

FRANCHISE DISCLOSURE DOCUMENT

PROTEINHOUSE

HEALTHY • FIT • KITCHEN

ProteinHouse Franchising, LLC, a Nevada limited liability company
4965 Blue Diamond Road, Suite 100
Las Vegas, NV 89139
Phone: 800-777-2738 Website: www.proteinhouse.com

As a franchisee, you will operate a fast-casual restaurant serving a healthy, nutritious and delicious menu of foods under the name “ProteinHouse®.”

The total investment necessary to begin operation of a ProteinHouse® restaurant is between \$504,375 and \$846,300. This includes between \$50,200 and \$53,500 that must be paid to the franchisor or its affiliates.

The total investment necessary to begin operation of a ProteinHouse® Multi-Unit business will be a minimum of \$534,375, with a minimum of \$80,200 that must be paid to the franchisor or its affiliates. You must pay an initial franchise fee of \$50,000 for the first Café you commit to open under the Multi-unit Franchise Agreement, and the initial franchise fee for each subsequent Café will be discounted to \$30,000.

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

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Andrew Bick at ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, phone 800-777-2738 or email: franchise@proteinhouse.com.

The terms of your contract will govern your franchise relationship. Don't rely on the 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, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

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

ISSUANCE DATE: May 6, 2025

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.
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 direction. 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 D 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 ProteinHouse® 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’s it like to be a ProteinHouse® franchisee?	Item 20 and Exhibit J 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 Risks 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 the franchisor by mediation, arbitration and/or litigation only in Nevada. 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 the franchisor in Nevada than in your own state.
2. **Spouse Liable**. Your spouse must sign a document that makes your spouse liable for your financial obligations under the franchise agreement, even though your spouse has no ownership interest in the business. This guarantee will place both your and your spouse's marital and personal assets, perhaps including your house, at risk if your franchise fails.
3. **Financial Condition**. The franchisor's financial condition, as reflected in its financial statements (see Item 21), calls into question the franchisor's financial ability to provide services and support to you.
4. **Supplier Control**. You must purchase all or nearly all of the inventory or supplies that are necessary to operate your business from the franchisor, its affiliates, or suppliers that the franchisor designates, at prices the franchisor or they set. These prices may be higher than prices you could obtain elsewhere for the same or similar goods. This may reduce the anticipated profit of your franchise business

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.

MICHIGAN SPECIFIC-NOTICE

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 of 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 each 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 your Café 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 six (6) months 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 of 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 qualification 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 the subdivision.

(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.

(j) If the franchisor's most recent financial statements are unaudited and show a net worth of less than \$100,000, the franchisee may request the franchisor to arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations, if any, of the franchisor to provide real estate, improvements, equipment, inventory, training or other items included in the franchise offering are fulfilled. At the option of the franchisor, a surety bond may be provided in place of escrow.

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 Attorney General's Department for the State of Michigan, Consumer Protection Division, Franchise Section, 670 Law Building, 525 W. Ottawa Street, Lansing, Michigan 48913, (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	10
Item 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	13
Item 9 FRANCHISEE’S OBLIGATIONS	17
Item 10 FINANCING.....	18
Item 11 FRANCHISOR’S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, AND TRAINING	19
Item 12 TERRITORY	27
Item 13 TRADEMARKS	31
Item 14 PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION	32
Item 15 OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS.....	33
Item 16 RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL	34
Item 17 RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION	34
Item 18 PUBLIC FIGURES.....	41
Item 19 FINANCIAL PERFORMANCE REPRESENTATIONS	42
Item 20 OUTLETS AND FRANCHISEE INFORMATION	44
Item 21 FINANCIAL STATEMENTS	46
Item 22 CONTRACTS.....	46
Item 23 RECEIPTS	47

Exhibits

- A. State Administrators / Agents for Service of Process
- B. Franchise Agreement
- C. Multi-Unit Franchise Agreement
- D. Financial Statements
- E. Brand Standards Manual Table of Contents
- F. Form of General Release
- G. State-Specific Addendum
- H. Compliance Questionnaire
- I. Confidentiality and Non-Compete Agreement
- J. List of Franchisees
- K. State Effective Dates and Receipts

ITEM 1

THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

To simplify the language in this disclosure document, “we”, “us,” or “our” means ProteinHouse Franchising, LLC, the franchisor. “You” or “your” means the person to whom we grant a franchise, whether you are an individual or a corporation, partnership, limited liability company or other legal entity, and includes all owners and partners of the person who buys the franchise.

The Franchisor, its Parent, and its Affiliates

We are a Nevada limited liability company that was formed on July 9, 2015. Our principal business address is 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139. We do business under the name “ProteinHouse®,” and other trademarks we designate (the “Marks”).

We began offering franchises in July 2015. We have not previously offered franchises in any other line of business, nor do we operate any businesses under the Marks. We do not conduct any business activities other than franchising.

Our affiliate, LRAB, LLC, a Nevada limited liability company (“LRAB”) has a principal business address at 9555 S. Eastern Avenue, Suite 125, Las Vegas, NV 89123. LRAB was formed on August 24, 2012. LRAB owns the intellectual property, including the Marks, that we will license to you. LRAB has never offered franchises or conducted any other line of business.

We do not have any predecessors or parent. Other than as stated above, we do not have any affiliates that offer franchises in any line of business or provide products or services to our franchisees.

The Franchise

Our franchises are fast-casual restaurants offering a menu of healthy food items created with a high-quality selection of ingredients served in an inviting, comfortable, modern atmosphere operated under the Marks (“Cafés”). Cafés are operated under a system that includes our valuable know-how, information, trade secrets, training methods, Brand Standards Manual, standards, designs, trademark usages, copyrights, sources and specifications, confidential electronic and other communications, methods of Internet usage, marketing programs, and research and development connected with the operation and promotion of Cafés, all of which may be changed, improved, and further developed from time to time (the “System”).

Each Café will typically be conducted through a retail restaurant location that is located in or close to an indoor or outdoor retail center or mall that has easy access to highways or major thoroughfares and adequate parking, and in an environment where there are many different types of retail outlets. It is also important that your Café be located close to a gym or fitness facility with a high level of post-workout traffic.

You must operate your Café following our standard business operating practices and sign our standard franchise agreement (“Franchise Agreement”). Your Café must offer the products and services we authorize and require you to offer. We reserve the right to add, modify, or delete any services or products that you must offer or sell at your Café at any time upon written notice to you in our sole discretion. You must also obtain all necessary permits, licenses and approvals to operate your Café.

Multi-unit Franchise Agreement

We also offer a Multi-unit Franchise Agreement. Under this program, we identify and assign a development territory (the “Multi-unit Territory”) where you, if you are a Multi-unit franchisee, must open and operate a specified number of Cafés within a specified period of time. The Multi-unit Territory may be 1 city, 1 or more counties, or some other geographically-defined area. You would sign a Multi-unit Franchise Agreement (Exhibit C), which will describe your Multi-unit Territory and your Development Obligation. There is no minimum number of Cafés that you must develop under the Multi-unit Franchise Agreement.

For each Café you open under a Multi-unit Franchise Agreement, promptly after we accept the site for the Café, you will sign a separate Franchise Agreement on our then-current form. Each then-current franchise agreement may contain materially different terms from the franchise agreement included in this offering. In addition, you must sign a General Release (Exhibit F) as a condition to entering into the new Franchise Agreement.

Market and Competition

The market for our services and products generally is competitive and is well-developed. You will have to compete with franchised operations, national chains and independently owned companies providing healthy food in a fast-casual restaurant environment. You may also encounter competition from other ProteinHouse® Cafés.

Changes in local and national economic conditions and population density affect this industry and are generally difficult to predict. You will face other business risks that could have an adverse effect on your business, including pricing policies of competitors, changes to laws or regulations, changes in supply and demand, regional or national economic health, neighborhood demographic and traffic patterns, new technologies, and competition that provides related products.

Industry-Specific Regulations

In addition to laws and regulations that apply to businesses generally, your Café will be subject to various federal, state and local government regulations, including those relating to site location and building construction, such as the Americans with Disabilities Act. Some jurisdictions have passed laws that require businesses to pay their employees a higher minimum wage than what is required under federal law, which laws may disproportionately affect franchised businesses.

You must comply with all local, state and federal laws applicable to restaurants, including licensing, health, sanitation, menu labeling, smoking, safety, fire and other matters, food and safety regulations, and if you sell alcoholic beverages, laws applicable to alcohol-serving businesses. Some jurisdictions may require franchisees to obtain restaurant, business, occupational, food products, health, alcohol, and miscellaneous licenses. Various federal and state agencies, including the U.S. Food and Drug Administration and the U.S. Department of Agriculture, and state and local health agencies have regulations for the preparation of food and the condition of restaurant and commissary kitchen facilities, as well as regarding the production, storage, and sale of unpasteurized juice. The Clean Air Act and state implementing laws may also require certain geographic areas to attain and maintain certain air quality standards for ozone, carbon monoxide and particulate matters. As a result, businesses involved in commercial food preparation may be subject to caps on emissions.

Agents for Service of Process

Our agents for service of process are listed on Exhibit A to this Disclosure Document.

ITEM 2

BUSINESS EXPERIENCE

President: Andrew Bick

Andrew Bick has held this position since our inception in July 2015. Andrew is also the Co-Owner and President of our affiliate, LRAB, in Las Vegas, Nevada, and has held that position since its inception in August 2012.

Founder and Member: Larissa Reis

Larissa Reis has held this position since our inception in July 2015. Larissa is also the Co-Owner and Chief Executive Officer of our affiliate, LRAB, in Las Vegas, Nevada, and has held that position since its inception in August 2012. Prior to August 2012 and currently, Larissa worked and currently continues to work in Las Vegas, Nevada as an independent professional bodybuilder, independent personal trainer, and motivational speaker.

Vice President: Salvatore Rotolo, Jr.

Salvatore Rotolo, Jr. has held this position since February 2017.

Vice President of Franchise Sales: Stephen D. Miller

Stephen D. Miller has served as our Vice President of Franchise Sales since January 2019.

Creative Director: Vitus Barzdelis

Vitus Barzdelis has held this position since May 2014. Between January 2012 and the present, Vitus has also been a media designer for his company, beBRAVO, in Berlin, Germany.

Brand Success Manager: Veronica Jiron

Veronica Jiron has held this position since December 2023. Between June 2022 and December 2023, Veronica was the General Manager of a ProteinHouse® Café in Las Vegas, Nevada. Between January 2019 and June 2022, Veronica was a Manager of Greens & Proteins in Las Vegas, Nevada.

ITEM 3

LITIGATION

ProteinHouse Franchising, LLC v. Eat Strong, LLC, Dante J. Esquibel, Rylee L. Gehrke, Gary M. Stoddard, and Terri L. Stoddard,

In the United States District Court for the District of Nevada, Case No. 2:18-cv-00938. On May 22, 2018, we filed a Complaint against our former franchisee, Eat Strong, LLC and its individual owners, who operated a ProteinHouse® Café in Draper, Utah (collectively, “Eat Strong”). In May 2018, we terminated Eat Strong’s unit and multi-unit franchise agreements with us. We alleged that Eat Strong breached certain post-termination obligations in its franchise agreement, including its covenant not to compete, its obligation to discontinue using our Marks, and their obligation to not use our confidential information for any purpose other than as our franchisee. We also alleged that Eat Strong was violating the Lanham Act (15 U.S.C. §

1114 and 15 U.S.C. § 1125(a)) by using our Marks, and counterfeiting our Marks, without our permission, and that Eat Strong was tortuously interfering with our relationships with our other franchisees. We sought injunctive relief and damages under theories of breach of contract and violations of the Lanham Act. Eat Strong filed an answer denying our claims, and asserting affirmative defenses that included an allegation that we defrauded Eat Strong when it purchased its franchise rights because we did not disclose Andrew Bick's history in the adult entertainment industry in our franchise disclosure document.

In October 2018, we and Eat Strong entered into a settlement agreement, whereby the parties agreed to settle the litigation and that the franchise agreements were terminated. Eat Strong agreed to de-identify its restaurant so that it no longer appeared to be like a ProteinHouse® Restaurant; agreed to stop using our confidential information; and agreed to stop using our menus and Marks. Eat Strong also agreed to pay us a total of \$250,000 as a termination payment, secured by a confession of judgment. We and Eat Strong agreed to release one another and dismiss the lawsuit. On October 19, 2018, the Court entered an order dismissing the case, with prejudice, based on the settlement agreement.

ITEM 4

BANKRUPTCY

No bankruptcy information 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 in a lump sum when you sign the Franchise Agreement.

Multi-unit Rights Fee

If you sign a Multi-unit Franchise Agreement, you must pay an initial franchise fee of \$50,000 for the first Café you commit to open under the Multi-unit Franchise Agreement. The initial franchise fee for each additional Café (after the first one) that you agree to develop will be discounted to \$30,000, all of which must be paid when you sign the Multi-unit Franchise Agreement. There is no minimum number of Cafés that you are required to develop under the Multi-unit Franchise Agreement. When you are ready to develop a new Café under the Multi-unit Franchise Agreement, you will be required to sign an individual Franchise Agreement, but you will not be required to pay any additional initial franchise fee.

Application Fee

When you apply for a franchise with us, you must pay us \$200 as a reimbursement for the fees we incur to conduct background and credit checks in connection with our granting you a franchise. If we award you a franchise and you sign a franchise agreement with us, we will credit this amount towards the fees you pay us.

Pre-Opening Training

We will provide initial training and training materials for up to two (2) individuals that you designate at no extra charge to you. If you wish to have more than two people at training, we will charge you a training

fee of \$3,500 for each additional person. For any training that you undergo, you must pay for your and any other trainee’s travel, meal and lodging expenses. This fee is not refundable.

None of the initial fees are refundable under any circumstances. In 2024, we collected initial franchise fees that ranged from \$35,000 to \$45,000. The initial fees are uniform to this offering.

ITEM 6

OTHER FEES¹

Type of Fee	Amount	Due Date	Remarks
Royalty	4% of your Gross Sales, monthly (Note 2).	Payable monthly on the first day of each month, or other day of the month we designate in the Brand Standards Manual.	Based on your Gross Sales during the previous month (or another period we designate in the Brand Standards Manual).
Additional Royalty for Alcoholic Beverage Sales	Dollar amount of the Royalty that would have been charged on the difference between excluded sales and the Royalty you actually paid us.	Payable monthly on the fifth day of each month, or other day of the month we designate in the Brand Standards Manual.	If a state or local law prohibits or restricts your ability to pay us Royalty on alcoholic beverages, you will pay us the difference between those fees you paid us and the fees that would have otherwise been paid.
Brand Fund Fee	1% of your monthly Gross Sales, not to exceed \$1,000 a month. (Note 3)	Payable monthly on the first day of each month, or other day of the month we designate in the Brand Standards Manual.	Based on your Gross Sales during the previous month (or other period we designate in the Brand Standards Manual).
Local Advertising Payment	The difference between the amounts you spent on local advertising each month and your required advertising expenditure. (an amount we designate, up to 5% of your Gross Sales) (Note 3)	Payable after receipt of invoice	If you fail to comply with your required local advertising expenditure, you must pay us the difference between the amount you spent and the requirement, which will be credited to the Brand Fund.
Local Advertising Cooperative	Amount established by members of the Cooperative, not to exceed 5% of your Gross Sales. (Note 3)	Established by members of the Cooperative	Your contributions will count towards your local advertising requirement. Company-owned Cafés will vote in the Cooperative, one vote for each owned Café in the Cooperative. Neither we nor our affiliates have controlling voting power in any existing Cooperative.

Type of Fee	Amount	Due Date	Remarks
Additional Initial Training	Our then-current tuition fee as published in the Brand Standards Manual; currently \$3500 per attendee at a training session. (Note 4)	Prior to our providing any such training or advice	Payable if you request, or we require, initial training for a new individual or individuals in excess of the two (2) that you may bring to the initial training program. You must pay all travel, meal, lodging, salary, and living expenses for your attendees.
Additional Requested Training	Our then-current tuition fee as published in the Brand Standards Manual; currently \$500 per day. Also, you must pay all travel, lodging, meals, and other expenses we incur if we conduct training away from our headquarters. (Note 4)	Prior to our providing any such training or advice	In the event you are not operating your Café according to the Brand Standards Manual, we have the right to require you and your staff to attend additional training, which will occur (at our option) either at your Café or at another Café we select. You must pay all travel, meal, lodging, salary, and living expenses for your attendees if the training occurs at a Café other than yours.
Transfer Fee (unit franchise)	Fifty percent (50%) of the then-current initial franchise fee we are charging new franchisees.	Date that we approve transfer.	Applicable only if you choose to transfer your Franchise Agreement. Our consent is required for any transfer.
Transfer Fee for Immediate Family Member (unit franchise)	\$1,000 (Note 4)	Date that we approve transfer.	Applicable only if you choose to transfer your Franchise Agreement to an immediate family member. This fee is instead of, and not in addition to, our standard transfer fee applying to third party transfers. Our consent is required for any transfer.
Successor Franchise Fee	\$5,000	Upon signing your successor franchise agreement	Payable only if you wish to obtain the right to continue operating as our franchisee after the end of your initial franchise term.
Transfer Fee (multi-unit franchise)	\$5,000 per unopened unit	Date that we approve transfer.	Applicable only if you choose to transfer your Multi-Unit Agreement. Our consent is required for any transfer.

Type of Fee	Amount	Due Date	Remarks
Audit Fees	Actual cost of audit fees, plus the underreported fees, late charges on those fees, and interest on the fees you did not pay at 1.5% per month. We will also charge you an underreported fee charge of \$5,000.	As incurred.	Payable only if the audit shows an understatement greater than 3% of reported amounts
Management Fee	\$500 per day that we manage your Café, plus our direct expenses incurred on your behalf (Note 4)	As incurred	Due when we (or a third party) manage your Café after your death or disability, or by exercising our step-in rights.
Late, Dishonored Payment, or Insufficient Funds Fee	\$1,000 for each late and/or dishonored payment. (Note 4)	As incurred.	Payable only if you do not pay your bills on time or if any payment you make is not honored.
POS Fee	Our supplier's then-current fee, which may be assessed on a monthly basis. Our supplier's current monthly fee is \$460 for two terminals. (Note 4)	As agreed with our supplier	This is a monthly fee for using the POS System.
Costs, administrative expenses, and attorneys' fees (Note 5)	Will vary under circumstances	Upon settlement or conclusion of a claim or action; in resolution of our efforts to collect past-due fees from you; or when we take action against you in response to your default of the Franchise Agreement.	Due when you do not comply with the Franchise Agreement
Interest	Daily equivalent of 1.5% per month simple interest of the delinquent amount or the highest rate permitted by law, whichever is less.	Payable when any payment is overdue.	Payable only if you do not pay your bills on time. Interest begins from the date of underpayment.
Non-Compliance Fee (multi-unit franchise agreement)	\$1,000 per month that you are beyond the deadline for opening a Café under your Development Obligation, up to a maximum of six (6) months.	Upon demand.	We can charge this if you are a multi-unit franchisee and you are not complying with your Development Obligation because you have not opened the required number of Cafés within an applicable Development Period. If your non-compliance continues for more than six (6) months, we have the right to terminate your multi-unit agreement.

Type of Fee	Amount	Due Date	Remarks
Insurance	Our cost of premiums, plus an administrative fee equal to 20% of the cost of the premiums.	Upon demand	Payable only if you fail to maintain required insurance coverage and we elect to obtain coverage for you.
Indemnification	Will vary under circumstances	As incurred	Payable to indemnify us, our affiliates and owners, officers, employees, agents, successors, and assigns against claims related to your owning and operating your Café.
Liquidated Damages	The combined monthly average of your Royalty Fees and Brand Fund Fees (without regard to any fee waivers or other reductions) beginning with the date on which you open your Café through the date of early termination, multiplied by the greater of: (i) 24 months, or (ii) the number of full months remaining in the Term.	Within fifteen (15) days of the early termination of your franchise.	Due only if we terminate the Franchise Agreement before the end of the term because of your material breach, or you terminate the Franchise Agreement without legal cause.
Securities Offering Fee (Multi-Unit Franchises Only)	\$5,000	Due only when you ask us to review a proposed securities offering for your entity, like an initial public offering (IPO) or a private placement memorandum (PPM).	If you plan to offer securities by private offering, you must obtain our approval. You must submit all documents we reasonably request and pay this fee.

1. All fees paid to us are uniform and non-refundable under any circumstances once paid. Fees paid to vendors or other suppliers may or may not be refundable depending on the vendors and suppliers. All fees listed in this Item 6 are uniformly imposed by us as to all franchisees.

