% of Gross Revenues
Division	\$1,441,787	\$158,661	11.0%	\$72,174	5.0%	\$595,757	41.3%
Eugene	\$1,318,112	\$209,098	15.9%	\$91,899	7.0%	\$534,691	40.6%
Northwest	\$720,183	\$101,946	14.2%	\$31,014	4.3%	\$276,847	38.4%
Nyberg	\$660,703	\$69,763	10.6%	\$96,351	14.6%	\$272,589	41.3%
Timberland	\$554,323	\$63,908	11.5%	\$54,306	9.8%	\$206,987	37.3%
Bend	\$541,496	\$68,991	12.7%	\$71,373	13.2%	\$244,114	45.1%
Hazel Dell	\$512,745	\$56,212	11.0%	\$51,021	10.0%	\$201,294	39.3%
Fisher's Landing	\$499,688	\$57,032	11.4%	\$39,280	7.9%	\$191,352	38.3%
Average	\$781,130	\$98,201	12.3%	\$63,427	9.0%	\$315,454	40.2%
Median	\$607,513	\$69,377	11.5%	\$62,840	8.8%	\$258,352	39.9%
High	\$1,441,787	\$209,098	15.9%	\$96,351	14.6%	\$595,757	45.1%
Low	\$499,688	\$56,212	10.6%	\$31,014	4.3%	\$191,352	37.3%

Table 2: 2025 Full-Year Franchised Outlet Performance

Table 2 presents 2025 Gross Revenues and selected expense categories for the franchised Urban Waxe outlet that was open and operating for the full 2025 calendar year. The selected expense categories shown are Cost of Goods Sold, Occupancy Costs, and Payroll Costs. This table does not include all expenses incurred by the outlet and does not show net income or profit.

Outlet	Gross Revenues	Cost of Goods Sold	% of COGS of Gross Revenues	% of Occupancy Costs	% of Occupancy of Gross Revenues	Payroll Costs	% of Payroll of Gross Revenues
Tanasbourne	\$1,216,388	\$151,434	12.4%	\$44,547	3.7%	\$506,655	41.7%

Table 3: 2025 Partial-Year Franchised Outlet Revenue

Table 3 presents monthly Gross Revenues for one franchised Urban Waxx outlet that opened during 2025 and therefore was not open for the full 2025 calendar year. Because this outlet opened during 2025, we present revenue only and do not present full-year expenses or profitability information for this outlet.

Outlet	Month	Gross Revenues
Fort Worth	September 2025	\$6,450
Fort Worth	October 2025	\$8,354
Fort Worth	November 2025	\$8,028
Fort Worth	December 2025	\$11,739
Total	September 2025 to December 2025	\$34,572

Table 4: 2025 Operational Characteristics by Outlet

Table 4 presents selected operational characteristics for Urban Waxx outlets during 2025, including year opened, ownership status, treatment room capacity, average rooms used, and Gross Revenues. Treatment room capacity means the total number of treatment rooms available at the outlet. Average rooms used means the average number of treatment rooms actively used for services during the period presented. Some outlets operated with fewer active treatment rooms than their total physical room capacity.

Outlet	Total Room Capacity	Treatment Average Used in 2025	Rooms 2025 Revenues	Gross Average Revenue per Active Room
Northwest	3	2.85	\$720,183	\$252,696
Division	5	5.00	\$1,441,787	\$288,357
Eugene	6	5.71	\$1,318,112	\$230,843
Timberland	4	3.00	\$554,323	\$184,774
Fisher's Landing	3	2.35	\$499,688	\$212,633
Hazel Dell	4	2.00	\$512,745	\$256,373
Nyberg	5	2.35	\$660,703	\$281,150
Bend	3	2.42	\$541,496	\$223,759
Tanasbourne	4	4.00	\$1,216,388	\$304,097
Fort Worth	5	1.00	\$34,572	\$34,572

Table 5: 2025 Operational Characteristics Summary

Table 5 summarizes selected operational characteristics for the outlets shown in Table 4. The table presents the average, median, high, and low values for treatment room capacity, average rooms used during 2025, and Average Revenue per Active Room. “Average Revenue per Active Room” is calculated by dividing 2025 Gross Revenues by the average number of rooms used during 2025. This table is intended to provide additional operational context and does not present outlet-level revenue, expenses, net income, or profit.

Metric	Total Treatment Room Capacity	Average Rooms Used in 2025	Average Revenue per Active Room
Average	4.2	3.07	\$226,335
Median	4.0	2.93	\$241,770
High	6.0	5.71	\$304,097
Low	3.0	1.00	\$34,572

The Average, Median, High, and Low figures in Table 5 are calculated from the operational characteristics shown in Table 4. These figures are not the same as the Average, Median, High, and Low figures in Table 1 because Table 1 includes only affiliate-owned and related-party outlets and summarizes selected financial performance categories, while Table 5 includes all outlets shown in Table 4 and summarizes operational characteristics.

Notes Applicable to All Tables

1. Gross Revenues. “Gross Revenues” means all sales or revenues derived directly or indirectly from the operation of the outlet. Gross Revenues excludes sales taxes collected from customers and paid to taxing authorities, tips collected from customers and paid to employees, and documented refunds, credits, allowances, and chargebacks given in good faith to customers.

2. Cost of Goods Sold. “Cost of Goods Sold” includes the cost of products and supplies used or sold by the outlet, including wax, retail products, service supplies, and related product costs. Cost of Goods Sold may vary based on service mix, retail product mix, supplier pricing, waste, inventory management, product availability, retail strategy, and other factors.

3. Occupancy Costs. “Occupancy Costs” include rent and other location occupancy costs reflected in the outlet’s records. Occupancy Costs may vary significantly based on market, lease terms, size, tenant improvement allowances, landlord concessions, common area maintenance charges, taxes, insurance, utilities, and other lease-related or location-related costs.

4. Payroll Costs. “Payroll Costs” include wages, payroll taxes, and related labor costs reflected in the outlet’s records. Payroll Costs may vary based on staffing model, local wage rates, management structure, employee tenure, benefits, scheduling practices, service provider productivity, labor market conditions, applicable law, and other factors.

5. Selected Expenses Only. The expense categories shown in Tables 1 and 2 are selected expense categories only. They do not include all expenses required to open or operate an Urban Waxx outlet. Other expenses may include Royalty Fees, National Advertising Fund contributions, local advertising, call center fees, business systems and software fees, bookkeeping fees, insurance,

professional fees, repairs and maintenance, utilities, office expenses, supplies, taxes, debt service, depreciation, amortization, owner compensation, and other costs.

6. Affiliate-Owned Outlet Differences. Affiliate-owned outlets may differ from future franchised outlets. Future franchised outlets will incur fees and costs that affiliate-owned outlets may not incur, including Royalty Fees, National Advertising Fund contributions, required local advertising expenditures, Call Center Fees, Business Systems and Software Fees, and other franchise-related costs described in Items 5, 6, 7, 8, and 11.

7. Franchised Outlet Differences. Franchised outlets may differ from each other and from future franchised outlets based on market, site selection, rent, room count, buildout, staffing, owner involvement, management quality, local competition, customer demand, marketing execution, seasonality, pricing, service mix, retail mix, room utilization, and other factors.

8. Partial-Year Outlet. The outlet shown in Table 3 opened during 2025 and was not open for the full calendar year. Its results reflect only the months shown and should not be annualized or treated as representative of full-year performance.

9. Room Count and Room Use. Treatment room capacity and average rooms used are operational characteristics only. More rooms do not necessarily result in higher Gross Revenues or profitability. Actual results depend on demand, staffing, scheduling, service provider productivity, rebooking, location maturity, local market conditions, pricing, service mix, retail sales, and other operating factors.

10. Related-Party and Ownership Status. Certain franchised outlets included in the tables may be owned in whole or in part by persons or entities affiliated with us, our affiliates, or our principals. These outlets may differ from future franchised outlets due to their ownership structure, management history, market maturity, access to operational support, historical customer base, or other factors.

11. No Net Income or Profit Representation. Except for the selected expense categories shown in Tables 1 and 2, this Item 19 does not present all expenses incurred by the outlets and does not present net income, operating income, cash flow, EBITDA, or profit. You should not subtract only the expenses shown in Tables 1 and 2 from Gross Revenues to estimate net income or profit.

12. No Assurance. Some outlets have achieved the results shown. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to Shannon Conley at UWFranco, LLC, 10240 SW Nimbus Ave., Suite L7, Portland, OR 97223, 503-333-4555, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For Years 2023, 2024 and 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	0	0	0
	2024	0	1	+1
	2025	1	2	+1
Company- Owned*	2023	8	9	+1
	2024	9	8	-1
	2025	8	8	0
Total Outlets	2023	8	9	+1
	2024	9	9	0
	2025	9	10	+1

*Includes locations owned and operated by affiliates of the franchisor.

[remainder of page intentionally left blank]

Table No. 2
Transfers of Outlets From Franchisees To
New Owners (other than the Franchisor)
For Years 2023, 2024 and 2025

State	Year	Number of Transfers
Oregon	2023	0
	2024	0
	2025	0
Totals	2023	0
	2024	0
	2025	0

[remainder of page intentionally left blank]

Table No. 3
Status of Franchise Outlets
For Years 2023, 2024 and 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non- Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at the End of the Year
Oregon	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
	2025	1	0	0	0	0	0	1
	2023	0	0	0	0	0	0	0
Texas	2024	0	0	0	0	0	0	0
	2025	0	1	0	0	0	0	1
Totals	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
	2025	1	1	0	0	0	0	2

Table No. 4
Status of Company-Owned Outlets
For Years 2023, 2024 and 2025

State	Year	Outlets at Start of the Year	Outlets Opened	Outlets Reacquired From Franchisees	Outlets Closed	Outlets Sold to Franchisees	Outlets at End of the Year
Oregon	2023	6	0	0	0	0	6
	2024	6	1	0	0	0	6
	2025	6	0	0	0	0	6
Washington	2023	2	0	0	0	0	2
	2024	2	0	0	0	0	2
	2025	2	0	0	0	0	2

*Includes locations owned and operated by principals of the franchisor.

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Table No. 5
Projected Openings as of December 31, 2025

State	Franchise Agreements Signed But Outlet Not Open	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Company-Owned Outlets in the Next Fiscal Year
California	0	1	0
Florida	0	1	0
New York	0	1	0
Oregon	1	0	0
Texas	0	1	0
TOTALS	1	4	0

Exhibit F-1 contains a list of the names of all of our operating franchisees and the addresses and telephone numbers of their Franchised Businesses as of the end of our last fiscal year.

Exhibit F-2 contains a list of franchisees who had an outlet terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under a Franchise Agreement during the most recently completed fiscal year, or who have not communicated with us within ten weeks of the issuance of this Disclosure Document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

We have not signed any confidentiality clauses with current or former franchisees that would restrict them from speaking openly with you about their experience with us.

There is no trademark-specific franchisee organization associated with the franchise system which the franchisor has created, sponsored or endorsed. There is no independent trademark-specific franchisee organization which has asked to be included in this Disclosure Document.

ITEM 21 **FINANCIAL STATEMENTS**

Exhibit E contains our audited financial statements as of December 31, 2025, December 31, 2024, and September 3, 2024. We have not been in business for three years and so cannot include all financial statements required by the FTC Franchise Rule. Our fiscal year end is December 31.

ITEM 22 **CONTRACTS**

The following exhibits to this Disclosure Document contain the proposed agreements regarding the franchise offering:

Exhibit B: FRANCHISE AGREEMENT
Schedule 1-General Release
Schedule 2-NonDisclosure and Non-Competition Agreement
Schedule 3-Unlimited Guaranty and Assumption of Obligations

Schedule 4-Lease Addendum
Schedule 5-ACH Payment Agreement
Schedule 6-Holders of Legal or Beneficial Interest in Franchisee; Officers;
Directors
Schedule 7-State Addenda to the Franchise Agreement

Exhibit D: AREA DEVELOPMENT AGREEMENT

Appendix A-Development Territory
Appendix B-Development Schedule
Appendix C-State Addenda to the Area Development Agreement

Exhibit G: FRANCHISEE DISCLOSURE QUESTIONNAIRE

ITEM 23
RECEIPTS

Exhibit J, the last two pages of this Disclosure Document, contain detachable duplicate Receipts that serve as an acknowledgement of your receipt of a copy of this Disclosure Document. You should sign both copies of the Receipt and return one copy to us.

EXHIBIT A
STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS

State	State Administrator	Agent for Service of Process
California	Department of Financial Protection and Innovation Commissioner of Financial Protection and Innovation 651 Bannon Street, Suite 300 Sacramento, CA 95811 (866) 275-2677	Department of Financial Protection and Innovation Commissioner of Financial Protection and Innovation 651 Bannon Street, Suite 300 Sacramento, CA 95811
Connecticut	The Banking Commissioner The Department of Banking, Securities and Business Investment Division 260 Constitution Plaza Hartford, CT 06103-1800 Phone Number (860) 240-8299	The Banking Commissioner The Department of Banking, Securities and Business Investment Division 260 Constitution Plaza Hartford, CT 06103-1800 Phone Number (860) 240-8299
Hawaii	Commissioner of Securities of the State of Hawaii Department of Commerce and Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, HI 96813 (808) 586-2722	Commissioner of Securities of the State of Hawaii Department of Commerce and Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, HI 96813
Illinois	Office of Attorney General Franchise Division 500 South Second Street Springfield, IL 62701 (217) 782-4465	Illinois Attorney General Office of Attorney General Franchise Division 500 South Second Street Springfield, IL 62701
Indiana	Secretary of State, Securities Division 302 West Washington Street, Room E-111 Indianapolis, IN 46204 (317) 232-6681	Secretary of State, Securities Division West Washington Street, Room E-111 Indianapolis, IN 46204
Kentucky	Kentucky Attorney General 700 Capitol Avenue Frankfort, Kentucky 40601-3449 (502) 696-5300	
Maryland	Office of the Attorney General Securities Commissioner 200 St. Paul Place Baltimore, MD 21202 (410) 576-6360	Maryland Securities Commissioner 200 St. Paul Place Baltimore, MD 21202-2020

Michigan	Department of Attorney General Consumer Protection Division – Franchise Unit 525 W. Ottawa Street G. Mennen Building Lansing, MI 48913 (517) 373-7117	Department of Attorney General 525 W. Ottawa Street G. Mennen Building Lansing, MI 48913
Minnesota	Minnesota Commissioner of Commerce 85 7 th Place East, Suite 280 St. Paul, MN 55101-2198 (651) 539-1500	Minnesota Commissioner of Commerce 85 7th Place East, Suite 280 St. Paul, MN 55101-2198
Nebraska	Nebraska Department of Banking and Finance 1200 N Street-Suite 311 Post Office Box 95006 Lincoln, Nebraska 68509 (402) 471-3445	
New York	NYS Department of Law Investor Protection Bureau 28 Liberty St. 21 st Floor New York, NY 10005 212-416-8285	New York Department of State One Commerce Plaza 99 Washington Avenue, 6th Floor Albany, New York 12231-0001 (518) 473-2492 Phone
North Dakota	Securities Commissioner North Dakota Securities Department 600 East Boulevard Avenue State Capital, Fifth Floor, Dept. 414 Bismarck, ND 58505-0510 (701) 328-4712	Securities Commissioner North Dakota Securities Department 600 East Boulevard Avenue State Capital, Fifth Floor, Dept. 414 Bismarck, ND 58505-0510
Rhode Island	Department of Business Regulation Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Bldg. 69-1 Cranston, RI 02920 (401) 462-9588	Department of Business Regulation Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Bldg. 69-1 Cranston, RI 02920 (401) 462-9588
South Dakota	Division of Insurance Securities Regulation 124 South Euclid, Suite 104 Pierre, SD 57501 (605) 773-3563	Division of Insurance Securities Regulation 124 South Euclid, Suite 104 Pierre, SD 57501
Colorado	Secretary of State Statutory Document Section P.O. Box 12887 Austin, TX 78711 (512) 475-1769	

Utah	Department of Commerce Division of Consumer Protection 160 East 300 South Salt Lake City, Utah 84111-0804 (801) 530-6601	
Virginia	State Corporation Commission Division of Securities and Retail Franchising 1300 E. Main Street, 9 th Floor Richmond, VA 23219 (804) 371-9051	Clerk of the State Corporation Commission 1300 East Main Street, 1st Floor Richmond, VA 23219
Washington	Department of Financial Institutions Securities Division P.O. Box 41200 Olympia, WA 98504-1200 (360) 902-8760	Director, Washington State Department of Financial Institutions Securities Division 150 Israel Rd., SW Tumwater, WA 98501
Wisconsin	Wisconsin Department of Financial Institutions 345 West Washington Avenue Madison, WI 53703 (608) 266-8557	Wisconsin Department of Financial Institutions 345 West Washington Avenue Madison, WI 53703

EXHIBIT B

Urban Wxxx

FRANCHISE AGREEMENT

Urban Waxe
FRANCHISE AGREEMENT

URBAN
WAXX

TABLE OF CONTENTS

1. DEFINITIONS	1
2. GRANT OF FRANCHISE; APPROVED FRANCHISED BUSINESS.....	3
2.1 Grant.....	3
2.2 Franchised Business	4
2.3 Sub-Franchising/Agents.....	4
2.4 Territory	4
3. FEES	5
3.1 Franchise Fee.....	5
3.2 Monthly Royalty Fee.....	6
3.3 Taxes	6
3.4 Electronic Transfer.....	6
3.5 Late Fees	6
3.6 National Franchise Convention Fee	7
3.7 Maintenance and Refurbishing of Business	7
3.8 Insufficient Funds Fee.....	7
3.9 Relocation Assistance	7
3.10 Software and POS	7
3.11 Application of Payments	7
4. TERM AND RENEWAL	8
4.1 Initial Term.....	8
4.2 Successor Terms.....	8
5. FRANCHISED BUSINESS.....	9
5.1 Operation of Franchised Business.....	9
5.2 Failure to Develop Franchised Business	9
5.3 Opening	9
5.4 Failure to Open.....	10
6. PROPRIETARY MARKS	10
6.1 Ownership	10
6.2 Limitations on Use	10
6.3 Notification of Infringements and Claims.....	11
6.4 Indemnification for Use of Marks.....	11
6.5 Discontinuance of Use	11
6.6 Right to Inspect	11
6.7 Franchisor's Sole Right to Domain Name	11
7. TRADE SECRETS AND OTHER CONFIDENTIAL INFORMATION	12
7.1 Confidentiality of Trade Secrets and Other Confidential Information	12
7.2 Additional Developments.....	12
7.3 Exclusive Relationship	13
7.4 Nondisclosure and Non-Competition Agreements with Certain Individuals.....	13
7.5 Reasonableness of Restrictions	13
8. TRAINING AND ASSISTANCE	13
8.1 Initial Training.....	13
8.2 Opening Assistance	13
8.3 Failure to Complete Initial Training Program.....	14

8.4	Ongoing Training	14
9.	OPERATIONS MANUAL	14
9.1	Loan by Franchisor.....	14
9.2	Revisions	14
9.3	Confidentiality.....	15
10.	FRANCHISE SYSTEM	15
10.1	Uniformity.....	15
10.2	Modification of the System	15
10.3	Variance	15
11.	ADVERTISING AND PROMOTIONAL ACTIVITIES.....	16
11.1	National Advertising and Development Fund.....	16
11.2	Local and Grand Opening Advertising	16
11.3	Advertising Council and Cooperative Advertising	16
11.4	Internet Advertising.....	16
12.	ACCOUNTING, RECORDS, AND REPORTING OBLIGATIONS	18
12.1	Records.....	18
12.2	Gross Revenues Reports.....	18
12.3	Financial Statements	18
12.4	Other Reports	19
12.5	Computer and Surveillance Equipment.....	19
12.6	Right to Inspect	19
12.7	Release of Records.....	19
13.	STANDARDS OF OPERATION	20
13.1	Authorized Products, Services, and Suppliers	20
13.2	Appearance and Condition of the Franchised Business.....	21
13.3	Ownership and Management.....	21
13.4	Days of Operation	21
13.5	Contributions and Donations.....	21
13.6	Licenses and Permits.....	21
13.7	Notification of Proceedings.....	22
13.8	Compliance with Good Business Practices.....	22
13.9	Uniforms.....	22
13.10	Credit Cards.....	22
13.11	E-Mail.....	23
13.12	Best Efforts	23
14.	FRANCHISOR'S ADDITIONAL OPERATIONS ASSISTANCE	23
14.1	General Advice and Guidance.....	23
14.2	Periodic Visits	24
15.	INSURANCE.....	24
15.1	Types and Amounts of Coverage	24
15.2	Future Increases.....	24
15.3	Carrier Standards.....	24
15.4	Evidence of Coverage	24
15.5	Failure to Maintain Coverage.....	25
16.	DEFAULT AND TERMINATION	25
16.1	Termination by Franchisee.....	25

16.2	Termination by Franchisor	25
16.3	Reinstatement and Extension	27
16.4	Right of Franchisor to Discontinue Services to Franchisee	27
16.5	Right of Franchisor to Operate Franchised Business	28
17.	RIGHTS AND DUTIES UPON EXPIRATION OR TERMINATION	28
17.1	Actions to be Taken	28
17.2	Post-Termination Covenant Not to Compete	29
17.3	Unfair Competition	29
17.4	Franchisor's Option to Purchase Certain Business Assets	30
17.5	Survival of Certain Provisions	30
18.	TRANSFERABILITY OF INTEREST	30
18.1	Transfer by Franchisor	30
18.2	Transfer by Franchisee to a Third Party	30
18.3	Transfer to a Controlled Entity	32
18.4	Franchisor's Disclosure to Transferee	33
18.5	For-Sale Advertising	33
18.6	Transfer by Death or Incapacity	33
19.	RIGHT OF FIRST REFUSAL	33
19.1	Submission of Offer	33
19.2	Franchisor's Right to Purchase	34
19.3	Non-Exercise of Right of First Refusal	34
19.4	Sales or Transfers to Family Excepted	34
20.	BENEFICIAL OWNERS OF FRANCHISEE	34
21.	RELATIONSHIP AND INDEMNIFICATION	34
21.1	Relationship	34
21.2	Standard of Care	35
21.3	Indemnification	35
21.4	Right to Retain Counsel	35
22.	GENERAL CONDITIONS AND PROVISIONS	36
22.1	No Waiver	36
22.2	Injunctive Relief	36
22.3	Notices	36
22.4	Cost of Enforcement or Defense	37
22.5	Unlimited Guaranty and Assumption of Obligations	37
22.6	Approvals	37
22.7	Entire Agreement	37
22.8	Severability and Modification	37
22.9	Construction	38
22.10	Force Majeure	38
22.11	Timing	38
22.12	Withholding Payments	38
22.13	Further Assurances	38
22.14	Third Party Beneficiaries	38
22.15	Multiple Originals	39
23.	DISPUTE RESOLUTION	39
23.1	Choice of Law	39

23.2	Jurisdiction and Venue	39
23.3	Jury Waiver	40
23.4	Class Action Waiver.....	40
23.5	Limitation of Damages.....	40
23.6	Limitation of Actions	40
23.7	Prior Notice of Claims.....	40
23.8	Internal Dispute Resolution.....	40
23.9	Mediation and Arbitration.....	40
23.10	Waiver of Bond	41
23.11	Attorney Fees.....	41
23.12	Third Party Beneficiaries.....	41
24.	ACKNOWLEDGMENTS.....	41
24.1	Receipt of this Agreement and the Franchise Disclosure Document.....	41
24.2	Consultation by Franchisee	41
24.3	True and Accurate Information.....	41
24.4	Risk.....	42
24.5	No Guarantee of Success.....	42
24.6	No Violation of Other Agreements	42
	Schedule 1-General Release	
	Schedule 2-Nondisclosure and Non-Competition Agreement	
	Schedule 3-Unlimited Guaranty and Assumption of Obligations	
	Schedule 4-Lease Addendum	
	Schedule 5-ACH Payment Agreement	
	Schedule 6-Holders of Legal or Beneficial Interest in Franchisee; Officers; Directors	
	Schedule 7-State Addenda to the Franchise Agreement	

This Franchise Agreement made this ____ day of _____, 202_, is by and between UWFranco, LLC, an Oregon limited liability company (“Franchisor,” “we,” “us,” or “our”), and _____, an individual/partnership/corporation/limited liability company established in the State of _____ and whose principal address is _____ (“Franchisee,” “you,” or “your”).