All fees or money that you owe to us or our affiliates must be paid by electronic transfer no later than on the date they are due.

2. “Gross Sales” means all revenue accrued from the sale of all products and performance of services in, at, upon, about, through or from your Café, whether for cash or credit and regardless of collection in the case of credit, and income of every kind and nature related to your Café. Gross Sales includes insurance proceeds and/or condemnation awards for loss of sales, profits or business, as well as the full retail value of any gift certificate or coupon sold for use at your Café (fees retained by or paid to third party sellers of such gift certificates or coupons are not excluded from Gross Sales). Gross Sales does not include:

- (i) the amount of any tax imposed by any federal, state, municipal or other governmental authority directly on sales and collected from customers, provided that the amount of any such tax is shown separately and, in fact, paid by you to the appropriate governmental authority;

- (ii) valid discounts and coupons given by your Café (exclusions will not include any reductions for credit card user fees, returned checks or reserves for bad credit or doubtful accounts);
- (iii) customer refunds made by your Café that do not exceed one percent (1%) of your Gross Sales; or
- (iv) tips from customers given to your employees.

3. We have the right to require you to spend between two percent (2%) and five percent (5%) of your Gross Sales on local marketing efforts, which may include a combination of your local advertising requirement and contributions to an advertising cooperative in your region. Your local advertising requirement will be reduced as you reach specified Gross Sales thresholds during each year, as stated in the table below. The Gross Sales thresholds, and your required local advertising requirement, will reset at the beginning of each calendar year and apply to each Café you operate individually. The table is exclusively for the purpose of determining your annual local advertising requirement and is not, and should not be considered, a financial performance representation, promise, warranty, or guarantee that you will achieve or exceed any of the thresholds presented in the table.

Annual Gross Sales	Local Advertising Requirement
\$750,000	5%
\$900,000	4%
\$1,100,000	3%
\$1,500,000	2%

4. Unless we have indicated otherwise, for any fee that is listed as our then-current fee in the table above, we have the right to increase fees by a maximum of 10% per year, calculated cumulatively over the term of the Franchise Agreement. Additionally, we may also increase these fees by the amount of any increases in fees from third parties for the underlying products or services which will be added to the capped fee increase.

5. If we win any legal action to protect our rights or enforce the Franchise Agreement, you must reimburse us for reasonable attorneys' fees and court costs. If we are involved in any legal action due to your actions or errors, you are responsible for our reasonable attorneys' fees and third-party costs. Additionally, if we need to engage a collection agency, legal counsel, or any third party due to your failure to pay amounts due, submit required reports, or comply with the Franchise Agreement, you must cover all related costs, including reasonable legal fees, investigation fees, travel expenses, and hourly charges of our employees or agents.

[This Area is Intentionally Left Blank]

ITEM 7

ESTIMATED INITIAL INVESTMENT

YOUR ESTIMATED INITIAL INVESTMENT (UNIT FRANCHISE)

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee	\$50,000	Lump Sum	Upon signing of the Franchise Agreement	Us
Background and Credit Check	\$200	Lump Sum	Upon signing of the Franchise Agreement	Us
Permits and Build-Out (Note 1)	\$200,000 to \$350,000	As Incurred	As Agreed	Outside Suppliers
Lease Deposit (Two months) (Notes 2 and 3)	\$6,000 to \$20,000	As Incurred	As Agreed	Landlord
Rent (3 months) (Notes 2 and 3)	\$12,000 to \$36,000	As Incurred	As Agreed	Landlord
Site Selection (Note 4)	\$4,000 to \$6,000	As Incurred	As Agreed	Outside Supplier (Our Required Vendor)
Signage	\$6,000 to \$20,000	As Incurred	As Agreed	Outside Suppliers
Travel Expenses for Training	\$2,500 to \$6,000	As Incurred	As Agreed	Airlines, Hotels, Rental Car Companies, Restaurants, and Others
Major Kitchen Equipment (Note 5)	\$115,000 to \$150,000	As Incurred	As Agreed	Outside Suppliers
Miscellaneous Small Equipment	\$2,000 to \$5,000	As Incurred	As Agreed	Outside Suppliers
Furnishings and Fixtures	\$40,000 to \$80,000	As Incurred	As Agreed	Outside Suppliers
Small wares	\$5,000 to \$10,000	As Incurred	As Agreed	Outside Suppliers
Initial Inventory	\$15,000 to \$35,000	As Incurred	As Agreed	Outside Suppliers
Insurance	\$900 to \$2,000	As Incurred	As Agreed	Outside Suppliers
Professional Fees	\$500 to \$5,000	As Incurred	As Agreed	Accountant(s) and Attorney(s)
Uniforms	\$1,500 to \$3,000	As Incurred	As Agreed	Outside Suppliers
Back Office Computer Hardware and Phone System	\$1,000 to \$2,000	As Incurred	As Agreed	Outside Suppliers
Internet Service Provider	\$225 to \$300	As Incurred	As Agreed	Outside Suppliers
Point of Sale System and Software (Note 6)	\$5,000 to \$7,000	As Incurred	As Agreed	Outside Suppliers
Other Software	\$1,800 to \$2,100	As Incurred	As Agreed	Outside Suppliers
Grand Opening Marketing	\$9,000 to \$18,000	As Incurred	As Agreed	Us our Outside Suppliers
Music Entertainment System and Subscription (3 months) (Note 7)	\$1,000	As Incurred	As Agreed	Outside Suppliers
Licenses & Permits (Note 8)	\$750 to \$2,000	As Incurred	As Agreed	City / State / Licensing Authority
Utility deposits	\$0 to \$700	As Incurred	As Agreed	Outside Suppliers

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Additional Funds (Note 9)	\$25,000 to \$40,000	As Agreed	As Incurred	Employees, Marketing Companies, Other Outside Suppliers
TOTAL ESTIMATED INITIAL INVESTMENT (NOTE 9)	\$504,375 to \$846,300			

YOUR ESTIMATED INITIAL INVESTMENT (MULTI-UNIT FRANCHISE) (NOTE 10)

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee	\$50,000	Lump Sum	Upon signing of the Franchise Agreement	Us
Multi-Unit Rights Fee	\$30,000 minimum; no maximum	Lump Sum	Upon signing of the Multi-Unit Agreement	Us
Background and Credit Check	\$200	Lump Sum	Upon signing of the Franchise Agreement	Us
Permits and Build-Out (Note 1)	\$200,000 to \$350,000	As Incurred	As Agreed	Outside Suppliers
Lease Deposit (Two months) (Notes 2 and 3)	\$8,000 to \$24,000	As Incurred	As Agreed	Landlord
Rent (3 months) (Notes 2 and 3)	\$12,000 to \$36,000	As Incurred	As Agreed	Landlord
Site Selection (Note 4)	\$4,000 to \$6,000	As Incurred	As Agreed	Outside Supplier (Our Required Vendor)
Signage	\$6,000 to \$20,000	As Incurred	As Agreed	Outside Suppliers
Travel Expenses for Training	\$2,500 to \$6,000	As Incurred	As Agreed	Airlines, Hotels, Rental Car Companies, Restaurants, and Others
Major Kitchen Equipment (Note 5)	\$125,000 to \$175,000	As Incurred	As Agreed	Outside Suppliers
Miscellaneous Small Equipment	\$2,000 to \$5,000	As Incurred	As Agreed	Outside Suppliers
Furnishings and Fixtures	\$50,000 to \$100,000	As Incurred	As Agreed	Outside Suppliers
Small wares	\$5,000 to \$10,000	As Incurred	As Agreed	Outside Suppliers
Initial Inventory	\$15,000 to \$35,000	As Incurred	As Agreed	Outside Suppliers
Insurance	\$900 to \$2,000	As Incurred	As Agreed	Outside Suppliers
Professional Fees	\$500 to \$5,000	As Incurred	As Agreed	Accountant(s) and Attorney(s)
Uniforms	\$1,500 to \$3,000	As Incurred	As Agreed	Outside Suppliers
Back Office Computer Hardware and Phone System	\$1,000 to \$2,000	As Incurred	As Agreed	Outside Suppliers
Internet Service Provider	\$225 to \$300	As Incurred	As Agreed	Outside Suppliers
Point of Sale System and Software (Note 6)	\$5,000 to \$7,000	As Incurred	As Agreed	Outside Suppliers
Software	\$1,800 to \$2,100	As Incurred	As Agreed	Outside Suppliers
Grand Opening Marketing	\$9,000 to \$18,000	As Incurred	As Agreed	Us our Outside Suppliers

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Music Entertainment System and Subscription (3 months) (Note 7)	\$1,000	As Incurred	As Agreed	Outside Suppliers
Licenses & Permits (Note 8)	\$750 to \$2,000	As Incurred	As Agreed	City / State / Licensing Authority
Utility deposits	\$0 to \$700	As Incurred	As Agreed	Outside Suppliers
Additional Funds (Note 9)	\$30,000 to \$45,000	As Agreed	As Incurred	Employees, Marketing Companies, Other Outside Suppliers
TOTAL ESTIMATED INITIAL INVESTMENT (NOTE 10)	\$534,375 minimum, no maximum			

(Please see Notes below, which are an integral part of this Item)

These estimated initial expenses are our best estimate of the costs you may incur in establishing and operating your Café. We do not offer financing directly or indirectly for any part of the initial investment. The availability and terms of financing from third parties depend on many factors, including the availability of financing generally, your creditworthiness and collateral, and the lending policies of financial institutions from which you request a loan.

The factors underlying our estimates may vary depending on a number of variables, and the actual investment you make in developing and opening your Café may be greater or less than the estimates given depending upon the location of your franchise, and current relevant market conditions. Payments you make to us and our affiliates are not refundable under any circumstances. We do not know whether any of the money you pay to third parties will be refundable. In compiling this chart, we relied on the experience of our affiliate, LRAB, as the owner and operator (since 2012) of a Café similar to the franchise being offered to you.

1. Permits and Build-Out. This amount includes your permit and license fees, architect fees, and the expected expenses for building out your Café. These amounts are our best estimate of the range of costs of leasehold improvements, based on our experience and our affiliate's experience in constructing a Café and will likely vary substantially based on local conditions, including the availability and prices of labor (estimate is based upon non-union labor); the site's condition, configuration, location, and size; the demand for the site among prospective lessees; the site's previous use; county or city building application and inspection fees; county, city, or state codes; the cost to access existing plumbing; and any construction or other allowances the landlord grants. They do not include capitalized costs of rent or other occupancy costs, over either the life of the lease or the life of your investment. These estimates assume that the landlord will provide a "vanilla shell" space that, at a minimum, includes concrete floors, demised exterior walls, HVAC, roof, and utilities stubbed to the premises sufficient for a Café. These amounts do not reflect costs for the construction of a free-standing Café, which also would result in a significantly greater initial investment.

2. Rent. These amounts do not reflect costs for the purchase of unimproved land and construction of a free-standing Café, which also would result in a significantly greater initial investment. This estimate does include tenant improvement allowance and any free rent that you may receive from the landlord for your Café. These costs could be substantially higher in certain markets, depending on the square footage of the space; the city or town in which it is located; condition of the space; population density; and the types of common area or other charges that will be allocated to you. You should carefully investigate all of these costs in the area where you wish to establish your Café.

3. Real Estate. Your Café will typically be located in a retail center that has easy access to highways or major thoroughfares and adequate parking. Suitable space, as approved by us, will be rented; its size will be a minimum of 1,400 and a maximum of 2,400, square feet. The monthly amount that you spend on the space for your Café will depend upon its location and the size and condition of the leased premises. These estimated Real Estate costs are based on anticipated monthly lease payments. The figures listed in this Item may vary substantially from location to location. We anticipate that most of our franchisees will lease space for their Cafés. As a result, these amounts do not reflect costs for the purchase of real estate of for your Café, which also would result in a significantly greater initial investment.
4. Site Selection. You will work with our required real estate site selection vendor to assist you in selecting your site. Our vendor, using demographic and real estate analysis that it will develop and provide, will provide you with several options for your site. The amount listed in the chart above is our negotiated fee for utilizing this vendor for your site selection services.
5. Major Kitchen Equipment. The exact amount you spend on items in this category will depend on whether you obtain space for your Café that was previously occupied by, and built out for, another restaurant.
6. Point of Sale System. This includes the hardware needed for your Point of Sale System (“POS System”) as well as the monthly charge, which we estimate to be \$460 for two terminals, to our third-party supplier, for the first three months of operation.
7. Music and Entertainment System. This includes a television, social media screen, and sound system, as well as three months of subscription payments to a third-party service.
8. Additional Funds. Additional funds is an estimate of the funds needed to cover pre- and post-opening expenses including sales taxes, recruitment, on-site training expenses, payroll processing, janitorial services as well as additional operating capital for other variable costs (e.g., electricity, telephone, Internet service, Internet setup, etc.), paper, office supplies, cleaning, cellular telephones, and other supplies during the initial three months of operating your Café. Additional funds are also an estimate of the monies you will need on hand during the initial phase of Business operations. This estimate also includes the estimated cost of salaries for your employees, but does not include an estimated salary for you. In compiling this chart and in estimating the additional funds, we relied on the experience of our affiliate, LRAB, as the owner and operator (since 2012) of a Café similar to the franchise being offered to you.
10. Multi-Unit Fees. The Multi-unit Franchise Agreement total initial investment is computed by taking the total amount required to open a single Café and adding the Multi-unit Rights Fee for 1 more Café. There is no maximum number of Cafés you must commit to open under a Multi-unit Franchise Agreement. As a result, we are unable to estimate the high range on this table. The estimate does not include the build-out of any Café other than the first one.

ITEM 8

RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

To help ensure a uniform image and uniform quality of products and services throughout the System, you must maintain and comply with our quality standards. Any required standards exist to protect our interest in the System and the Marks and not for the purpose of establishing any control, or the duty to take control, over those matters that clearly are reserved to you. We publish our standards, specifications, policies, and procedures in our confidential operations manuals, our training videos, and other documents (collectively, the “Brand Standards Manual”) that we will loan to you.

Approved and Designated Suppliers

You must serve all and only the products we authorize (“Authorized ProteinHouse® Products”). You must purchase and maintain in inventory Authorized ProteinHouse® Products as needed to meet reasonably anticipated consumer demand. You must purchase all products which bear any of our trademarks, solely and exclusively from us or from a producer, manufacturer, distributor, or supplier (“Supplier”) we approve. We currently do not sell these products, but may do so in the future.

We may specify as Authorized ProteinHouse® Products, certain proprietary powder mixes and other ingredients and raw materials, which are manufactured in accordance with our proprietary recipes, specifications and/or formulas (“Proprietary Products”). You may buy Proprietary Products only from us (if we sell them) or our designated Supplier. We will not be obligated to reveal the recipes, specifications and/or formulas of Proprietary Products to you or any third party. As with all Authorized ProteinHouse® Products, you must purchase, use, and maintain in stock Proprietary Products in quantities needed to meet reasonably anticipated consumer demand.

We may also designate certain non-proprietary food products, condiments, beverages, fixtures, furnishings, equipment, uniforms, supplies, menus, packaging, forms and other items which you may or must use or sell at the Store (“Non-Proprietary Products”). You may use, offer or sell only those Non-Proprietary Products that we expressly authorize. You may purchase them from (i) us; (ii) Suppliers we designate; or (iii) Suppliers you select that we approve in advance, in writing, and in our sole discretion.

We will provide you with our Manuals and various supplemental bulletins and notices that will contain the specifications, standards and restrictions on your purchase of products and services. Upon request, we will furnish to you an approved list of suppliers which we may update periodically. You must operate your Store in strict compliance with the standard procedures, policies, rules and regulations contained in the Manuals.

Except for instances where we designate a single source supplier, if you wish to purchase any products or services for which we have established approved suppliers from an unapproved supplier, you may request our consent in writing and we will be required to consider your request. The procedure for submitting a request will be outlined in the Brand Standards Manual. We will have up to 30 days to conduct our evaluation before we render a decision. If we request, you must submit samples and other information as we require for testing or to otherwise determine whether the product, material or supply, or the proposed supplier meets our specifications and quality and safety standards. We may re-inspect the facilities and products of any supplier of an approved supplier or item and revoke our approval of any supplier or item that fails to continue to meet any of our criteria. We will send written notice of any revocation of an approved supplier or item.

We apply the following general criteria in approving a proposed supplier: (1) ability to make product in conformity with our specifications; (2) reputation and integrity of supplier; (3) financial condition and insurance coverage of the supplier; and (4) system uniformity. We do not make our specific criteria for selecting approved suppliers available to our franchisees, nor do we make our specifications known to suppliers.

Required Purchases or Leases

A list of the materials that you can, or will be required to, purchase from suppliers approved by us, and the names of those approved suppliers, will be listed in our Brand Standards Manual. Other than certain advertising and promotional materials, neither we nor our affiliates currently are approved suppliers for any products or services, but we reserve the right to become approved suppliers, or the only approved suppliers, in the future.

Construction, Millwork, and Build-out Materials

You must use our approved third-party supplier for the architectural drawings, initial construction, millwork, and build-out of your Café. Currently, neither we, nor any of our affiliates, are an approved supplier or the only approved supplier of the initial construction and build-out for your Café.

Food Products and Protein Powder

You must purchase from our approved third-party suppliers all of the food products and protein powder that you will use and sell in your Café. Currently, neither we, nor any of our affiliates, are an approved supplier of the food products and protein powder for your Café, but we may be in the future.

Advertising and Promotional Materials

We have the right to require you to purchase from us, or our approved third-party suppliers, advertising and promotional materials relating to the System. We and our affiliates are an approved supplier of these materials, but are not the only approved suppliers of the advertising and promotional materials.

POS System and Software

We require you to purchase your POS System from our designated suppliers, consisting of computers, cash registers, printers, a kitchen display system, and restaurant management software. Upgrades to the POS System may be required periodically. We reserve the right to be the only approved suppliers of the POS System, but presently, we are not a supplier or the only approved supplier of the POS System.

We, or our third-party suppliers, will provide you with certain new software or technology products or updates, and maintain technology services for the System, in exchange for the fees noted in Item 6. Otherwise, we are not an approved supplier or the only approved supplier of the computer system or security system.

Social Media

If you use a social media company to promote your Café, you must use our approved social media provider. We are not an approved supplier of social media promotional services.

Payment Processing and Payroll Services

We require you to use our approved third party supplier for credit card payment, electronic funds transfer payments, merchant services, and payroll services. We reserve the right to be the only approved suppliers of these services, but presently, we are not a supplier or the only approved supplier of the credit card payment, electronic funds transfer payments, or payroll services.

Employee Uniforms

You must purchase your employee uniforms according to the criteria that we will make available to you in the Brand Standards Manual. We and our affiliates are approved suppliers of the employee uniforms.

Mobile App Promotions and Menus

We require you to use our approved third party supplier for mobile app promotions and menus. We reserve the right to be the only approved suppliers of these services, but presently, we are not a supplier or the only approved supplier of the mobile apps and menus.

Insurance

You must obtain and carry, at your expense, insurance policies that we periodically require protecting you and us. All insurance policies must name us as an additional insured party. All policies must be underwritten by companies having an A.M. Best rating of A- or higher.

The insurance policies must include, at a minimum: (1) comprehensive commercial general liability insurance for the franchised business with an umbrella of at least \$1,000,000 per occurrence, \$2,000,000 aggregate limit, and \$75,000 damage to rented premises per occurrence; (2) products and completed operations coverage with an aggregate coverage of \$1,000,000; (3) personal and advertising injury coverage of \$1,000,000 per occurrence, with \$10,000 per person in medical benefits; (4) all perils property and casualty coverage; (5) excess or umbrella liability insurance with limits of not less than \$2,000,000 per occurrence, \$2,000,000 aggregate, and \$2,000,000 products and completed operations coverage; (6) business interruption coverage providing for at least six months coverage of profits and necessary operating expenses; (7) vehicle coverage, including any hired or non-owned vehicles used in your Café's operation of \$1,000,000 coverage; (8) worker's compensation in the greater of \$1,000 for each incident and \$1,000 for each employee, or in such minimum amounts as required by law; (9) employer's liability insurance; (10) unemployment insurance; (11) state disability insurance; and (12) other insurance to meet any applicable legal requirements, or as required by your landlord. We may unilaterally modify our insurance requirements, which modifications may include increasing minimum policy limits, by delivering to you written notice of the change through the Manual.

We are not an approved supplier or the only approved supplier of the required insurance policies.

Real Estate and Site Selection

You must purchase or lease real estate for your Café according to the criteria that we will make available to you in the Brand Standards Manual. You must operate the Café at a location that meets our site selection requirements and that we have approved. If you lease the location, you and the landlord must execute the standard form of lease addendum (attached to the Franchise Agreement as Addendum 5). You must construct and equip your Café according to our approved design, specifications and standards. We are not an approved supplier or the only approved supplier of the real estate for your Café.