RECITALS

We and/or our principals or Affiliates have developed, and are in the process of further developing, a System identified by the trade name and service mark “Urban Waxx” and relating to the establishment and operation of a business offering waxing and sugaring services for face, legs, brows, bikini, and more; and

In addition to the trade name and service mark “Urban Waxx” and certain other Marks, the distinguishing characteristics of the System include: uniform standards and procedures for efficient business operations; methods; designs; procedures and strategies for marketing, advertising and promotion; customer service and development techniques; other strategies and techniques; and Trade Secrets and other Confidential Information; and the Operations Manual; and

We grant qualified people and business entities the right to own and operate an Urban Waxx Business, as a franchisee, using the System and the Marks; and

You desire to operate an Urban Waxx Business, have applied for the Franchise and such application has been approved by us in reliance upon all the representations made herein and therein; and

You understand and acknowledge the importance of our high and uniform standards of quality, operations and service and the necessity of operating the Franchised Business in strict conformity with the System.

NOW, THEREFORE, Franchisor and Franchisee, intending to be legally bound, agree as follows:

1. DEFINITIONS

Whenever used in this Agreement, the following words and terms have the following meanings:

“**Affiliate**” means any business entity that controls, is controlled by, or is under common control with Franchisor.

“**Agreement**” means this Franchise Agreement and all instruments supplemental hereto or in amendment or confirmation hereof.

“**Competitive Business**” means any business that offers services the same as or similar to those provided by Urban Waxx Businesses or in which Trade Secrets or other Confidential

Information could be used to the disadvantage of Franchisor, any Affiliate or its other franchisees; provided, however, that the term “Competitive Business” shall not apply to (a) any business operated by Franchisee under a Franchise Agreement with Franchisor, or (b) any business operated by a publicly-held entity in which Franchisee owns less than a five percent (5%) legal or beneficial interest.

“**Confidential Information**” means technical and non-technical information used in or related to the Urban Wxxx Franchise and not commonly known by or available to the public, including, without limitation, Trade Secrets, methods and products, customer services techniques and other techniques and methodologies not generally known to the industry or public, and any other information identified or labeled as confidential when delivered by Franchisor. Confidential Information shall not include, however, any information that: (a) is now or subsequently becomes generally available to the public through no fault of Franchisee; (b) Franchisee can demonstrate was rightfully in its possession, without obligation of nondisclosure, prior to disclosure per this Agreement; (c) is independently developed without the use of any Confidential Information; or (d) is rightfully obtained from a third party who has the right, without obligation of nondisclosure, to transfer or disclose such information.

“**Effective Date**” means the date on which Franchisor and Franchisee fully execute this Agreement, thereby commencing its effectiveness and term.

“**Electronic Depository Transfer Account**” or “**EDTA**” means an account established at a national banking institution approved by Franchisor and providing Franchisor with access to electronically withdraw any funds due Franchisor.

“**Franchise**” means the right granted to Franchisee by Franchisor to use the System and the Marks.

“**Franchised Business**” or “**Business**” means the Urban Wxxx Business to be established and operated by Franchisee per this Agreement.

“**Franchisee**” means the individual or entity defined as “Franchisee” in the introductory paragraph of this Agreement.

“**Gross Revenues**” means all business revenue which Franchisee accrues during the operation of the Franchise, but excluding taxes collected from customers and paid to any taxing authority, tips collected from customers and paid to employees, and reduced by the amount of any documented refunds, credits, allowances, and chargebacks given in good faith to customers.

“**Incapacity**” means the inability of Franchisee, or any holder of a legal or beneficial interest in Franchisee, to operate or oversee the operation of the Franchised Business on a regular basis by reason of any continuing physical, mental or emotional condition, chemical dependency or other limitation.

“**Internet**” means any one (1) or more local or global interactive communications media that is now available, or that may become available, including sites and domain names on the World Wide Web.

“Marks” means the service mark “Urban Wxxx” and such other trade names, trademarks, service marks, trade dress, designs, graphics, logos, emblems, insignia, fascia, slogans, drawings and other commercial symbols as Franchisor may designate to be used in connection with the Urban Wxxx Business.

“Operations Manual” means the Urban Wxxx Operations Manual, whether in paper or electronic form, and any other items as may be provided, added to, changed, modified or otherwise revised by Franchisor from time to time that contain or describe the standards, methods, procedures and specifications of the System, including other operations, administration and managers’ manuals and all books, computer programs, password-protected portions of an Internet site, pamphlets, memoranda and other publications prepared by, or on behalf of, Franchisor.

“System” means the uniform standards, methods, procedures and specifications developed by Franchisor and as may be added to, changed, modified, withdrawn or otherwise revised by Franchisor for the operation of an Urban Wxxx Business.

“Trade Secrets” means information in any form (including, but not limited to, technical or non-technical data, formulas, patterns, compilations, programs, devices, methods, techniques, drawings, processes, financial data, financial plans, product plans, passwords, lists of actual or potential customers or suppliers) related to or used in the operation of an Urban Wxxx Business that is not commonly known by or available to the public and that information: (a) derives economic value, actual or potential, from not being generally known to, and not being readily ascertained by proper means by, other persons who can obtain economic value from its disclosure or use; and (b) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.

2. GRANT OF FRANCHISE; APPROVED FRANCHISED BUSINESS

2.1 Grant

We hereby grant to you, upon the terms and conditions herein contained and subject to this Agreement, the right, license, and privilege to operate an Urban Wxxx Business, and you hereby accept a franchise under the terms and conditions stated here to operate a Business that has been assigned a protected territory as in Section 2.4 (referred to as the “Territory”). Along with the right to use solely in connection therewith our Names and Mark, Services, Products, its advertising and merchandising methods, and the System, as they may be changed or improved and/or further developed from time to time, only at the accepted location of your Business as in Section 2.2, and provided you shall adhere to the terms and conditions hereof.

It is understood and agreed that, except as expressly provided herein or in any other executed agreement, this franchise includes no right of you to sub franchise.

Except as provided in this Agreement, you shall be free to use the materials provided by us in the manner that you, in your sole and absolute discretion, deems most appropriate for the operation of an Urban Wxxx provided that you shall not violate any applicable law, regulation or provision of this Agreement in exercising such discretion.

2.2 Franchised Business

The street address or geographical description of the area for the Franchised Business (the “Accepted Location”) is:

2.3 Sub-Franchising/Agents

You shall not sublicense the use of the System or Marks to any person or entity. Except as permitted in Section 18, you shall not grant any person or entity the right to perform any part of your rights or obligations licensed hereunder.

2.4 Territory

The territory which is hereby granted to you shall be _____, at _____ (the “Territory”). You shall be prohibited from operating a franchise outside of the Territory without our prior written consent.

We may approve relocation of the Franchised Business if we feel that conditions have changed such that a relocation represents a sound business decision.

We would not normally grant to you approval to open an additional outlet within your territory, but may grant you additional franchise territories if we feel you have the time, energy, capital, and management structure to be able to successfully open and operate another territory.

We do not grant you options, rights of first refusal, or similar rights to acquire additional franchises.

You will receive an exclusive territory, meaning a geographic area within which we promise not to establish either a company-owned or franchised outlet selling the same or similar goods or services under the same or similar trademarks or service marks.

Continuation of your territorial rights does not depend on achieving a certain sales volume, market penetration, or other contingency, and we may not alter your franchise territory, even if there is a population increase in your territory.

We or an affiliate reserves the right to use other channels of distribution, such as the Internet, catalog sales, telemarketing, or other direct marketing sales, to solicit or accept orders within your territory using our principal trademarks, however, we would normally direct inquiries for services from within your territory to your outlet.

We or an Affiliate also reserves the right to use other channels of distribution, such as the Internet, catalog sales, telemarketing, or other direct marketing sales, to make sales within your territory of products or services under trademarks different from the ones that you will use under the franchise agreement.

We are not obligated to pay compensation to you for soliciting or accepting orders from inside your territory.

You and other franchisees may not solicit (but may accept) orders from consumers outside of your territory, including through the use of other channels of distribution, such as the Internet, catalog sales, telemarketing, or other direct marketing, but you may engage in internet and social media marketing pursuant to our guidelines which such marketing may extend outside your territory. We also reserve the right to implement cross-territorial protocols and other guidelines applicable to such situations as group advertising buys by multiple franchisees which may extend into multiple territories, solicitation of orders of individuals who may reside in one territory, yet work in another, and other cross-territorial situations. You agree to abide by any such cross-territorial protocols.

Neither we nor an affiliate operates, franchises, or has plans to operate or franchise a business under a different trademark which such business sells or will sell goods or services similar to those you will offer, but we reserve the right to do so.

2.5 Relocation

If you want to relocate the Franchised Business, you must notify us in writing at least sixty (60) days prior to the relocation. We reserve the right to refuse to approve a proposed relocation if we believe for any reason that the proposed relocation is not acceptable.

Our judgment may be based on factors such as the proximity to existing or proposed locations owned by other franchisees or us, the suitability of the proposed facilities, compliance with our then current franchise location requirements, and the competitiveness within the marketplace or other factors.

3. FEES

3.1 Franchise Fee

Upon execution of this Agreement, you shall pay a fee (the “Franchise Fee”) to us of Fifty Thousand Dollars (\$50,000). The Franchise Fee shall be deemed fully earned upon execution of this Agreement and is non-refundable. The Franchise Fee is payment, in part, for expenses incurred by us in furnishing assistance and services to you as in this Agreement and for costs incurred by us including general sales and marketing expenses, training, legal, accounting and other professional fees.

We reduce the Franchise Fee by Five Thousand Dollars (\$5,000) for all minority-owned, women-owned, and LGBTQ+-owned businesses. To qualify for the Diversity Discount, the Franchised Business must be at least partially owned by a woman, minority, or individual of the LGBTQ+ community who meets our requirements to license a Franchised Business. This discount

is for the first franchise only (first franchise of Urban Wxxx). In determining whether an individual qualifies for the discount, we may be guided by the definitions used by applicable United States government offices, but the decision remains ours. As of the date of this disclosure document, we have adopted the definition of (a) “minorities” to include the groups with the following ethnic origins: African, Asian Pacific, Asian Subcontinent, Hispanic, Native Alaskan, Native American and Native Hawaiian; and members of other groups designated from time to time by the Small Business Administration and (b) “LGBTQ+ community” to mean individuals who identify as lesbian, gay, bisexual, transgender, queer/questioning and others who identify as same/similar gender attracted and/or transgender.

3.2 Monthly Royalty Fee

You shall pay to us without offset, credit or deduction of any nature, a monthly fee (the “Royalty Fee”) equal to five and one-half percent (5.5%) of Gross Revenues for the previous month period. The Royalty Fee is due on the tenth (10th) day of each month (for the prior month) and begins on the first (1st) month after the Business is open for operation and continues for the duration of the term of this Agreement. You will provide us a Gross Revenues Report, as required by Section 12.2, for each month during the operation of the Franchise. If we require you to pay the Royalty Fees through electronic transfer as in Section 3.4, such reports shall instead be submitted to us via facsimile transmission, e-mail or intranet system.

3.3 Taxes

You shall be solely responsible for paying all sales, use excise, income, property, employment and other taxes imposed upon you with respect to your operation of the Business.

3.4 Electronic Transfer

We shall require all Royalty Fees, amounts due for purchases by you from us and other amounts due to us to be paid through an Electronic Depository Transfer Account (“EDTA”). At our request, you shall open and maintain an EDTA, and shall provide us with continuous access to such account for the purpose of receiving any payments due to us. You shall make deposits to the account sufficient to cover amounts owed to us prior to the date such amounts are due. You shall execute any documents we or your bank requires to establish and implement the EDTA. Once established, you shall not close the EDTA without our prior written consent.

3.5 Late Fees

All Royalty Fees, amounts due from purchases by you from us and other amounts not received by us within five (5) days after the due date shall incur late fees at the rate of one and one-half percent (1.5%) per month (or the highest rate allowed by the law of the state where you are located, whichever is lower) from the date payment is due to the date payment is received by us. You shall pay us for all costs incurred by us in the collection of any unpaid and past due amounts due to us, including reasonable accounting and legal fees. This Section shall not constitute an agreement by us to accept any payments after the due date or a commitment by us to extend credit to or otherwise finance you.

3.6 National Franchise Convention Fee

You agree to pay to us Five Hundred Dollars (\$500) to attend the National Franchise Convention.

3.7 Call Center Fee

You agree to pay us each month a Call Center Fee and use our Call Center per our guidelines. The Call Center Fee begins at Three Thousand Three Hundred Fifty Dollars (\$3,350) per month and is reset each year based on the number of franchised outlets. As the franchised outlets increase, the fee shall decrease. When we have one hundred sixty (160) franchised outlets, the monthly fee will be One Thousand Two Hundred Dollars (\$1,200) per outlet. We reserve the right to increase this fee based upon changes in costs or inflation.

3.8 Maintenance and Refurbishing of Business

If, after we notify you, you do not undertake efforts to correct deficiencies in outlet appearance, then we can undertake the repairs, and you must reimburse us.

3.9 Insufficient Funds Fee

You agree to pay us Seventy-Five Dollars (\$75) if any payment you owe is rejected due to insufficient funds in your EDTA, or if any other payment instrument you use is rejected for insufficient funds.

3.10 Bookkeeping Services

You must use such bookkeeping services as we may specify, which may include a vendor designation and specified chart of accounts, and pay the associated fees for such services.

3.11 Relocation Assistance

If you need our assistance to relocate, you agree to pay us our costs in providing such assistance.

3.12 Software and POS

You agree to pay the fees for such software and POS systems as we specify.

3.13 Application of Payments

Notwithstanding any designation by you, we shall have the right to apply any payments by you to any past due indebtedness of you for Royalty Fees, purchases from us or any other amount owed to us in any proportion or priority.

3.14 National Advertising Fund

You shall contribute a monthly fee (the “Brand Fee”) to the National Advertising Fund of One Thousand Dollars (\$1,000). The Brand Fee is due on the tenth (10th) day of each month (for the prior month) and begins on the first (1st) month after the Franchised Business is open for operation and continues for the duration the term of this Agreement. The Brand Fee shall be paid in the same manner as the Royalty Fee under Section 3.2. You agree that we may use the National Advertising Fund to prepare advertising materials and administer national, regional and local advertising programs and public relations activities.

4. TERM AND RENEWAL

4.1 Initial Term

This Agreement shall be effective and binding for an initial term of ten (10) years from the Effective Date, unless sooner terminated according to this Agreement.

4.2 Successor Terms

Subject to the conditions below, you have the right to obtain a successor franchise at the expiration of the term of this Agreement by entering into a new franchise agreement with us for successive terms of ten (10) years each. To qualify for a successor franchise, each of the following pre-conditions shall have been fulfilled and remain true as of the last day of the term of this Agreement:

4.2.1 You have, during the entire term of this Agreement, fully complied with all material provisions of this Agreement;

4.2.2 You have, at your expense, made such capital expenditures as were necessary to maintain uniformity with any Franchisor-required System modifications such that the Franchised Business reflects our then-current standards and specifications;

4.2.3 You have satisfied all monetary obligations owed by you to us (or any Affiliate), and has timely met these obligations throughout the term of this Agreement;

4.2.4 You are not in default of any provision of this Agreement or any other agreement between you and us;

4.2.5 You have given written notice of your intent to operate a successor franchise to us not less than nine (9) months nor more than twelve (12) months prior to the end of the term of this Agreement;

4.2.6 You have executed our then-current form of franchise agreement (or has executed other documents at our election that modify this Agreement to reflect the fact that the Franchise Agreement relates to the grant of a successor franchise), which franchise agreement shall supersede this Agreement in all respects, and the terms of which may differ from the terms

of this Agreement by requiring, among other things, a different percentage Royalty Fee; provided, however, that you shall not be required to pay the then-current Franchise Fee;

4.2.7 You have complied with our then-current qualifications for a new franchisee and have agreed to comply with any training requirements;

4.2.8 You have executed a general release, in a form the same as or similar to the General Release attached as Schedule 1, of any and all claims against us, any Affiliate and against their officers, directors, shareholders, managers, members, partners, owners, employees and agents (in their corporate and individual capacities), except to the extent prohibited by the laws of the state where the Franchised Business is located; and

4.2.9 You have paid the renewal fee of Five Thousand Dollars (\$5,000).

5. FRANCHISED BUSINESS

5.1 Operation of Franchised Business

You shall operate the Franchised Business within the Territory from a fixed location (the "Premises"). You shall manage and administer the Franchised Business from the Premises, and shall maintain and store the books and records of the Franchised Business at your headquarters.

5.2 Failure to Develop Franchised Business

Should you fail to develop the Franchised Business, in accordance with the other provisions of this Section 5 and within three hundred (300) days after this Effective Date, we have the right to terminate this Agreement and retain all fees paid to us by you.

5.3 Opening

Before opening the Franchised Business and commencing business, you must:

- (a) fulfill all of the obligations according to the other provisions of this Section 5;
- (b) furnish us with copies of all insurance policies required by this Agreement, or by the lease, or such other evidence of insurance coverage and payment of premiums as we may request;
- (c) complete initial training to our satisfaction;
- (d) possess all required state, county, city, and local professional licenses and certifications;
- (e) obtain all necessary state, county, city, and local permits and licenses;
- (f) pay in full all amounts due to us;

(g) if you are a business entity, you have caused each of your stock certificates or other ownership interest certificates to be conspicuously endorsed upon the face thereof a statement in a form satisfactory to us that such ownership interest is held subject to, and that further assignment or transfer thereof is subject to, all restrictions imposed upon transfers and assignments by this Agreement; and

(h) obtain our permission and approval of an opening date; we shall not unreasonably withhold consent to open. Permission to open shall be based on our determination that you are ready to open and satisfactorily prepared to operate.

5.4 Failure to Open

Should you fail to commence operations of the Franchised Business within three hundred (300) days after the Effective Date, we have the right to terminate this Agreement. You must secure a location within forty-five (45) days. We shall have a period of ten (10) days to approve such location, and you must sign the lease within fifteen (15) days following our approval of such location. The lease must include language contained in the Lease Rider attached as Schedule 4 to this Agreement. If this Agreement is terminated according to this Section 5.4, we shall retain the entire Franchise Fee paid by you. The Franchise Fee retained shall be specifically understood and agreed by the parties to be in consideration of the services provided, time expended, work performed, and other efforts by us up to the date of your failure to timely commence operations of the Franchised Business and shall not be construed as nor considered to be a penalty.

6. PROPRIETARY MARKS

6.1 Ownership

Your right to use the Marks is derived solely from this Agreement, is exclusive and is limited to the conduct of business by you according to, and in compliance with, this Agreement and all applicable standards, specifications and operating procedures prescribed from time to time by us. Any unauthorized use of the Marks by you is a breach of this Agreement and an infringement of our rights in and to the Marks. Your use of the Marks, and any goodwill created thereby, shall inure to the benefit of us. You shall not at any time acquire an ownership interest in the Marks by virtue of any use you may make of the Marks. This Agreement does not confer any goodwill, title or interest in the Marks to you. You shall not, at any time during the term of this Agreement or after its termination or expiration, contest the validity or ownership of any of the Marks or assist any other person in contesting the validity or ownership of any of the Marks.

6.2 Limitations on Use

You shall not use any Mark or portion of any Mark as part of any business entity name. You shall not use any Mark in connection with the sale of any unauthorized product or service or in any other manner not expressly authorized in writing by us. You shall give such notices of trademark and service mark registrations as we specify and obtain such fictitious or assumed name registrations as may be required under applicable law to do business as a Franchised Business. You shall not register or seek to register as a trademark or service mark, either with the United States Patent and Trademark Office or any state or foreign country, any of the Marks or a trademark

or service mark that is confusingly similar to any Mark licensed to you. You shall include on your letterhead, forms, cards and other such identification, a prominent notice stating that the Franchised Business is an “Independently Owned and Operated Urban Waxe Franchise.”

6.3 Notification of Infringements and Claims

You shall immediately notify us in writing of any infringement, claim of infringement, unfair competition, or challenge to your use of any of the Marks or claim by any person of any rights in any of the Marks. You shall not communicate with any person other than us and our counsel in connection with any such infringement, challenge, or claim. However, you may communicate with your counsel at your expense. We are not required to take affirmative action when notified of these uses or claims. We have the sole right to control any administrative or judicial proceeding involving a trademark licensed by us. This Agreement does not require us to participate in your defense or indemnify you for expenses or damages if you are a party to an administrative or judicial proceeding involving a trademark licensed by us to you or if the proceeding is resolved unfavorably to you. You shall execute any and all instruments and documents, render such assistance, and do such acts and things as may, in the opinion of our counsel, be necessary or advisable to protect and maintain our interest in any such litigation or other proceeding or to otherwise protect and maintain our interest in the Marks.

6.4 Indemnification for Use of Marks

We are not required to participate in your defense or indemnify you for expenses or damages if you are a party to an administrative or judicial proceeding involving a trademark. At our option, we or our designee may defend and control the defense of any proceeding arising directly from your use of any Mark.

6.5 Discontinuance of Use

If we deem it necessary for you to modify or discontinue use of any of the Marks, and/or use one (1) or more additional or substitute trade names, trademarks, service marks or other commercial symbols, you shall comply with our directions within ten (10) business days after notice to you by us and subject to the limitations in Section 10.2. We shall not be required to reimburse you for your expenses in modifying or discontinuing the use of a Mark or any loss of goodwill associated with any modified or discontinued Mark or for any expenditures made by you to promote a modified or substitute Mark.