You must use our Approved Supplier to assist you in selecting the site for your Café. Our vendor, using demographic and real estate analysis that it will develop and provide, will provide you with several options for your site.

Proportion of Required Purchases and Leases to All Purchases and Leases

We estimate that the purchase of goods, services, supplies, fixtures, equipment, inventory, computer hardware and software, real estate, or comparable items related to establishing or operating the Café, from us or our designated or approved suppliers and distributors, or those meeting our standards and specifications, will be between 75% and 95% of your total cost to establish a Café and between 50% and 95% of your total cost of operating a Café (not including amortization, depreciation, or replacement of worn or obsolete improvements, equipment, furniture, or fixtures).

Purchasing Cooperatives, Purchasing Arrangements, Rebates, Payments, and Derived Revenue

We do not have purchasing and distribution co-operatives as of the issuance date of this Franchise Disclosure Document; however, we may negotiate alternative purchase arrangements with suppliers and distributors of approved products for the benefit of our franchisees and we currently receive rebates or

volume discounts from our purchase of products that we may re-sell to you (currently, a 1.5% rebate). We reserve the right to negotiate prices in the future for various products for the benefit of the System, but not on behalf of or for the specific benefit of individual franchisees, but we currently do not do so.

We may derive revenue from our arrangements with certain approved suppliers. In 2024, we derived \$43,605.00, or 4% of our total revenue of \$1,087,059, from required purchases or leases of products or services by our franchisees. There are no caps or limitations on the maximum amount of payments we may receive from our suppliers as the result of franchisee purchases.

Some of our officers own an equity interest in us (the franchisor) and our affiliates, and we may be an approved supplier. We do not provide material benefits, such as renewing or granting additional franchises to franchisees, based on their use of designated or approved suppliers.

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 FDD
a	Site Selection & Acquisition/Lease	Sections 3.1 – 3.4, and Addenda 1, 4, and 5 of the Franchise Agreement; Sections 3.2 and 7.1 of the Multi-unit Franchise Agreement	Items 7, 8, 11, and 12
b	Pre-Opening Purchase/Leases	Sections 3.3 – 3.5, 9.3, and 9.4 of the Franchise Agreement	Items 5, 7, 8, and 11
c	Site Development & Other Pre-Opening Requirements	Sections 3.2 – 3.6 of the Franchise Agreement; Section 7.1 of the Multi-unit Franchise Agreement	Items 7, 8, and 11
d	Initial & Ongoing Training	Sections 10.1 – 10.5 of the Franchise Agreement; Article 6 of the Multi-unit Franchise Agreement	Items 6, 7, and 11
e	Opening	Section 3.7 of the Franchise Agreement	Item 11
f	Fees	Article 6 and Section 18.7 of the Franchise Agreement; Article 5 of the Multi-unit Franchise Agreement	Items 5, 6, and 7
g	Compliance With Standards And Policies/ Operations Manual	Articles 7, 8, and 9 of the Franchise Agreement	Items 8 and 11
h	Trademarks & Proprietary Information	Articles 7 & 9 of the Franchise Agreement	Items 11, 13, 14, and 16
i	Restrictions On Products/Services Offered	Sections 9.2 , 9.3, 9.4, 9.5, 9.10, 9.12, 9.13, 9.14, 9.15, 9.17, & 9.19of the Franchise Agreement	Items 8, 11, 12, and 16
j	Warranty & Customer Service Requirements	Section 9.11 of the Franchise Agreement	Item 11

	Obligation	Section In Agreement	Item In FDD
k	Territorial Development & Sales Quotas	Section 2.1 of the Franchise Agreement; Section 2.1 of the Multi-unit Franchise Agreement	Item 12.
l	Ongoing Product/Service Purchases	Sections 9.2 9.3, 9.4 9.5, & 9.10 of the Franchise Agreement	Items 6 and 8
m	Maintenance, Appearance And Remodeling Requirements	Sections 9.7 & 9.10 of the Franchise Agreement	Items 8, 11, 16, and 17
n	Insurance	Section 14.3 of the Franchise Agreement	Items 7 and 8
o	Advertising	Article 8 of the Franchise Agreement	Items 6, 7, 8, and 11
p	Indemnification	Section 14.1 of the Franchise Agreement; Sections 8.3 and 11.2 of the Multi-unit Franchise Agreement	Item 6
q	Owner's Participation, Management, Staffing	Section 9.1 of the Franchise Agreement	Items 11 and 15
r	Records and Reports	Section 6.8, Article 11, and Article 12 of the Franchise Agreement	Item 11
s	Inspections And Audits	Article 12 of the Franchise Agreement	Items 6 and 11
t	Transfer	Article 15 of the Franchise Agreement; Article 8 of the Multi-unit Franchise Agreement	Item 17
u	Renewal	Section 5.2 of the Franchise Agreement; Sections 4.2, 4.3, and 4.4 of the Multi-unit Franchise Agreement	Item 17
v	Post-Termination Obligations	Articles 16 & 18 of the Franchise Agreement; Section 4.5 of the Multi-unit Franchise Agreement	Item 17
w	Non-Competition Covenants	Article 16 of the Franchise Agreement; Section 9.1 of the Multi-unit Franchise Agreement	Items 15 and 17; Exhibit I
x	Dispute Resolution	Article 19 of the Franchise Agreement; Section 11.15 of the Multi-unit Franchise Agreement	Item 17
y	Liquidated Damages	Section 18.7 of the Franchise Agreement	Item 6

ITEM 10

FINANCING

We do not offer direct or indirect financing. We do not receive any consideration for placing financing with a lender, although we reserve the right to do so in the future. We do not guarantee your note, lease or obligation.

ITEM 11

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

Except as listed below, ProteinHouse Franchising, LLC is not required to provide you with any assistance.

Pre-Opening Assistance. Prior to the opening of your Café, we will provide the following initial services:

1. We do not select the site for your Café, but we not unreasonably withhold our acceptance of a site that meets our requirements. We must approve or disapprove your site within a reasonable time after we receive from you notice of the site's location. We describe the site selection process later in this Item. (Franchise Agreement, Article 3; Multi-Unit Agreement, Article 7)
2. If you have a Multi-Unit Agreement, we will approve the location of future Cafés and any protected areas for those Cafés. Our then-current standards for sites and protected areas will apply. (Multi-Unit Agreement, Article 7)
3. Communicate with you and the approved suppliers for the initial design and construction of your Café regarding our standards and specifications for the design, layout, appearance and equipment in your Café location. (Franchise Agreement, Article 3)
4. We will provide training to you (and/or your managing owner) on the System, System guidelines, and operational and brand standards (the "Initial Training Program"). We will not train or assist in training your employees or independent contractors. You will be responsible for training your employees and independent contractors. You will be responsible for hiring, training, directing, scheduling, and supervising your employees and independent contractors in the day-to-day operations of the Business. We describe the Initial Training Program later in this Item. (Franchise Agreement, Article 10)
5. Loan to you, or provide you with electronic access to, one copy of the Brand Standards Manual. We describe the Brand Standards Manual later in this Item. (Franchise Agreement, Article 9)
6. We will send a representative to your Café to assist you with pre-opening and opening training for five (5) days. (Franchise Agreement, Article 10).
7. Provide to you advertising and promotional materials, at your request and at your expense. (Franchise Agreement, Article 8).
8. At your request, provide you advice regarding your grand opening advertising program. In our discretion (and regardless of whether you have requested our advice) we may require that you pay the grand opening advertising amount to us, which we will spend and control on your behalf. (Franchise Agreement, Article 8)

Site Selection

We do not select the location of your Café. We generally do not own the premises or lease it to you. Finding a suitable location that conforms to local ordinances, building codes, and our guidelines is your responsibility. However, we will provide you with guidance regarding our standards for selecting a site, and you are required to obtain our approval for any site you choose.

As discussed in Items 7 and 8 above, we will designate vendors who will provide, for a fee you must pay to the vendors, certain assistance to you with selecting a site, negotiating a lease, and creating architectural drawings. You must use our designated vendor for these services.

You select the site of your Café within the Protected Area provided in the Franchise Agreement. We will either accept or reject the site in our sole discretion. If we accept a location submitted by you, we will enter it on Addendum 1 of your Franchise Agreement. Acceptance by us of a location is conditioned upon our determination, in our judgment, that the site that you have submitted for your Café is within your Protected Area and is a suitable site based upon criteria we establish from time to time. You should obtain our approval of a site no later than 45 days after you sign the Franchise Agreement.

We must determine that your proposed location meets or exceeds our standards, but our acceptance does not ensure that your Café will be profitable at the approved location. We will either accept or reject the site in our sole discretion. We evaluate each proposed site and accept or do not accept each one on a case-by-case basis. The factors that we consider to approve your site(s) include (but are not limited to) general location and neighborhood, demographics and population density; educational background of neighboring daytime and nighttime populations; estimates regarding future population growth; proximity to gyms or athletic clubs; daytime population versus nighttime population; visibility; traffic patterns, access, and parking; size; physical characteristics of any existing buildings; median, mean, and per capita household income; lease terms; local competition; and proximity to businesses as well as density of business population.

We will approve or disapprove your proposed site within 21 days after you present the information described above to us. If you and we disagree about the proposed location, you must locate another acceptable site for your Café and repeat the process. If you and we cannot reasonably agree on a site within two hundred and seventy (270) days of the Effective Date, we have the right to terminate this Agreement without making any refund to you. (Franchise Agreement, Article 3).

Time to Open.

We estimate that there will be an interval of time of 150 to 210 days between the execution of the Franchise Agreement and the opening of your Café. The factors that may affect this length of time include obtaining a satisfactory site, remodeling and decorating the site, time for obtaining building permits, zoning and local ordinances, weather conditions, installation of software and computer systems, training, obtaining marketing materials, materials shortages, hiring as needed, obtaining financing arrangements, and delayed installation of equipment, fixtures and signs. You must open your Café within 210 days after signing the Franchise Agreement. If you do not open your Café within that time period, we have the right to terminate the Franchise Agreement without refunding any portion of the initial franchise fee. (Franchise Agreement, Article 3)

Post-Opening Obligations. During the operation of your Café, we will:

1. After your Café opens, spend up to five (5) days there to assist you, and your staff with your initial opening and operation. (Franchise Agreement, Article 10).
2. Make a representative reasonably available to provide you with individual assistance, by phone or through electronic means, during normal business hours. (Franchise Agreement, Article 10)
3. Provide you with specifications and standards, and provide general guidance through meetings, printed materials, and/or other media. (Franchise Agreement, Article 10)

4. At your request (or if we require it in the case that you are performing below our System standards), provide you with additional training. We have the right to charge you our then-current tuition fee as published in the Brand Standards Manual (currently, \$500 per person who attends training, per day). Also, you must pay all travel, lodging, meals, and other expenses we incur if we conduct training away from our headquarters. (Franchise Agreement, Article 10)

5. At your request, we will provide to you advertising and promotional materials that we have pre-approved for you to use in marketing your Café. (Franchise Agreement, Article 8).

Post-Opening Optional Assistance. During the operation of your Café, we may:

6. Conduct annual or other periodic conferences and/or meetings for all franchisees, managers, and lead trainers. We have the right to require you and your General Manager to attend these conferences. We have the right to require you and your General Manager to attend these programs for up to five (5) days per year. (Franchise Agreement, Article 10)

7. Advise you of operating problems found at your Café by disclosing them through reports submitted to or inspections made by us. We may furnish to you such guidance and assistance in connection with the operation of your Café as we deem appropriate. (Franchise Agreement, Article 10)

8. Institute, maintain and administer a central advertising account (the “Brand Fund”) for such advertising or public relations programs, as we, in our sole discretion, may deem appropriate to promote Cafés locally, regionally, or nationally. We describe the Brand Fund later in this Item. (Franchise Agreement, Article 8)

9. Coordinate the presence of the System on the Internet, including but not limited to e-commerce, web site use, social media and networking sites, and cyberspace applications. This includes all national, regional, state, and local websites regarding Cafés and our franchisees. We will have sole discretion and control over the design and contents of any website. For so long as you are not in default of the Franchise Agreement, we will list your Café location on our Internet website. We may, in our discretion, provide to you a website or website template that is either contained in our separate from our primary website. We reserve the right to de-list or remove your Café from the website if you are not in compliance with the terms of the Franchise Agreement. We also have the right to control all use of social media by you that mentions or uses the Marks. (Franchise Agreement, Article 7)

10. Periodically make changes to the products that we authorize and require you to sell at your Café. (Franchise Agreement, Article 9)

11. In our discretion, designate geographic areas for the establishment of regional advertising cooperatives (“Cooperatives”). We describe the Cooperatives later in this Item. (Franchise Agreement, Article 8).

12. In our discretion, negotiate purchase agreements with approved suppliers to obtain discounted prices for franchisees and other Cafés in the System. (Franchise Agreement, Article 10)

13. In our discretion, establish minimum and maximum prices for the services and products you sell, subject to applicable law. (Franchise Agreement, Article 9).

There is no specified date or period of time for us to complete our obligations stated above. Other than those mentioned above, we do not provide other supervision, guidance, or services during the operation of your Café.

Advertising

Pre-Opening Marketing

In connection with your grand opening, you must spend a minimum of between \$9,000 and \$15,000 on local advertisement and promotion, which fee will be separate from and in addition to the other marketing fees and requirements described in this Item 11. We will determine the exact minimum amount of your Grand Opening Marketing requirement depending on the size of the market in which your Café will be located. We will provide you with guidance for conducting grand opening advertising, and we will review and approve the materials you use in your grand opening advertising. (Franchise Agreement, Section 8.3)

The Brand Fund

We have a fund for marketing the System, the Marks, and Cafés (the “Brand Fund”). We require you to pay one percent (1%) of your Gross Sales for the Brand Fund, except that this payment will not exceed \$1,000 per month. The fee is payable monthly or at other times that we designate in the Brand Standards Manual. The advertising requirements are uniform to all franchisees. The fees you pay to the Brand Fund are not refundable.

Your contribution to the Brand Fund will be in addition to all other advertising requirements set out in this Item 11. Each franchisee will be required to contribute to the Brand Fund but certain franchisees contribute on a different basis depending on when they signed their Franchise Agreement or similar factors. Cafés owned by us will not be required to contribute to the Brand Fund on the same basis as franchisees.

The Brand Fund will be administered by us, or our affiliate or designees, at our discretion, and we may use a professional advertising agency or media buyer to assist us. The Brand Fund will be commingled with our operating account and will not be in a separate bank account, commercial account or savings account.

We have complete discretion on how the Brand Fund will be utilized, except that we must use the money in the Brand Fund for local, regional or national marketing, advertising, sales promotion and promotional materials, public and consumer relations, website development and search engine optimization, the development of technology for the System and any other purpose to promote the Marks. We may use any media for disseminating Brand Fund advertisements, including direct mail, print ads, the Internet, radio, billboards, and television. We may reimburse ourselves, our authorized representatives, or our affiliates from the Brand Fund for administrative costs, independent audits, reasonable accounting, bookkeeping, reporting and legal expenses, taxes and all other direct or indirect expenses associated with the programs funded by the Brand Fund. We do not guarantee that advertising expenditures from the Brand Fund will benefit you or any other franchisee directly, on a pro rata basis, or at all. We are not obligated to spend any amount on advertising in the geographical area where you are or will be located. We will not use the Brand Fund contributions for advertising that is principally a solicitation for the sale of franchises, but we reserve the right to include a notation in any advertisement or website indicating “Franchises Available” or similar phrasing.

We assume no fiduciary duty to you or other direct or indirect liability or obligation to collect amounts due to the Brand Fund or to maintain, direct or administer the Brand Fund. Any unused funds that were collected in any calendar year will (in our sole discretion) either be refunded or applied to the following year’s funds, and we reserve the right to contribute or loan additional funds to the Brand Fund on any terms we deem reasonable.

The Brand Fund is not audited. Upon your written request (which must be at least 90 days after the end of the previous fiscal year), we will provide to you an annual accounting for the Brand Fund that shows how

the Brand Fund proceeds were spent during the previous year. (Franchise Agreement, Article 8.3). In 2024, we collected \$81,474 from our franchisees for the Brand Fund, and we spent \$120,595.32. Of that amount, we spent 67% on production, 28% on training and development, and 5% on administration.

We do not have an advertising council comprised of franchisees, but we reserve the right to create one.

Local Advertising.

We have the right to require you to spend an amount we designate between two percent (2%) and five percent (5%) of your Gross Sales on your local advertising and marketing efforts. The specific amount of your advertising requirement will depend on the level of Gross Sales you have achieved for the year. All of your advertising, promotion, and marketing must be completely clear, factual, and not misleading, and must conform to both the highest standards of ethical advertising and marketing and the advertising and marketing policies that we periodically require. Before you use them, you must send us or our designated agency for review samples of all advertising, promotional, and marketing materials that we have not prepared or previously approved. If you do not receive written disapproval from us within fifteen (15) days after we receive the materials from you, they are deemed to be disapproved. You may not use any advertising, promotional, or marketing materials that we have not approved or that we have disapproved (Franchise Agreement, Article 8.2).

Cooperatives

In our discretion, we may designate geographic areas for the establishment of Cooperatives. We have the right to require you to pay up to five percent (5%) of your Gross Sales to a Cooperative. This amount could be higher if you and the other members of the Cooperative vote to increase the contribution level beyond the amount we require. If your Café is within one of these geographic areas, you must become a member of the Cooperative. You need not join more than one Cooperative for the same Franchised Café. All Cafés (including Cafés owned by us or our affiliates) must become members in any Cooperatives that we establish for geographic regions in which they own locations.

Each Cooperative will be organized and governed in a form and manner that we approve, and we reserve the right to change the way that the Cooperatives are organized and governed in our sole discretion. We reserve the right to administer the fund, or to have an advertising agency do so. We have the right to examine the books, records, and accounts of the Cooperative and to audit the Cooperative.

Each Cooperative must be organized and governed in a form and manner approved by us, in advance, in writing. Each Cooperative must prepare annual financial statements and submit them to us. The statements will be made available to you for your review.

We require that each Cooperative governs from written organizing documents. As of the date of this Disclosure Document, no Cooperative has been formed and no governing documents are available for you to review. No changes to the organizing documents are permitted without our advance written approval.

We, in our sole and absolute discretion, have the right to require any Cooperative to be formed, or have the governing documents changed. We also have the right to require that any Cooperative dissolve or merge into another Cooperative. (Franchise Agreement, Section 8.8).

POS System

You must purchase and use in your Café a POS System meeting our requirements. The POS System will consist of the following: computer (central processing unit) (two terminals), cash register, desktop all-in-

one printer/scanner/fax machine, surge protector, high speed data communication device (credit card processing and remote report generation), a kitchen display system, two receipt printer(s), touch screen monitor(s), database software, operating systems software, and restaurant management software. The POS System will generate reports on the sales and expenses of your Café and will automate certain of your administrative functions.

We estimate that the cost of purchasing or leasing the POS System, including software and labor, will be between \$12,000 and \$15,000 for two terminals. You will be required, on an ongoing basis, to pay our supplier's then-current monthly fee for the software license, which is currently \$460 per month for two terminals. The cost estimated above includes software licensing costs for the first year of your operations.

If you lease your equipment, the monthly leasing fee will depend on factors such as lease term, lease rate, down payment, residual value, credit worthiness of lease.

You will be responsible to upgrade or update the POS System during the term of the franchise, to ensure the system adheres to the most current software versions and software license terms.

We reserve the right to require you to upgrade or update the POS System at any time. There are no contractual limitations on the frequency and cost of this obligation. We need not reimburse you for any of these costs. We have independent, unlimited access to the information generated by the POS System. We or our affiliates may condition any license of proprietary software to you, or your use of technology that we or our affiliates develop and maintain, on your signing of a software license agreement or similar document that we or our affiliates prescribe to regulate your use of, and our and your respective rights concerning, the software or technology.

Neither we, nor any affiliate or third party, will be obligated to provide ongoing maintenance, repairs, upgrades or updates for the POS System. We currently do not require that you purchase a maintenance, repair, upgrade or update service contract for the POS System, but we reserve the right to do so in the future. The annual cost of any optional or required maintenance, updating, upgrading, or support contracts will be dictated by the POS System supplier.

You are required to use the POS System to record all sales at your Café. There are no limitations on the type of information we can access, or the times or frequency of when we access such information. We have not approved any compatible equivalent component or program. (Franchise Agreement, Article 11).

Brand Standards Manuals

We will loan you one copy of our Brand Standards Manual after you sign the Franchise Agreement. Currently, the Brand Standards Manual consists of several individual manuals, including a Brand Manual; the Marketing Manual; a Realtor Broker Guide; a Healthy Food Ambassador Operations Manual; the Healthy Kitchen Cook Operations Manual; the Health and Sanitation Checklist; Catering SOP; a Recipe Guide; and the Seven Intents Service Philosophy.

The purpose of the Brand Standards Manual is to communicate to you and our other franchisees both our requirements and our suggestions for the operations of your Café, so that customers of the System have a uniform and quality experience across Café locations. The Brand Standards Manual is not intended to mandate how you handle employment issues with your employees, except to the extent that their conduct has a direct bearing on the System or the Marks.

We may modify the Brand Standards Manual at any time. The total number of pages is 358. The number of pages devoted to each topic in each of the component manuals is reflected in the Table of Contents. We

will notify you if there are any changes made to the policies or procedures so that you can comply. You must update your copy of the Brand Standards Manual, as instructed by us. We disclose the Table of Contents to the Brand Standards Manual as Exhibit E to this Franchise Disclosure Document. (Franchise Agreement, Article 9).

Initial Training Program

Our initial training program typically lasts for 12 days, depending on your progress and performance (the “Initial Training Program”). We offer the program as often as necessary to accommodate our new franchisees. The classes will be held for 2 weeks at our affiliate’s Café in Las Vegas, Nevada. The final week will be at your Café after you open for business.

The Initial Training Program is free of charge to you and, if applicable, your proposed General Manager, except that you are responsible for costs associated with attending the program such as travel, lodging and meals.

You and your General Manager must complete the training program to our reasonable satisfaction, as determined by the specific program instructors listed in the training schedule below. Training is mandatory for you and your General Manager. We will provide training to you (and/or your managing owner) on the System, System guidelines, and operational and brand standards. The Initial Training Program will focus on training for your owners and managerial staff. We will not train or assist in training your employees or independent contractors. You will be responsible for training your employees and independent contractors. You will be responsible for hiring, training, directing, scheduling, and supervising your employees and independent contractors in the day-to-day operations of the Business.

We plan to provide the training listed in the table below. The hours presented for each subject are estimates, as our training program continues to evolve. This training schedule is fully detailed in the Brand Standards Manual and will change from time to time.

If you ask us to permit your new hires to attend the Initial Training Program, or if we believe that one of your employees has not been adequately trained by you, we reserve the right to require that such person attend the Initial Training Program. We will have the right to charge the then-current tuition fee (currently \$3,500 per person) for each additional trainee, and you will be responsible for that person’s salary and costs associated with his or her attending the program such as travel, lodging and meals.

We plan to provide the training listed in the table below. This training schedule is fully detailed in the Brand Standards Manual and will change from time to time (Franchise Agreement, Articles 9 and 10).

TRAINING PROGRAM

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
TRAINING AT OUR LOCATION (7 days)			
Introductions	5	0	Las Vegas, Nevada
Intranet	1	0	
Business Operations, Legal Entity, Licensing, and Training Goals	3	0	
Site Construction and Opening the Store	1.5	1.5	
Franchise Services and Vendor Selection	1.5	0	
Office Set-Up	1	1	

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
Employee Management and Training	2.5	2	
Competition	1.0	0	
Marketing	9	0	
Operations	8	17.5	
Security	0.5	0.5	
Exam	1	0	
TRAINING AT YOUR CAFÉ (3 days pre-opening, 2 days grand opening)			
Kitchen and Store Setup	0	6	Your Café
POS and Financial Setup	0	5	
Inventory	0	2.5	
Daily Operations	0	8	
Performing Financial Transactions	0	4	
Grand Opening	0	16	
TOTALS	35	64	

At or around the time you are ready to open, we will visit your Café and spend up to seven (7) days with you conducting assessments and working with you in using our System.

The instructional materials used for all topics of training will consist of the Brand Standards Manual, including the Jumpstart Manual, Operations Manual, Menu Spec Manual, the POS System software, Construction Spec Manual, and the Marketing Manual and GO.

Our Trainers

Brooklyn Slater, *Training Coordinator*

Brooklyn Slater is our Training Coordinator and supervises training for all barista training topics. Brooklyn has been with ProteinHouse for over 5 years. She has excelled in the guest experience area of our brand and shows great compassion in training and mentoring. Brooklyn has moved quickly to a supervisory role with ProteinHouse faster than most and shows great integrity and commitment to the brand. She has visited, trained, and opened multiple Cafés, and assisted each location with training, efficiency, and profitability.

Veronica Jiron, *Brand Success Manager*

Veronica Jiron is our Brand Success Manager and trains in front of house operations. Veronica manages both Cafés owned by LRAB and has worked with LRAB for 2 years. Veronica has trained in several new store openings to date and travels to all franchises markets ensuring everyone is following standards and preserving the brand. Getting to know the customers is her favorite part of working at ProteinHouse. Veronica has over 5 years of manager experience in the restaurant industry. She is the oldest of 6 and a very proud dog mom.

Fernando Moreno, *Corporate Trainer*

Fernando Moreno is one of our trainers in culinary and coordinates with Veronica Jiron on all aspects of our training program. Fernando has been with ProteinHouse for 8 years, with a total of 11 years

management experience. Fernando has held the position of Kitchen Manager for the corporate locations for over 5 years now and trains at every new store opening. Currently he is the father of 4 beautiful girls which he loves to spend as much time with as possible, next to inspiring healthy living at ProteinHouse. The best part of working with ProteinHouse for Fernando is the fast-paced environment and friendly guests we get to serve each day.

Alan Lauck, *Franchise Owner and Trainer*

Alan Lauck is a trainer for all training topics. Alan owns 3 ProteinHouse® Cafés in the Midwest. Alan has over 25 years of restaurant experience, 22 years of that in management. In his spare time Alan and his wife are also IFBB Pro bodybuilders. His favorite part of working for ProteinHouse is getting to serve healthy, functional dishes to help people reach their fitness or weight loss goals.

We may use certain other employees of our affiliate, LRAB, in the Initial Training Program.

In the event you are not operating your Café according to the Brand Standards Manual, we have the right to require you and your staff to attend additional training, which will occur (at our option) either at your Café or at another Café we select. You may also request additional training, which we will provide at our option and subject to our availability. We will charge you our then-current tuition fee as published in the Brand Standards Manual, which is currently \$500 per day. You must reimburse us for all travel, lodging, meals, and other expenses we incur if we conduct training away from our headquarters. You must pay all travel, meal, lodging, salary, and living expenses for your attendees if the training occurs at a Café other than yours.

ITEM 12

TERRITORY

Franchise Agreement

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

The Franchise Agreement specifies that we will not establish, nor license another party to establish, another Café under the Marks within the area identified on Addendum 1 to your Franchise Agreement (the “Protected Area”). This proximity protection will remain for the initial franchise term.

Your Protected Area will be the area within a three-mile radius of your Café, measured from its front door, unless: (a) your Café is located in a densely-populated area, in which case we will have the right to grant you a Protected Area that is smaller than one mile; or (b) your Café is located at a Non-Traditional Location, in which case you will not be given a Protected Area. There is no minimum area for your Protected Area. In determining the total population within your Protected Area, we generally consult the United States Census estimate, available via the Internet website located at quickfacts.census.gov.

We must approve all proposed franchise locations even if the locations are identified by us in advance. We will enter the location we approve (the “Approved Location”) on Addendum 1 to the Franchise Agreement. After we approve your Approved Location, we will designate your Protected Area by describing it on Addendum 1. You may not conduct business at any other site other than the Approved Location.

You will operate your Café from one location and must receive our permission before relocating. If you seek to relocate to a location that is outside of your Protected Area, we reserve the right not to approve any

such relocation, and we will not consent to your relocation if it is within another franchisee's Protected Area.

You are permitted to distribute advertising items (i.e., coupons, circular advertising, or other forms of advertising that we permit) outside of your Protected Area. Other Cafés will be permitted to conduct permitted advertising within your Protected Area. You do not have the right to use other channels of distribution, such as the Internet, catalog sales, telemarketing, or other direct marketing, to make sales outside of your Protected Area.

You may use, reference or promote your Café in connection with social media networks or platforms, but only with our approval and in compliance with our applicable policies. You are not permitted to have an individual website for your Café, but we (so long as you are in compliance with the Franchise Agreement) will list your Café on our System Internet web site, and we may provide you the opportunity to add some content to that site.

Your Protected Area will not be altered during the initial term of the Agreement if there is a population increase or decrease. We have the right to terminate our grant, or reduce the size, of your Protected Area if you default under the Franchise Agreement for, among other things, failing to maintain our standards or failing to pay the royalty and other fees when they become due. There are no other circumstances under which we will modify your territorial rights.

On renewal, acquiring a successor franchise, or transferring your franchise, your Protected Area may be modified. Depending on the then-current demographics of the Protected Area, and on our then-current standards for territories, if the Protected Area is larger than our then-current standard territory, we may require you or the transferee to accept a successor franchise territory or a transfer territory smaller than the Protected Area.

Multi-Unit Franchise Agreement

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

Under the Multi-unit Franchise Agreement, we grant you the right to open and operate at least two Cafés (your first Café plus one more) at locations in a specified Multi-unit Territory, subject to our approval. The Multi-unit Territory may be 1 or more cities, counties, states, or some other defined area. During the term of the Multi-unit Franchise Agreement, we will not operate or grant a license or franchise to any other person to operate a Café at any location within your Multi-unit Territory except as stated below.

Until the termination or expiration of the Multi-unit Franchise Agreement, you will retain your right of exclusivity if you comply with your Development Obligation and other obligations under the Multi-unit Franchise Agreement. Any Café you develop at a Non-Traditional Location will not count towards your Development Obligation.

If you fail to meet any of your obligations under the Multi-unit Franchise Agreement, including the Café opening obligations, or commit a material breach of any agreement between you and us, we may terminate your right to further open and operate new Cafés in the Multi-unit Territory. The termination for this reason of the right to develop your Multi-unit Territory will not terminate any rights granted under the Franchise Agreements then in effect between you and us, absent a breach of the Franchise Agreement itself. After the expiration of the term of your Multi-unit Franchise Agreement, we may own, operate, franchise or license others to operate additional Cafés anywhere, without restriction, including in your Multi-unit Territory,

subject to the rights granted to you in the Protected Area established under any then-existing Franchise Agreement.

Under the Multi-unit Franchise Agreement, the continuation of your territorial exclusivity is dependent upon your compliance with your Development Obligation and other obligations under the Multi-unit Franchise Agreement, as described above.

Limitations on Territorial Rights Under Franchise and Multi-Unit Franchise Agreements

Except as stated above, we and our affiliates retain all rights in the Protected Area and Multi-Unit Territory for engaging in any activities we deem appropriate whenever and wherever we desire, including, but not limited to the following rights:

- (1) The right to establish or operate or license any other person or entity to establish other facilities, businesses, kiosks, outlets, or Internet websites under trademarks or names other than the Marks, which are not ProteinHouse® Cafés, inside or outside of your Protected Area or Multi-Unit Territory. These businesses may offer services similar to those you offer at your Café, but will not be operated under the Marks.
- (2) The right to provide, offer and sell and to grant others the right to provide, offer and sell goods that are identical, similar to, and/or competitive with those provided at Cafés, whether identified by the Marks or other trademarks or service marks, through dissimilar channels of distribution (including retail stores, grocery stores, the Internet, and electronic media) both inside and outside your Protected Area or Multi-Unit Territory and on any terms and conditions we deem appropriate.
- (1) (3) The right to operate, and to grant others the right to operate, Cafés located at any Non-Traditional Location anywhere, regardless of whether it is inside or outside of your Protected Area or Multi-Unit Territory. A “Non-Traditional Location” includes a Café that is located at or in a transportation facility (including airports, rail or bus terminals, toll road plazas, and highway rest stops); port of call; arena or stadium; urban office building; convention center; social club; retirement and/or senior living facility or other special use facility; institutional feeding facility; government or military institution, base, or facility; shopping mall; educational facility; casino; hotel; vacation club or timeshare; resort property; amusement park or amusement center.
- (4) The right to use, and license other persons to use, the Marks and System for the operation of Food Trucks at any non-fixed location or locations, even if it or they are inside of the Protected Area or Multi-Unit Territory. A “Food Truck” is a mobile, non-fixed location PROTEIN HOUSE Café that is able to travel and service customers at or from multiple locations that are temporary.
- (5) The right to sell products and services using the Marks to customers located within your Protected Area or Multi-Unit Territory, for so long as they are not sold at or provided from locations within your Protected Area or Multi-Unit Territory.
- (6) The right to operate, and to grant others the right to operate Cafés located anywhere outside your Protected Area or Multi-Unit Territory under any terms and conditions we deem appropriate and regardless of proximity to your Protected Area or Multi-Unit Territory.
- (7) The right to advertise and promote, and to permit other franchisees to advertise and promote, other Cafés operated under the System and the Marks within your Protected Area.

(8) The right to acquire the assets or ownership interests of one or more businesses providing products and services similar to those provided at Cafés, and franchising, licensing or creating similar arrangements with respect to these businesses once acquired, wherever these businesses (or the franchisees or licenses of these businesses) are located or operating (including in your Protected Area or Multi-Unit Territory.). We will not, however, permit any such business located within your Protected Area or Multi-Unit Territory to operate under our Marks.

(9) The right to be acquired (whether through acquisition of assets, ownership interests or otherwise, regardless of the form of transaction), by a business providing products and services similar to those provided at Cafés, or by another business, even if such business operates, franchises, and/or licenses competitive businesses within your Protected Area or Multi-Unit Territory. We will not, however, permit any such business located within your Protected Area or Multi-Unit Territory to operate under our Marks.

We are not required to pay you if we exercise any of the rights specified above within your Protected Area or Multi-Unit Territory.

Right of First Refusal

If we: (a) plan to develop and operate a Café at a Non-Traditional Location within your Protected Area or Multi-Unit Territory (either directly or through our Affiliate); (b) receive a bona fide offer by a third party to purchase the rights to develop and operate a Café at a Non-Traditional Location within your Protected Area or Multi-Unit Territory, we will first give you written notice of the plans or offer, and the right of first refusal to develop and operate a Café at that Non-Traditional Location. Otherwise, we do not give rights of first refusal to our franchisees, but we reserve the right to do so in our discretion.

Other Franchise Systems

We and our affiliates have the right to operate other restaurant concepts, but as of the date of this Franchise Disclosure Document, neither we nor our affiliates have operated or franchised other businesses selling or leasing similar products or services under different trademarks. If we or our affiliates develop, purchase, merge, acquire, are acquired by or affiliate with an existing competitive franchise network, chain or any other business, then we or our affiliates will have the right to operate, franchise or license those businesses and/or facilities under marks different than the Marks in your Protected Area or Multi-Unit Territory.

[This Area is Intentionally Left Blank]

ITEM 13

TRADEMARKS

Under the Franchise Agreement, we grant you the nonexclusive right to use our Marks in connection with the operation of your Café. You may also use our other current or future trademarks to operate the Café. We have registered, or applied to register, the following marks on the Principal Register of the U.S. Patent and Trademark Office ("USPTO"):

Trademark	Application Number Application Date	Registration Number Registration Date	International Class of Goods
PROTEINHOUSE (Word Mark)	85808593 December 21, 2012	4900045 February 16, 2016	43
 (Logo Mark)	None (Common Law Mark)		

We have filed all required affidavits relating to the registered Marks shown above.

All Marks are owned by our affiliate, LRAB LLC, which has granted to us, under license (the “Intellectual Property License”), the right to use and franchise the Marks and associated trade names, trademarks, service marks, logotypes and other commercial symbols and copyrights and proprietary materials in the United States by and to operators of Cafés. The Intellectual Property License does not contain any significant limitations on our right to use or license the Marks to you, and will continue until August 1, 2035, with a right to renew for unlimited successive additional twenty (20) year terms. If the Intellectual Property License were to be terminated, we will have the right to change the name under which we and our franchisees operate and continue to operate and license the existing Cafés under a different name. Except as described above, no currently effective agreements significantly limit our rights to use or license the use of the Marks.

There are presently no effective determinations by the United States Patent and Trademark Office, the Trademark Trial And Appeal Board, the Trademark Administrator of any state or any court, nor any pending interference, opposition or cancellation proceeding or material litigation involving the Marks. We are unaware of any infringing uses that could materially affect your use of our Marks.

You will have the right to use all of our Marks in the operation of your Café. However, you must use the Marks only for the operation of your Café and in the manner authorized by us. You cannot use the names or Marks as part of a corporate name or with modifying words, designs or symbols except for those which we license to you. You may not use our Marks in connection with the sale of unauthorized goods or services, or in a manner not authorized in writing by us.

You must notify us immediately in writing of any apparent infringement or challenge to your use of our trademarks. We have the sole discretion to take such action as we deem appropriate. We are not obligated by the Franchise Agreement or other agreement to participate in your defense or to indemnify you if you are a party to any administrative or judicial proceeding involving our Marks. We will have sole control over any litigation or proceeding.

You may not, without our written consent, in our sole discretion, commence or prosecute, or seek leave to intervene in any litigation or other proceeding, including any arbitration proceeding, in which you purport to enforce any right or recover any element of damage arising from the use or infringement of any of the Marks or unfair competition resulting from that use.

If it becomes advisable at any time, in our sole discretion, to modify or discontinue use of any Marks, and/or use one or more additional or substitute trademarks or service marks, you must comply with our directions for such modification, discontinuance, or substitution within a reasonable time after you receive notice from us. You, in connection with the use of a new or modified mark, may be required, at your own expense, to remove existing signs from your Café, and to purchase and install new signs. We do not have to reimburse you for the costs you incur for making these changes.

ITEM 14

PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION

Patents and Copyrights

No patents are material to the franchise.

We claim copyright protection of the Brand Standards Manual and related materials and other brand identity/marketing/advertisement/promotional materials, although such materials may not have been registered with the United States Copyright Office. These materials are considered proprietary and confidential and are considered our property and may be used by you only as provided in the Franchise Agreement. We reserve the right to register any of our copyrighted materials at any time we deem appropriate.

There currently are no effective determinations of the Copyright Office (Library of Congress), or any court regarding any of the copyrighted materials. There are no agreements in effect that significantly limit our right to use or license the copyrighted materials. There are no infringing uses actually known to us, which could materially affect your use of the copyrighted materials in any state. We are not required by any agreement to protect or defend any patent, trademark, or copyright.

Improvements

If you or your employees make or acquire any improvements, including any enhancements, adaptations, derivative works, modifications or new processes (“Improvements”) in the operation of your Café, you will grant-back exclusive rights in these Improvements to us in consideration of the grant of the franchise and without the payment of additional consideration. Improvements will be deemed to be our sole and exclusive property, part of the System, and works made-for-hire for us. We may include any Improvements we made or acquired in the System, including any and all intellectual property rights of ours and affiliate or services and products of the Café, Brand Standards Manual and the System for use by all franchisees, us or any affiliate. If we seek patent protection or copyright registration for any Improvements, we will do so at our own expense.

Confidential Information

We possess certain confidential information including the methods, techniques, formats, specifications, procedures, information, systems and knowledge of and experience in the operation and franchising of the System (the “Confidential Information”). We will disclose certain of the Confidential Information to you during the training programs, seminars and conventions, in the Brand Standards Manual and in guidance

furnished to you during the term of the Franchise Agreement. The Franchise Agreement provides that you will not acquire any interest in the Confidential Information other than the right to utilize it in the development and operation of a Café during the term of the Franchise Agreement, and that the use or duplication of the Confidential Information in any other business would constitute unfair competition.

The Brand Standards Manual will at all times remain our property exclusively. We may revise the Brand Standards Manual, and you must comply with each new or changed standard, although these new and changed standards will not materially affect your rights and responsibilities under the Franchise Agreement.

ITEM 15

OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

Your Café must at all times be under your direct, day-to-day, full-time supervision. If you are a legal entity, you must have a General Manager, approved by us. Your General Manager does not need to hold an equity interest in you. You and your General Manager will be required to attend and successfully complete our Initial Training Program. If your General Manager is unable to complete (or pass) our Initial Training Program, we will require you to designate an alternative manager that must attend and pass the Initial Training Program. You or your General Manager must use his or her best efforts in the operation of your Café. If you signed a Multi-unit Franchise Agreement, you must designate an Operating Principal who will be involved in the day-to-day operations of all Cafés which you own in specified geographic areas.