6.6 Right to Inspect

To preserve the validity and integrity of the Marks and any copyrighted materials licensed hereunder, and to ensure that you are properly employing the Marks in the operation of the Franchised Business, we reserve the right to inspect the Franchised Business at any time without advance notice.

6.7 Franchisor’s Sole Right to Domain Name

You shall NOT advertise on the Internet, or establish, create, or operate an Internet site or

website using a domain name or uniform resource locator containing the Marks or any variation thereof without our written approval. We are the sole owner of a right, title, and interest in and to such domain names. We will provide contact information for your Franchised Business on our website.

7. TRADE SECRETS AND OTHER CONFIDENTIAL INFORMATION

7.1 Confidentiality of Trade Secrets and Other Confidential Information

You acknowledge that we shall disclose Trade Secrets and other Confidential Information to you during the training program, through the Operations Manual, and as a result of guidance furnished to you during the term of this Agreement. You shall not acquire any interest in the Trade Secrets or other Confidential Information, other than the right to use it in the development and operation of the Franchised Business and in performing your duties during the term of this Agreement. You acknowledge that the use or duplication of the Trade Secrets or other Confidential Information in any other business venture would constitute an unfair method of competition. You acknowledge that the Trade Secrets and other Confidential Information are proprietary and are disclosed to you solely on the condition that you (and all holders of a legal or beneficial interest in your entity and all officers, directors, executives, managers and members of the professional staff of yours): (a) shall not use the Trade Secrets or other Confidential Information in any other business or capacity; (b) shall maintain the absolute confidentiality of the Trade Secrets and other Confidential Information during and after the term of this Agreement; (c) shall not make any unauthorized copies of any portion of the Trade Secrets or other Confidential Information disclosed in written or other tangible form; and (d) shall adopt and implement all reasonable procedures prescribed from time to time by us to prevent unauthorized use or disclosure of the Trade Secrets and other Confidential Information. You shall enforce this Section as to your employees, agents and representatives and shall be liable to us for any unauthorized disclosure or use of Trade Secrets or other Confidential Information by any of them.

7.2 Additional Developments

All ideas, concepts, techniques or materials concerning the System or developed, in whole or in part, using Trade Secrets or other Confidential Information, whether or not protectable intellectual property and whether created by or for you or your owners or employees, shall be promptly disclosed to us and shall be deemed the sole and exclusive property of ours and works made-for-hire for us, and no compensation shall be due to you or your owners or employees therefor, and you hereby agree to assign to us all right, title and interest in any intellectual property so developed. We have the right to incorporate such items into the System. To the extent any item does not qualify as a “work made-for-hire” for us, you shall assign, and by this Agreement, do assign, ownership of that item, and all related rights to that item, to us and shall sign any assignment or other document as we request to assist us in obtaining or preserving intellectual property rights in the item. We shall disclose to you concepts and developments of other franchisees that are made part of the System. As we may reasonably request, you shall take all actions to assist in our efforts to obtain or maintain intellectual property rights in any item or process related to the System, whether developed by you or not.

7.3 Exclusive Relationship

During the term of this Agreement, neither you, nor any officer, director, or owner of yours, shall directly or indirectly, in the United States, offer products or services on behalf of a Competitive Business; divert or attempt to divert any business or customer of the Franchised Business to any Competitive Business, or do or perform, directly or indirectly, any other act injurious or prejudicial to the goodwill associated with the Marks or the System.

7.4 Nondisclosure and Non-Competition Agreements with Certain Individuals

We have the right to require any holder of a legal or beneficial interest in you, and any officer, director, executive, manager or member of the professional staff and all employees of yours to execute a nondisclosure and non-competition agreement, in a form the same as or similar to the Nondisclosure and Non-Competition Agreement attached as Schedule 2, upon execution of this Agreement or prior to each such person's affiliation with you. Upon our request, you shall provide us with copies of all nondisclosure and non-competition agreements signed according to this Section. Such agreements shall remain on file at your business and are subject to audit or review as otherwise stated here. We shall be a third-party beneficiary with the right to enforce covenants contained in such agreements.

7.5 Reasonableness of Restrictions

You acknowledge that the restrictive covenants contained in this Section are essential elements of this Agreement, and that without their inclusion we would not have entered into this Agreement. You acknowledge that each of the terms stated here, including the restrictive covenants, is fair and reasonable and is reasonably required for our protection, the System and the Marks.

8. TRAINING AND ASSISTANCE

8.1 Initial Training

Franchisor shall make an initial training program available to a total of two (2) employees of Franchisee (if applicable). Prior to the opening of the Franchised Business, the designated persons must attend and successfully complete, to Franchisor's satisfaction, an initial training program pertaining to the operation and administration of the Franchised Business. Franchisor shall conduct the initial training program at a designated location. Franchisor shall not charge tuition or similar fees for initial training; however, all expenses incurred by Franchisee in attending such program including, but not limited to, travel costs, room and board expenses and employees' salaries, shall be the sole responsibility of Franchisee. Franchisee shall be responsible for training its management and other employees.

Commented [A1]: Training is for 2 Waxers + Owner (if they are licensed as an Esthetician or Cosmetologist) the cost is \$2500 for a 5 day training period. Franchisee pays for all expenses i.e. hotel, meals

8.2 Opening Assistance

We provide site selection assistance to you to guide you in the selection of a location for your Franchised Business. We provide to you opening assistance and guidance to assist you with any questions you may have in operating and establishing the Franchised Business. If Franchisee

requests additional assistance with respect to the opening or continued operation of the Franchised Business, and should Franchisor deem it necessary and appropriate to comply with such request, Franchisee shall pay Franchisor's then-current standard rates, plus expenses, for such additional assistance.

8.3 Failure to Complete Initial Training Program

If we determine that you are unable to satisfactorily complete the training program described above, we have the right to terminate this Agreement and retain the Franchise Fee. If you are a business entity and the Manager fails to complete the initial training program to our reasonable satisfaction, you may be permitted to select a substitute manager, and such substitute manager must complete the initial training to our satisfaction. You will be required to pay us then-current rates for additional training or Five Hundred Dollars (\$500) per day per person, whichever is greater, for providing the substitute manager an initial training program at our location, or our then-current rates for additional training or Five Hundred Dollars (\$500) per day per person, whichever is greater, for training at your location (plus hotel, air fare and other expenses incurred by our trainer).

8.4 Ongoing Training

From time to time, we may provide and if we do, have the right to require that you attend ongoing training programs, seminars, conferences, conventions, or webinars during the term of this Agreement, at your expense of Five Hundred Dollars (\$500) per person per day if ongoing training is at our location, or Five Hundred Dollars (\$500) per person per day (plus hotel, air fare and other expenses incurred by our trainer) if ongoing training is at your location. We shall not require you to attend more than two (2) sessions in any calendar year. You shall be responsible for all travel costs, room and board and employees' salaries incurred in connection with their attendance at such training.

9. OPERATIONS MANUAL

9.1 Loan by Franchisor

While this Agreement is in effect, we shall lend to you one (1) copy of the Operations Manual or grant you access to an electronic copy of the Operations Manual. You shall conduct the Franchised Business in strict accordance with the provisions in the Operations Manual. However, you are solely responsible for hiring, firing, compensating, paying applicable payroll taxes and day-to-day supervision and control over your employees.

9.2 Revisions

We have the right to add to or otherwise modify the Operations Manual from time to time to reflect changes in the specifications, standards, operating procedures, and rules prescribed by us; provided, however, that no such addition or modification shall materially alter your fundamental status and rights under this Agreement. We may make such additions or modifications without prior notice to you. You shall immediately, upon notice, adopt any such changes and shall ensure that your copy of the Operations Manual is up-to-date at all times. If a dispute as to the

contents of the Operations Manual arises, the terms of the master copy of the Operations Manual maintained by us at our headquarters shall be controlling.

9.3 Confidentiality

The Operations Manual contains Trade Secrets and other Confidential Information of Franchisor and its contents shall be kept confidential by you both during the term of the Franchise and subsequent to the expiration and non-renewal or termination of this Agreement. You shall at all times ensure that your copy of the Operations Manual is available at the Franchised Business in a current and up-to-date manner. If the Operations Manual is in paper form or stored on computer-readable media, you shall maintain the Operations Manual in a secure manner at the Franchised Business; if the Operations Manual is in electronic form, you shall maintain the Operations Manual in a password-protected file. You shall only grant authorized personnel, as defined in the Operations Manual, access to the Operations Manual or any key, combination, or passwords needed for access to the Operations Manual. You shall not disclose, duplicate or otherwise use any portion of the Operations Manual in an unauthorized manner.

10. FRANCHISE SYSTEM

10.1 Uniformity

You shall strictly comply and shall cause the Franchised Business and its employees to strictly comply, with all requirements, specifications, standards, operating procedures and rules in this Agreement, the Operations Manual or other communications supplied to you by us.

10.2 Modification of the System

You recognize that from time to time, we may introduce, as part of the System, other methods or technology which require certain System modifications including, without limitation, the adoption and use of modified or substitute Marks, new computer hardware and software, equipment or signs. You agree to make all required upgrades and modifications at your expense as may be required by us; provided, however, that you shall not be required to make any expenditures during the first year of the initial term or any expenditures which are unreasonably disproportionate to your initial investment to establish the Franchised Business during the initial term. If such additional investment is required to be made in the last year of the initial term, you may avoid making the investment by providing notice of intent not to renew the Franchise unless the investment is in connection with a modification to the System required by law or court order. You acknowledge that any required expenditures for changes or upgrades to the System shall be in addition to expenditures for repairs and maintenance as required in Section 13.2 of this Agreement. Notwithstanding the foregoing, you shall be required to make any and all improvements or modifications whenever such are required by law, regulation, agency decision or court order.

10.3 Variance

We have the right to vary standards or specifications for any franchisee based upon that particular franchisee's qualifications, the peculiarities of the particular site or circumstances, the

demographics of the trade area, business potential, existing business practices or any other condition which we deem to be of importance to the successful operation of any particular Urban Waxx Business. We shall not be required to disclose or grant you a like or similar variance hereunder.

11. ADVERTISING AND PROMOTIONAL ACTIVITIES

11.1 Local and Grand Opening Advertising

You shall spend monthly the greater of One Thousand Five Hundred Dollars (\$1,500) or one and one-half percent (1.5%) of Gross Revenues on Local Advertising, based upon our guidelines. You shall spend Two Thousand Dollars (\$2,000) to Seven Thousand Dollars (\$7,000) to promote the opening of the Franchised Business, pursuant to our guidelines.

You may use your own advertising materials provided that you submit them to us and we approve them, in writing, and they adhere to federal, state and local law.

11.2 Advertising Council and Cooperative Advertising

We do not have an advertising council composed of franchisees that advises us on advertising policies at this time, but reserve the right to form one in the future. We do not require you to participate in a local or regional advertising cooperative.

11.3 Internet Advertising

You are restricted from establishing a presence on, or marketing on the Internet without our written consent. We have an Internet website that provides information about the System and our franchises. All information posted on our website or any linked webpages must be approved by us before it is posted. We retain the sole right to market on the Internet, including the use of websites, domain names, uniform resource locators, keywords, linking, search engines (and search engine optimization techniques), banner ads, meta-tags, marketing, auction sites, e-commerce, and co-branding arrangements. You may be requested to provide content for our Internet marketing and you must follow our intranet and Internet usage rules, policies and requirements. We retain the sole right to use the Marks on the Internet, including on websites, as domain names, directory addresses, search terms and meta-tags, social media pages and in connection with linking, marketing, co-branding and other arrangements. We retain the sole right to approve any linking to, or other use of, our website. You are not permitted to use a domain name containing our marks in the URL.

11.4 National Advertising Fund

You are required to contribute to the National Advertising Fund as provided in Section 3.14. The purpose of the National Advertising Fund is to support general recognition of the Franchised Businesses and the Brand. The National Advertising Fund will operate as follows:

11.4.1 We will have the right to direct all advertising, marketing, public relations, and other activities to promote, develop and enhance the Brand, with final discretion over strategic

direction, creative concepts, the materials and endorsements to be used, and the geographic market and media placement. We may use the National Advertising Fund to pay costs and expenses as we determine in our sole discretion, including but not limited to: production of video, audio, written, online and mobile marketing materials; purchasing promotional items; sponsorship of sporting, charitable, or similar events; design, establishment, and maintenance of websites, social media, mobile applications and other electronic marketing; implementation of advertising programs, in-store promotions, direct mail, and media advertising; marketing and sales training; employing advertising agencies; conducting public relations, consumer research, product development, product testing, and test marketing programs; developing and implementing trade dress and design prototypes; fulfillment charges; salaries and expenses of employees of Franchisor and affiliates working for or on behalf of the National Advertising Fund; fees of accounting firms, design firms, public relations firms, consultants and ad agencies; legal fees for advertising preclearance, defense of false advertising claims, and defense of any claims made regarding our administration of the National Advertising Fund; other administrative costs and overhead incurred in activities related to the administration and activities of the National Advertising Fund; and interest on any monies borrowed by the National Advertising Fund.

11.4.2 We will make available to you any creative materials financed by the National Advertising Fund. If you request specific materials to be produced or customized for you, then once you approve the requested materials, you agree to pay or to reimburse us for any costs to reproduce the materials and/or to customize the materials for your use.

11.4.3 We may seek the advice of franchisees by formal or informal means with respect to the creative concepts and media used for programs financed by the National Advertising Fund. We retain final authority on all programs financed by the National Advertising Fund. We have the right to incorporate, replace, change or dissolve the National Advertising Fund. If we decide to dissolve the National Advertising Fund, contributions to the National Advertising Fund will stop, but the National Advertising Fund will continue in existence until all remaining funds have been spent.

11.4.4 We will not be obligated, in administering the National Advertising Fund, to make expenditures for you that are equivalent or proportional to your contributions, or to ensure that any particular franchisee or Franchised Business benefits directly or pro rata from expenditures by the National Advertising Fund. You have no right to reduce or withhold contributions based on any alleged lack of benefits to the Franchised Business or based on failure by any other franchisee (with or without our permission) to make its contributions to the National Advertising Fund.

11.4.5 Nothing in this Agreement is intended or will be construed to impose a trust or fiduciary duty on Franchisor in connection with the National Advertising Fund, including, but not limited to, with respect to the collection of contributions, maintenance of the bank account, bookkeeping, and disbursement of monies from the National Advertising Fund. Except as expressly provided in this Section 11.4, we assume no direct or indirect liability or obligation to you with respect to maintenance, direction, or administration of the National Advertising Fund.

11.5 Promotional Campaigns

From time to time during the term hereof, Franchisor shall have the right to establish and

conduct promotional or discount campaigns on a national or regional basis, which may by way of illustration and not limitation promote particular products or marketing themes. Franchisee agrees to participate in such rebates, giveaways, promotional or discount campaigns upon such terms and conditions as Franchisor may establish in accordance with all Applicable Laws, including minimum and maximum price policies and minimum advertised price policies. Franchisee acknowledges and agrees that such participation may require Franchisee to purchase point of sale advertising material, posters, flyers, product displays and other promotional material (unless provided at no charge through the National Advertising Fund). Franchisee must also provide those services and other items that Franchisor specifies on such terms and at such rates, including free-of-charge, as Franchisor may specify. Franchisee agrees to conduct all such promotional campaigns in accordance with such policies and provisions with respect to format, content, media, geographic coverage and other criteria as are from time to time contained in the Manual, or as otherwise directed by Franchisor.

12. ACCOUNTING, RECORDS, AND REPORTING OBLIGATIONS

12.1 Records

During the term of this Agreement, you shall maintain full, complete, and accurate books, records and accounts in accordance with the standard accounting system prescribed by us in the Operations Manual or otherwise in writing. You shall utilize accounting software such as Quickbooks.com (or other approved accounting software) to manage your books. You shall retain during the term of this Agreement, and for three (3) years thereafter, all books and records related to the Franchised Business including, without limitation, purchase orders, invoices, payroll records, sales tax records, state and federal tax returns, bank statements, cancelled checks, deposit receipts, cash receipts and disbursement journals, general ledgers, and any other financial records designated by us or required by law.

12.2 Gross Revenues Reports

You shall maintain an accurate record of Gross Revenues and shall deliver to us electronically a signed and verified statement of Gross Revenues ("Gross Revenues Report") for the month ending each month by the fifth (5th) day of each month in a form that we approve or provide in the Operations Manual. The Gross Revenues Report for the preceding month must be provided to us by the close of business on the fifth (5th) of each month as provided in Section 3.2. If you have not timely or improperly delivered the Gross Revenues Report to us for any reporting period, then we shall be authorized, at our option, to debit your account in an amount equal to (a) the fees transferred from your account for the last reporting period for which the Gross Revenues Report was provided to us, including Royalties Fees and National Advertising Fund, if any; or (b) the amount due based on information retrieved from the our approved computer system.

12.3 Financial Statements

You shall, at your expense, submit to us within thirty (30) days after the end of each calendar year, an income statement for the calendar year just ended and a balance sheet as of the last day of the calendar year. You shall submit to us such other periodic reports in the manner and at the time specified in the Operations Manual or otherwise in writing.

12.4 Other Reports

You shall submit to us copies of all state sales tax returns that are required to be filed with the appropriate governmental agency and such other records as we may reasonably request from time to time or as specified in the Operations Manual. We shall have the right to release financial and operational information relating to the Franchised Business to our lenders or prospective lenders. You shall certify as true and correct all reports to be submitted according to this Agreement.

12.5 Computer and Surveillance Equipment

You shall purchase, install and use computer equipment consisting of hardware and software in accordance with our specifications. We shall have full access to all of your computer, data and systems and all related information by means of direct access, either in person or by telephone, modem or Internet. We shall have full access to any video or surveillance stream.

12.6 Right to Inspect

We or our designee has the right, during normal business hours without notice, to examine, copy, and audit the books, records and tax returns of yours. If the audit or any other inspection should reveal that any payments to us has been underpaid, then you shall immediately pay to us the amount of the underpayment. If the audit reveals an underpayment of two percent (2%) or more during the review period, you shall also pay interest from the date such amount was due until paid at the rate of one and one-half percent (1.5%) per month (or the rate legally allowed by the law of the state where you are located, whichever is lower) and you shall, in addition, reimburse us for any and all costs and expenses connected with the inspection (including, without limitation, travel expenses and reasonable accounting and attorneys' fees). The foregoing remedies shall be in addition to any other remedies we may have.

12.7 Independent Access to Information

We have, and you are required to provide, independent access to the information that will be generated or stored in your computer systems, including, but not limited to, customer, transaction, and operational information. We have the right to review your business operations, in person, by mail, or electronically, and to inspect your operations and obtain your paper and electronic business records related to the Franchised Business and any other operations taking place through your Franchised Business.

12.8 Release of Records

Under Right To Inspect, at our request you shall authorize us and/or our direct third party(s), including accounting and legal professionals, to release to us all accounting and financial records arising from or relating to the operation of the Franchised Business including, but not limited to, records evidencing Gross Revenues, profits, losses, income, tax liabilities, tax payments, revenues, expenses, and any correspondence, notes, memoranda, audits, business records, or internal accounts within said third parties' possession, custody or control, and to

continue to release such records to us on a monthly basis for the length of the unexpired term of this Agreement or until such time as we withdraw our request. You shall execute all the necessary documents to facilitate the release of records referenced herein to us.

13. STANDARDS OF OPERATION

13.1 Authorized Products, Services, and Suppliers

13.1.1 You acknowledge that the reputation and goodwill of the System is based in large part on offering high quality products and services to its customers. Accordingly, you shall provide or offer for sale or use at the Franchised Business only those services, with the greatest diligence and care by you, that we approve (and which are not thereafter disapproved) and that comply with our specifications and quality standards. If required by us, any such items or services shall be purchased only from us. We shall maintain inventory levels for all supplies offered solely by us at a level sufficient to ensure prompt delivery to all franchisees. You shall NOT offer for sale, sell or provide through the Franchised Business or from the Franchised Business any products or services that we have not approved. Furthermore, you must offer for sale all services and products currently offered by us or which will be offered by us in the future.

13.1.2 Notwithstanding anything contrary in this Agreement, we have the right to review from time to time our approval of any items or suppliers. We may revoke our approval of any item, service or supplier at any time by notifying you and/or the supplier. You shall, at your own expense, promptly cease using, selling or providing any items or services disapproved by us. The cost to review a new product or service as proposed by you shall not exceed One Thousand Dollars (\$1,000) per product or service.

13.1.3 We have the right to designate certain products and services, not otherwise authorized for general use as part of the System, to be offered locally or regionally based upon such factors as we determine including, but not limited to, franchisee qualifications, test marketing and regional or local differences. We have the right to give our consent to one (1) or more franchisees to provide certain products or services not authorized for general use as part of the System. Such consent will be based upon the factors in Section 10.4 and shall not create any rights in you to provide the same products or services.

13.1.4 We have the right to retain volume rebates, markups, and other benefits from suppliers or in connection with the furnishing of supplies. You shall have no entitlement to or interest in any such benefits.

13.1.5 We shall provide you, in the Operations Manual or other written or electronic form, with a list of specifications and, if required, a list of Approved Suppliers for some or all of the supplies, furniture, fixtures, inventory, equipment and other approved or specified items and services, and we may from time to time issue revisions to such list. If we or an Affiliate is an Approved Supplier, you shall execute a standard form purchase or supply agreement for the items to be supplied by us or our Affiliate. If you desire to utilize any products, services or new technology that we have not approved (for products and services that require supplier approval), you shall first send us sufficient information, specifications and samples for us to determine whether the service or product complies with its standards and specifications or whether the

supplier meets its Approved Supplier criteria. You shall bear all expenses incurred by us in connection with determining whether it shall approve an item, service or supplier, not to exceed One Thousand Dollars (\$1,000). We will decide within a reasonable time (usually thirty [30] days) after receiving the required information whether you may purchase or lease such items or services or from such supplier. Approval of a supplier may be conditioned on the supplier's ability to provide sufficient quantity of product; quality of products or services at competitive prices; production and delivery capability; and dependability and general reputation. Nothing in this Section shall be construed to require us to approve any particular supplier, or to require us to make available to prospective suppliers, standards and specifications that we deem confidential.

13.2 Appearance and Condition of the Franchised Business

You shall maintain the service equipment, Premises and signage of the Franchised Business in "like new" condition, and shall repair or replace service equipment, the Premises and signage as necessary to comply with the health and safety standards and specifications of ours and any applicable laws or regulations. The expense of such maintenance shall be borne by you and shall be in addition to any required System modifications, as described in Section 10.2.

13.3 Ownership and Management

The Franchised Business shall, at all times, be under the direct supervision of you or your approved manager. You and/or your manager shall devote sufficient efforts to the management of the day-to-day operation of the Franchised Business, but not less than forty (40) hours per week, not excluding vacation, sick leave and similar absences. You shall keep us informed, in writing, at all times of the identity of your manager. You must not engage in any business or other activities that will conflict with your obligations under this Agreement.

13.4 Days of Operation

You shall keep the Franchised Business open for such days and hours as specified in the Operations Manual.

13.5 Contributions and Donations

In order to protect the Marks, you must obtain our prior written consent before making any contributions or donations of items, services or funds to any individual or entity, or provide any type of other benefit to any charitable, religious, political, social, civic or other type of organization (or to any individual on behalf of any organization). We may withhold any such consent in our sole and absolute discretion.

13.6 Licenses and Permits

You shall secure and maintain in force all required operational, land professional licenses, permits and certificates necessary for the operation of the Franchised Business, and shall operate the Franchised Business in full compliance with all applicable laws, ordinances and regulations. We make no representation to you with regard to any legal requirements that you must satisfy or comply with in connection with the operation of the Franchised Business. You shall be solely

responsible for investigating and complying with all such laws, ordinances and regulations with regard to the operation of the Franchised Business.

13.7 Notification of Proceedings

You shall notify us in writing of the commencement of any action, suit or proceeding involving you or the Franchised Business, and of the issuance of any order, writ, injunction, judgment, award or decree which may affect the operation or financial condition of the Franchised Business not more than five (5) days after notice of such commencement or issuance. You shall deliver to us not more than five (5) days after your receipt thereof, a copy of any inspection report, warning, certificate or rating by any governmental agency relating to any health or safety law, rule or regulation that reflects your failure to meet and maintain the highest applicable rating or your noncompliance or less than full compliance with any applicable law, rule or regulation.

13.8 Compliance with Good Business Practices

You acknowledge that the quality of customer service, and every detail of appearance and demeanor of you and your employees, is material to this Agreement and the relationship created and licenses granted hereby. Therefore, you shall endeavor to maintain high standards of quality and service in the operation of the Franchised Business, including operating in strict compliance with all applicable rules and regulations. You shall at all times give prompt, courteous and efficient service to customers of the Franchised Business. The Franchised Business shall in all dealings with its customers, vendors and the general public, adhere to the highest standards of honesty, fair dealing and ethical conduct. If we deem that you did not fairly handle a customer complaint or has operated outside of applicable rules and regulations, we have the right to intervene and satisfy the customer. We have the right to terminate this Agreement for violation of this Section. You shall reimburse us for all costs incurred by us in servicing a customer of the Franchised Business according to this Section.

13.9 Uniforms

You shall abide by all uniform and dress code requirements stated in the Operations Manual or otherwise. Uniforms must be purchased from an Approved Supplier, if such is designated, or if none, then a supplier who meets our specifications and quality standards for uniforms.

13.10 Credit Cards

You shall apply for and maintain systems for use of debit cards, credit cards, credit card vendors, loyalty and gift cards and other non-cash payment methods. You shall adhere to all PCI (Payment Card Industry), CISP (Cardholder Information Security Program) and SDP (Site Data Protection) compliance specifications, as amended. The term “credit card vendors” includes, among other things, companies that provide services for electronic payment, such as near field communication vendors (for example, “Apple Pay” and “Google Wallet”). You agree not to use any Credit Card Vendor for which we have not given you prior written approval, or as to which we have revoked our earlier approval or otherwise prohibited. We have the right to modify these requirements and designate additional approved or required methods of payment and vendors for

processing such payments, and to revoke approval of any service provider. You agree to comply with the then-current Payment Card Industry Data Security Standards as those standards may be revised and modified by the PCI Security Standards Council, LLC (see www.pcisecuritystandards.org), or any renewal organization or standards that we may reasonably specify. Among other things, you agree to implement the enhancements, security requirements, and other standards that the PCI Security Standards Council (or its successor) requires of a merchant that accepts payment by credit and/or debit cards.

13.11 E-Mail

We will set up an email address for your benefit, using our information, methods, and trade name. We may charge a maintenance fee, which fee shall be communicated contemporaneous of our initiation of the alternative e-mail as mentioned in this section.

13.12 Best Efforts

You shall use your best efforts to promote and increase the sales and recognition of services offered through the Franchised Business. You shall require all of your employees, managers, officers, agents and representatives to make a good faith effort to enhance and improve the System and the sales of all products and services provided as part of the System.

13.13 Gift and Loyalty Cards

You are obligated to participate in our gift and loyalty card program. At our discretion, gift and loyalty cards will be made available by you for purchase and redemption at the Franchised Business. You will not create or issue any gift cards/certificates, and will only sell gift cards/certificates that have been issued or sponsored by us and that are accepted at all Urban Waxx locations, and you will not issue coupons or discounts of any type except as approved by us.

14. FRANCHISOR'S ADDITIONAL OPERATIONS ASSISTANCE

14.1 General Advice and Guidance

We shall be available to render advice, discuss problems, and offer general guidance to you by telephone and/or electronic correspondence, with respect to planning and operating the Franchised Business. We shall not charge for this service. Our advice or guidance to you relative to prices for products and services that, in our judgment, constitutes good business practice is based upon our experience and that of our franchisees in operating Urban Waxx Businesses and an analysis of costs and prices charged for competitive products and services. Within range, you shall have the right to change/determine the price to be charged for a particular service by the Franchised Business at the time of sale (if necessary). Notwithstanding, you acknowledge and agree that we shall not be held liable for such advice; any decisions made by you, whether on your own accord or through suggestion from us, are your sole and absolute responsibility.

14.2 Periodic Visits

We or our representative may make periodic visits, which may be announced or unannounced, to the Franchised Business for the purposes of consultation, assistance and guidance with respect to various aspects of the operation and management of the Franchised Business. We may also accompany you and/or your employees along any job site visits, in order to monitor all business practices and better render any advice or opinions. We and our representatives who visit the Franchised Business or accompany you and/or your employees along job site visits may prepare, for the benefit of both us and you, written reports detailing any problems or concerns discovered during any such visit and outlining any required or suggested changes or improvements in the operations of the Franchised Business. A copy of any such written report may be provided to you. You shall implement any required changes or improvements as required by us with time being of the essence.

15. INSURANCE

15.1 Types and Amounts of Coverage

At your sole expense, you shall procure within ten (10) days of the Effective Date, and maintain in full force and effect during the term of this Agreement, the types of insurance as we may specify in the Operations Manual or otherwise and any other insurance as may be required by applicable law or by your Landlord or Lessor. All policies (except any workers' compensation insurance) shall expressly name us as an additional insured or loss payee and all shall contain a waiver of all subrogation rights against us and our successors and assigns.

15.2 Future Increases

We have the right to reasonably increase the minimum liability protection requirement annually and require different or additional insurance coverage(s) to reflect inflation, changes in standards of liability, future damage awards, or other relevant changes in circumstances.

15.3 Carrier Standards

Such policies shall be written by an insurance company licensed in the state in which you operate and having at least an "A" Rating Classification as indicated in the latest issue of A.M. Best's Key Rating Guide. Although A.M. Best groups "A" and "A-" in the same classification, we demand an "A" rating.

15.4 Evidence of Coverage

Your obligation to obtain and maintain the foregoing policies shall not be limited in any way by reason of any insurance which may be maintained by us, nor shall your performance of this obligation relieve it of liability under the indemnity provisions in Section 21.3. Upon issuance of a policy and renewal of said policy, you shall provide us, certificates of insurance showing compliance with the foregoing requirements within fifteen (15) days of your receipt of such certificates. Such certificates shall state that said policy or policies shall not be canceled or altered without at least thirty (30) days' prior written notice to us and shall reflect proof of payment of

premiums.

15.5 Failure to Maintain Coverage

Should you not procure and maintain insurance coverage as required by this Agreement, we have the right (but not the obligation) to immediately procure such insurance coverage and to charge the premiums to you, which charges, together with a reasonable fee for expenses incurred by us in connection with such procurement, shall be payable by you immediately upon notice.

16. DEFAULT AND TERMINATION

16.1 Termination by Franchisee

You may only terminate this Agreement upon (1) our mutual agreement; (2) non-renewal; or (3) a sale pursuant to the terms of this Agreement.

16.2 Termination by Franchisor

16.2.1 We have the right to terminate this Agreement, without any opportunity to cure by you, if you:

(a) fails to timely establish, equip, and commence operations of the Franchised Business according to Section 5;

(b) fails to satisfactorily complete any training program according to Section 8;

(c) fails to maintain all required professional licenses, permits, and certifications for a period exceeding five (5) business days;

(d) made any material misrepresentation or omission in your application for the Franchise or otherwise to us in the course of entering into this Agreement;

(e) is convicted of or pleads no contest to a felony or other crime or offense that is likely to adversely affect our reputation of Franchisor, Franchisee, or the Franchised Business;

(f) after notice to cure, fails to refrain from activities, behavior, or conduct likely to adversely affect the reputation of Franchisor, Franchisee, or the Franchised Business;

(g) discloses, duplicates, or otherwise uses in an unauthorized manner any portion of the Operations Manual, Trade Secrets, or any other Confidential Information;

(h) if required by, fails to have any holder of a legal or beneficial interest in you, and any officer, director, executive, manager or member of the professional staff and all employees of yours, execute a nondisclosure and non-competition agreement, in a form the same as or similar to the Nondisclosure and Non-Competition Agreement attached as Schedule 2, upon execution of this Agreement or prior to each such person's affiliation with you or fails to provide us with copies

of all nondisclosure and non-competition agreements signed according to Section 7.4 if requested by us;

(i) abandons, fails, or refuses to actively operate the Franchised Business for five (5) or more consecutive days (unless the Franchised Business has not been operational for a purpose approved by us), or, if first approved by us, fails to promptly relocate the Franchised Business or any other event rendering the Premises unusable;

(j) surrenders or transfers control of the operation of the Franchised Business without our approval, makes or attempts to make an unauthorized direct or indirect assignment of the Franchise or an ownership interest in you, or fails or refuses to assign the Franchise or the interest in the Franchise of a deceased or incapacitated owner thereof as herein required;

(k) fails to maintain the Franchised Business under the primary supervision of an approved manager during the one hundred eighty (180) days following the death or Incapacity of you or any holder of a legal or beneficial interest in you according to Section 18.6;

(l) submits to us on two (2) or more separate occasions at any time during the term of the Franchise any reports or other data, information or supporting records that understate any Royalty Fee or any other fees owed to us by more than two percent (2%) for any accounting period and you are unable to demonstrate that such understatements resulted from inadvertent error;

(m) becomes insolvent, meaning unable to pay bills as they become due in the ordinary course of business;

(n) misuses or makes unauthorized use of any of the Marks or commits any other act which can reasonably be expected to impair the goodwill associated with any of the Marks;

(o) fails on two (2) or more separate occasions within any period of twelve (12) consecutive months to submit reports or other information or supporting records when due, to pay any Royalty Fee, amounts due for purchases from us and any Affiliate, or other payment when due to us or any Affiliate, whether or not such failures to comply are corrected after notice thereof is delivered to you;

(p) violates on two (2) or more occasions any health or safety law, ordinance or regulation, or operates the Franchised Business in a manner that presents a health or safety hazard to its customers, employees, or the public;

(q) engages in any activity exclusively reserved to us;

(r) fails to comply with any applicable law or regulation within ten (10) days after being given notice of noncompliance;

(s) breaches this Agreement three (3) times in a twelve (12) month period and/or fails (3) times in a twelve (12) month period to comply with mandatory specifications, customer service standards, or operating procedures prescribed in the Operations Manual, whether or not previous breaches or failures are cured;

(t) defaults under any other agreement between us (or any Affiliate) and you, such that we or our Affiliate, as the case may be, has the right to terminate such agreement or such agreement automatically terminates; however, we may not terminate a Franchise Agreement that is already in place for a breach of the Area Development Agreement;

(u) performs Targeted Marketing in any geographic location outside of the Territory, whether or not such geographic location falls within another franchisee's territory or the territory of any other Franchisor-controlled business; or

(v) fails to refer business opportunities or offers received by third parties, if such business opportunities or offers would take place in any geographic location which falls under the territory of other franchisees, our associated businesses, or which are directly controlled by us.

16.2.2 Except as otherwise provided in Section 16.2.1, we have the right to terminate this Agreement for the following breaches and defaults by giving notice of such termination stating the nature of the default; provided, however, that you may avoid termination by curing such default or failure (or by providing proof acceptable to us that you have made all reasonable efforts to cure such default or failure and shall continue to make all reasonable efforts to cure until a cure is effected if such default or failure cannot reasonably be cured before the effective date of the termination) within the specified period:

(a) within five (5) days of receiving notice of your failure to pay any amounts due to us;

(b) within ten (10) days of receiving notice of your failure to maintain insurance as specified in Section 15 of this Agreement; or

(c) within thirty (30) days of receiving notice of any other default by you or upon your failure to comply with any mandatory specification, standard, or operating procedure prescribed in the Operations Manual or otherwise prescribed in writing.

16.3 Reinstatement and Extension

If provisions of this Agreement provide for periods of notice less than those required by applicable law, or provide for termination, cancellation or non-renewal other than in accordance with applicable law, we may reinstate or extend the term of this Agreement for the purpose of complying with applicable law by submitting a written notice to you without waiving any of our rights under this Agreement.

16.4 Right of Franchisor to Discontinue Services to Franchisee

If you are in breach of any obligation under this Agreement, and we deliver to you a notice of termination according to Section 16.2.2, we have the right to suspend our performance of any of our obligations under this Agreement.

16.5 Right of Franchisor to Operate Franchised Business

Following the delivery of a notice of termination according to Section 16.2.2, if necessary in our discretion, we shall have the right, but not the obligation, to assume the operation of the Franchised Business until such time as you correct the breach. We may charge a management fee as stated in the Operations Manual from time to time, currently equal to Five Hundred Dollars (\$500) per person per day, and we shall be entitled to reimbursement of any expenses we incur that are not paid out of the operating cash flow of the Franchised Business.

17. RIGHTS AND DUTIES UPON EXPIRATION OR TERMINATION

17.1 Actions to be Taken

Except as otherwise provided herein, upon termination or expiration, this Agreement and all rights granted hereunder to you shall terminate and you shall:

(a) immediately cease to operate the Franchised Business and shall not thereafter, directly or indirectly, represent to the public or hold itself out as a present or former franchisee of ours;

(b) cease to use the Trade Secrets or other Confidential Information, the System and the Marks, including, without limitation, all slogans, symbols, logos, advertising materials, stationery, forms, and any other items which display or are associated with the Marks;

(c) take such action as may be necessary to cancel or assign to us, at Franchisor's option, any assumed name or equivalent registration filed with state, city, or county authorities which contains the name "Urban Waxe" or any other confusingly similar Mark, and you shall furnish us with evidence satisfactory to us of compliance with this obligation within thirty (30) days after termination or expiration of this Agreement;

(d) pay all sums owing to us and any Affiliate. In the event of termination for any default of yours, such sums shall include, but not be limited to, all damages, costs, and expenses, including reasonable attorneys' fees, with respect to litigation, arbitration, appellate, or bankruptcy proceedings, unpaid Royalty Fees, loss of future Royalty Fee payments incurred by us as a result of any early termination of this Agreement, and any other amounts due to us or any Affiliate;

(e) pay to us all costs and expenses, including reasonable attorneys' fees, incurred by us subsequent to the termination or expiration of the Franchise in obtaining injunctive or other relief for the enforcement of any provisions of this Agreement;

(f) immediately return to us the Operations Manual, Trade Secrets, and all other Confidential Information, including records, files, instructions, brochures, agreements, disclosure statements, and any and all other materials provided by us to you relating to the operation of the Franchised Business (all of which are acknowledged to be our property);

(g) assign all telephone listings and numbers for the Franchised Business to us and shall notify the telephone company and all listing agencies of the termination or expiration of your right

to use any telephone numbers or facsimile numbers associated with the Marks in any regular, classified or other telephone directory listing and shall authorize transfer of same to or at our direction; and

- (h) comply with all other applicable provisions of this Agreement.

17.2 Post-Termination Covenant Not to Compete

17.2.1 You acknowledge that the restrictive covenants contained in this Section and in Section 17 are fair and reasonable.

17.2.2 Except as otherwise approved in writing by us, neither you, nor any holder of a legal or beneficial interest in you, nor any officer, director, executive, manager or member of the professional staff of yours, shall, for a period of two (2) years after the expiration or termination of this Agreement, regardless of the cause of termination, either directly or indirectly:

- (a) offer Competitive Business services located or operating (a) at or within a twenty-five (25) mile radius of the Franchised Business, or (b) within a twenty-five (25) mile radius of any other Urban Wxxx Business in existence at the time of termination or expiration, or (c) any other business owned or operated by the Franchisor in existence at the time of termination or expiration;

- (b) solicit or otherwise attempt to induce or influence any customer or other business associate of Franchisor to terminate or modify his, her or its business relationship with us or to compete against us; or

- (c) In furtherance of this Section, we have the right to require certain individuals to execute standard form nondisclosure or non-competition agreements in a form the same as or similar to the Nondisclosure and Non-Competition Agreement attached as Schedule 2.

17.3 Unfair Competition

If you operate any other business, you shall not use any reproduction, counterfeit, copy or colorable imitation of the Marks, either in connection with such other business or the promotion thereof, that is likely to cause confusion, mistake or deception, or that is likely to dilute our rights in the Marks. You shall not utilize any designation of origin, description or representation that falsely suggests or represents an association or connection with us. This Section is not intended as an approval of your right to operate other businesses and in no way is it intended to contradict Sections 17, 17.1 or 17.2. You shall make such modifications or alterations to the Franchised Business (including changing telephone and facsimile numbers) immediately upon termination or expiration of this Agreement as may be necessary to prevent any association between us or the System and any business subsequently operated by you or others at the Franchised Business. You shall make such specific additional changes to the Franchised Business as we may reasonably request for that purpose including, without limitation, removal of all physical and structural features identifying or distinctive to the System. If you fail or refuse to comply with the requirements of this Section, we have the right to enter upon the Franchised Business for the purpose of making or causing to be made such changes as may be required, at your expense, which

expense you shall pay upon demand.

17.4 Franchisor's Option to Purchase Certain Business Assets

We have the right (but not the obligation), for a period of thirty (30) days after termination or expiration of this Agreement, to purchase any or all assets of the Franchised Business including improvements, service tools and equipment, supplies and other inventory or equipment. The purchase price shall be equal to the assets' book value. If we elect to exercise this option to purchase, it has the right to set off all amounts due from you under this Agreement, if any, against the purchase price.

17.5 Survival of Certain Provisions

All obligations of us and you, which expressly or by their nature survive the expiration or termination of this Agreement, shall continue in full force and effect subsequent to and notwithstanding their expiration or termination and until satisfied or by their nature expire.

18. TRANSFERABILITY OF INTEREST

18.1 Transfer by Franchisor

This Agreement and all rights and duties hereunder are fully transferable in whole or in part by us and such rights will inure to the benefit of any person or entity to whom transferred; provided, however, that with respect to any assignment resulting in the subsequent performance by the assignee of the functions of ours, the assignee shall assume our obligations hereunder and we shall thereafter have no liability for the performance of any obligations contained in this Agreement.

18.2 Transfer by Franchisee to a Third Party

The rights and duties of you as in this Agreement, and the Franchise herein granted, are personal to you (or your owners), and we have entered into this Agreement in reliance upon your personal or collective skill and financial ability. Accordingly, neither you nor any holder of a legal or beneficial interest in you may sell, assign, convey, give away, pledge, mortgage, sublicense or otherwise transfer, whether by operation of law or otherwise, any interest in this Agreement, the Franchise granted hereby, the assets of the Franchised Business or any part or all of the ownership interest in you without the prior written approval of us. Any purported transfer without such approval shall be null and void and shall constitute a material breach of this Agreement. If you are in compliance with this Agreement, our consent to such transfer shall be conditioned upon the satisfaction of the following requirements:

- (a) You have complied with the requirements in Section 19;
- (b) all obligations owed to us, and all other outstanding obligations relating to the Franchised Business, are fully paid and satisfied;

(c) you (and any transferring owners, if you are a business entity) have executed a general release, in a form the same as or similar to the General Release attached as Schedule 1, of any and all claims against us, including our officers, directors, shareholders, managers, members, partners, owners, employees and agents (in their corporate and individual capacities), including, without limitation, claims arising under federal, state or local laws, rules or ordinances, and any other matters incident to the termination of this Agreement or to the transfer of your interest herein or to the transfer of your ownership of all or any part of the Franchise; provided, however, that if a general release is prohibited, you shall give the maximum release allowed by law;

(d) the prospective transferee has satisfied us that it meets our management, business and financial standards, and otherwise possesses the character and capabilities, including business reputation and credit rating, as we may require to demonstrate ability to conduct the Franchised Business;

(e) the transferee and, if we require, all persons owning any interest in the transferee, have executed the then-current franchise agreement for new franchisees, which may be substantially different from this Agreement, including different Royalty Fee and other material provisions, and the franchise agreement then executed shall be for the term specified in such agreement;

(f) the transferee has executed a general release, in a form the same as or similar to the General Release attached as Schedule 1, of any and all claims against us and our officers, directors, shareholders, managers, members, partners, owners, employees and agents (in their corporate and individual capacities), with respect to any representations regarding the Franchise or the business conducted pursuant thereto or any other matter that may have been made to the transferee by you;

(g) you have provided us with a complete copy of all contracts and agreements and related documentation between you and the prospective transferee relating to the intended sale or transfer of the Franchise;

(h) you, or the transferee, has paid to us, before the transaction is completed, a transfer fee in the amount of Twelve Thousand Five Hundred Dollars (\$12,500), if the Franchise is being sold, transferred, or assigned to a third party;

(i) the transferee, or all holders of a legal or beneficial interest in the transferee, has agreed to be personally bound jointly and severally by all provisions of this Agreement for the remainder of its term by executing a personal guaranty in such form as prepared by us;

(j) the transferee has obtained all necessary consents and approvals by third parties and all applicable federal, state, and local laws, rules, ordinances, and requirements applicable to the transfer have been complied with or satisfied;

(k) you have, and if you are an entity, all of the holders of a legal and beneficial interest in you have executed and delivered to us a nondisclosure and non-competition agreement in a form satisfactory to us and in substance the same as the nondisclosure and non-competition covenants contained in Sections 7 and 17; and

(l) the transferee agrees that it shall complete, to our satisfaction, a training program in substance similar to the initial training described in Section 8.1 prior to assuming the management of the day-to-day operation of the Franchised Business.