If you have a Multi-unit Agreement and are a legal entity, you are required to designate one person as your “Operating Principal.” Your Operating Principal will be principally responsible for communicating and coordinating with us regarding business, operational and other ongoing matters concerning the Multi-unit Agreement and all of the Restaurants that you develop as part of the Multi-unit Agreement. Your Operating Principal will have the full authority to act on your behalf in regard to performing, administering or amending the Multi-unit Agreement and all Franchise Agreements executed as a result of your exercising your rights under the Multi-unit Agreement. The Operating Principal may, in our discretion, be the same person as a Designated Manager of one of your Cafés.

If you are a legal entity, then all your directors, members, partners, and/or officers and any individual that owns an interest in you or the Franchise Agreement must sign our Owner Agreement assuming and agreeing to be personally responsible for all of the obligations of the Franchise Agreement, and agree to be bound by the confidentiality provisions and non-competition provisions of the Franchise Agreement and agree to certain restrictions on their ownership interests. The required Owner Agreement is attached to the Franchise Agreement as Addendum 2. If you are married, we require your spouse to sign the Owner Agreement.

You must take all necessary precautions to ensure that the persons listed in the Franchise Agreement as owners of an equity interest, and any representatives and beneficial owners of the Franchise Agreement, sign the Owner Agreement, and you must forward a copy of these signed agreements to us. You also must ensure that your General Manager and any of your employees that have access to our trade secrets and confidential information each sign the Confidentiality/Non Competition Agreement (Exhibit I), and you must forward a copy of these signed agreements to us.

ITEM 16

RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

You are required to offer for sale only services and products that have been approved and specified by us in the Brand Standards Manual and any updates that are incorporated in the Brand Standards Manual from time to time. You may not offer for sale any services or products not specifically approved by us in writing and you may not use your Café premises for any other purpose than the operation of a Café and the sale of services or products approved by us. You must offer any products and/or services that we designate as required products and/or required services in the Brand Standards Manual. There are no limits on our ability to make changes to the services or products we require you to sell.

You may not sell products or services to customers located within another franchisee's Protected Area. You may not sell products or services from or at any location other than the location of your Café. We may (but are not required to) approve you to provide catering or delivery services. In that event, you may only provide catering or delivery services within the service area we approve. You may not sell products through other channels of distribution such as wholesale, Internet, or mail order sales. You may not establish an account or participate in any social networking sites or mention or discuss the franchise, us, or any of our affiliates, without our prior written consent and subject to our on-line policy.

If permitted by applicable law, we may require that you participate in a gift card or other customer loyalty program in accordance with our policies and procedures. In order to participate, you may be required to purchase additional equipment and pay any fees relating to the use of that equipment. If we establish a gift card or loyalty program, we have the right to determine how the amount of the gift cards or loyalty cards will be divided or otherwise accounted for, and we reserve the right to retain the amount of any unredeemed gift cards.

To the extent permitted by applicable law, we have the right to set actual, minimum, or maximum retail prices for services or products that you sell at or from your Café. We will communicate pricing to you through the Manual or otherwise in writing.

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.

Unit Franchise Agreement

Provision	Section in Franchise Agreement	Summary
a. Length of the franchise term	Section 5.1	Agreement starts on the date it is signed and ends 10 years after the date you open your Café for business.
b. Renewal or extension of the term	Section 5.2	You are permitted to acquire two additional terms of 5 years each if you meet the requirements listed in Article 5 of the Franchise Agreement
c. Requirements for franchisee to renew or extend	Section 5.2	You may obtain a successor franchise agreement upon complying with the following: Advance written notice, not later than 90 days or

Provision	Section in Franchise Agreement	Summary
		<p>earlier than 180 days, to renew; sign most current form of Franchise Agreement which may contain materially different terms and conditions than your current Franchise Agreement, including a smaller geographic Protected Area; each of your owners must execute a general release in the then-current form; you cannot be in default of any provision of the Franchise Agreement and not have committed two or more breaches of the Franchise Agreement during any 12-month period during the term; have the right to continue to occupy your approved location or move to a different location we approve; you must remodel your Restaurant; prove that you have all current licenses, insurance, and permits; have fully performed your obligations under the Franchise Agreement, including obligation to be current in payment of all monetary obligations to us; remodel your Café; pay our successor agreement fee of five thousand dollars (\$5,000).</p> <p>If you seek to acquire a successor franchise at the expiration of the initial term or any renewal term, you may be asked to sign a new franchise agreement that contains terms and conditions materially different from those in your previous franchise agreement, such as different fee requirements and territorial rights.</p>
d. Termination by franchisee	Section 17.7	You may terminate the Franchise Agreement by notice to us if we fail to perform material obligations. You must give us notice, and 60 days to cure or commence cure.
e. Termination by franchisor without cause	Not applicable.	Not applicable.
f. Termination by franchisor with cause	Section 17.1 – 17.4	We can terminate the Agreement, automatically or by notice to you, with or without a cure period, if you breach a material provision of the Franchise Agreement.
g. “Cause” defined - curable defaults	Section 17.3	<p>You have 30 days after notice to cure breaches relating to your:</p> <ul style="list-style-type: none"> (a) failure to obtain or maintain required insurance coverage; (b) failure to pay any amounts for which we have advanced funds for or on your behalf, or upon which we are acting as guarantor of your obligations; (c) employees or independent contractors failure to obtain and maintain any permit or license necessary for operating your Café; (d) owners engaging in a dispute with one another (deadlock) that materially affects the operation of your Café, which dispute or deadlock remains unresolved after the expiration of the 30-day cure period; (e) failure to resolve customer complaints and/or disputes in a timely manner; or (f) failure to make a timely payment of any amount due to a supplier unaffiliated with us (other than payments which are subject to a bona fide dispute), and do not correct such failure within thirty (30) days after we deliver to you notice of your failure to comply <p>You will have 30 days after notice to cure any breaches of the Franchise Agreement not listed in Sections 17.1, 17.2, or 17.3.</p>
h. “Cause” defined – non-curable defaults	Sections 17.1 and 17.2	Your Franchise Agreement will terminate automatically, without your ability to cure any defaults, if you:

Provision	Section in Franchise Agreement	Summary
		<p>(a) Become insolvent or make a general assignment for the benefit of creditors;</p> <p>(b) File a petition in bankruptcy, or such a petition is filed against you and you do not oppose it, or are adjudicated as bankrupt or insolvent.</p> <p>(c) Have a bill in equity or other proceeding for the appointment of a receiver of (1) you; (2) your Café; or (3) another custodian for your business or assets, is filed or consented to by you, or if a receiver or other custodian (permanent or temporary) of your assets or property, or any part of them, is appointed by any court of competent jurisdiction.</p> <p>(d) Have proceedings for a composition with creditors under any state or federal law instituted by or against you.</p> <p>(e) Have a final judgment against you in the amount of twenty five thousand (\$25,000) dollars or more that remains unsatisfied or of record for thirty (30) days or longer.</p> <p>(f) Dissolve or liquidate.</p> <p>(g) Have execution levied against your business or property.</p> <p>(h) Have the real or personal property of the Franchised Business sold after levy by any sheriff, marshal, or constable, or foreclosed upon.</p> <p>You will not have an opportunity to cure defaults, and we are entitled to terminate the Franchise Agreement upon notice, if you:</p> <p>(i) Fail to open your Café on or before the date required under the Franchise Agreement;</p> <p>(j) Abandon your Café or fail to keep it open for a period of three (3) consecutive days, unless it is for a reason beyond your control;</p> <p>(k) Or any of your managers, officers, members, directors, or owners are convicted of or plead no contest to a felony or other criminal misconduct relevant to the operation of your Café;</p> <p>(l) Make an unauthorized transfer of the business;</p> <p>(m) Have your lease cancelled;</p> <p>(n) Fail to comply with any material federal, state, or local law or regulation applicable to the operation of your Café;</p> <p>(o) Make any material misrepresentations relating to your acquisition of the franchise or in connection with the operation of the franchise including any intentional understatement of revenue or failure to report revenue;</p> <p>(p) Violate any covenant not to compete or relating to confidential information;</p> <p>(q) Submit on two or more occasions during the term financial information which understates your Gross Revenue by more than 2%, unless you demonstrate that such understatement resulted from inadvertent error;</p> <p>(r) Engage in any activity that has a material adverse effect on the System or the Marks;</p> <p>(s) Receive from us 2 or more notices of default under the Franchise Agreement within a 12 month period regardless of whether you cured those defaults;</p> <p>(t) Challenge the validity of, materially misuse, or make any unauthorized disclosure, use, or duplication of our Confidential Information or our Marks;</p>

Provision	Section in Franchise Agreement	Summary
		<p>(u) Or any of your owners, officers, directors, managers, members, agents, or employees make any misrepresentation relating to, or violate, the United States' laws against terrorism;</p> <p>(v) Fail to pay us or our affiliates amounts due within 10 days of receiving notice from us;</p> <p>(w) Or your affiliates breach the terms of any other agreement with us or our affiliates, which default remains uncured after the expiration of any applicable cure period;</p> <p>(x) Fail to allow or cooperate with audits or inspections;</p> <p>(y) Are absent from two (2) consecutive mandatory training courses, conferences, or conventions, and do not cure this default by attending all of the mandatory training courses, meetings, conferences, and conventions within the 12-month period following our notice to you of your default under this provision.</p>
i. Franchisee's obligations on termination/non-renewal	Articles 16 and 18	Upon termination you must cease operating as a Café, not compete with us, not use our confidential information, pay all sums due us, cease to use the Marks, assign the lease to us at our request, cancel any fictitious name which contains the Marks, turn over all Brand Standards Manual, records, files and any materials relating to the operation of your Café, cancel or transfer all telephone numbers and directory listings to us, comply with all covenants, and pay us liquidated damages.
j. Assignment of contract by franchisor	Section 15.1	We may transfer all or any part of the System, the Franchise Agreement, or the Marks without your consent.
k. "Transfer" by franchisee – defined	Section 15.2	Includes transfer of contract, premises of your Café, assets, or change of any portion of your ownership (if you are a legal entity)
l. Franchisor approval of transfer by franchisee	Section 15.3	You cannot transfer the Franchise Agreement without our consent.
m. Conditions for franchisor approval of transfer	Section 15.3	<p>We have the right to condition our approval of any transfer proposed by you upon the following:</p> <p>(a) You must be in full compliance with the Franchise Agreement and pay all outstanding fees owed to us or our its affiliates;</p> <p>(b) We must have declined our right of first refusal;</p> <p>(c) Your transferee must have completed the initial training program to our satisfaction;</p> <p>(d) Your transferee must execute our then-current form of franchise agreement, or assume your existing franchise agreement (at our option);</p> <p>(e) You must pay us a transfer fee of fifty percent (50%) of the then-current initial franchise fee we are charging new franchisees.</p> <p>(f) You and your owners must execute a general release of all claims against us, our affiliates, and shareholders, officers, directors, employees, agents, successors, and assigns;</p> <p>(g) Your transferee must assume all of your liabilities and obligations relating to your Café;</p> <p>(h) You must execute a written agreement not to compete in favor of us and your transferee, with terms the same as those contained in your Franchise Agreement;</p> <p>(i) If any part of the sale price is financed, you must agree that all obligations of the transferee under any promissory note or financing statement will be subordinate to its obligations to pay amounts due to us and our Affiliates.</p>

Provision	Section in Franchise Agreement	Summary
		(j) At your or your transferee's expense, upgrade, remodel, or replace the assets used by your Café.
n. Franchisor's right of first refusal to acquire franchisee's business	Section 15.4	You must give us written notice of intent to sell or otherwise transfer the Franchise Agreement. We have 30 days from the date that you give us written notice to determine whether we will exercise our right of first refusal. We can match any bona fide written offer for your Café.
o. Franchisor's option to purchase franchisee's business	Section 18.6	At termination or expiration of the Franchise Agreement, we have the option to purchase your assets for fair market value. The fair market value will be determined by an independent Café equipment supplier we select.
p. Death or disability of franchisee	Sections 15.7 and 17.9	The estate of the deceased or incapacitated person must, within fifteen (15) days from the date of death or disability, appoint a new General Manager. If that does not happen, we have the ability to exercise our Step-In Rights and operate your Café until a new General Manager is appointed. You or your estate will have six (6) months from death, disability, or incapacity to transfer your franchise to a new person approved by us.
q. Non-competition covenants during the term of the franchise	Section 16.4	You must not be in a competing business anywhere and must not attempt to divert customers of your Café to any competitive business. Unless we agree otherwise in writing, you may have no involvement in any business that: (i) sells or offers to sell services the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Services); or (ii) sells or offers to sell products the same as or similar to the type of products sold in Cafés (including but not limited to the Authorized Products), other than a Café operated under a valid Franchise Agreement with us.
r. Non-competition covenants after the franchise is terminated or expires	Sections 16.5 and 16.6	You will not engage in a competing business within twenty-five (25) miles of your former Protected Area, or within twenty-five (25) miles of the protected area of any Café that is then open or in development, for a period of 2 years after your Franchise Agreement is terminated. You may have no involvement in any business that: (i) provides or offers to provide services the same as or similar to the type of services sold in Cafés; or (ii) sells or offers to dispense products the same as or similar to the type of products sold in Cafés. You must not solicit customers or employees of your Café or any other Café for a period of two (2) years. Except in the operation of a Café under a valid franchise agreement, you may not use our Trade Secrets in any business or other endeavor after your Franchise Agreement is terminated or expires. You must completely disassociate yourself from the Marks and return the Brand Standards Manual and other confidential materials provided to you by us. You may not divert any business from us. You must also cancel or transfer all telephone numbers and directory listings to us.
s. Modification of the agreement	Section 20.3	Changes to the Franchise Agreement must be made in writing and agreed to by both parties.
t. Integration/merger clause	Section 20.13	Only the terms of the Franchise Agreement are binding (subject to state law). Nothing in the Agreement or in any related agreement is intended to disclaim the representations we made in the Franchise Disclosure Document. Any representations or promises outside the Franchise Disclosure Document and Franchise Agreement may not be enforceable.

Provision	Section in Franchise Agreement	Summary
u. Dispute resolution by arbitration or mediation	Article 19	Subject to federal and your state’s law, all disputes, except as explicitly listed in the Franchise Agreement, must first be submitted to non-binding mediation in accordance with the commercial mediation rules of the American Arbitration Association (“AAA”). If the mediation is not successful, then the dispute must be submitted to arbitration before the AAA.
v. Choice of forum	Section 19.8	Subject to state law, any litigation must be pursued in courts located in Clark County, Nevada. See any state-specific addendum attached in Exhibit G.
w. Choice of law	Section 19.1	Federal trademark law, and other federal laws govern where applicable. Otherwise, Nevada law applies, except where individual state laws supersede, as reflected in any state-specific attachment to the Franchise Agreement, subject to state law.

Multi-unit Agreement

Provision	Section in Multi-Unit Agreement	Summary
a. Length of the franchise term	Section 4.1	The end of the last Development Period listed on Addendum 2, or when you sign a Franchise Agreement for your last Café necessary to fully satisfy your Development Obligation on Addendum 2, whichever is earlier.
b. Renewal or extension of the term	Not applicable	Not applicable.
c. Requirements for franchisee to renew or extend	Not applicable	Not applicable.
d. Termination by franchisee	None	Not applicable.
e. Termination by franchisor without cause	None	Not applicable.
f. Termination by franchisor with cause	Section 10.1	We can terminate if you materially default under your Multi-unit Franchise Agreement, an individual Franchise Agreement, or any other agreement between you and us.
g. “Cause” defined - curable defaults	Sections 2.4 and 10.1	<p>You have 30 days to cure any default not listed in Section (h), except for your failure to meet the Development Obligation. If you fail to meet the Development Obligation, you must pay us a penalty of one thousand dollars (\$1,000) per month, up to a maximum of six (6) months.</p> <p>In the case of a breach or default in the performance of your obligations under any Franchise or other agreement between you and us, the notice and cure provisions of the Franchise Agreement or other agreement will control.</p>
h. “Cause” defined – non-curable defaults	Section 10.1	Non-curable defaults include: unapproved transfers; your failure to pay any fee to us; your failure to satisfy the Development Obligation in the Development Period; your opening of a Café in your Multi-Unit Territory except as approved by us; any default of any other agreement between you and us; and any breach for unfair competition described in Article 9.

Provision	Section in Multi-Unit Agreement	Summary
i. Franchisee's obligations on termination/non-renewal	Section 4.5	You will have no further right to develop or operate additional Cafés which are not, at the time of termination, the subject of a then-existing Franchise Agreement between you and us. You may continue to own and operate all Cafés under then existing Franchise Agreements.
j. Assignment of contract by franchisor	Section 8.1	No restrictions on our right to assign.
k. "Transfer" by franchisee – defined	Section 8.3	Includes transfer of the Multi-unit Franchise Agreement or changes in ownership of the entity which owns it. If you are a business entity, shares of your entity may be offered for sale through the public offering of securities. Shares may be offered by private offering with our prior written consent.
l. Franchisor approval of transfer by franchisee	Section 8.3	Transfers require our prior written consent, which may not be unreasonably withheld.
m. Conditions for franchisor approval of transfer	Section 8.3	<p>You must assign the Multi-unit Franchise Agreement and all of the Franchise Agreements signed under the Multi-unit Franchise Agreement to the same assignee.</p> <p>At our election, the assignee must sign our then-current form of Franchise Agreement for each of your Cafés then developed or under development.</p> <p>Before shares of a franchisee which is a business entity may be offered by private offering, you must provide us with copies of all offering materials; indemnify us, our Parent, officers, directors, manager(s), shareholders, members, partners, agents, representatives, independent contractors, servants and employees of each of them with the offering; and pay us a fee to reimburse us for our costs and expenses associated with reviewing the proposed offering, which fee is in addition to any transfer fee required under any Franchise Agreement.</p>
n. Franchisor's right of first refusal to acquire franchisee's business	Section 8.3	We may match any offer to purchase your business.
o. Franchisor's option to purchase franchisee's business	None	Not applicable.
p. Death or disability of franchisee	Sections 8.3 and 10.1	Same requirements as for a transfer in "m" above. If your interest is not transferred within 60 days following your (or a major member, partner or shareholder's) death or legal incapacity, your Multi-unit Franchise Agreement will be automatically terminated.
q. Non-competition covenants during the term of the franchise	Section 9.1	Unless we agree otherwise in writing, you may have no involvement in any business that that: (i) sells or offers to sell services the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Services); or (ii) sells or offers to sell products the same as or similar to the type of products sold in Cafés (including but not limited to the Authorized Products), other than a Café operated under a valid Franchise Agreement with us. If you are an entity, you may not conduct any business other than the business of the Multi-unit Franchise Agreement and any Franchise Agreements between you and us.

Provision	Section in Multi-Unit Agreement	Summary
r. Non-competition covenants after the franchise is terminated or expires	Section 9.1	Unless we agree otherwise in writing, you may have no involvement in any business that: (i) sells or offers to sell services the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Services); or (ii) sells or offers to sell products the same as or similar to the type of products sold in Cafés (including but not limited to the Authorized Products), other than a Café operated under a valid Franchise Agreement with us., for two years at any site within your Multi-unit Territory or within twenty-five (25) of any Café that is then open or under development. Except with the operation of a Café under a valid Franchise Agreement, you may not use our Trade Secrets in any business or other endeavor after your Franchise Agreement is terminated or expires.
s. Modification of the agreement	Section 11.11	The Multi-unit Franchise Agreement can be modified or amended only by written agreement of all of the parties.
t. Integration/merger clause	Section 11.16	Only the terms of the Multi-unit Franchise Agreement and any Franchise Agreement(s) are binding (subject to state law). Nothing in the agreement or in any related agreement is intended to disclaim the representations we made in the Franchise Disclosure Document. Any representations or promises outside the Franchise Disclosure Document, Multi-unit Franchise Agreement and Franchise Agreement(s) may not be enforceable.
u. Dispute resolution by arbitration or mediation	Section 11.15	Subject to federal and your state’s law, all disputes, except as explicitly listed in the Franchise Agreement, must be submitted to non-binding mediation in accordance with the commercial arbitration rules of the AAA. If the mediation is not successful, then the dispute must be submitted to arbitration before the AAA.
v. Choice of forum	Section 11.15	Litigation must be in the courts of the state of Nevada located in Clark County, and the United States District Court for the District of Nevada (subject to your state’s law; see any state-specific addendum attached in Exhibit G)
w. Choice of law	Section 11.8	Federal law governs trademark issues. Nevada law applies except where individual state laws supersede, as reflected in any state-specific attachment to the Franchise Agreement, subject to state law.

ITEM 18

PUBLIC FIGURES

We use a public figure, Larissa Reis, to promote our franchise. Ms. Reis was born in Brasillia, Brazil and has a degree in travel and tourism. In 2007, she earned her status as a professional with the International Federation of Bodybuilding and Fitness (“IFBB”) at the IFBB World Championships. Ms. Reis is our co-owner and co-founder. We do not pay Ms. Reis any specific amount of money to promote us, but Ms. Reis owns 50% of our membership interests. Ms. Reis is our co-managing member but is not directly involved in our day-to-day operations. Ms. Reis invested \$10,000 in us and contributed an amount that we have not valued in services performed and to be performed.