18.3 Transfer to a Controlled Entity

18.3.1 If you wish to transfer this Agreement or any interest herein to a corporation, limited liability company or other legal entity which shall be entirely owned by you ("Controlled Entity"), which Controlled Entity is being formed for the financial planning, tax or other convenience of you, our consent to such transfer shall be conditioned upon the satisfaction of the following requirements:

(a) the Controlled Entity is newly organized, and its charter or articles of formation provides that its activities are confined exclusively to the operation of the Franchised Business;

(b) you or all holders of a legal or beneficial interest in your entity all of the equity and voting power of the outstanding stock or other capital interest in the Controlled Entity;

(c) all obligations of you to us or any Affiliate are fully paid and satisfied; provided, however, that neither you nor the Controlled Entity shall be required to pay a transfer fee as required according to Section 18.2(h);

(d) the Controlled Entity has entered into a written agreement with us expressly assuming the obligations of this Agreement and all other agreements relating to the operation of the Franchised Business. If the consent of any other party to any such other agreement is required, you have obtained such written consent and provided the same to us prior to our consent;

(e) all holders of a legal or beneficial interest in the Controlled Entity have entered into an agreement with us jointly and severally guaranteeing the full payment of the Controlled Entity's obligations to us and the performance by the Controlled Entity of all the obligations of this Agreement;

(f) each stock certificate or other ownership interest certificate of the Controlled Entity has conspicuously endorsed upon the face thereof a statement in a form satisfactory to us that it is held subject to, and that further assignment or transfer thereof is subject to, all restrictions imposed upon transfers and assignments by this Agreement; and

(g) copies of the Controlled Entity's articles of incorporation or organization, bylaws, operating agreement, federal tax identification number, and other governing regulations or documents, including resolutions of the board of directors authorizing entry into this Agreement, have been promptly furnished to us. Any amendment to any such documents shall also be furnished to us immediately upon adoption.

18.3.2 The term of the transferred franchise shall be the unexpired term of this Agreement, including all renewal rights, subject to any and all conditions applicable to such renewal rights.

18.3.3 our consent to a transfer of any interest in this Agreement, or of any ownership

interest in the Franchised Business, shall not constitute a waiver of any claims we may have against the transferor or the transferee, nor shall it be deemed a waiver of our right to demand compliance with the terms of this Agreement.

18.4 Franchisor's Disclosure to Transferee

We have the right, without liability of any kind or nature whatsoever to you, to make available for inspection by any intended transferee of you all or any part of our records relating to this Agreement, the Franchised Business or to the history of the relationship of the parties hereto. You hereby specifically consent to such disclosure by us and shall release and hold us harmless from and against any claim, loss or injury resulting from an inspection of our records relating to the Franchised Business by an intended transferee identified by you.

18.5 For-Sale Advertising

You shall NOT, without our prior written consent, place in, on or upon the area of the Franchised Business, or in any communication media, any form of advertising relating to the sale of the Franchised Business or the rights granted hereunder.

18.6 Transfer by Death or Incapacity

Upon the death or Incapacity of you (if you are an individual) or any holder of a legal or beneficial interest in you (if you are a business entity), the appropriate representative of such person (whether administrator, personal representative or trustee) shall, within a reasonable time not exceeding one hundred eighty (180) days following such event, transfer such individual's interest in the Franchised Business or in you to a third party approved by us. Such transfers, including transfers by will or inheritance, shall be subject to the conditions for assignments and transfers contained in this Agreement. During such one hundred eighty (180) day period, the Franchised Business must remain at all times under the primary management of a Designated Manager who otherwise meets our management qualifications.

Following such a death or Incapacity of such person as described in this Section 18.6, if necessary in our discretion, we shall have the right, but not the obligation, to assume operation of the Franchised Business until the deceased or incapacitated owner's interest is transferred to a third party approved by us. We shall be given access to the Franchised Business, even if located within your or your Designated Manager's principal residence and shall not be held liable for trespass or any related tort. We may charge a management fee as stated in the Operations Manual from time to time, currently equal to Five Hundred Dollars (\$500) per person per day, and we shall be entitled to reimbursement of any expenses we incur that are not paid out of the operating cash flow of the Franchised Business.

19. RIGHT OF FIRST REFUSAL

19.1 Submission of Offer

If you, or any of your owners, proposes to sell or otherwise transfer (including a transfer by death or Incapacity according to Section 18.6) the Franchised Business (or any of its assets

outside of the normal course of business), any ownership interest in you or any ownership interest in the Franchise granted hereunder, you shall obtain and deliver a bona fide, executed written offer or proposal to purchase, along with all pertinent documents including any contract or due diligence materials, to us, except with regards to a sale or transfer to a family member. The offer must apply only to an approved sale of the assets or interests listed above and may not include any other property or rights of you or any of your owners.

19.2 Franchisor's Right to Purchase

We shall, for thirty (30) days from the date of delivery of all such documents, have the right, exercisable by written notice to you, to purchase the offered assets or interest for the price and on the same terms and conditions contained in such offer communicated to you. We have the right to substitute cash for the fair market value of any form of payment proposed in such offer. Our credit shall be deemed at least equal to the credit of any proposed buyer. After providing notice to you of our intent to exercise this right of first refusal, we shall have up to sixty (60) days to close the purchase. We shall be entitled to receive from you all customary representations and warranties given by you as the seller of the assets or such ownership interest or, at our election, such representations and warranties contained in the proposal.

19.3 Non-Exercise of Right of First Refusal

If we do not exercise our right of first refusal within thirty (30) days from the date of delivery of all such documents, the offer or proposal may be accepted by you or any of your owners, subject to our prior written approval as required by Section 18.2. Should the sale fail to close within one hundred twenty (120) days after the offer is delivered to us, our right of first refusal shall renew and be implemented in accordance with this Section.

19.4 Sales or Transfers to Family Excepted

If you propose to sell or otherwise transfer the Franchised Business (or any of its assets outside of the normal course of business), any ownership interest in you or any ownership interest in the Franchise granted hereunder to a member of your (or there owners') family, then the terms and conditions of this Section shall be inapplicable. Nothing in this Section 19.4 shall be construed to relieve you from full compliance with the terms and conditions of Section 18.2 prior to a sale or transfer to family according to this Section.

20. BENEFICIAL OWNERS OF FRANCHISEE

You represent, and we enter into this Agreement in reliance upon such representation, that the individual(s) identified in Schedule 6 is/are the sole holder(s) of a legal or beneficial interest (in the stated percentages) of you.

21. RELATIONSHIP AND INDEMNIFICATION

21.1 Relationship

This Agreement is purely a contractual relationship between the parties and does not

appoint or make you an agent, legal representative, joint-venturer, partner, employee, servant, or independent contractor of ours for any purpose whatsoever. You may not represent or imply to third parties that you are an agent of ours, and you are in no way authorized to make any contract, agreement, warranty, or representation on our behalf, or to create any obligation, express or implied, on our behalf. During the term of this Agreement, and any extension or renewal hereof, you shall hold yourself out to the public only as a franchisee and an owner of the Franchised Business operating the Franchised Business according to a franchise from us. You shall take such affirmative action as may be necessary to do so including, without limitation, exhibiting a notice of that fact in a conspicuous place on all forms, stationery or other written materials, the content of which we have the right to specify. Under no circumstances shall we be liable for any act, omission, contract, debt, nor any other obligation of yours. We shall in no way be responsible for any injuries to persons or property resulting from the operation of the Franchised Business by you. Any third-party contractors and vendors retained by you to convert or construct the premises are independent contractors of you alone.

21.2 Standard of Care

This Agreement does not establish a fiduciary relationship between the parties.

21.3 Indemnification

You shall hold harmless and indemnify us, any Affiliate, all holders of a legal or beneficial interest in us and all officers, directors, executives, managers, members, partners, owners, employees, agents, successors and assigns (collectively “Franchisor Indemnities”) from and against all losses, damages, fines, costs, expenses or liability (including reasonable attorneys’ fees and all other costs of litigation) incurred in connection with any action, suit, demand, claim, investigation or proceeding, or any settlement thereof, which arises from or is based upon your (a) ownership or operation of the Franchised Business; (b) violation, breach or asserted violation or breach of any federal, state or local law, regulation or rule; (c) breach of any representation, warranty, covenant, or provision of this Agreement or any other agreement between you and us (or an Affiliate); (d) defamation of us or the System; (e) acts, errors or omissions committed or incurred in connection with the Franchised Business; or (f) infringement, violation or alleged infringement or violation of any Mark, patent or copyright or any misuse of the Trade Secrets or other Confidential Information. The obligations of this Section 21.3 shall expressly survive the termination of this Agreement.

21.4 Right to Retain Counsel

You shall give us immediate notice of any such action, suit, demand, claim, investigation, or proceeding that may give rise to a claim for indemnification by a Franchisor Indemnity. We have the right to retain counsel of our own choosing in connection with any such action, suit, demand, claim, investigation or proceeding. In order to protect persons, property, Franchisor’s reputation or the goodwill of others, we have the right to, at any time without notice, take such remedial or corrective actions as we deem expedient with respect to any action, suit, demand, claim, investigation or proceeding if, in our sole judgment, there are grounds to believe any of the acts or circumstances listed above have occurred. If Franchisor’s exercise of its rights under this Section causes any of your insurers to refuse to pay a third-party claim, all cause of action and

legal remedies you might have against such insurer shall automatically be assigned to us without the need for any further action on either party's part. Under no circumstances shall we be required or obligated to seek coverage from third parties or otherwise mitigate losses in order to maintain a claim against you. The failure to pursue such remedy or mitigate such loss shall in no way reduce the amounts recoverable by us from you. You agree to not be a party to a class action suit against us or any of our Affiliates under any circumstances.

22. GENERAL CONDITIONS AND PROVISIONS

22.1 No Waiver

No failure by us to exercise any power reserved to it hereunder, or to insist upon strict compliance by you with any obligation or condition hereunder, and no custom nor practice of the parties in variance with the terms hereof, shall constitute a waiver of our right to demand exact compliance with the terms of this Agreement. Waiver by us of any particular default by you shall not be binding unless in writing and executed by us and shall not affect nor impair our right with respect to any subsequent default of the same or of a different nature. Subsequent acceptance by us of any payment(s) due shall not be deemed to be a waiver by us of any preceding breach by you of any terms, covenants or conditions of this Agreement.

22.2 Injunctive Relief

As any breach by you of any of the restrictions contained in Sections 6, 7, and 17 would result in irreparable injury to us, and as the damages arising out of any such breach would be difficult to ascertain, in addition to all other remedies provided by law or in equity, we shall be entitled to seek injunctive relief (whether a restraining order, a preliminary injunction or a permanent injunction) against any such breach, whether actual or contemplated, without the necessity of posting security or bond and you shall be responsible for our reasonable attorneys' fees incurred in pursuing the same. Our right to seek injunctive relief will not affect the parties' waiver of jury trial and covenant to arbitrate all disputes in accordance with Section 23.7. Our rights herein shall include pursuing injunctive relief through arbitration or in a state or federal court.

22.3 Notices

All notices required or permitted under this Agreement shall be in writing and shall be deemed received: (a) at the time delivered by hand to the recipient party (or to an officer, director or partner of the recipient party); (b) on the next business day after transmission by facsimile or other reasonably reliable electronic communication system; (c) two (2) business days after being sent via guaranteed overnight delivery by a commercial courier service; or (d) five (5) business days after being sent by Registered Mail, return receipt requested. Either party may change its address by a written notice sent in accordance with this Section 22.3. All notices, payments and reports required by this Agreement shall be sent to us at the following address, or at such other address as we may provide:

UWFranco, LLC
Attn.: Shannon Conley

320 SW Century Dr., Suite 405 PMB 400
Bend, OR 97702

22.4 Cost of Enforcement or Defense

If we are required to enforce this Agreement in a judicial or arbitration proceeding, and we are the prevailing party, we shall be entitled to reimbursement of our costs, including reasonable accounting and attorneys' fees, in connection with such proceeding.

22.5 Unlimited Guaranty and Assumption of Obligations

All holders of a legal or beneficial interest in you of five percent (5%) or greater shall be required to execute, as of the date of this Agreement, the Unlimited Guaranty and Assumption of Obligations attached as Schedule 3, through which such holders agree to assume and discharge all of your obligations under this Agreement and to be personally liable hereunder for all of the same.

22.6 Approvals

Whenever this Agreement requires the prior approval or consent of us, you shall make a timely written request to us for such approval and, except as otherwise provided herein, any approval or consent granted shall be effective only if in writing. We make no warranties or guarantees upon which you may rely, and assumes no liability or obligation to you or any third party to which it would not otherwise be subject, by providing any waiver, approval, advice, consent or services to you in connection with this Agreement, or by reason of any neglect, delay or denial of any request for approval.

22.7 Entire Agreement

This Agreement and all exhibits to this Agreement constitute the entire agreement between the parties and supersede any and all prior negotiations, understandings, representations, and agreements. Nothing in this or in any related agreement, however, is intended to disclaim the representations we made in the franchise disclosure document that we furnished to you. No amendment, change or variance from this Agreement shall be binding on either party unless executed in writing by both parties.

22.8 Severability and Modification

Except as noted below, each paragraph, part, term and provision of this Agreement shall be considered severable. If any paragraph, part, term or provision herein is ruled to be unenforceable, unreasonable or invalid, such ruling shall not impair the operation of or affect the remaining portions, paragraphs, parts, terms and provisions of this Agreement, and the latter shall continue to be given full force and effect and bind the parties; and such unenforceable, unreasonable or invalid paragraphs, parts, terms or provisions shall be deemed not part of this Agreement.

Notwithstanding the above, each of the covenants contained in Sections 7 and 17 shall be construed as independent of any other covenant or provision of this Agreement. If all or any portion

of any such covenant is held to be unenforceable, unreasonable, or invalid, then it shall be amended to provide for limitations on disclosure of Trade Secrets or other Confidential Information or on competition to the maximum extent provided or permitted by law.

22.9 Construction

All captions herein are intended solely for the convenience of the parties, and none shall be deemed to affect the meaning or construction of any provision hereof.

22.10 Force Majeure

Whenever a period of time is provided in this Agreement for either party to perform any act, except pay monies, neither party shall be liable nor responsible for any delays due to strikes, lockouts, casualties, acts of God, war, terrorism, governmental regulation or control or other causes beyond the reasonable control of the parties, and the time period for the performance of such act shall be extended for the amount of time of the delay. This clause shall not result in an extension of the term of this Agreement.

22.11 Timing

Time is of the essence. Except as in Section 22.10, failure to perform any act within the time required or permitted by this Agreement shall be a material breach.

22.12 Withholding Payments

You shall not, for any reason, withhold payment of any Royalty Fees or other amounts due to us or to an Affiliate. You shall not withhold or offset any amounts, damages or other monies allegedly due to you against any amounts due to us. No endorsement or statement on any payment for less than the full amount due to us will be construed as an acknowledgment of payment in full, or an accord and satisfaction, and we have the right to accept and cash any such payment without prejudice to our right to recover the full amount due, or pursue any other remedy provided in this Agreement or by law. We have the right to apply any payments made by you against any of your past due indebtedness as we deem appropriate. We shall set off sums we owe to you against any unpaid debts owed by you to us.

22.13 Further Assurances

Each party to this Agreement will execute and deliver such further instruments, contracts, forms or other documents, and will perform such further acts, as may be necessary or desirable to perform or complete any term, covenant or obligation contained in this Agreement.

22.14 Third Party Beneficiaries

Anything to the contrary notwithstanding, nothing in this Agreement is intended, nor shall be deemed, to confer upon any person or legal entity other than us or you, and their respective successors and assigns as may be contemplated by this Agreement, any rights or remedies under this Agreement.

22.15 Electronic Mail

You acknowledge and agree that exchanging information with us by e-mail is efficient and desirable for day-to-day communications and that we and you may utilize e-mail for such communications. You authorize the transmission of e-mail by us and our employees, vendors, and affiliates (“Official Senders”) to you during the term of this Agreement. You further agree that: (a) Official Senders are authorized to send e-mails to those of your employees as you may occasionally authorize for the purpose of communicating with us; (b) you will cause your officers, directors, and employees to give their consent to Official Senders’ transmission of e-mails to them; (c) you will require such persons not to opt out or otherwise ask to no longer receive e-mails from Official Senders during the time that such person works for or is affiliated with you; and (d) you will not opt out or otherwise ask to no longer receive e-mails from Official Senders during the term of this Agreement. The consent given in this Section 22.15 shall not apply to the provision of notices by either party under this Agreement pursuant to Section 22.3 using e-mail unless the parties otherwise agree in a written document manually signed by both parties.

22.16 Multiple Originals/Electronic Signatures

The counterparts of this Agreement and all ancillary documents executed or delivered in connection with this Agreement may be executed and signed by electronic signature by any of the parties to this Agreement, and delivered by electronic or digital communications to any other party to this Agreement, and the receiving party may rely on the receipt of such document so executed and delivered by electronic or digital communications signed by electronic signature as if the original has been received. For the purposes of this Agreement, electronic signature means, without limitation, an electronic act or acknowledgement (e.g., clicking an “I Accept” or similar button), sound, symbol (digitized signature block), or process attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record.

23. DISPUTE RESOLUTION

23.1 Choice of Law

Except as to claims governed by federal law, Oregon law governs all claims that in any way relate to or arise out of this Agreement or any of the dealings of the parties (“Claims”). However, no laws regulating the sale of franchises or governing the relationship between franchisor and franchisee shall apply unless the jurisdictional requirements of such laws are met independently of this paragraph. And the local law where the Franchised Business is located shall govern with respect to any questions related to enforceability of non-compete provisions.

23.2 Jurisdiction and Venue

You and we agree that venue and jurisdiction for any Claims, except those required to be submitted to arbitration, shall be proper solely in the state and federal court nearest to our corporate headquarters, presently located in Bend, Oregon.

23.3 Jury Waiver

In any trial between any of the parties as to any Claims, you and we agree to waive our rights to a jury trial and instead have such action tried by a judge.

23.4 Class Action Waiver

You agree to bring any Claims, if at all, individually and you shall not join such claim with claims of any other person or entity or bring, join or participate in a class action against us.

23.5 Limitation of Damages

You and us each waive, to the fullest extent permitted by law, any right or claim for any punitive or exemplary damages against the other and agree that if there is a dispute with the other, each will be limited to the recovery of actual damages sustained by it including reasonable accounting and legal fees as provided in Section 22.4. You waive and disclaim any right to consequential damages in any action or claim against us concerning this Agreement or any related agreement. In any claim or action brought by you against us concerning this Agreement, your contract damages shall not exceed and shall be limited to refund of your Franchise Fee and Royalty Fees.

23.6 Limitation of Actions

You agree to bring any Claims against us, if at all, within one (1) year of the occurrence of the facts giving rise to such Claims, and that any action not brought within this period shall be barred as a claim, counterclaim, defense, or set-off.

23.7 Prior Notice of Claims

As a condition precedent to commencing an action for a Claim, you must notify us within thirty (30) days after the occurrence of the violation or breach, and failure to timely give such notice shall preclude any claim for damages.

23.8 Internal Dispute Resolution

You must first bring any Claim to our President, after providing notice as in Section 23.7 above. You must exhaust this internal dispute resolution procedure before you may bring your Claim before a third party.

23.9 Mediation and Arbitration

Before you may bring any Claim against us, you agree to try for a period of sixty (60) days to mediate such claim before a mutually agreed to mediator in the city or county where our headquarters are located. If we cannot mutually agree on a mediator, you and we agree to use the mediation services of the American Arbitration Association (“AAA”) and split any AAA and mediator fees equally.

If mediation is unsuccessful and you decide to pursue a legal claim against us, you agree to bring such claim solely in binding arbitration conducted in the city or county where our headquarters is located, in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. The proceedings will be held by a single arbitrator. The decision of the arbitrator will be final and binding upon the parties. Judgment upon the award rendered by the arbitrator may be entered in any court having personal and subject matter jurisdiction.

23.10 Waiver of Bond

You agree that if we are forced to bring suit to enforce any provision of this Agreement, you agree to waive any requirement that we post bond to obtain a temporary, preliminary, or permanent injunction to enforce these duties.

23.11 Attorney Fees

If we are the substantially prevailing party as to any Claims, you agree to reimburse our costs and attorney fees incurred in pursuing or defending the Claims.

23.12 Third Party Beneficiaries

Our officers, directors, members, shareholders, agents, and employees are express third-party beneficiaries of the terms of the Dispute Resolution provisions contained herein.

24. ACKNOWLEDGMENTS

24.1 Receipt of this Agreement and the Franchise Disclosure Document

You represent and acknowledge that you have received, read and understand this Agreement and our Franchise Disclosure Document; and that we have accorded you ample time and opportunity to consult with advisors of your own choosing about the potential benefits and risks of entering into this Agreement. You represent and acknowledge that you received our Franchise Disclosure Document at least fourteen (14) calendar days prior to the date on which this Agreement was executed.

24.2 Consultation by Franchisee

You represent that you have been urged to consult with your own advisors with respect to the legal, financial and other aspects of this Agreement, the business franchised hereby and the prospects for that business. You represent that you have either consulted with such advisors or have deliberately declined to do so.

24.3 True and Accurate Information

You represent that all information in any and all applications, financial statements, and submissions to us is true, complete, and accurate in all respects, and you acknowledge that we are relying upon the truthfulness, completeness, and accuracy of such information.

24.4 Risk

You represent that you have conducted an independent investigation of the business contemplated by this Agreement and acknowledge that, like any other business, an investment in an Urban Waxe Business involves business risks and that the success of the venture is dependent, among other factors, upon the business abilities and efforts of you. We make no representations or warranties, express or implied, in this Agreement or otherwise, as to the potential success of the business venture contemplated hereby.

24.5 No Guarantee of Success

You represent and acknowledge that you have not received or relied on any guarantee, express or implied, as to the revenues, profits or likelihood of success of the Franchised Business. You represent and acknowledge that there have been no representations by our officers, directors, employees or agents that are not contained in, or are inconsistent with, the statements made in the Franchise Disclosure Document or this Agreement.

24.6 No Violation of Other Agreements

You represent that your execution of this Agreement will not violate any other agreement or commitment to which you or any holder of a legal or beneficial interest in you is a party.

IN WITNESS WHEREOF the parties hereto, intending to be legally bound hereby have duly executed this Agreement.

UWFrango, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**SCHEDULE 1 TO THE FRANCHISE AGREEMENT
GENERAL RELEASE**

THIS RELEASE is made and given by _____ ("Releasor"), with reference to the following facts:

1. Releasor and UWFranco, LLC ("Releasee") are parties to one or more franchise agreements.
2. The following consideration is given:

_____ the execution by Releasor of a successor Franchise Agreement or other renewal documents renewing the franchise (the "Franchise"); or

_____ Releasor's consent to Releasee's transfer of its rights and duties under the Franchise Agreement; or

_____ Releasor's consent to Releasee's assumption of rights and duties under the Franchise Agreement; or

_____ [insert description]

3. Release- Franchisee and all of Franchisee's guarantors, members, officers, directors, employees, agents, successors, assigns and affiliates fully and finally release and forever discharge Releasee, its past and present agents, employees, officers, directors, members, Franchisees, successors, assigns and affiliates (collectively "Released Parties") from any and all claims, actions, causes of action, contractual rights, demands, damages, costs, loss of services, expenses and compensation which Franchisee could assert against Released Parties or any of them up through and including the date of this Release.
4. THIS IS A SPECIFIC RELEASE GIVING UP ALL RIGHTS WITH RESPECT TO THE TRANSACTIONS OR OCCURRENCES THAT ARE BEING RELEASED UNDER THIS AGREEMENT.
5. California Releasor- You represent and warrant that YOU EXPRESSLY WAIVE ANY AND ALL RIGHTS AND BENEFITS UNDER CALIFORNIA CIVIL CODE §1542, which provides as follows:

A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor.