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.

Table 1						
Fiscal Years 2023 and 2024 (January 1 through December 31)						
Gross Sales of Franchisee-Owned Cafés						
Fiscal Year 2023				Fiscal Year 2024		
Unit No.	Gross Sales	% of Labor Costs	Cost of Goods Sold	Gross Sales	% of Labor Costs	Cost of Goods Sold
2	\$3,056,854	33%	36%	\$3,811,386	30%	34%
3	\$2,655,359	28%	35%	\$3,080,525	30%	33%
4	\$1,692,233	35%	35%	\$2,057,570	35%	34%
5	\$1,180,195	35%	31%	\$1,411,459	34%	32%
6	\$1,437,165	30%	35%	\$1,550,168	32%	33%
7	\$895,729	33%	35%	\$971,199	30%	33%
8	\$843,201	37%	31%	\$912,268	41%	33%
9	\$1,028,910	38%	31%	\$1,176,864	36%	34%
11	\$1,215,093	27%	32%	\$1,269,010	26%	33%
12	N/A			\$1,421,930	38%	41%
13	N/A			\$1,143,143	33%	31%
Average	\$1,556,082	32.89%	33.44%	\$1,709,592	33.18%	33.73%
Median	\$1,215,093	33%	35%	\$1,411,459	33%	33%

Table 2						
Fiscal Years 2023 and 2024 (January 1 through December 31)						
Gross Sales of Affiliate-Owned Cafés						
Fiscal Year 2023				Fiscal Year 2024		
Unit No.	Gross Sales	% of Labor Costs	Cost of Goods Sold	Gross Sales	% of Labor Costs	Cost of Goods Sold
1 (Affiliate)	\$1,949,392	27%	35%	\$2,331,696	25%	34%
10 (Affiliate)	\$1,945,895	27%	34%	\$2,692,247	24%	34%
Average	\$1,947,643.50	27%	34.5%	\$2,511,971	24.5%	34%
Median	N/A	N/A	N/A	N/A	N/A	N/A

Some Cafés have sold this amount. Your individual results may differ. There is no assurance that you’ll sell as much.

Notes:

- (1) Written substantiation for the financial performance representation will be made available to you (the prospective franchisee) upon reasonable request.
- (2) “Gross sales” includes all consideration, whether by cash, credit, in kind or otherwise, derived directly or indirectly from the operation of a Café. It does not include revenues from any sales taxes or other add-on taxes collected from customers by the Café for transmittal to the appropriate taxing authority.
- (3) Two affiliate-owned outlets and 11 franchised outlets were operational during the period disclosed above. The Cafés owned by LRAB did not pay initial franchise fees, does not pay royalty fees to us and may obtain products and inventory items at a lower price than the price that is available to you. Although initial franchise fees and royalties will not affect your total revenue or cost of goods sold, they will adversely affect your operating profit and net income to the extent of such fees and royalties.
- (4) We have not included any figures for Cafés that were not open for the entire 2024 calendar year. There were two Cafés that were open during some of 2024, one which opened in February 2024 and the other which opened in February 2025.
- (5) We have included the labor costs and cost of goods sold, expressed as a percentage of the total Gross Sales. We obtained the figures for our operating franchisees from our point-of-sale system. The figures above do not reflect any of the expenses necessary to operate a Café except for labor and cost of goods sold.
- (6) You should conduct an independent investigation of the costs and expenses you would incur in operating a ProteinHouse® franchise.

Other than the representation given above, we do not make any representations about a franchisee’s future financial performance or the past financial performance of company-owned or franchised outlets. 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 the franchisor’s management by contacting Andrew Bick at ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, phone 800-777-2738, or email: franchise@proteinhouse.com.

[This Area is Intentionally Left Blank]

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1.

Systemwide Outlet Summary for Years 2022 through 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	8	9	+1
	2023	9	11	+2
	2024	11	13	+2
Company-Owned*	2022	2	2	0
	2023	2	2	0
	2024	2	2	0
Total Outlets	2022	10	11	+1
	2023	11	13	+2
	2024	13	15	+2

*Our “Company-Owned” outlets are owned by our affiliate, LRAB LLC.

TABLE NO. 2

Transfers of Outlets from Franchisees to New Owners (Other than Franchisor or an Affiliate) for Years 2022 through 2024

State	Year	Number of Transfers
Arizona	2022	2
	2023	0
	2024	0
Total	2022	2
	2023	0
	2024	0

TABLE NO. 3

Status of Franchised Outlets for Years 2022 through 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of the Year
Arizona	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
California	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Florida	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Indiana	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Iowa	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of the Year
Kansas	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Massachusetts	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Missouri	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
North Dakota	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Texas	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Wisconsin	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Totals	2022	8	1	0	0	0	0	9
	2023	9	2	0	0	0	0	11
	2024	11	2	0	0	0	0	13

TABLE NO. 4

Status of Company-Owned Outlets for 2022 through 2024

State	Year	Outlets at Start of Year	Outlets Opened	Reacquired from Franchisees	Outlets Closed	Outlets Sold to Franchisees	Outlets at End of the Year
Nevada	2022	1	1	0	0	0	2
	2023	2	0	0	0	0	2
	2024	2	0	0	0	0	2
Totals	2022	1	1	0	0	0	2
	2023	2	0	0	0	0	2
	2024	2	0	0	0	0	2

TABLE NO. 5

Projected Openings for 2024 as of December 31, 2024

State	Franchise Agreements Signed But Not Opened	Projected New Franchised Outlets in the next Fiscal Year	Projected New Company-Owned Outlets in the Current Fiscal Year
Arizona	1	1	0
Arkansas	1	1	0
California	0	1	0
Kansas	0	1	0
Nevada	0	0	1
Minnesota	0	1	0
Texas	1	1	0
Totals	3	6	1

The former franchisees listed in Exhibit J-3 had agreements terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under our Franchise Agreement during our most recently completed fiscal year, or has not communicated with us within 10 weeks of the date of this Disclosure Document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

Some franchisees have signed a confidentiality clause in a Franchise Agreement, settlement agreement or other contract within the last three years that would restrict their ability to speak openly with you about their experience with us.

A list of our current franchisees with open outlets is attached to this Disclosure Document as “Exhibit J-1.” A list of our franchisees that signed an agreement with us but were not yet operational as of the end of our fiscal year on December 31, 2024 is attached to this Disclosure Document as “Exhibit J-2.” A list of our franchisees that left the system during our fiscal year ending on December 31, 2024 is attached to this Disclosure Document as “Exhibit J-3.”

We have not created, sponsored, or endorsed any trademark-specific organization of franchisees associated with our franchise system. No independent franchisee organizations have asked to be included in this disclosure document.

ITEM 21

FINANCIAL STATEMENTS

Attached to this FDD as Exhibit D are our audited financial statements as of December 31, 2024, December 31, 2023, and December 31, 2022. We are also attaching non-audited financial statements dated July 23, 2025. Our fiscal year ends on December 31st.

ITEM 22

CONTRACTS

The contracts following this Item 22 are listed in the order in which they appear as exhibits to this Franchise Disclosure Document. As a prospective franchisee, you should obtain independent legal and financial advice concerning this franchise offering as you deem appropriate before making any commitment.

Exhibit B: the Franchise Agreement

Addenda to Franchise Agreement:

1. Information Regarding You and the Franchised Business; Protected Area
2. Owner Agreement
3. Electronic Funds Transfer Authorization
4. Collateral Assignment of Lease
5. Addendum to Lease
6. Franchise Relationship Acknowledgement

Exhibit C: Multi-unit Franchise Agreement

Addenda to Multi-unit Franchise Agreement:

1. Multi-Unit Territory
2. Development Obligation
3. Business Entity Information

Exhibit F: Form of General Release

Exhibit G: State-Specific Addendum

Exhibit H: Compliance Questionnaire

We will not ask you to complete the Disclosure Questionnaire, and we will disregard any answers from you, if you live or plan to operate your franchise in the states of California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, Wisconsin.

Exhibit I: Confidentiality and Non-Compete Agreement

ITEM 23

RECEIPTS

Two copies of an acknowledgment of your receipt of this Franchise Disclosure Document are attached to this Franchise Disclosure Document as Exhibit K. Please complete both copies, detach and return the copy marked “Our Copy” to us and keep the other copy in the Franchise Disclosure Document for your own records.

ProteinHouse Franchising, LLC

EXHIBIT A

List of State Administrators and Agents for Service of Process

EXHIBIT A
LIST OF STATE AGENTS FOR THE SERVICE OF PROCESS AND
STATE ADMINISTRATORS

Listed here are the names, addresses and telephone numbers of the state agencies having responsibility for franchising disclosure/registration laws and for service of process. We may not yet be registered to sell franchises in any or all of these states.

If a state is not listed, we have not appointed an agent for service of process in that state in connection with the requirements of franchise laws. There may be states in addition to those listed below in which we have appointed an agent for service of process. There may also be additional agents appointed in some of the states listed.

State	Agents for Service of Process	Administrators
California	<p>California Commissioner of Financial Protection and Innovation</p> <p><u>Sacramento:</u> 2102 Arena Boulevard Sacramento, CA 95834</p> <p><u>Los Angeles:</u> 320 West 4th Street, Suite 750 Los Angeles, CA 90012-2344</p> <p><u>San Diego:</u> 1350 Front Street, Suite 2034 San Diego, CA 92101-3697</p> <p><u>San Francisco:</u> Department of Financial Protection and Innovation One Sansome Street, Suite 600 San Francisco, CA 94104</p>	<p>Commissioner of Financial Protection and Innovation Department of Financial Protection and Innovation 2101 Arena Boulevard Sacramento, CA 95834 (213) 576-7505 or (866) 275-2677</p>
Connecticut	<p>Connecticut Department of Banking 260 Constitution Plaza Hartford, CT 06103-1800 (860) 240-8230</p>	<p>Banking Commissioner 260 Constitution Plaza Hartford, CT 06103-1800 (860) 240-8230</p>
Florida	<p>Division of Consumer Services Attn: Business Opportunities Florida Department of Agriculture and Consumer Affairs Mayo Building Tallahassee, FL 32399-0800</p>	<p>Senior Consumer Complaint Analyst Florida Department of Agriculture and Consumer Affairs Mayo Building, Second Floor Tallahassee, FL 32399-0800 (850) 922-2966 or (850) 488-2221</p>
Georgia	<p>Office of the Governor Office of Consumer Affairs 2 Martin Luther King Jr. Drive SE Plaza Level – East Tower Atlanta, GA 30334</p>	<p>Office of Consumer Affairs 2 Martin Luther King Jr. Drive SE Plaza Level – East Tower Atlanta, GA 30334</p>
Hawaii	<p>Department of Commerce and Consumer Affairs 335 Merchant Street, Room 203 Honolulu, HI 96813 (808)-586-2722</p>	<p>Commissioner of Securities 335 Merchant Street, Room 203 Honolulu, HI 96813 (808)-586-2722</p>

State	Agents for Service of Process	Administrators
Illinois	Illinois Attorney General Attorney General's Office 500 South Second Street Springfield, IL 62706	Chief, Franchise Bureau Illinois Attorney General 500 South Second Street Springfield, IL 62706 (217) 782-4465
Indiana	Secretary of State Administrative Offices of the Secretary of State 201 State House Indianapolis, IN 46204	Chief Deputy Commissioner Securities Divisions 302 West Washington Street Room E-111 Indianapolis, Indiana 46204 (317) 232-6681
Iowa	Securities Division Lucas State Office Building Des Moines IA 50319	Director of Regulated Industries Unit Iowa Securities Bureau 340 East Maple Des Moines, IA 50319-0066 (515) 281-4441
Kentucky	Attorney General's Office Consumer Protection Division Capital Building Frankfort, KY 40601-01875	Attorney General's Office Consumer Protection Division Capital Building Frankfort, KY 40601-01875
Louisiana	[Not applicable]	Department of Justice Consumer Protection Office P.O. Box 94095 Baton Rouge, LA 70804-9095
Maine	[Not applicable]	Securities Division State House – Station 121 Augusta, ME 04333
Maryland	Maryland Securities Commissioner 200 St. Paul Place Baltimore, MD 21202-2020 (410) 576-6360	Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, MD 21202-2020 (410) 576-6360
Michigan	Michigan Department of Commerce Corporations and Securities Bureau 6546 Mercantile Way Lansing, MI 48909	Consumer Protection Division Antitrust and Franchising Unit Michigan Department of Attorney General 670 Law Building Lansing, MI 48913
Minnesota	Minnesota Commissioner of Commerce 85 7 th Place East, Suite 280 St. Paul, MN 55101-2198 (651) 539-1600	Minnesota Department of Commerce 85 7 th Place East, Suite 280 St. Paul, MN 55101-2198 (651) 539-1600
Nebraska	[Not applicable]	Staff Attorney Department of Banking and Finance 1200 N. Street., Suite 311 PO Box 95006 Lincoln, NE 68509-5006 (402) 471-3445
New Hampshire	[Not applicable]	Office of the Attorney General Consumer Protection and Antitrust

State	Agents for Service of Process	Administrators
		Bureau 25 Capitol Street State House Annex Concord, NH 03301
New York	Secretary of State 99 Washington Ave. Albany, NY 12231	NYS Department of Law Investor Protection Bureau 28 Liberty Street, 21st Floor New York, NY 10005 (212) 416-8222
North Carolina	Securities Division Room 302 300 North Salisbury Street Raleigh, NC 27611	
North Dakota	North Dakota Securities Commissioner 600 East Boulevard Avenue State Capitol Fourteenth Floor Dept 414 Bismarck, ND 58505-0510 Phone 701-328-4712	North Dakota Securities Department 600 East Boulevard Avenue State Capitol Fourteenth Floor Dept 414 Bismarck, ND 58505-0510 Phone 701-328-4712
Oklahoma	[Not applicable]	Oklahoma Department of Securities The Journal Record Building 621 N. Robinson Street Suite 400 Oklahoma City, OK 73102
Oregon	Director of Oregon Department of Insurance and Finance Corporate Securities Section Labor and Industries Building Salem, OR 97310 (503) 378-4387	Department of Consumer and Business Services Division of Finance and Corporate Securities Labor and Industries Building Salem, OR 97310 (503) 378-4387
Rhode Island	State of Rhode Island and Providence Plantations Department of Business Regulation 1511 Pontiac Avenue, Bldg. 69-1 Cranston, Rhode Island 02920	State of Rhode Island and Providence Plantations Department of Business Regulation 1511 Pontiac Avenue, Bldg. 69-1 Cranston, Rhode Island 02920
South Carolina	Secretary of State Capitol Complex Brown Building 1205 Pendleton Street Room 510 Columbia, SC 29210	[Not applicable]
South Dakota	Division of Insurance Securities Regulation 124 S. Euclid Suite 104 Pierre, SD 57501 (605) 773-3563	Department of Labor and Regulation Division of Securities 124 South Euclid, Suite 104 Pierre, SD 57501 (605) 773-4823
Texas	[Not applicable]	Secretary of State Statutory Document Section P.O. Box 12887 Austin, TX 78711 (512) 475-1769

State	Agents for Service of Process	Administrators
Utah	[Not applicable]	Consumer Protection Division Utah Department of Commerce 160 East 300 South P.O. Box 48504 Salt Lake City, UT 84145-0804 (801) 530-6601
Virginia	Clerk of the State Corporation Commission 1300 E. Main Street, 1st Floor Richmond, VA 23219 (804) 371-9733	State Corporation Commission Division of Securities and Retail Franchising 1300 Main Street, 9 th Floor Richmond, VA 23219
Washington	Washington Dept, of Financial Institutions Securities Division 150 Israel Road SW Tumwater, WA 98501 (360) 902-8760	Administrator Department of Financial Institutions Securities Division P.O. Box 41200 Olympia, WA 98504-1200 (360) 902-8760
Wisconsin	Commissioner of Securities 345 W. Washington Street, 4 th Floor Madison, WI 53703	Division of Securities Department of Financial Institutions P.O. Box 1768 Madison, WI 53701
Federal Commission	Trade	Franchise Rule Coordinator Division of Marketing Practices Bureau of Consumer Protection Pennsylvania Avenue at 6 th Street NW Washington, DC 20580 (202) 326-3128

ProteinHouse Franchising, LLC

EXHIBIT B

Franchise Agreement

PROTEINHOUSE

HEALTHY • FIT • KITCHEN

FRANCHISE AGREEMENT BETWEEN

**ProteinHouse Franchising, LLC
4965 Blue Diamond Road, Suite 100
Las Vegas, NV 89139**

and

TABLE OF CONTENTS

1. YOUR COVENANTS, UNDERSTANDINGS, AND REPRESENTATIONS3
2. GRANT OF FRANCHISE5
3. LOCATING, CONSTRUCTING AND EQUIPPING YOUR CAFÉ.....6
4. PROTECTED AREA7
5. TERM; RIGHT TO ACQUIRE SUCCESSOR FRANCHISE10
6. PAYMENTS11
7. TRADEMARK STANDARD AND USE REQUIREMENTS.....13
8. ADVERTISING14
9. OPERATING YOUR CAFÉ17
10. OPERATIONAL ASSISTANCE BY US23
11. USE OF TECHNOLOGY24
12. AUDITS; INSPECTIONS.....26
13. YOUR OWNERS AND GUARANTORS; RELATIONSHIP BETWEEN THE PARTIES28
14. INDEMNIFICATION; INSURANCE29
15. ASSIGNMENT32
16. COMPETITION; PROTECTION OF OUR CONFIDENTIAL INFORMATION35
17. DEFAULT; TERMINATION36
18. POST TERMINATION OBLIGATIONS.....40
19. GOVERNING LAW; DISPUTE RESOLUTION42
20. GENERAL PROVISIONS.....46

APPENDIX

Glossary of Terms

ADDENDA

- 1. Information Regarding You and your Café; Protected Area
- 2. Owner Agreement
- 3. Electronic Funds Transfer Authorization
- 4. Collateral Assignment of Lease
- 5. Addendum to Lease
- 6. Franchise Relationship Acknowledgement

FRANCHISE AGREEMENT

This Franchise Agreement (“**Agreement**”) is entered into on the Effective Date between ProteinHouse Franchising, LLC, a limited liability company organized under the laws of Nevada (“**we**,” “**us**,” or “**our**”), and the person or Business Entity identified in Addendum 1 to this Agreement (“**you**” or “**your**”).

Introduction: This Franchise Agreement

This franchise agreement (“**Agreement**”) is written in a conversational tone to make it easier to read. In the context of the Agreement, ProteinHouse Franchising, LLC is referred to as “we,” or “us.” When we refer to things we own or obligations we have, we use the word “our.” The person, persons, or legal entity that sign this Agreement are collectively referred to as “you,” and the obligations you have or the things you own are referred to as “your.” When we refer to “you” or “your,” we are also referring to each and every one of your Owners and the obligations that each and every one of your Owners has to us. To further bind you and your Owners, we require each and every one of your Owners who own ten percent (10%) or more of your equity, stock, membership, or partnership interests (as well as their respective spouses) to sign the Owner Agreement, which is attached as Addendum 2 to this Agreement.

In the Agreement, we sometimes capitalize the words we use. These are called “defined terms,” and whenever we use one of them, we are referring to the definition we have assigned to the word. When a word appears in parentheses, quotes, and bold, we are informing the reader that the word has been defined by the text surrounding the word where it appears. At the end of the Agreement, in the Appendix, we have included a Glossary of Terms to help you easily locate the definition of a defined term.

RECITALS

- A. We own a System for the establishment and operation of Cafés;
- B. We have the right to license the Marks and the System in connection with the operation of Cafés; and
- C. You want to obtain the rights to use the Marks and want to be assisted, trained, and licensed by us, as our franchisee, to use the System and the Marks in the operation of your Café, and we are willing to grant you such rights under the terms and conditions of this Agreement.

You and we therefore agree as follows:

1. YOUR COVENANTS, UNDERSTANDINGS, AND REPRESENTATIONS

You understand, represent to us, certify, and agree to the following:

1.1. Capital Modifications. You recognize that changes and modifications that we may make to the System may necessitate that you make capital expenditures during the Term in amounts that we cannot forecast. Nothing in this Agreement limits the frequency or cost of future changes to the System that we may require. You understand and agree that we have no ability to identify with specificity the nature of these future general improvements or their expected cost and accept the risk that future general improvements may be imposed that will require significant capital expenditures in an amount that is unknown on the Effective Date of this Agreement and that cannot be fully amortized over the period of time then remaining in the Term.