6. The above Release shall not apply to any liabilities arising under the California Franchise Investment Law, the California Franchise Relations Act, Indiana Code § 23-2-2.5.1

through 23-2-2.7-7, the Maryland Franchise Registration and Disclosure Law, Michigan Franchise Investment Law, Minnesota Franchise Act, North Dakota franchise laws, the Rhode Island Investment Act, and the Washington Franchise Investment Protection Act.

- 7. Releasor agrees to comply with all of its applicable post-termination or post-transfer obligations (as the case may be) in the Franchise Agreement described above.

Releasor:

By:_____

Printed Name:_____

Title:_____

Releasee:

UWFranco, LLC

By:_____

_____, President

Date:_____

**SCHEDULE 2 TO THE FRANCHISE AGREEMENT
NONDISCLOSURE AND NON-COMPETITION AGREEMENT**

This Nondisclosure and Non-Competition Agreement (this "Agreement") made as of the _____ day of _____, 20____, is by and between _____
 _____ ("Franchisee," "we," "us," or "our"), and
 _____ ("Individual," "you," or "your").

WITNESSETH:

WHEREAS, Franchisee is a party to that certain Franchise Agreement dated _____, 20__ (the “Franchise Agreement”) by and between Franchisee and the Franchisor, UWFranco, LLC (“Company”); and

WHEREAS, Franchisee desires Individual to have access to and review certain Trade Secrets and other Confidential Information, which are more particularly described below; and

WHEREAS, Franchisee is required by the Franchise Agreement to have Individual execute this Agreement prior to providing Individual access to said Trade Secrets and other Confidential Information; and

WHEREAS, Individual understands the necessity of not disclosing any such information to any other party or using such information to compete against Company, Franchisee or any other franchisee of Company in any business (i) that offers or provides (or grants franchises or licenses to others to operate a business that offers or provides) products and services the same as or similar to those provided by Franchisee or (ii) in which Trade Secrets and other Confidential Information (as defined below) could be used to the disadvantage of Franchisee, or Company, any affiliate of Company or Company's other franchisees (hereinafter, "Competitive Business"); provided, however, that the term "Competitive Business" shall not apply to any business operated by Franchisee under a Franchise Agreement with Company.

NOW, THEREFORE, in consideration of the mutual promises and undertakings stated here, and intending to be legally bound hereby, the parties hereby mutually agree as follows:

1. Trade Secrets and Confidential Information

Individual understands Franchisee possesses and will possess Trade Secrets and other Confidential Information that are important to its business.

(a) For the purposes of this Agreement, a “Trade Secret” is information in any form (including, but not limited to, materials and techniques, technical or non-technical data, formulas, patterns, recipes compilations, programs, devices, methods, techniques, drawings, processes, financial data, financial plans, product plans, passwords, lists of actual or potential customers or suppliers) related to or used in the Urban Waxx Business that is not commonly known by or available to the public and that information: (i) derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other

persons who can obtain economic value from its disclosure or use; and (ii) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.

(b) For the purposes of this Agreement “Confidential Information” means technical and non-technical information used in or related to Urban Waxx that is not commonly known by or available to the public, including, without limitation, Trade Secrets and information contained in the Operations Manual and training guides and materials. In addition, any other information identified as confidential when delivered by Franchisee shall be deemed Confidential Information. Confidential Information shall not include, however, any information that: (i) is now or subsequently becomes generally available to the public through no fault of Individual; (ii) Individual can demonstrate was rightfully in its possession, without obligation of nondisclosure, prior to disclosure according to this Agreement; (iii) is independently developed without the use of any Confidential Information; or (iv) is rightfully obtained from a third party who has the right, without obligation of nondisclosure, to transfer or disclose such information.

(c) Any information expressly designated by Company or Franchisee as “Trade Secrets” or “Confidential Information” shall be deemed such for all purposes of this Agreement, but the absence of designation shall not relieve Individual of his or her obligations hereunder in respect of information otherwise constituting Trade Secrets or Confidential Information. Individual understands Franchisee’s providing of access to the Trade Secrets and other Confidential Information creates a relationship of confidence and trust between Individual and Franchisee with respect to the Trade Secrets and other Confidential Information.

2. Confidentiality/Non-Disclosure

(a) Individual shall not communicate or divulge to (or use for the benefit of) any other person, firm, association, or corporation, with the sole exception of Franchisee, now or at any time in the future, any Trade Secrets or other Confidential Information. At all times from the date of this Agreement, Individual must take all steps reasonably necessary and/or requested by Franchisee to ensure that the Confidential Information and Trade Secrets are kept confidential according to the terms of this Agreement. Individual must comply with all applicable policies, procedures and practices that Franchisee has established and may establish from time to time with regard to the Confidential Information and Trade Secrets.

(b) Individual’s obligations under paragraph 2(a) of this Agreement shall continue in effect after termination of Individual’s relationship with Franchisee, regardless of the reason or reasons for termination, and whether such termination is voluntary or involuntary, and Franchisee is entitled to communicate Individual’s obligations under this Agreement to any future customer or employer to the extent deemed necessary by Franchisee for protection of its rights hereunder and regardless of whether Individual or any of its affiliates or assigns becomes an investor, partner, joint venturer, broker, distributor or the like in an Urban Waxx Business.

3. Non-Competition

(a) During the term of Individual’s relationship with Franchisee and for a period of two (2) years after the expiration or termination of Individual’s relationship with Franchisee,

regardless of the cause of expiration or termination, Individual shall not, directly or indirectly, divert or attempt to divert any business or customer of Franchisee or the Company to any Competitive Business, by direct or indirect inducement or otherwise, or do or perform, directly or indirectly, any other act injurious or prejudicial to the goodwill associated with the Company's service mark "Urban Waxe" and such other trade names, trademarks, service marks, trade dress, designs, graphics, logos, emblems, insignia, fascia, slogans, drawings and other commercial symbols as the Company designates to be used in connection with Urban Waxe or the Company's uniform standards, methods, procedures and specifications for the establishment and operation of an Urban Waxe business.

(b) During the term of Individual's relationship with Franchisee and for a period of two (2) years thereafter, regardless of the cause of termination, Individual shall not, directly or indirectly, offer Competitive Business services anywhere within a twenty-five (25) mile radius of any Urban Waxe location without the express written consent of Franchisee and the Company.

(c) During the term of Individual's relationship with Franchisee and for a period of two (2) years thereafter, regardless of the cause of termination, Individual shall not, directly or indirectly, solicit or otherwise attempt to induce or influence any business associate of Franchisee, Company or any other Urban Waxe Business to compete against, or terminate or modify his, her or its business relationship with, Franchisee, Company or any other Urban Waxe Business.

4. Reasonableness of Restrictions

Individual acknowledges that each of the terms stated here, including the restrictive covenants, is fair and reasonable and is reasonably required for the protection of Franchisee, Company, and Company's Trade Secrets and other Confidential Information, the Company's business system, network of franchises and trade and service marks, and Individual waives any right to challenge these restrictions as being overly broad, unreasonable or otherwise unenforceable. If, however, a court of competent jurisdiction determines that any such restriction is unreasonable or unenforceable, then Individual shall submit to the reduction of any such activity, time period or geographic restriction necessary to enable the court to enforce such restrictions to the fullest extent permitted under applicable law. It is the desire and intent of the parties that the provisions of this Agreement shall be enforced to the fullest extent permissible under the laws and public policies applied in any jurisdiction where enforcement is sought.

5. Relief for Breaches of Confidentiality, Non-Solicitation, and Non-Competition

Individual further acknowledges that an actual or threatened violation of the covenants contained in this Agreement will cause Franchisee and Company immediate and irreparable harm, damage and injury that cannot be fully compensated for by an award of damages or other remedies at law. Accordingly, Franchisee and/or Company shall be entitled, as a matter of right, to an injunction from any court of competent jurisdiction restraining any further violation by Individual of this Agreement without any requirement to show any actual damage or to post any bond or other security. Such right to an injunction shall be cumulative and in addition to, and not in limitation of, any other rights and remedies that Franchisee and Company may have at law or in equity.

6. Dispute Resolution

(a) **Choice of Law.** Except as to claims governed by federal law, the local law where the Franchised Business is located governs all claims that in any way relate to or arise out of this Agreement or any of the dealings of the parties (“Claims”). However, no laws regulating the sale of franchises or governing the relationship between franchisor and franchisee shall apply unless the jurisdictional requirements of such laws are met independently of this paragraph.

(b) **Jurisdiction and Venue.** You and we agree that venue and jurisdiction for any Claims, except those required to be submitted to arbitration, shall be proper solely in the state and federal court nearest to our corporate headquarters.

(c) **Jury Waiver.** In any trial between any of the parties as to any Claims, you and we agree to waive our rights to a jury trial and instead have such action tried by a judge.

(d) **Class Action Waiver.** You agree to bring any Claims, if at all, individually and you shall not join such claim with claims of any other person or entity or bring, join or participate in a class action against us.

(e) **Punitive Damages Waiver.** As to any Claims, you and we agree to waive our rights, if any, to seek or recover punitive damages.

(f) **Limitation of Actions.** You agree to bring any Claims against us, if at all, within one (1) year of the occurrence of the facts giving rise to such Claims, and that any action not brought within this period shall be barred as a claim, counterclaim, defense, or set-off.

(g) **Prior Notice of Claims.** As a condition precedent to commencing an action for a Claim, you must notify us within thirty (30) days after the occurrence of the violation or breach, and failure to timely give such notice shall preclude any claim for damages.

(h) **Internal Dispute Resolution.** You must first bring any Claim to our CEO, after providing notice as in Section 6(g) above. You must exhaust this internal dispute resolution procedure before you may bring your Claim before a third party.

(i) **Mediation and Arbitration.** Before you may bring any Claim against us in court, you agree to try for a period of sixty (60) days to mediate such claim before a mutually agreed to mediator in the city or county where our headquarters are located. If we cannot mutually agree on a mediator, you and we agree to use the mediation services of the American Arbitration Association (“AAA”) and split any AAA and mediator fees equally.

If mediation is unsuccessful and you decide to pursue a legal claim against us, you agree to bring such claim solely in binding arbitration conducted in the city or county of our headquarters in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. The proceedings will be held by a single arbitrator. The decision of the

arbitrator will be final and binding upon the parties. Judgment upon the award rendered by the arbitrator may be entered in any court having personal and subject matter jurisdiction.

(j) **Waiver of Bond.** You agree that if we are forced to bring suit to enforce any provision of this Agreement, you agree to waive any requirement that we post bond to obtain a temporary, preliminary, or permanent injunction to enforce these duties.

(k) **Attorney Fees.** If we are the substantially prevailing party as to any Claims, you agree to reimburse our costs and attorney fees incurred in pursuing or defending the Claims.

7. Miscellaneous

(a) This Agreement constitutes the entire Agreement between the parties with respect to the subject matter hereof. This Agreement supersedes any prior agreements, negotiations and discussions between Individual and Franchisee. This Agreement cannot be altered or amended except by an agreement in writing signed by the duly authorized representatives of the parties.

(b) This Agreement shall be effective as of the date this Agreement is executed and shall be binding upon the successors and assigns of Individual and shall inure to the benefit of Franchisee, its subsidiaries, successors and assigns. Company is an intended third-party beneficiary of this Agreement with the independent right to enforce the confidentiality and non-competition provisions contained herein.

(c) The failure of either party to insist upon performance in any one (1) or more instances upon performance of any terms and conditions of this Agreement shall not be construed a waiver of future performance of any such term, covenant or condition of this Agreement and the obligations of either party with respect thereto shall continue in full force and effect.

(d) In the event that any part of this Agreement shall be held to be unenforceable or invalid, the remaining parts hereof shall nevertheless continue to be valid and enforceable as though the invalid portions were not a part hereof.

(e) This Agreement may be modified or amended only by a written instrument duly executed by Individual, Franchisee and Company.

(f) The existence of any claim or cause of action Individual might have against Franchisee or Company will not constitute a defense to the enforcement by Franchisee or Company of this Agreement.

INDIVIDUAL CERTIFIES THAT HE OR SHE HAS READ THIS AGREEMENT CAREFULLY, AND UNDERSTANDS AND ACCEPTS THE OBLIGATIONS THAT IT IMPOSES WITHOUT RESERVATION. NO PROMISES OR REPRESENTATIONS HAVE BEEN MADE TO SUCH PERSON TO INDUCE THE SIGNING OF THIS AGREEMENT.

THE PARTIES ACKNOWLEDGE THAT THE COMPANY IS A THIRD-PARTY

BENEFICIARY TO THIS AGREEMENT AND THAT THE COMPANY SHALL BE ENTITLED TO ENFORCE THIS AGREEMENT WITHOUT THE COOPERATION OF THE FRANCHISEE. INDIVIDUAL AND FRANCHISEE AGREE THAT THIS AGREEMENT CANNOT BE MODIFIED OR AMENDED WITHOUT THE WRITTEN CONSENT OF THE COMPANY.

IN WITNESS WHEREOF, Franchisee has hereunto caused this Agreement to be executed by its duly authorized officer, and Individual has executed this Agreement, all being done in duplicate originals with one (1) original being delivered to each party as of the day and year first above written.

FRANCHISEE:

By: _____

Its: _____

INDIVIDUAL:

Signature: _____

Name Printed: _____

**SCHEDULE 3 TO THE FRANCHISE AGREEMENT
UNLIMITED GUARANTY AND ASSUMPTION OF OBLIGATIONS**

THIS UNLIMITED GUARANTY AND ASSUMPTION OF OBLIGATIONS is given this day of _____, 20____, by _____.

In consideration of, and as an inducement to, the execution of that certain Franchise Agreement dated _____ herewith ("Agreement") by UWFranco, LLC ("Franchisor"), each of the undersigned hereby personally and unconditionally guarantees to Franchisor and its successors and assigns, for the term of the Agreement and thereafter as provided in the Agreement, that _____ ("Franchisee") shall punctually pay and perform each and every undertaking, agreement and covenant in the Agreement. Each of the undersigned shall be personally bound by, and personally liable for, Franchisee's breach of any provision in the Agreement, including those relating to monetary obligations and obligations to take or refrain from taking specific actions or engaging in specific activities, such as those contemplated by Sections 6, 7, and 17 of the Agreement. Each of the undersigned waives: (a) acceptance and notice of acceptance by Franchisor of the foregoing undertakings; (b) notice of demand for payment of any indebtedness or non-performance of any obligations hereby guaranteed; (c) protest and notice of default to any party with respect to the indebtedness or non-performance of any obligations hereby guaranteed; (d) any right it may have to require that an action be brought against Franchisee or any other person as a condition of liability; and (e) any and all other notices and legal or equitable defenses to which it may be entitled.

Each of the undersigned consents and agrees that: (a) its direct and immediate liability under this Guaranty shall be joint and several; (b) it shall render any payment or performance required under the Agreement upon demand if Franchisee fails or refuses punctually to do so; (c) such liability shall not be contingent or conditioned upon pursuit by Franchisor of any remedies against Franchisee or any other person or entity; and (d) such liability shall not be diminished, relieved or otherwise affected by any extension of time, credit or other indulgence which Franchisor may from time to time grant to Franchisee or to any other person including, without limitation, the acceptance of any partial payment or performance, or the compromise or release of any claims, none of which shall in any way modify or amend this Guaranty, which shall be continuing and irrevocable during the term of the Agreement.

This Guaranty represents the entire agreement and understanding of these parties concerning the subject matter hereof, and supersedes all other prior agreements, understandings, negotiations and discussions, representations, warranties, commitments, proposals, offers and contracts concerning the subject matter hereof, whether oral or written.

Successors and Assigns; Death of Guarantor. This Guaranty shall be binding upon Guarantor and his or her heirs, executors, administrators, successors and assigns and shall inure to the benefit of Franchisor and its successors, endorsees, transferees and assigns. Without limiting any other provision hereof, Guarantor expressly agrees that Guarantor's death shall not serve as a revocation of or otherwise affect the guaranty made hereunder and that Guarantor's estate and heirs shall continue to be liable hereunder with respect to any Guaranteed Obligations created or arising after Guarantor's death.

The validity, interpretation and enforcement of this Guaranty and any dispute arising out of the relationship between Guarantor and Franchisor, whether in contract, tort, equity or otherwise, shall be governed by the internal laws of the Franchisor's state of formation (without giving effect to principles of conflicts of law).

Dispute Resolution. You agree to be bound by the Dispute Resolution provisions found in Section 23 of any Franchise Agreement between the parties as if set forth here and as being equally applicable to this Guaranty and the dealings of the parties hereunder.

IN WITNESS WHEREOF, this Guaranty has been entered into the day and year first before written.

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____ %

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____ %

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____%

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____%

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____%

PERSONAL GUARANTOR

Personally and Individually (Printed Name)

Personally and Individually (Signature)

HOME ADDRESS

TELEPHONE NO.: _____

PERCENTAGE OF OWNERSHIP
IN FRANCHISEE: _____%

SCHEDULE 4 TO THE FRANCHISE AGREEMENT

LEASE ADDENDUM

Landlord	
Landlord Name:	
Landlord Address:	
Landlord Phone Number:	

Franchisor	
Franchisor Name:	UWFranco, LLC
Franchisor Address:	320 SW Century Dr., Suite 405 PMB 400 Bend, OR 97702
Franchisor Phone Number:	541-230-7400

Tenant	
Tenant Name:	
Address of Leased Premises:	
Date of Lease:	

1. Use. Tenant is a franchisee of Franchisor. The Leased Premises shall be used only for the operation of an Urban Waxe business (or any name authorized by Franchisor).
2. Notice of Default and Opportunity To Cure. Landlord shall provide Franchisor with copies of any written notice of default ("Default") given to Tenant under the Lease, and Landlord grants to Franchisor the option (but not the obligation) to cure any Default under the Lease (should Tenant fail to do so) within ten (10) days after the expiration of the period in which Tenant may cure the Default.
3. Termination of Lease. Landlord shall copy Franchisor on any notice of termination of the Lease. If Landlord terminates the Lease for Tenant's Default, Franchisor shall have the option to enter into a new Lease with Landlord on the same terms and conditions as the terminated Lease, subject to Landlord's approval in its reasonable discretion. To exercise this option, Franchisor must notify Landlord within ten (10) days after Franchisor receives notice of the termination of the Lease.
4. Termination of Franchise Agreement. If the Franchise Agreement between Franchisor and Tenant is terminated during the term of the Lease, then upon the written request of Franchisor, Landlord and Tenant consent to allow Franchisor to assume any existing term of the Lease (the "Assumption"), provided that any and all defaults have been cured and all payments due under the Lease are current, and to enter into a written agreement providing for such Assumption. In the event of an Assumption, Landlord will deliver possession of the Leased Premises to Franchisor free and clear of any rights of the Tenant or any third party. Landlord further consents to give Franchisor the right, following the Assumption, to assign its interest in the Lease or to sublet the Leased Premises to another franchisee of Franchisor with reasonable consent from the Landlord.
5. Assignment and Subletting. Notwithstanding any provision of the Lease to the contrary, Tenant shall have the right to assign or sublet the Lease to Franchisor, provided that no such assignment or sublease shall relieve Tenant or any guarantor of liability under the Lease. If Franchisor becomes the lessee of the Leased Premises, then Franchisor shall have the right to assign or sublease its lease to a franchisee of Franchisor's brand, subject to Landlord's approval in its reasonable discretion.

6. Authorization. Tenant authorizes Landlord and Franchisor to communicate directly with each other about Tenant and Tenant's business.

7. Right to Enter. Upon the expiration or termination of the Franchise Agreement or the Lease, or the termination of Tenant's right of possession of the Leased Premises, Franchisor or its designee may, after giving reasonable prior notice to Landlord, enter the Leased Premises within ten (10) days of such expiration or termination, to take any such actions as may be consistent with its rights under this Lease Addendum or to remove signs and other material bearing Franchisor's brand name, trademarks, and commercial symbols.

8. No Liability. By executing this Addendum, Franchisor does not assume any liability with respect to the Leased Premises or any obligation as Tenant under the Lease.

Executed by:

LANDLORD:

By: _____
Name: _____
Title: _____

TENANT:

By: _____
Name: _____
Title: _____

FRANCHISOR:

UWFranco, LLC _____

By: _____
Name: _____
Title: _____
Date: _____

SCHEDULE 5 TO THE FRANCHISE AGREEMENT

ACH PAYMENT AGREEMENT

Corporate Address:

UWFranco, LLC
320 SW Century Dr., Suite 405 PMB 400
Bend, OR 97702

I (we) hereby authorize UWFranco, LLC (THE COMPANY) to initiate entries to my (our) checking/savings accounts at the financial institution listed below (THE FINANCIAL INSTITUTION), and, if necessary, initiate adjustments for any transactions credited/debited in error. This authority will remain in effect until THE COMPANY is notified by me (us) in writing to cancel it in such time as to afford THE COMPANY and THE FINANCIAL INSTITUTION a reasonable opportunity to act on it. Please print.

Company Name _____

A/C Holder Name _____

Address _____

Name of Financial Institution _____

Address of Financial Institution - Branch, City, State, & Zip _____

Financial Institution Routing Number: _____

Checking/Savings Account Number: _____

Recurring Royalty Charge: last day of each month

Recurring Material Charge: NET 10 days

[IMAGE OF CHECK HERE SHOWING ROUTING NUMBER AND ACCOUNT NUMBER]

Signature

The image shows a check with the following details: DATE 1025, PAY TO THE ORDER OF, \$, DOLLARS, Routing #, Account #, MEMO, and MICR line. The routing number and account number are highlighted in yellow and red respectively.