1.2. System Modifications. You understand and agree that we may modify the System and any of its components from time to time in our sole discretion as often, and in the manner, that we believe, in our sole discretion, is necessary to best promote ProteinHouse® Cafés, as a chain, to the public. We shall give you written notice of all changes either by supplements to the Brand Standards Manual, in writing or electronically, or otherwise. You shall, at your own cost and expense, promptly adopt and use only those parts of the System specified by us and shall promptly discontinue the use of those parts of the System which we direct are to be discontinued. You shall not change, modify or alter the System in any way, except as we direct.

1.3. System Variations. Because complete uniformity under various market circumstances may not always be possible or desirable, we may allow other franchises to deviate from the System in individual cases in the exercise of our sole discretion. You understand and agree that you have no right to object to any variances that we may allow to ourselves, our affiliates, or other franchisees, and have no claim against us for not enforcing the standards of the System uniformly. You understand and agree that we have no obligation to waive, make any exceptions to, or permit you to deviate from, the uniform standards of the System. Any exception or deviation that we do allow you must be stated in writing and executed by us in order to be enforceable against us.

1.4. Accuracy of Information. You have ensured that all information you have given us in connection with your application for this franchise was complete and accurate when you gave it to us. You represent to us that there have been no material changes in that information or other changes in material circumstances between the time you submitted the information to us and the Effective Date.

1.5. Permits, Licenses, and Legal Requirements. You understand that restaurants are highly regulated businesses and that you will be required, under Legal Requirements, to secure licenses and permission from the appropriate government authorities to operate your Café. It is your responsibility to familiarize yourself with all Legal Requirements, and we have made no representations as to the nature of such Legal Requirements or your ability to qualify or comply with them.

1.6. Your Ownership. If you are a Business Entity, you represent that:

1.6.1. Every one of your Owners has signed the Owner Agreement, attached as **Addendum 2**.

1.6.2. You are duly organized and validly existing under the laws of the state of your organization, and you are duly qualified to transact business in the state in which your Café is located.

1.6.3. You have the authority to execute and deliver this Agreement and all related agreements and to perform your obligations under all such agreements.

1.6.4. Your organizing documents state that your activities are restricted to those necessary solely for the development, ownership and operation of a Café in accordance with this Agreement and in accordance with any other agreements entered into with us or any of our Affiliates.

1.6.5. The articles or certificate of incorporation, partnership agreement or other organizational documents recite that the issuance, transfer or pledge of any direct or indirect legal or beneficial ownership interests are restricted by the terms of this Agreement.

1.6.6. All certificates representing direct or indirect legal or beneficial ownership interests in you, now or later issued, do or will bear a legend that conforms with the Legal Requirements reciting or referring to such restrictions.

If you are an individual or sole proprietorship but later become a Business Entity, you must ensure that

you comply with, and that your organizing documents are consistent with, each one of the above requirements and representations.

1.7. Disclosure of Ownership Interests. You and, if you are a Business Entity, each of your Owners represents, warrants and agrees that the statements in **Addendum 1** are current, complete and accurate. You agree that updates or changes to **Addendum 1** will be furnished promptly to us, so that it (as revised and signed by you) is at all times current, complete and accurate.

1.8. Alcoholic Beverages. You understand that your right to sell and serve alcoholic beverages may be strictly controlled, and that (depending on local Legal Requirements) you may need to have a license or permit to sell them.

1.9. Payments Made to Us. You understand that the primary purpose of our providing any continuing services to you is to enhance and protect the value of the Marks. You further acknowledge and agree that, unless specifically designated as such, any fees received by us are not in exchange for specific services rendered to you, but rather are intended to support the System and Marks.

1.10. Anti-Terrorism Laws. Neither you, nor your Owners, principals, employees or anyone associated with you are listed in the Annex to Executive Order 13224. (The Annex is available at <http://www.treasury.gov/resource-center/sanctions/Programs/Documents/terror.pdf>.) You agree not to hire or have any dealings with any person listed in the Annex. You certify that you have no knowledge or information that, if generally known, would result in you, your Owners, principals, employees, or anyone associated with you being listed in the Annex to Executive Order 13224. You agree to comply with and/or assist us to the fullest extent possible in our efforts to comply with the Anti-Terrorism Laws. In connection with such compliance, you certify, represent, and warrant that none of your property or interests are subject to being “blocked” under any of the Anti-Terrorism Laws and that you and your Owners or principals are not otherwise in violation of any of the Anti-Terrorism Laws. You are solely responsible for ascertaining what actions must be taken by you to comply with all such Anti-Terrorism Laws, and you specifically acknowledge and agree that your indemnification responsibilities in this Agreement pertain to your obligations under this Section.

1.11. Defined Terms. Capitalized terms are used in this Agreement with the meanings assigned in the Glossary of Terms attached as the **Appendix**.

2. **GRANT OF FRANCHISE**

2.1. Grant of Franchise. Subject to the terms and conditions of this Agreement, we grant you the right to operate one Café only at the Approved Location, and within the Protected Area, identified in **Addendum 1**. You agree to equip and operate, under the terms of this Agreement and the Brand Standards Manual, a single Café operating under the System offering specific Authorized Products and Authorized Services as specified by us, only under the Marks and only from the Approved Location.

2.2. Restrictions on License. You do not have the right to grant franchises or sub-licenses of any kind to any other party, nor do you have the right to operate more than one Café within the Protected Area, unless otherwise provided by separate agreement. You will operate your Café only within the Protected Area. You will not allow any part of your Café to be used for any purpose other than that explicitly granted to you by this Agreement or identified in the Brand Standards Manual. You will not conduct any business at your Café (including jukeboxes, games of chance, video games, newspaper racks, children's rides, telephone booths, and cigarette, gum, candy, or other vending machines) or within the Protected Area, other than as authorized under this Agreement, without our prior written approval.

3. **LOCATING, CONSTRUCTING AND EQUIPPING YOUR CAFÉ**

3.1. **Approved Location and Relocation.** Your Café will be located at the Approved Location listed on **Addendum 1**. If no Approved Location has been inserted in the blank space provided in **Addendum 1** at the time you and we execute this Agreement, it will be inserted as outlined in Section 3.2 below. You may not relocate your Café without our prior written consent. You must obtain our approval of the location, and sign the lease, not more than two hundred and seventy (270) days after the Effective Date.

3.2. **Site Selection.** You agree that you are responsible for selecting the site for the Approved Location. You are responsible for independently investigating the demographic characteristics, competition, and market for the services that you will provide through your Café in the market area where you intend to operate. We will, however, provide you with guidance and our standards for site selection. You must use our Approved Supplier to assist you in selecting the site for your Café. You must obtain our approval before you commit to a site.

3.2.1. You must seek our approval by advising us in writing of the street address and location for the proposed Café, and by providing us with a copy of any demographic information that you possess on the proposed location as we require, in the form we prescribe. Within twenty-one (21) days after we receive the demographic information from you, we will approve or disapprove of the proposed site. If you and we do not agree on the site for your Café, you must attempt to locate another acceptable site. If we and you cannot reasonably agree on a site within two hundred and seventy (270) days of the Effective Date, we have the right to terminate this Agreement without making any refund to you. We reserve the right to approve or disapprove any site location you propose based upon our review of the site.

3.2.2. WE DO NOT REPRESENT THAT WE, OR ANY OF OUR AFFILIATES, OWNERS, EMPLOYEES, DESIGNATED CONSULTANTS OR AGENTS, HAVE ANY SPECIAL EXPERTISE IN SELECTING CAFÉ SITES. NEITHER OUR ASSISTANCE NOR APPROVAL IS INTENDED TO INDICATE, OR INDICATES, THAT YOUR CAFÉ WILL BE PROFITABLE OR SUCCESSFUL AT THE APPROVED LOCATION. YOU ARE SOLELY RESPONSIBLE FOR IDENTIFYING THE APPROVED LOCATION.

3.3. **Our Approval of the Lease.** You must obtain our approval of any lease for the Approved Location by submitting to us a copy of the proposed lease. You must submit a copy of the proposed lease to us after we accept your Approved Location. We will accept or reject the proposed lease as soon as practicable, but in no event longer than fifteen (15) days after we receive it from you. You must not enter into any lease for the Approved Location unless you have received our acceptance. When executing the lease (and regardless of whether we have accepted the lease), you must not agree to any lease terms that would create, or purport to create, any obligations on our behalf, nor may you grant or purport to grant to your landlord any rights against us, or agree to any other term, condition, or covenant which is inconsistent with any provision of this Agreement. You must deliver to us a fully-executed copy of the final, approved lease promptly after it is fully executed. OUR REVIEW OF A LEASE, OR ANY ADVICE OR RECOMMENDATION OFFERED BY US, WILL NOT CONSTITUTE A REPRESENTATION OR GUARANTEE THAT YOU WILL SUCCEED AT THE APPROVED LOCATION, NOR WILL IT CONSTITUTE ANY EXPRESSION OF OUR OPINION REGARDING THE TERMS OF THE LEASE.

3.4. **Required Lease Terms.** You must execute a “Collateral Assignment of Lease,” in the form found in **Addendum 4**, whereby you agree to assign your rights in the lease to us in the event of a termination or expiration of the Term of this Agreement or a default under the lease. In addition, the lease must, unless we otherwise consent in writing, be modified by the Addendum to the Lease, attached as **Addendum 5**.

3.5. Obtain Our Approval of Your Plans. You must submit to us for approval all construction plans, specifications, and any proposed deviations for construction and remodeling of your Café. We will approve or disapprove such plans within 30 days of your submitting them. Our approval of construction plans and specifications is not a warranty of their appropriateness, and means only that they comply with our minimum specifications. You must construct your Café consistent with the plans we approve.

3.6. Developing Your Café. We will communicate with you and the Approved Suppliers for the initial design and construction of your Café regarding our standards and specifications for the design, layout, appearance and equipment in your Café location. You, however, are solely responsible for all aspects of developing and constructing your Café. This means that you must, at your own expense: (a) secure all financing to develop and operate your Café and acquire and maintain adequate capital reserves; (b) pay all applicable state, county, and municipality taxes, permit costs, and/or fees associated with construction; (c) obtain all required permits and licenses; (d) purchase insurance for your Café; (e) obtain all building inspections and approvals, occupancy and/or construction permits, and architectural drawings; and (f) engage a licensed architect and licensed contractor(s) or construction manager to construct, remodel, renovate, and/or equip all improvements to your Café and decorate it according to the plans and specifications that we approve, and in accordance with the requirements of your lease, and communicate with us about your chosen architects, contractors, or managers.

3.7. Commencement Deadline. You agree that all construction or remodeling will be completed, and that your Café will be open and operating, no later than two hundred and seventy (270) days after the Effective Date (the “**Commencement Deadline**”), unless we otherwise agree in writing. If you fail to open your Café on or before the Commencement Deadline, we will have the right to deem your failure to constitute a material default of this Agreement, and terminate the Agreement, without refunding any fees that you have paid to us. If you begin operating your Café before we approve your opening, in addition to our other remedies, you must pay all fees charged under this Agreement from the date you begin operating your Café using the Marks. **You must obtain our written approval before opening your Café, and you must notify us of your anticipated opening date at least sixty (60) days in advance of that date.** We will not approve your opening unless: 1) you, your General Manager, and Operating Principal have completed the Initial Training Program to our satisfaction; 2) you demonstrate to us that you have obtained all required licenses; 3) we have received copies of all of your insurance policies; 4) your Café is complete and meets our standards for signage, décor, equipment, furniture, fixtures, and inventory; 5) your POS System is functional; and 6) you are in full compliance with this Agreement.

4. PROTECTED AREA

4.1. Protected Area. Subject to the terms and conditions of this Agreement and provided you are not in material default of this Agreement and/or any other agreement between us (or any of our Affiliates), which default remains uncured after the expiration of an applicable cure period (if any), we will not during the Term operate, nor permit any third party to operate, a Café under the Marks within the Protected Area.

4.1.1. If your Approved Location has not been identified as of the Effective Date, it will be identified, and entered on Addendum 1, at the time you obtain our approval of it. You and we will describe your *anticipated* location in general terms in the “general description” in Section B of Addendum 1. Your and our listing of the general description of your location does not give you any rights of exclusivity in the identified area, and is only used for a reference. We may sell other Cafés in the area identified in Section B of Addendum 1.

4.1.2. After we have approved a location for your Café, we will enter it in Section C of Addendum 1. The Protected Area is dependent on the location of your Café.

4.1.3. If your Approved Location is a Non-Traditional Location, you will not have any Protected Area.

4.2. No Other Protection. You acknowledge that, other than the limited exclusivity we grant you in Section 4.1, we and our Affiliates retain all other rights within your Protected Area (if we grant one to you), including but not limited to the right to:

4.2.1. Use, franchise, and license other persons to use, the Marks and System for the operation of Cafés or any other businesses that are similar or dissimilar to your Café at any location outside of the Protected Area.

4.2.2. Use, franchise, and license other third parties to use, the Marks and System for the operation of Cafés at any Non-Traditional Location, even if it is inside of the Protected Area, subject only to your limited right of first refusal, as stated in Section 4.3.

4.2.3. Use, and license other persons to use, the Marks and System for the operation of Food Trucks at any non-fixed location or locations, even if it or they are inside of the Protected Area.

4.2.4. Sell Authorized Products or provide Authorized Services to customers located within your Protected Area, for so long as they are not sold at or provided from Café locations within your Protected Area.

4.2.5. Use, license and franchise the use of trademarks other than the Marks, whether in alternative channels of distribution or otherwise, at any location including a location or locations inside of the Protected Area, in association with operations that are similar to, the same as, or different from Cafés.

4.2.6. Offer or sell Authorized Products and Services, or grant others the right to offer and sell Authorized Products and Services, whether using the Marks, or other trademarks or service marks, through alternative channels of distribution, including, without limitation, wholesalers, retail outlets, or by Internet commerce (e-commerce), mail order or otherwise, regardless of whether it is inside or outside of the Protected Area.

4.2.7. Maintain any websites or social media pages utilizing a domain name incorporating the Marks or derivatives of them. We retain the sole right to advertise and market on the Internet and use the Marks on the Internet, including all use of websites, domain names, URLs, directory addresses, metatags, linking, advertising, and co-branding and other arrangements.

4.2.8. Advertise and promote, and to permit other franchisees to advertise and promote, other Cafés operated under the System and the Marks within your Protected Area.

4.2.9. Acquire, merge, combine with, or be acquired by businesses that are the same as or similar to your Café and operate such businesses regardless of where such businesses are located, including inside the Protected Area, and to be acquired by any third party which operates businesses that are the same as, or similar to, your Café, regardless of where such businesses are located, including inside the Protected Area. We will not, however, re-brand any such businesses located inside the Protected Area by allowing them to use the Marks.

4.3. Limited Right of First Refusal for Non-Traditional Locations. If we: (a) plan to develop and operate a Café at a Non-Traditional Location within your Protected Area (either directly or through our Affiliate); or (b) receive a bona fide offer by a third party to purchase the rights to develop and operate a

Café at a Non-Traditional Location within your Protected Area, we will first give you written notice of the plans or offer.

4.3.1. The notice will: (x) state the address of the proposed Non-Traditional Location; (y) be accompanied by a copy of our then-current Franchise Disclosure Document; and (z) state any other material terms of the offer.

4.3.2. You will have the first option to purchase a franchise at the Non-Traditional Location subject to the terms and conditions of the offer. In order for you to exercise this right of first refusal, a franchise agreement must be signed, and all applicable fees paid, not less than fourteen (14) or more than thirty (30) calendar days after the date on which you receive the notice from us.

If you fail to exercise your right of first refusal by providing to us a signed copy of our then-current franchise agreement, paying our then-current fees, and complying with any other reasonable conditions contained in the offer within the time stated in Section 4.3.2 your right of first refusal to acquire a franchise for a Café at the identified Non-Traditional Location will automatically expire without any further notice from us. After the expiration of your right of first refusal, we will have the unrestricted right to develop (either directly or through our Affiliate(s)), or license to a third party the right to develop, a Café at the identified Non-Traditional Location.

4.4. Limitations on Your Operation Outside of the Protected Area. Unless we give you express written permission to do so, you may not engage in any of the following activities outside of the Protected Area:

4.4.1. Distribute individual advertising items (i.e., coupons, circular advertising, etc.) outside of your Protected Area, unless you use a form of advertising which is not programmed to restrict delivery to the Protected Area, such as direct mail advertising by outside contractors based on zip code, except under the circumstances stated in Section 4.4.2.

4.4.2. If we give you written approval to do so, you may advertise in, or solicit orders from, areas outside of the Protected Area only if those activities are not conducted within another Café's protected area. If we have granted you approval to advertise and promote, solicit and engage in marketing efforts outside of your Protected Area, we may withdraw our approval at any time and for any reason without any further obligation to you. If you are advertising, marketing, or soliciting business in an area outside of your Protected Area and a Café is established in that area, you must immediately stop marketing, distributing advertising items, and soliciting new business in that area. You may not use telemarketing or internet-based marketing of any services or products except as permitted in writing by us, in the Brand Standards Manual or otherwise.

4.5. Catering and Delivery Services. If you want to offer catering or delivery service to customers, you must obtain our written approval, which we will not unreasonably withhold, so long as you hold any necessary licenses or permits for such services. If we approve your request to offer catering and delivery services, we will designate an area (the "**Service Area**") in which you may offer them. We have the right to reduce the Service Area in our discretion, but it will not be smaller than the Protected Area. You will not have any rights of exclusivity in the Service Area. You will be required, at your sole cost and expense, to obtain a vehicle, insurance, catering and delivery equipment and menus, approved by us, as set forth in the Brand Standards Manual, prior to offering catering or delivery services. You must operate your Café at all times while providing catering or delivery services. You must follow the policies stated in the Brand Standards Manual while providing catering or delivery services. You may not sell or provide any product or service outside of your Café unless it is through approved catering or delivery services. Any income from catering or delivery services must be included in your Gross Sales reporting.

5. TERM; RIGHT TO ACQUIRE SUCCESSOR FRANCHISE

5.1. Term. The term of this Agreement (the “**Term**”) commences on the Effective Date, and, unless sooner terminated in accordance with Article 17, will expire on the tenth (10th) anniversary of the date you open and begin operating your Café (the “**Commencement Date**”).

5.2. Right to Acquire Successor Franchise. If we are still offering franchises in the area where your Café is located, then after the expiration of the initial Term, you may, at your option, acquire a successor franchise for two (2) additional terms of five (5) years each, unless you are signing this Agreement under a successor franchise agreement for an existing Café, in which case your successor term will be amended to be consistent with this Section 5.2. To qualify for a successor franchise, we have the right to insist on your fulfillment of any or all of the following conditions:

5.2.1. You must give us written notice of your election to acquire a successor franchise not less than ninety (90) days nor more than one hundred and eighty (180) days prior to the end of the Term.

5.2.2. You must execute our then-current standard form of franchise agreement (the “**Successor Franchise Agreement**”), which may, in our sole discretion, include substantially different terms than those contained in this Agreement, including but not limited to, higher, additional, or different fees (including a higher Royalty Fee and Brand Fund Fee) and a smaller Protected Area, but you will not have to pay a new initial franchise fee.

5.2.3. You and each of your Owners must have executed a general release, in our then-current form (the current form is attached to the Franchise Disclosure Document as **Exhibit F**), of any and all claims against us and our Affiliates and their respective officers, directors, shareholders, managers, members, agents and employees in their corporate and individual capacities, including, without limitation, claims arising under federal, state and local laws, rules and ordinances; provided, however, that any release you give us will not be inconsistent with any state law regulating franchising.

5.2.4. You are not then in default of any provision of this Agreement, or any amendment of or successor to this Agreement, or any other agreement between you and us or our Affiliates, and you have not committed and received notice of two (2) or more breaches of this Agreement during any twelve (12) month period during the Term, even if such breaches were timely remedied.

5.2.5. You must have the right to continue to occupy the Approved Location, or will obtain our approval to relocate your Café to a different location that we have approved.

5.2.6. You must make or provide for, in a manner satisfactory to us, such changes as may be necessary to bring your Café up to our current standards, including, without limitation, installation of new equipment and software and the remodeling and/or renovation of your Café and décor to reflect the then-current standards and image of the System.

5.2.7. You must provide proof that you have all current licenses, insurance, and permits in compliance with Legal Requirements for you to continue operating your Café.