Date _____

SCHEDULE 6 TO THE FRANCHISE AGREEMENT HOLDERS OF LEGAL OR BENEFICIAL INTEREST IN FRANCHISEE; OFFICERS; DIRECTORS

Holders of Legal or Beneficial Interest:

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Officers and Directors:

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

Name: _____
Position/Title: _____
Home Address: _____

Telephone No.: _____
E-mail address: _____
Percentage of ownership: _____%

SCHEDULE 7 TO THE FRANCHISE AGREEMENT
STATE ADDENDA TO THE FRANCHISE AGREEMENT

**CALIFORNIA ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

Section 16.2 is deleted and in its place are substituted the following:

16.2.1 Termination by Us Without Right to Cure. We may terminate this Agreement without notice and the opportunity to cure for any of the following reasons:

(a) The franchisee or the business to which the franchise relates has been judicially determined to be insolvent, all or a substantial part of the assets thereof are assigned to or for the benefit of any creditor, or the franchisee admits his or her inability to pay his or her debts as they come due;

(b) The franchisee abandons the franchise by failing to operate the business for five consecutive days during which the franchisee is required to operate the business under the terms of the franchise, or any shorter period after which it is not unreasonable under the facts and circumstances for the franchisor to conclude that the franchisee does not intend to continue to operate the franchise, unless such failure to operate is due to fire, flood, earthquake, or other similar causes beyond the franchisee's control;

(c) The franchisor and franchisee agree in writing to terminate the franchise;

(d) The franchisee makes any material misrepresentations relating to the acquisition of the franchise business or the franchisee engages in conduct which reflects materially and unfavorably upon the operation and reputation of the franchise business or system;

(e) The franchisee fails, for a period of 10 days after notification of noncompliance, to comply with any federal, state, or local law or regulation, including, but not limited to, all health, safety, building, and labor laws or regulations applicable to the operation of the franchise;

(f) The franchisee, after curing any failure in accordance with Section 16.2.2 engages in the same noncompliance whether or not such noncompliance is corrected after notice;

(g) The franchisee breaches the franchise agreement three or more times in a 12-month period, whether or not corrected after notice;

(h) The franchised business or business premises of the franchise are seized, taken over, or foreclosed by a government official in the exercise of his or her duties, or seized, taken over, or foreclosed by a creditor, lienholder, or lessor, provided that a final judgment against the franchisee remains unsatisfied for 30 days (unless a supersedeas or other appeal bond has been filed); or a levy of execution has been made upon the license granted by the franchise agreement or upon any property used in the franchised business, and it is not discharged within five days of such levy;

(i) The franchisee is convicted of a felony or any other criminal misconduct which is relevant to the operation of the franchise;

(j) The franchisee fails to pay any franchise fees or other amounts due to the franchisor or its affiliate within five days after receiving written notice that such fees are overdue; or

(k) The franchisor makes a reasonable determination that continued operation of the franchise by the franchisee will result in an imminent danger to public health or safety.

16.2.2 Termination by Us with Opportunity to Cure. We may terminate this Agreement, after sending you notice and a 60-day opportunity to cure, for any other breach of this Agreement.

The following text is added to the Franchise Agreement:

“No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.”

UWFranco, LLC

By: _____

Print Name: _____

Title: _____

[FRANCHISEE]

By: _____

Print Name: _____

Title: _____

**ILLINOIS ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. Illinois law governs the Franchise Agreement.
2. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois.
3. Section 19 of the Illinois Franchise Disclosure Act sets forth the conditions and notice requirements for termination of a franchise agreement, along with the compensation requirements.
4. Section 20 of the Illinois Franchise Disclosure Act sets forth the conditions of non-renewal of a franchise agreement.
5. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation, or provision purporting to bind any person acquiring any franchise to waive compliance with any provision of this Act **or any other law of Illinois** is void.
6. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on behalf of the Franchisor. This provision supersedes any term of any other document executed in connection with the franchise.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**MARYLAND ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.
2. A franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
3. A Release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
4. All representations requiring prospective franchisees to assent to a release, estoppel or waiver of liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.
5. The Franchise Agreement is amended to also provide: "Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement."
6. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**MINNESOTA ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

The franchisor defers the receipt of the initial franchise fee until the franchised business is open.

- Minn. Stat. §80C.21 and Minn. Rule 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreements can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C, or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80C.14 Subds. 3, 4, and 5 which require (except in certain specified cases), that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name. Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a Release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J. Also, a court will determine if a bond is required.

Any Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**NORTH DAKOTA ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. You are not required to sign a Release upon renewal of the franchise agreement.
2. The franchise agreement is amended to also provide as follows:

"Covenants not to compete are generally considered unenforceable in the State of North Dakota."

3. The provisions concerning choice of law, jurisdiction and venue, jury waiver, and waiver of punitive damages are hereby deleted and in their place is substituted the following language:

"You agree to bring any claim against us, including our present and former employees, agents, and affiliates, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association."

4. North Dakota law governs any cause of action arising out of the franchise agreement.
5. Any requirement in the Franchise Agreement that requires you to pay all costs and expenses incurred by us in enforcing the agreement is void. Instead, the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.
6. The franchise agreement is modified to also state that the franchisor defers the receipt of the initial franchise fee until all initial obligations owed to the franchisee under the franchise agreement or other documents have been fulfilled by the franchisor and the franchisee is open for business.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**RHODE ISLAND ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. If the franchise agreement contains any provisions that conflict with the Rhode Island Franchise Investment Act, the provisions of this Addendum shall prevail to the extent of such conflict.

2. Any provision in the franchise agreement restricting jurisdiction or venue to a forum outside of Rhode Island is void with respect to a claim otherwise enforceable under the Rhode Island Franchise Investment Act.

3. Any provision in the franchise agreement requiring the application of the laws of a state other than Rhode Island is void with respect to a claim otherwise enforceable under the Rhode Island Franchise Investment Act.

4. The Rhode Island Franchise Investment Act stipulates that you cannot release or waive any rights granted under this Act. Any provision of this franchise agreement, which constitutes a waiver of rights granted under the Act, is superseded.

5. You agree to bring any claim against us, including our present and former employees and agents, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**SOUTH DAKOTA ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. The Franchise Agreement is clarified to also indicate that 50% of the initial franchise fee and 50% of royalties are deemed paid for the use of our Marks and 50% are deemed paid for our training, support, and franchise system.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**WASHINGTON ADDENDUM
TO THE FRANCHISE AGREEMENT AND ALL RELATED AGREEMENTS**

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. Conflict of Laws. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.
2. Franchisee Bill of Rights. RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.
3. Site of Arbitration, Mediation, and/or Litigation. In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. General Release. A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).
5. Statute of Limitations and Waiver of Jury Trial. Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
6. Transfer Fees. Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.
7. Termination by Franchisee. The franchisee may terminate the franchise agreement under any grounds permitted under state law.

8. Certain Buy-Back Provisions. Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. Fair and Reasonable Pricing. Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).

10. Waiver of Exemplary & Punitive Damages. RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).

11. Franchisor's Business Judgment. Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.

12. Indemnification. Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.

13. Attorneys' Fees. If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.

14. Noncompetition Covenants. Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. Nonsolicitation Agreements. RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any

such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

16. Questionnaires and Acknowledgments. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

17. Prohibitions on Communicating with Regulators. Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).

18. Advisory Regarding Franchise Brokers. Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

The undersigned does hereby acknowledge receipt of this addendum.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**WISCONSIN ADDENDUM
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. If the Franchise Agreement contains any provision that conflict with the Wisconsin Fair Dealership Law, the provisions of this Addendum shall prevail to the extent of such conflict.
2. The Franchise Agreement is amended to also include the following language:

With respect to franchises governed by Wisconsin law, the Wisconsin Fair Dealership Law applies to most, if not all, franchise agreements and prohibits the termination, cancellation, non-renewal or the substantial change of the competitive circumstances of a dealership agreement without good cause. That Law further provides that 90 days' prior written notice of a proposed termination, etc. must be given to the dealer. The dealer has 60 days to cure the deficiency and if the deficiency is cured, the notice is void.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

EXHIBIT C

OPERATIONS MANUAL TABLE OF CONTENTS

Chapter	Subject	Page Count
	Table of Contents	6
1	Introduction	5
2	Welcome to Urban Waxe	3
3	Support Resources	2
4	Pre-Opening Timetable & Obligations	14
5	Training Requirements	2
6	Staffing Your Urban Waxe Franchise	4
7	Store Policies	4
8	Store Operation & Maintenance	6
9	Equipment, Computer System, Inventory, & Supplies	13
10	Administration	5
11	Reports, Audits & Inspections	2
12	Marketing	3
13	Sales & Pricing	8
14	Insurance Requirements & Risk Management	4
15	Corporate Structure & Financing	5
16	Trademarks & Trade Secrets – Protection Policies	3
17	Renewal, Transfer & Closing	2
18	Expansion & Relocation Requirements	2
	Thank you for Franchising with Urban Waxe!	1
Total		94

EXHIBIT D
AREA DEVELOPMENT AGREEMENT

UWFranco, LLC
Urban Waxe
AREA DEVELOPMENT AGREEMENT

UWFranco, LLC
AREA DEVELOPMENT AGREEMENT

This Area Development Agreement (this “Agreement”) is made this day of _____, 20__ by and between **UWFranco, LLC**, an Oregon limited liability company (“we” or “us”), and _____ (“developer” or “you”).

RECITALS

You desire to develop and operate several franchised locations and we, in reliance on your representations, have approved your franchise application to do so in accordance with this Agreement.

In consideration of the foregoing and the mutual covenants and consideration below, you and we agree as follows:

1. GRANT OF DEVELOPMENT RIGHTS

We grant to you, under the terms and conditions of this Agreement, the right to develop and operate **NUMBER (#)** of franchised locations (each a “Location”, and collectively, the “Locations”) within the territory described on Appendix A (“Development Territory”).

2. DEVELOPMENT FEE

You must pay a Development Fee as described below:

As consideration for the rights granted in this Agreement, you must pay us the Initial Franchise Fee stated in the Franchise Agreement at the time you sign this Agreement for the first territory to be developed under this Agreement and one-half of the Initial Franchise Fee for each subsequent Location to be developed under this Agreement.

The Development Fee is consideration for this Agreement and not consideration for any Franchise Agreement, is fully earned by us upon execution of this Agreement and is non-refundable. The part of the Initial Franchise Fee that is included in the Development Fee is credited against the Initial Franchise Fee payable upon the signing of each individual Franchise Agreement. The balance of the Initial Franchise Fee for the first Location must be paid at the time of execution of this Agreement, together with the execution by you of the Franchise Agreement for the first Location. The balance of the Initial Franchise Fee for each subsequent Location is due upon entering into a Franchise Agreement for each additional Location.

3. DEVELOPMENT SCHEDULE

You agree that you shall sign our then current franchise agreement, have an approved Location, and be open for business in each territory according to the Development Schedule in Appendix B (“Development Schedule”). Our then current franchise agreement may contain different or additional terms than those set forth in any franchise agreement signed concurrently

with this Area Development Agreement. Time is of the essence for the development of each Location in accordance with the Development Schedule.

4. DEFAULT AND TERMINATION

If you fail to meet or satisfy the timing in the above Development Schedule, we may give you written notice of the default and if such default is not cured within thirty (30) days after notice of the default, we may terminate your rights to develop any territories as to which you have breached the above Development Schedule. Also, this Agreement terminates if and when no Franchise Agreement is in place between the parties.

You agree that for our consideration in allowing the Development Schedule set forth above, we may keep as non-refundable all initial franchise fees and Development Fee you may have paid us at any time.

5. RELATION TO FRANCHISE AGREEMENT

This Agreement forms a part of the Franchise Agreement entered into at or about the same time as this Agreement and is subject to the terms of such Franchise Agreement, to the extent such terms are not inconsistent with the terms of this Agreement.

6. GUARANTY

The Guarantors on the signature page below guarantee all of the obligations of the Developer in this Agreement.

[Signatures on Following Page]

IN WITNESS WHEREOF, the parties have executed the foregoing Agreement as of the dates written below.

Franchisor
UWFranco, LLC

By: _____
Name: _____
Title: _____
Date: _____

Developer

By: _____
Name: _____
Title: _____
Date: _____

Guarantors

By: _____
Name: _____
Date: _____

By: _____
Name: _____
Date: _____

By: _____
Name: _____
Date: _____

APPENDIX A

DEVELOPMENT TERRITORY

Your Development Territory shall consist of the area _____

_____.

APPENDIX B

DEVELOPMENT SCHEDULE

Location Number	Date by Which Franchise Agreement Must be Signed	Opening Date	Cumulative Number of Locations Operating in Territory by the Date in the Preceding Column
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

APPENDIX C
TO THE AREA DEVELOPMENT AGREEMENT
STATE ADDENDA TO THE AREA DEVELOPMENT AGREEMENT

**ILLINOIS ADDENDUM
TO THE AREA DEVELOPMENT AGREEMENT**

If any of the terms of the Area Development Agreement are inconsistent with the terms below, the terms below control.

1. Illinois law governs the Area Development Agreement.
2. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois.
3. Section 19 of the Illinois Franchise Disclosure Act sets forth the conditions and notice requirements for termination of a franchise agreement, along with the compensation requirements.
4. Section 20 of the Illinois Franchise Disclosure Act sets forth the conditions of non-renewal of a franchise agreement.
5. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation, or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act **or any other law of Illinois** is void.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**MARYLAND ADDENDUM
TO THE AREA DEVELOPMENT AGREEMENT**

If any of the terms of the Area Development Agreement are inconsistent with the terms below, the terms below control.

1. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

2. A general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

3. This franchise agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.

4. All representations requiring prospective franchisees to assent to a release, estoppel or waiver of liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

5. The Area Development Agreement is amended to also provide: "Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement."

6. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

**MINNESOTA ADDENDUM
TO THE AREA DEVELOPMENT AGREEMENT**

If any of the terms of the Area Development Agreement are inconsistent with the terms below, the terms below control.

- Minn. Stat. §80C.21 and Minn. Rule 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreements can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C, or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80C.14 Subds. 3, 4, and 5 which require (except in certain specified cases), that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
- Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J.

Also, a court will determine if a bond is required.

Any Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5.

UWFranco, LLC

By: _____

Print Name: _____

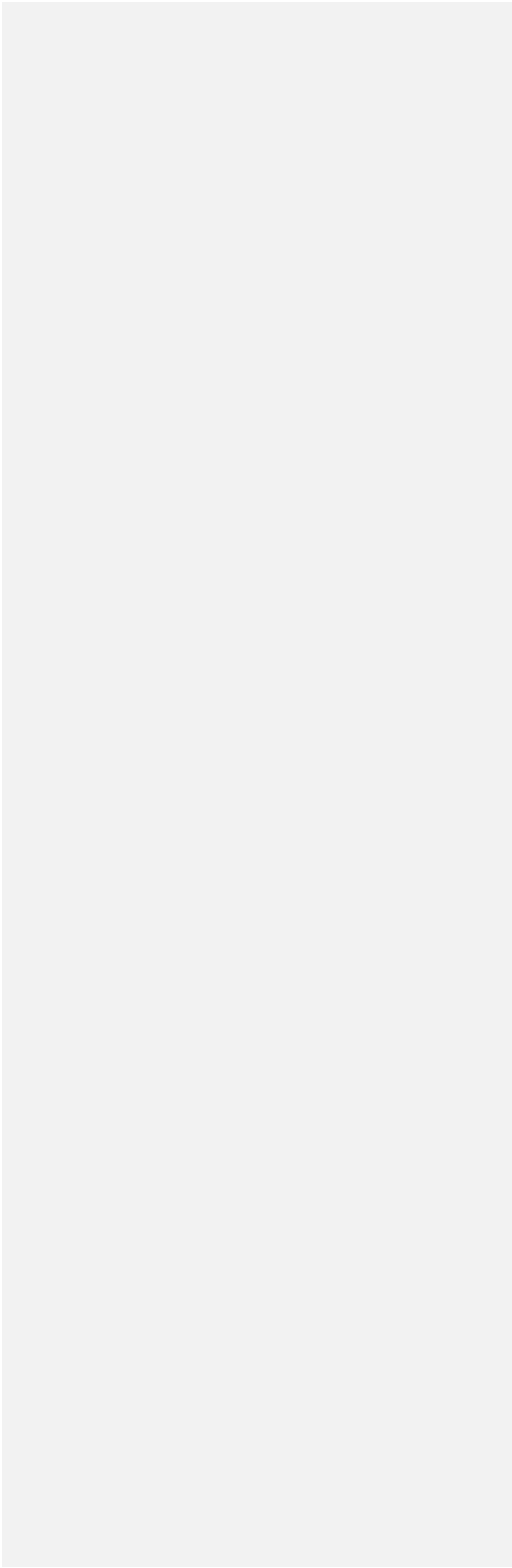
Title: _____

[FRANCHISEE]

By: _____

Print Name: _____

Title: _____



**WASHINGTON ADDENDUM
TO THE AREA DEVELOPMENT AGREEMENT AND ALL RELATED AGREEMENTS**

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. Conflict of Laws. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.
2. Franchisee Bill of Rights. RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.
3. Site of Arbitration, Mediation, and/or Litigation. In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. General Release. A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).
5. Statute of Limitations and Waiver of Jury Trial. Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
6. Transfer Fees. Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.
7. Termination by Franchisee. The franchisee may terminate the franchise agreement under any grounds permitted under state law.

8. Certain Buy-Back Provisions. Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. Fair and Reasonable Pricing. Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).

10. Waiver of Exemplary & Punitive Damages. RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).

11. Franchisor's Business Judgment. Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.

12. Indemnification. Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.

13. Attorneys' Fees. If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.

14. Noncompetition Covenants. Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. Nonsolicitation Agreements. RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any

such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

16. Questionnaires and Acknowledgments. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

17. Prohibitions on Communicating with Regulators. Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).

18. Advisory Regarding Franchise Brokers. Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

The undersigned does hereby acknowledge receipt of this addendum.

UWFranco, LLC

[FRANCHISEE]

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

EXHIBIT E
FINANCIAL STATEMENTS

UWFRANCO, LLC

(An Oregon Limited Liability Company)

Financial Statements with Report of Independent Auditors
December 31, 2025

Table of Contents

Report of Independent Auditors.....	Page 3
Balance Sheets.....	Page 5
Statements of Operations.....	Page 6
Statements of Changes in Member's Equity.....	Page 7
Statements of Cash Flows.....	Page 8
Notes to the Financial Statements.....	Page 9

Report of Independent Auditors

To the Member of
UWFRANCO, LLC

Opinion

We have audited the accompanying financial statements of UWFRANCO, LLC (the "Company"), an Oregon Limited Liability Company, which comprise the balance sheet as of December 31, 2025, and the related statements of operations, changes in member's equity and cash flow for the year then ended and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Company as of December 31, 2025, and the results of its operations and its cashflows for the year then ended, in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for one year after May 8, 2026.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audits.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.

- Obtain an understanding of internal control relevant to the audits in order to design audit procedures that are appropriate in the circumstance, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events considered in the aggregate that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audits, significant audit findings, and certain internal control-related matters that we identified during the audits.

DA Advisory Group PLLC

Troy, MI
May 8, 2026

UWFRANCO, LLC
BALANCE SHEET
As of December 31, 2025

	<u>2025</u>
ASSETS	
Current assets:	
Cash and cash equivalents	\$ 58,675
Royalties receivable	<u>23,799</u>
Total current assets	82,474
 Total assets	 <u>\$ 82,474</u>
LIABILITIES AND MEMBER'S DEFICIT	
Current liabilities:	
Credit card	\$ 2,826
Accrued liabilities	<u>47,000</u>
Total current liabilities	49,826
Noncurrent liabilities:	
Deferred revenue - non current portion	<u>62,396</u>
Total noncurrent liabilities	62,396
 Total liabilities	 <u>112,222</u>
Member's deficit	<u>(29,748)</u>
Total member's deficit	(29,748)
 Total liabilities and member's deficit	 <u>\$ 82,474</u>

UWFRANCO, LLC
STATEMENT OF OPERATIONS
For the year ended December 31, 2025

	<u>2025</u>
Operating revenues:	
Royalty	\$ 220,026
Other revenue	<u>20,750</u>
Total operating revenues	<u>240,776</u>
 Operating expenses:	
Total operating expenses	<u>249,941</u>
 Operating loss	<u>(9,165)</u>
 Other income (expense):	
Total other income (expense)	<u>-</u>
 Net loss	<u><u>\$ (9,165)</u></u>

UWFRANCO, LLC
STATEMENT OF CHANGES IN MEMBER'S EQUITY
For the year ended December 31, 2025

	Total Member's Equity
BALANCE, DECEMBER 31, 2024	<u>\$ 29,417</u>
Member contributions	-
Member distributions	(50,000)
Net loss	<u>(9,165)</u>
BALANCE, DECEMBER 31, 2025	<u>\$ (29,748)</u>

UWFRANCO, LLC
STATEMENT OF CASHFLOWS
For the year ended December 31, 2025

	<u>2025</u>
CASH FLOWS FROM OPERATING ACTIVITIES:	
Net loss	\$ (9,165)
Change in:	
Royalty receivable	(18,213)
Accrued liabilities	<u>99,826</u>
Net cash provided by operating activities	<u>72,448</u>
CASH FLOWS FROM INVESTING ACTIVITIES:	
Net cash provided by investing activities	<u>-</u>
CASH FLOWS FROM FINANCING ACTIVITIES:	
Member distributions	<u>(50,000)</u>
Net cash used by financing activities	<u>(50,000)</u>
Net change in cash and cash equivalents	\$ 22,448
Cash and cash equivalents at beginning of year	<u>\$ 36,227</u>
Cash and cash equivalents at end of year	<u>\$ 58,675</u>
Total cash and cash equivalents	<u>\$ 58,675</u>

UWFRANCO, LLC
NOTES TO THE FINANCIAL STATEMENTS
December 31, 2025

1. Organization

UWFRANCO, LLC (the "Company") is an Oregon Limited Liability Company. The Company was formed on February 13, 2024, for the purpose of becoming a franchisor and offering franchise opportunities in the Company's Urban Waxx franchise system.

For the year ended December 31, 2025, total capital contribution was \$0 and total member distribution was \$50,000.

2. Summary of significant accounting policies and nature of operations

Basis of accounting

The Company prepares its financial statements on the accrual basis of accounting consistent with accounting principles generally accepted in the United States of America.

Cash and cash equivalents

Cash and cash equivalents include all cash balances on deposit with financial institutions and highly liquid investments with a maturity of three months or less at the date of acquisition. The Company maintains its cash in bank deposit accounts which could exceed federally insured limits. The Company has not experienced an instance where cash held in the account exceeded insured limits since their inception and have not had losses in such accounts. The Company believes it is not exposed to any significant credit risk on cash and cash equivalents.

Estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

Revenue and expenses

The Company recognizes revenue under the guidance of ASC 606 "Contracts with Customers". The Company's revenue is principally generated through franchise agreements executed with the Company's franchisees. Each franchise agreement is comprised of several performance obligations.

The Company identifies those performance obligations, determines the contract price for each performance obligation, allocates the transaction price to each performance obligation and recognizes revenue when the Company has satisfied the performance obligation by transferring control of the good or service to the franchisee.

When a franchisee purchases a franchise, the Company grants the franchisee the rights to operate in a designated area and to use the proprietary methods, techniques, trade dress, trademarks, and logos ("the license"). The license is considered to be symbolic intellectual property. Revenues related to the license are continuing royalties and marketing fund income based on a fixed percentage of sales of each location. These revenues will be used to continue the development of the Company's brand, the franchise system and provide ongoing support for the Company's franchisees over the term of the agreement. The royalties are billed monthly and are recognized as revenue when earned.

UWFRANCO, LLC
NOTES TO THE FINANCIAL STATEMENTS
December 31, 2025

2. Summary of significant accounting policies and nature of operations (continued)

Revenue from initial fees is allocated to the performance obligations in the franchise agreement that are distinct from the territory and license rights. These primarily include training services, opening support services, opening marketing assistance and franchisee acquisition and acceptance. The amount allocated to each identified performance obligation is determined using the expected cost plus a margin approach. Revenue from initial fees is recognized when the performance obligation is satisfied, and control of the goods or service has been transferred to the franchisee. Performance obligations that are normally satisfied by the opening of the franchised business to the public are determined to be earned during the period from the execution of the contract to the opening of the franchised business which is generally less than one year. Unearned initial fee revenues from franchisee acquisition and acceptance will be recorded as deferred nonrefundable revenue and recognized as revenue over the term of the contract which is currently 10 years from the date the franchisee opens the franchise business to the public. Incremental costs of obtaining a franchise agreement with a franchisee related to unsatisfied performance obligations will be recorded as a franchise acquisition asset and are recognized as cost of sales over the same term as the related performance obligation which is currently 10 years. Revenue from multi-unit development agreements is recognized over the term of the development agreement.

Accounts receivable

Management considers receivables to be fully collectible. If amounts become uncollectible, they are charged to operations in the period in which that determination is made. Accounting principles generally accepted in the United States of America require that the allowance method be used to recognize bad debts; however, the effect of using the direct write-off method is not materially different from the results that would have been obtained under the allowance method. During the year ended December 31, 2025, total bad debt expenses were \$0.

Advertising

The Company expenses advertising as the costs are incurred. Total advertising expenses for the year ended December 31, 2025 was \$0.

Income taxes

The Company filed an election with the Internal Revenue Service to be treated as a flow-through entity for all taxable years. Therefore, the Company is not subject to corporate income tax and all taxable income or loss will pass through to the Member of the Company.

Fair value of financial instruments

The Fair Value Measurements and Disclosure Topic of the FASB Accounting Codification establishes a framework for measuring fair value that is based on the inputs market participants use to determine fair value of an asset or liability and establishes a fair value hierarchy to prioritize those inputs.

The accounting guidance describes a hierarchy of three levels of input that may be used to measure fair value:

- Level 1 Inputs based on quote prices in active markets for identical assets and liabilities.
- Level 2 Inputs other than Level 1 quoted prices, such as quoted prices for similar assets and

UWFRANCO, LLC
NOTES TO THE FINANCIAL STATEMENTS
December 31, 2025

2. Summary of significant accounting policies and nature of operations (continued)

liabilities; quoted prices in markets that are not active; or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the asset or liability.

Level 3 Unobservable inputs based on little market or no market activity which are significant to the fair value of the assets and liabilities.

The Company's material financial instruments consist of primarily cash and cash equivalents, accounts receivable, inventory, loan receivable, payable and accrued expenses. The fair values of these instruments is equal to their carrying values based on liquidity. The fair value measurement of these assets is categorized as Level 1.

3. Contract balances

The Company has not incurred any contract costs to obtain franchise agreements during the year.

4. Deferred revenue

In accordance with the company's accounting policy, upfront franchise fees received under these agreements have been recorded as deferred revenue until the related performance obligations are satisfied. As of December 31, 2025, deferred franchise revenue includes \$62,396 attributable to fees received in advance under franchise agreements signed. The amounts deferred will be recognized in part as performance obligations are met and in part over the life of each franchise agreement.

5. Commitment and contingencies

The Company operates as a franchisor with multiple franchising agreements. Under these agreements, the Company is obligated to provide ongoing operational support over the contract term, which is usually 10 years. There are no material legal proceedings as of December 31, 2025, and no guarantees or pledged assets have been provided as collateral for franchise obligations.

6. Related party activities

For the year ended December 31, 2025, the Company incurred management fees of approximately \$200,000 payable to a related party for administrative and management services.

7. Subsequent events

Subsequent events have been evaluated through May 8, 2026, which is the date the financial statements were available to be issued. No significant events or transactions were identified that would require adjustment to the financial statements or disclosure.

EXHIBIT F-1

LIST OF CURRENT FRANCHISEES

The following is a list of the names of all Franchisees and the address and telephone number of each of their outlets as of the end of our most recently completed fiscal year.

UW FRAN 001 LLC
Sydney Zacharias
9313 NE Windsor
St, Hillsboro, OR 97006
916-600-3352

UW FRAN 003 LLC
Chelsea Crest
4328 Henderson Ave,
North Richland Hills, TX 76180
503-320-9792

Franchise Agreement Signed But Outlet Not Yet Open (as of December 31, 2025):

N/A

EXHIBIT F-2

FORMER FRANCHISEES

The following is a list of Franchisees who had an outlet terminated, cancelled, not renewed or otherwise ceased to do business under the Franchise Agreement during the most recently completed fiscal year or who had not communicated with us within ten weeks of the date of the disclosure document issuance date. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

NONE

EXHIBIT G

FRANCHISEE DISCLOSURE QUESTIONNAIRE

[Not to be used as to any franchise sale in or to residents of CA, HI, IL, IN, MD, MI, MN, NY, ND, RI, SD, VA, WA, WI]

You and we are preparing to enter into a Franchise Agreement. This Acknowledgement is to determine whether any statements or promises were made to you that we did not authorize or are untrue, inaccurate or misleading, to ensure you have been properly represented, and that you understand the limitations on claims you may make relating to your franchise. **You cannot sign or date this Acknowledgement the same day as the Receipt for the Franchise Disclosure Document. You must sign and date it the same day you sign the Franchise Agreement and pay your franchise fee.** Please review each of the following questions carefully and provide honest responses.

- Yes___ No___ 1. Have you received and personally reviewed the Franchise Agreement and each attachment or schedule attached to it?
- Yes___ No___ 2. Do you understand all the information contained in the Franchise Agreement?
- Yes___ No___ 3. Have you received and personally reviewed the Franchise Disclosure Document we provided?
- Yes___ No___ 4. Do you understand all the information contained in the Franchise Disclosure Document?
- Yes___ No___ 5. Have you reviewed the Franchise Disclosure Document and Franchise Agreement with a lawyer, accountant or other professional advisor?
- Yes___ No___ 6. Do you understand the risks of developing and operating this franchise?
- Yes___ No___ 7. Do you understand that your investment involves substantial business risks and that there is no guarantee that your business will be profitable?
- Yes___ No___ 8. Do you understand the success or failure of your franchise will depend in large part upon your skills, abilities and efforts and those of the persons you employ as well as many factors beyond your control such as competition, the economy, labor and supply costs and other relevant factors?
- Yes___ No___ 9. Do you acknowledge that the success of your franchise in large part relies upon your ability as an independent business person and your active participation in the day-to-day operation of the business?

Yes___ No___ 10. Do you agree that no employee or other person speaking on our behalf has made any statement, promise, or agreement, that is contrary to or different from what is stated in the Franchise Disclosure Document and Franchise Agreement?

Yes___ No___ 11. Do you agree that no employee or other person speaking on our behalf made any statement or promise regarding the actual, average or projected profits or earnings, the likelihood of success, the amount of money you may earn, or the total amount of revenue you will generate, that is not contained in Item 19 of the Franchise Disclosure Document or that is contrary to, or different from, the information contained in Item 19 of the Franchise Disclosure Document, and that you have not made a decision to purchase your franchise based on any such representations?

Yes___ No___ 12. Do you understand that the Franchise Agreement and attachments to the Franchise Agreement contain the entire agreement between us and you concerning this franchise, meaning any prior oral or written statements not set out in the Franchise Agreement or the attachments to the Franchise Agreement will not be binding?

All representations requiring prospective franchisees to assent to a release, estoppel or waiver of any liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law or Washington Franchise Investment Protection Act.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

By signing below, you are representing that you have responded truthfully to the above questions.

[Not to be signed as to any franchise sale in or to residents of CA, HI, IL, IN, MD, MI, MN, NY, ND, RI, SD, VA, WA, WI]

Name of Applicant (please print)

Signature
Date: _____

Explanation of any negative responses (Refer to Question Number):

EXHIBIT H

MULT-STATE ADDENDUM TO THE DISCLOSURE DOCUMENT

**CALIFORNIA ADDENDUM
TO FRANCHISE DISCLOSURE DOCUMENT**

As to franchises governed by the California Franchise Investment Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE FRANCHISE DISCLOSURE DOCUMENT.

Item 3 of the Disclosure Document is amended by adding the following paragraph:

Neither we nor any person or franchise broker in Item 2 of this disclosure document is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling these persons from membership in this association or exchange.

Item 17 of the Disclosure Document is amended by adding the following paragraphs:

California Business and Professions Code Sections 20000 through 20043 provide rights to the franchisee concerning termination, transfer, or non-renewal of a franchise. If the franchise agreement contains a provision that is inconsistent with the law, the law will control.

Item 17.g. of the Disclosure Document is modified to state that, in addition to the grounds for immediate termination specified in Item 17.h., the franchisor can terminate upon written notice and a 60-day opportunity to cure for a breach of the Franchise Agreement.

Item 17.h. of the Disclosure Document is modified to state that the franchisor can terminate immediately for insolvency, abandonment, mutual agreement to terminate, material misrepresentation, legal violation persisting 10 days after notice, repeated breaches, judgment, criminal conviction, monies owed to the franchisor more than 5 days past due, and imminent danger to public health or safety.

The franchise agreement contains a covenant not to compete which extends beyond the termination of the franchise. This provision may not be enforceable under California law.

SECTION 31125 OF THE FRANCHISE INVESTMENT LAW REQUIRES US TO GIVE TO YOU A DISCLOSURE DOCUMENT APPROVED BY THE COMMISSIONER OF FINANCIAL PROTECTION AND INNOVATION BEFORE WE ASK YOU TO CONSIDER A MATERIAL MODIFICATION OF YOUR FRANCHISE AGREEMENT.

YOU MUST SIGN A GENERAL RELEASE OF CLAIM IF YOU RENEW OR TRANSFER YOUR FRANCHISE. CALIFORNIA CORPORATIONS CODE §31512 VOIDS A WAIVER OF YOUR RIGHTS UNDER THE FRANCHISE INVESTMENT LAW (CALIFORNIA CODE §§31000 THROUGH 31516). BUSINESS AND PROFESSIONS CODE §20010 VOIDS A

WAIVER OF YOUR RIGHTS UNDER THE FRANCHISE RELATIONS ACT (BUSINESS AND PROFESSIONS CODE §§20000 THROUGH 20043).

Our website is located at <https://urbanwaxx.com/>.

OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION AT www.dfpi.ca.gov.

The highest interest rate allowed by law in California is ten percent (10%) annually.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The registration of this franchise offering by the California Department of Financial Protection and Innovation does not constitute approval, recommendation, or endorsement by the commissioner.

**HAWAII ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Hawaii Franchise Investment Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

THESE FRANCHISES HAVE BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS OR A FINDING BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, OR SUBFRANCHISOR, AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY THE FRANCHISEE, OR SUBFRANCHISOR, WHICHEVER OCCURS FIRST, A COPY OF THE DISCLOSURE DOCUMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE.

THIS DISCLOSURE DOCUMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.

Registered agent in the state authorized to receive service of process:

Commissioner of Securities of the State of Hawaii
Department of Commerce and Consumer Affairs
Business Registration Division
Securities Compliance Branch
335 Merchant Street, Room 203
Honolulu, HI 96813

**ILLINOIS ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Illinois Franchise Disclosure Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Illinois law governs the Disclosure Document.
2. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois.
3. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation, or provision of the Franchise Agreement purporting to bind you to waive compliance with any provision of the Illinois Franchise Disclosure Act or any other law of the State of Illinois is void.
4. Section 19 of the Illinois Franchise Disclosure Act sets forth the conditions and notice requirements for termination of a franchise agreement, along with the compensation requirements.
5. Section 20 of the Illinois Franchise Disclosure Act sets forth the conditions of non-renewal of a franchise agreement.
6. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on behalf of the Franchisor. This provision supersedes any term of any other document executed in connection with the franchise.

**MARYLAND ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Maryland Franchise Registration and Disclosure Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Item 17.b. is modified to also provide, “The general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.”

2. Item 17.u. is modified to also provide, “This franchise agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.”

3. Item 17.v. is modified to also provide, “Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.”

4. Based upon the franchisor’s financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement.

5. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**MINNESOTA ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Minnesota franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

- Minn. Stat. §80C.21 and Minn. Rule 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreements can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C, or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80C.14 Subds. 3, 4, and 5 which require (except in certain specified cases), that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
- Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J.

Also, a court will determine if a bond is required.

The Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5.

Item 6 of the Disclosure Document is modified to reduce the fee for insufficient funds to \$30.

**NEW YORK ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the New York franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. The following information is added to the cover page of the Franchise Disclosure Document:

INFORMATION COMPARING FRANCHISORS IS AVAILABLE, CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT A OR YOUR PUBLIC LIBRARY FOR SERVICES OR INFORMATION. REGISTRATION OF THIS FRANCHISE BY NEW YORK STATE DOES NOT MEAN THAT NEW YORK STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT. IF YOU LEARN ANYTHING IN THIS FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPROPRIATE STATE OR PROVINCIAL AUTHORITY. THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS FRANCHISE DISCLOSURE DOCUMENT.

2. The following is added at the end of Item 3:

Except as provided above, with regard to the franchisor, its predecessor, a person identified in Item 2, or an affiliate offering franchises under the franchisor's principal trademark:

A. No such party has an administrative, criminal or civil action pending against that person alleging: a felony, a violation of a franchise, antitrust or securities law, fraud, embezzlement, fraudulent conversion, misappropriation of property, unfair or deceptive practices or comparable civil or misdemeanor allegations.

B. No such party has pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of franchisees and the size, nature or financial condition of the franchise system or its business operations.

C. No such party has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the 10 year period immediately preceding the application for registration, has been convicted of or pleaded nolo contendere to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud or securities law, fraud, embezzlement, fraudulent conversion or misappropriation of property, or unfair or deceptive practices or comparable allegations.

D. No such party is subject to a currently effective injunctive or restrictive order or decree relating to the franchise, or under a Federal, State or Canadian franchise, securities,

antitrust, trade regulation or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency, or is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities and Exchange Act of 1934, suspending or expelling such person from membership in such association or exchange; or is subject to a currently effective injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

3. The following is added to the end of the “Summary” sections of Item 17(c), titled **“Requirements for franchisee to renew or extend,”** and Item 17(m), entitled **“Conditions for franchisor approval of transfer”**:

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Sections 687.4 and 687.5 be satisfied.

4. The following language replaces the “Summary” section of Item 17(d), titled **“Termination by franchisee”**:

You may terminate the agreement on any grounds available by law.

5. The following is added to the end of the “Summary” sections of Item 17(v), titled **“Choice of forum,”** and Item 17(w), titled **“Choice of law”**:

The foregoing choice of law should not be considered a waiver of any right conferred upon the franchisor or upon the franchisee by Article 33 of the General Business Law of the State of New York.

6. Franchise Questionnaires and Acknowledgements--No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

7. Receipts--Any sale made must be in compliance with § 683(8) of the Franchise Sale Act (N.Y. Gen. Bus. L. § 680 et seq.), which describes the time period a Franchise Disclosure Document (offering prospectus) must be provided to a prospective franchisee before a sale may be made. New York law requires a franchisor to provide the Franchise Disclosure Document at the earlier of the first personal meeting, ten (10) business days before the execution of the franchise or other agreement, or the payment of any consideration that relates to the franchise relationship.

**NORTH DAKOTA ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the North Dakota franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

Restrictive Covenants: To the extent that covenants not to compete apply to periods after the term of the franchise agreement, they are generally unenforceable under North Dakota law.

Applicable Laws: North Dakota law will govern the franchise agreement.

Jurisdiction and Venue: The provisions concerning choice of law and jurisdiction and venue are hereby deleted and in their place is substituted the following language:

“You agree to bring any claim against us, including our present and former employees, agents, and affiliates, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association.”

Waiver of Trial by Jury: Any waiver of a trial by jury will not apply to North Dakota Franchises.

WAIVER OF EXEMPLARY & PUNITIVE DAMAGES: ANY WAIVER OF PUNITIVE DAMAGES WILL NOT APPLY TO NORTH DAKOTA FRANCHISEES.

General Release: Any requirement that the franchisee sign a general release upon renewal of the franchise agreement does not apply to franchise agreements covered under North Dakota law.

Enforcement of Agreement: Any requirement in the Franchise Agreement that requires the franchisee to pay all costs and expenses incurred by the franchisor in enforcing the agreement is void. Instead, the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

Item 17(u) of the Disclosure Document is modified to provide that the site of mediation and arbitration shall be agreeable to all parties and may not be remote from the franchisee's place of business.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**RHODE ISLAND ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Rhode Island Franchise Investment Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

Item 17.m. of the Disclosure Document is revised to provide:

SECTION 19-28.1-14 OF THE RHODE ISLAND FRANCHISE INVESTMENT ACT PROHIBITS A FRANCHISEE TO BE RESTRICTED IN CHOICE OF JURISDICTION OR VENUE. TO THE EXTENT ANY SUCH RESTRICTION IS PURPORTED TO BE REQUIRED BY US, IT IS VOID WITH RESPECT TO ALL FRANCHISEES GOVERNED UNDER THE LAWS OF RHODE ISLAND.

Item 17.w. of the Disclosure Document is revised to provide:

Rhode Island law applies.

**VIRGINIA ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Virginia Retail Franchising Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Item 17.h. is modified to also provide:

Under Section 13.1-564 of the Virginia Retail Franchising Act, it shall be unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for a default or termination stated in the franchise agreement and/or area development agreement does not constitute “reasonable cause,” as the term may be defined in the Virginia Retail Franchising Act or the law of Virginia, that provision may not be enforced.

WASHINGTON ADDENDUM TO THE DISCLOSURE DOCUMENT

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. Conflict of Laws. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.
2. Franchisee Bill of Rights. RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.
3. Site of Arbitration, Mediation, and/or Litigation. In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. General Release. A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).
5. Statute of Limitations and Waiver of Jury Trial. Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
6. Transfer Fees. Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.
7. Termination by Franchisee. The franchisee may terminate the franchise agreement under any grounds permitted under state law.

8. Certain Buy-Back Provisions. Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. Fair and Reasonable Pricing. Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).

10. Waiver of Exemplary & Punitive Damages. RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).

11. Franchisor's Business Judgment. Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.

12. Indemnification. Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.

13. Attorneys' Fees. If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.

14. Noncompetition Covenants. Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. Nonsolicitation Agreements. RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any

such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

16. Questionnaires and Acknowledgments. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

17. Prohibitions on Communicating with Regulators. Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).

18. Advisory Regarding Franchise Brokers. Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

**WISCONSIN ADDENDUM
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Wisconsin Fair Dealership Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

2. Item 17 is modified to also provide:

If the franchise agreement contains any provisions that conflict with the Wisconsin Fair Dealership Law, the provisions of this Addendum shall prevail to the extent of such conflict.

With respect to franchises governed by Wisconsin law, the Wisconsin Fair Dealership Law applies to most, if not all, franchise agreements and prohibits the termination, cancellation, non-renewal or the substantial change of the competitive circumstances of a dealership agreement without good cause. That Law further provides that 90 days' prior written notice of a proposed termination, etc. must be given to the dealer. The dealer has 60 days to cure the deficiency and if the deficiency is cured, the notice is void.

EXHIBIT I

STATE EFFECTIVE DATES

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

State	Effective Date
California	Pending
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	Pending
Washington	Pending
Wisconsin	

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

EXHIBIT J

RECEIPT

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If UWFranco, LLC offers you a franchise, it must provide this Disclosure Document to you 14 calendar days before you sign a binding agreement with, or make a payment to the franchisor or an affiliate in connection with the proposed franchise sale.

New York and Rhode Island require that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before you sign a binding agreement or pay any consideration that relates to the franchise relationship.

Michigan requires that we give you this Disclosure Document at least 10 business days before you sign a binding agreement or pay any consideration, whichever occurs first.

If UWFranco, LLC does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the applicable state agency listed on Exhibit A.

The franchisor is UWFranco, LLC located at 320 SW Century Dr., Suite 405 PMB 400, Bend, OR 97702. Its telephone number is 541-230-7400.

The issue date of this Disclosure Document is May 11, 2026.

The following is the name, principal business address, and telephone number of the franchise seller offering the franchise:

X	Shannon Conley, 320 SW Century Dr., Suite 405 PMB 400, Bend, OR 97702	541-230-7400
X		

UWFranco, LLC authorizes the respective state agencies identified in Exhibit A to receive service of process for it in the particular state.

I have received a Disclosure Document dated May 11, 2026, that included the following Exhibits:

- A. State Administrators and Agents for Service of Process
- B. Franchise Agreement
 - Schedule 1-General Release
 - Schedule 2-Nondisclosure and Non-Competition Agreement
 - Schedule 3-Unlimited Guaranty and Assumption of Obligations
 - Schedule 4-Lease Addendum
 - Schedule 5-ACH Payment Agreement
 - Schedule 6-Holders of Legal or Beneficial Interest in Franchisee; Officers; Directors
 - Schedule 7-State Addenda to the Franchise Agreement

- C. Operations Manual Table of Contents
- D. Area Development Agreement
 - Appendix A-Development Territory
 - Appendix B-Development Schedule
 - Appendix C-State Addenda to the Area Development Agreement
- E. Financial Statements
- F-1 List of Current Franchisees
- F-2 List of Former Franchisees
- G. Franchisee Disclosure Questionnaire
- H. State Addenda to the Disclosure Document
- I. State Effective Dates
- J. Receipts

Signed: _____
Individually _____ Street Address (domicile) _____

Name (Please Print) _____ City or Town/State/Zip Code _____

Dated: _____

Signed: _____
Individually _____ Street Address (domicile) _____

Name (Please Print) _____ City or Town/State/Zip Code _____

Dated: _____

and as officer(s), partner(s) or member(s) of _____, a
_____ (corporation) (partnership) (limited liability company) and any other
prospective franchisee entity (currently in existence or formed in the future) of which the above
individual(s) is an officer, partner or member.

**Please sign, date, and return this copy to us at UWFranco, LLC, 320 SW Century Dr., Suite
405 PMB 400, Bend, OR 97702.**

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Signed: _____
Individually _____ Street Address (domicile) _____

Name (Please Print) _____ City or Town/State/Zip Code _____

Dated: _____

Signed: _____
Individually _____ Street Address (domicile) _____

Name (Please Print) _____ City or Town/State/Zip Code _____

Dated: _____

and as officer(s), partner(s) or member(s) of _____, a
_____ (corporation) (partnership) (limited liability company) and any other
prospective franchisee entity (currently in existence or formed in the future) of which the above
individual(s) is an officer, partner or member.