5.2.8. You must be compliant with our then-current qualification and training requirements.

5.2.9. You must pay us a successor franchise fee of five thousand dollars (\$5,000).

5.3. Holdover Franchise. If for any reason, you continue to operate the Café beyond the Term of this Agreement or any subsequent renewal period, it shall be deemed to be on a month-to-month basis under the terms of this Agreement (except that you will no longer have the right to obtain a Successor Agreement pursuant to Section 5.2) and subject to termination upon 30 days' notice or as required by law. If the hold-over period exceeds 90 days, this Agreement is subject to immediate termination unless Legal Requirements requires a longer period. Upon termination after any hold-over period, you and those in active concert with you, including Owners, family members, officers, directors, partners and managing agents, are subject to the terms of Agreement including post-termination obligations contained in this Agreement.

6. PAYMENTS

6.1. Initial Franchise Fee. In consideration of the parties' promises and covenants to one another, you will pay us a non-refundable, lump-sum initial franchise fee of fifty thousand dollars (\$50,000) upon execution of this Agreement ("**Initial Franchise Fee**"). We will credit towards the Initial Franchise Fee the prorated portion of any multi-unit rights fee that you have paid us under a multi-unit franchise agreement.

6.2. Royalty Fee. You will pay us, on or before the Payment Date, a continuing royalty fee ("**Royalty Fee**") equal to four percent (4%) of your Gross Sales that you earned during the prior Reporting Period just-ended.

6.3. Payment to Brand Fund. We require you to pay us, on or before the Payment Date, a continuing Brand Fund Fee equal to one percent (1%) of your Gross Sales, not to exceed one thousand dollars (\$1,000) per month ("**Brand Fund Fee**") during the Reporting Period just ended. We will deposit the Brand Fund Fee into an advertising and marketing fund that we maintain ("**Brand Fund**").

6.4. POS Fee. You must pay our supplier its current fee, which may be assessed on a monthly basis, for providing to you the POS System. Beginning on the first anniversary of the Commencement Date and no more frequently than once per year, we may increase this fee by no more than five percent (5%).

6.5. Background and Credit Check Reimbursement. When you apply for a franchise with us, you must pay us \$200 as a reimbursement for the fees we incur to conduct background and credit checks in connection with our granting you a franchise. We will credit this amount to your payment of the Initial Franchise Fee when you sign this Agreement.

6.6. Additional Royalty for Alcoholic Beverage Sales. If a state or local law in which the Café is located prohibits or restricts in any way your ability to pay and our ability to collect the Royalty Fee or other amounts based on Gross Sales derived from the sale of alcoholic beverages at the Café, then we and you shall increase the percentage rate for calculating the Royalty Fee, and change the definition of Gross Sales to exclude sales of alcoholic beverages, in a manner such that the Royalty Fee to be paid by you, and received by us, shall be equal to such amounts as you would have been required to pay, and we would have received, if sales from alcoholic beverages were included in Gross Sales.

6.7. Time and Manner of Payments. With the exception of the Initial Franchise Fee, we may require you to make all payments owed under this Agreement by means of electronic funds transfer ("**EFT**"), or such other manner that we designate from time-to-time. You must ensure that each Royalty Fee and Brand Fund Fee payment is, without exception, accompanied by a statement of your Gross Sales during the just-ended Reporting Period on a form approved by us, which form may be electronic.

- 6.7.1. We must receive from you all fees due for each Reporting Period on or before the applicable Payment Date.
- 6.7.2. You agree to comply with procedures specified by us and/or perform such acts and deliver and execute such documents, including authorization for direct debits from your business bank operating account, as may be necessary to assist in or accomplish payment by such method, and to execute our “EFT Authorization Agreement,” which is attached to this Agreement as **Addendum 3**. Under this procedure, you authorize us to initiate debit entries and/or credit correction entries to a designated checking or savings account for payments of fees and other amounts payable to us and any interest charged due on those amounts. You must make funds available to us for withdrawal by electronic transfer no later than the Payment Date.
- 6.7.3. If funds in your account are insufficient to cover the amounts payable at the time we make our funds transfer request, the amount of the shortfall is overdue and is subject to the terms set forth in this Agreement for overdue payments, in addition to any other remedies we have.
- 6.7.4. If you have not timely reported your Gross Sales to us for any Reporting Period, then we will have the right to debit your account in an amount equal to: (a) the fees transferred from your account for the last Reporting Period for which you provided a report of your Gross Sales to us; or (b) the amount due based on information retrieved from the POS System.
- 6.8. Application of Funds; Withholding of Payments. If you become delinquent in the payment of any monetary obligation to us, we will have the absolute right to apply any payments received from you to any obligation owed, whether under this Agreement, or under any other agreement, between you and us, notwithstanding any other designation by you as to application. You agree that you will never withhold payment of any amount due to us or our Affiliates for any reason at any time, including but not limited to: (a) your claim that we have not performed any one of our obligations under this Agreement; or (b) any other claim against us or dispute with us of any kind or nature.
- 6.9. Late Reports and Payments. If we do not timely receive any fee or any other amount due under this Agreement on or before the applicable due date, or if we do not receive a report that you are required to give us on or before the date that it is due, you will pay us a late fee equal to \$1,000, plus the lesser of the daily equivalent of 1.5% per month simple interest of any overdue amount, or the highest rate then permitted by applicable law, for each day any amount is past due, accruing until the past-due amount is paid in full. This provision does not permit or excuse late payments.
- 6.10. Reimbursement of our Costs of Collection. If we are required to engage a collection agency, use legal counsel, or hire any third party in connection with any failure by you to pay us amounts when they are due, or your failure to submit when due any reports, information, or supporting records, or in connection with any failure by you to otherwise comply with this Agreement, you must reimburse us for all costs and expenses of enforcement and collection, including our reasonable: (a) legal fees; (b) investigation fees; (c) travel expenses of our employees or agents; and (d) hourly charges of our employees or agents. These amounts must be paid to us by you within five (5) days after you cure the default, or upon demand by us if your default is not cured.
- 6.11. Taxes; Payments to Others. All payment obligations pertaining to your Café, including all trade payables and other indebtedness of every kind and all federal, provincial, state and municipal taxes and charges, are solely your obligations and not ours. We will not be liable for any sales, service, use, excise, income, gross receipts, property, payroll or other taxes levied against you or your assets, or against us, in connection with your Café, or any payments you make to us under this Agreement or any other agreement. You must reimburse us for any gross receipts, sales, income, use or other tax assessed by any

taxing authority in the state where your Café is located, on any fees or other amounts payable by you to us under this Agreement. We will not be liable or responsible for your compliance (or failure to comply) with any and all Legal Requirements.

6.12. Annual Increases. We have the right to increase our flat fees by a maximum of 10% per year, calculated cumulatively over the term of the Franchise Agreement. Additionally, we may also increase these fees by the amount of any increases in fees from third parties for the underlying products or services which will be added to the capped fee increase.

7. TRADEMARK STANDARD AND USE REQUIREMENTS

7.1. Ownership. You agree that the Marks, Intellectual Property, and System are our (or our Affiliate(s)) exclusive property, and that you will never assert any claim to any goodwill, reputation or ownership relating to or associated with the Marks or Intellectual Property. You also recognize that all goodwill relating to your use of the Marks belongs solely to us, and not to you, and that after this Agreement expires, is terminated, or Transferred, you will have no right to any such goodwill. You will never engage in any conduct directly or indirectly, or assist another party to engage in any conduct, that would infringe upon, harm or cause damage to the Marks. You will not contest or assist any other party to contest our rights in any of the Marks or the goodwill associated with the Marks. You will not use, or assist others to use, the Marks in a derogatory, negative or other inappropriate manner in any medium. You agree to provide us with all assignments, affidavits, documents, information and assistance we reasonably request to fully vest in us all rights, title and interest in and to the Marks, including all items we reasonably request to assist us in registering, maintaining and enforcing our rights in the Marks. You acknowledge that we will suffer irreparable damage and will have no adequate remedy at law as a result of your unauthorized or infringing use of the Marks, and you agree that we will have the right to seek injunctive relief in a court of competent jurisdiction in the event that you use the Marks in an unauthorized or infringing manner. You agree to comply with all of our requirements when you use the Marks, and that you will never engage in any activity that we determine to be harmful to the reputation of us, the Marks, the System, or Cafés generally.

7.2. Changes. We, from time to time in our discretion, may modify all or any part of the Marks. We may require you to use one or more additional or substitute Marks. You will have no rights or claim of damages, offset, or right to terminate this Agreement as a result of any such modification and we will not have any liability or obligation to you with respect to your required modification or discontinuance of any Marks. Within sixty (60) days of receiving notice of such modifications, you must cease using the former Marks and commence using the modified Marks at your sole cost and expense.

7.3. Permitted Use. Your right to use: the Marks; any proprietary software; other materials in which we claim a copyright, trademark, or other right to exclusive use; the Trade Dress; trade secrets; Confidential Information; and other Intellectual Property as granted in this Agreement, is limited to your use of those materials, items, or Intellectual Property in connection with your operation of your Café, and otherwise as described in this Agreement and as authorized in the Brand Standards Manual, or as we may prescribe in writing from time to time.

7.3.1. You may use only the Marks to identify and distinguish the services offered by you. You cannot use Intellectual Property for any service or product that is not specifically authorized in the Agreement or Brand Standards Manual without our express written consent. You must comply with all of our trademark, trade name and service mark notice marking requirements, including affixing “SM,” “TM,” or “®,” adjacent to all Marks in any and all uses of the Marks.

7.3.2. You will not use anything that resembles or is deceptively or confusingly similar to the Marks, the System, or the Intellectual Property, in any manner or for any purpose, or do anything that would dilute, directly or indirectly, the value of the goodwill associated with the Marks, nor counsel, procure or assist anyone else to do the same. You will use the Marks only for the uses and in the manner we permit. You acknowledge that you are required, to the extent possible, to prevent persons or parties associated with or employed by you from using the Marks and/or Intellectual Property in an unauthorized manner.

7.4. No Representations or Warranties. WE MAKE NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, AS TO THE USE, EXCLUSIVE OWNERSHIP, VALIDITY OR ENFORCEABILITY OF THE MARKS.

7.5. Internet, Social Media, and Domain Name. You do not have the right to establish an independent website or URL incorporating our Marks or any portion or variation of them. You do not have the right to establish any e-commerce business without our prior written consent. However, for so long as you are not in default of this Agreement, we will list your Café location on our Internet website. You, your employees, independent contractors, sales associates and representatives may not use, license, or register any domain name or URL (or other means of identifying you or your Café on the Internet) that uses a mark, image, or words confusingly similar to the Marks or any abbreviation, acronym, or phonetic or visual variation of the Marks without our prior written consent. At our request, you must promptly assign or redirect (or cause to be assigned or redirected) to us any domain name, URL, or other identification that violates this Agreement or the policies stated in the Brand Standards Manual at your expense and without compensation from us. The content you submit to us or use for any Internet marketing must be true, correct and accurate. At our request, you will promptly modify any of your Internet marketing material containing the Marks to conform to the standards stated in the Brand Standards Manual. You agree and acknowledge that your on-line promotional strategies must comply with our on-line policy. You further agree and acknowledge that we may review, monitor, and require changes to all on-line content on your websites, social media sites, blogs, electronic communication and other on-line sites on which our Marks or Intellectual Property are used. If we allow you to create your own social media sites or accounts relating to your Café, you must provide us with full, administrator-level rights to access and administer all social media accounts that relate to your Café.

7.6. Infringement. You must notify us of: (a) any litigation relating to the Marks; or (b) suspected infringement upon the Marks or the Intellectual Property, but you may not take any action against suspected infringers without our express written permission. You must notify us within three (3) days after receiving notice of any claim based upon or arising from any attempt by any other person, firm or corporation to use the Marks or any imitation of them. If you notify us in a timely manner of a claim against you relating to the Marks, we will have the exclusive right (but not the obligation) to contest, defend against, or bring an action against, any third party regarding the third party's use of any of the Marks. In the event we take legal action to protect our Marks or authorize you to do so, we will be responsible for all costs (including reasonable attorneys' fees) related to such legal action. You must execute any and all documents, do such acts and things that may be necessary, and cooperate with us and with any action undertaken by us concerning litigation relating to the Marks.

8. ADVERTISING

8.1. Your Advertising. All of your advertising, promotion and marketing must be completely clear and factual and not misleading, and must conform to the highest standards of ethical marketing and the policies which we prescribe from time to time, in the Brand Standards Manual or otherwise. You may not use any advertising or promotional materials that we have disapproved at any time or for any purpose, and you may not advertise your Café in connection with any other business without our written consent. Upon

our request, you will provide to us for our review samples of any and all advertising and promotional material bearing the Marks. With the exception of advertising materials created and provided to you by us, at least fifteen (15) days before using them, you must submit to us all advertising materials you intend to use, which approval will be in our sole discretion. You will not use such materials until they have been approved by us, and you must promptly discontinue use of any advertising material upon our request. Any materials submitted by you to us which have not been disapproved by us in writing within fifteen (15) days of our receipt of them are deemed disapproved. At your request, we will provide to you advertising and promotional materials that we have pre-approved for you to use in marketing your Café. You must place any and all signs or other display items that we require in your Café as directed by us, which may include signs or displays that advertise franchise opportunities with us.

8.2. Local Advertising. During each and every quarter of the Term, you must spend an amount we designate that is a minimum of two percent (2%), up to a maximum of five percent (5%), of your Gross Sales (“**Local Advertising Requirement**”) for marketing, public relations efforts, advertising, and promotion within your Protected Area during each and every calendar month. If you own multiple Cafés in a contiguous area, we may, but are not obligated to, reduce your Local Advertising Requirement. Your Local Advertising Requirement will be reduced if you reach specified Gross Sales thresholds during each year, as stated in the table below (the table should not, however, be considered a financial performance representation, promise, warranty, or guarantee that you will achieve or exceed any of the thresholds presented in the table). The Gross Sales thresholds, and your required Local Advertising Requirement will reset at the beginning of each calendar year.

Annual Gross Sales	Local Advertising Requirement
\$750,000	5%
\$900,000	4%
\$1,100,000	3%
\$1,500,000	2%

8.2.1. You will make the expenditures directly, subject to our approval (as stated in Section 8.1). The medium in which you choose to advertise is within your reasonable business judgment. Within thirty (30) days of the end of each calendar month, you must furnish to us, in a manner approved by us, an accounting of your expenditures on local marketing and promotion for the preceding calendar month.

8.2.2. We will measure your compliance with this requirement on a rolling three-month basis, meaning that as long as your average monthly expenditure over the three-month period equals or exceeds the minimum monthly amount that we specify, you will be deemed in compliance even if your expenditure in any given month is less than the minimum monthly amount that we specify. If the accounting does not demonstrate that you met the Local Advertising Requirement during the previous three-month period, or you fail to submit the required accounting, you must pay us the shortfall between your actual expenditure and the Local Advertising Requirement. We will deposit those funds into the Brand Fund, and spend them as part of the Brand Fund.

8.3. Grand Opening Marketing. You agree to conduct grand opening marketing for your Café (“**Grand Opening Marketing**”) and, during the period beginning several days before the Commencement Date and ending thirty (30) days after the Commencement Date, you spend an amount we designate between nine thousand dollars (\$9,000) and fifteen thousand dollars (\$15,000) on such Grand Opening Marketing, which will be applied towards your Local Advertising Requirement for the first two (2) months after the Commencement Date. We will determine the exact minimum amount of

your Grand Opening Marketing requirement depending on the size of the market in which your Café will be located. You must use any particular media and advertising agencies we designate in connection with such Grand Opening Marketing efforts. Your Grand Opening Marketing spend may include discounted or free food, radio or television promotions, public figure appearances, or other advertising and promotional efforts. We agree to furnish you with such advice and guidance as we deem appropriate with respect to your Grand Opening Marketing efforts. All of your Grand Opening Marketing must utilize marketing and public relations programs and media and advertising materials we have approved.

8.4. Brand Fund. We will establish and maintain a Brand Fund to promote public awareness of our brand and to improve our System. We may use the fund to pay for any of the following in our discretion: (i) developing maintaining, administering, directing, preparing, or reviewing advertising and marketing materials, promotions and programs; (ii) public awareness of any of the Marks; (iii) public and consumer relations and publicity; (iv) brand development; (v) research and development of technology, products and services; (vi) website development and search engine optimization; (vii) development and implementation of quality control programs; (viii) conducting market research; (ix) changes and improvements to the System; (x) the fees and expenses of any advertising agency we engage to assist in producing or conducting advertising or marketing efforts; (xi) collecting and accounting for contributions to the fund; (xii) preparing and distributing financial accountings of the fund; (xiii) any other programs we deem necessary or appropriate to promote or improve the System; and (xiv) our and our Affiliates' expenses associated with direct or indirect labor, administrative, overhead or other expenses incurred in relation to any of these activities. We will not use the Brand Fund for creating or placing any advertisement that is principally a solicitation for new franchisees, but we may include information concerning franchise opportunities in all advertising prepared using the Brand Fund.

8.5. Your Acknowledgement. You agree and acknowledge that the Brand Fund is intended to maximize general public recognition and acceptance of the Marks for the benefit of the System generally and that we have no obligation, in administering the Brand Fund, to make expenditures for you that are equivalent or proportionate to your Brand Fund Fee contributions, or to ensure that your Café or any other particular Café benefits directly or pro rata from the advertising or promotion conducted or developed by the Brand Fund. You further acknowledge that we own all rights, and retain all copyrights, in all design and content developed using the Brand Fund, and that we will have sole control over the creative concepts, content, form, and media placement of all advertising and promotional materials developed with the Brand Fund, as well as the specific ways the Brand Fund is allocated to production, placement, and other costs. We have no fiduciary duty to you or to any other person with respect to the collection or expenditure of the Brand Fund. Our sole duty regarding the Brand Fund is to spend the money only in the ways described in this Article 8. Each Café owned by us, or our Affiliate(s), may (but are not required to) contribute to the Brand Fund on the same basis and at the same percentage as you do.

8.6. Fund Accounting. All contributions to the Brand Fund will be deposited into and disbursed from a bank account which may be commingled with our other accounts, except that we will account for the Brand Fund separately from the other funds in such account(s). Upon your written request that is at least ninety (90) days after the end of the calendar year, we will furnish to you a report for the preceding year showing expenditures made from the Brand Fund during such calendar year and amount remaining for use (if any) during the following year. This report will not be audited.

8.7. Unused Funds; Termination. We anticipate that all contributions to, and earnings of, the Brand Fund will be spent for the purposes stated above during the fiscal year in which the contributions and earnings are received. However, if unexpended amounts remain in the Brand Fund at the end of the fiscal year, then at our option, either: (a) all expenditures in the following fiscal year will be made first out of the unspent contributions, and then out of new contributions; or (b) we will refund a pro rata portion of the surplus to each Café (including Cafés owned by us or our Affiliates, if they have contributed) based

on what that Café contributed to the Brand Fund. Although the Brand Fund is intended to be of perpetual duration, we may in our sole discretion terminate the Brand Fund or suspend it. The Brand Fund will not be terminated, however, until all monies in the Brand Fund have been spent.

8.8. Cooperative Advertising. We have the right, in our sole discretion, to designate geographic areas for purposes of establishing local or regional advertising cooperatives (“**Cooperatives**”) comprised of the Cafés located within such geographic area. If your Café is within the territory of an existing Cooperative at the time you open for business, you must immediately begin participating in the Cooperative. If a Cooperative applicable to your Café is established during the Term, you must begin participating no later than thirty (30) days after the date the Cooperative begins operating. If you own multiple Cafés, each Café owned by you will be required to contribute to the Cooperative applicable to that Café. We (or our Affiliates, as the case may be) will become a member in any Cooperative established for an area that includes a Café owned by us or our Affiliates. The following provisions will apply to each Cooperative:

8.8.1. Purpose; Governance. Each Cooperative will be organized for the exclusive purpose of administering regional advertising programs and developing, subject to our approval, promotional materials for use by members in local advertising. Each Cooperative will be organized and governed in a form and manner, and will commence operations on a date, that we approve in advance in writing. Each Café within a Cooperative will have one (1) vote for any matters on which the Cooperative’s members are permitted to vote. We reserve the right to change, in our sole discretion, the form and manner of the organization and governance of any Cooperative and you agree to implement any such change immediately upon notice from us. No changes in the governing documents of a Cooperative will be made without our prior written consent.

8.8.2. Approval. No advertising or promotional plans or materials may be used by a Cooperative or furnished to its members without our prior approval.

8.8.3. Contribution Amount. You and each other member of the Cooperative must contribute to the Cooperative on a weekly, monthly, or other periodic basis, on such specific days as established by the Cooperative or by us, the amount determined by the membership. We can set the amount of your required contribution to the Cooperative in our discretion, but in no event will we require you to spend more than a total of five percent (5%) of your Gross Sales towards your Cooperative contribution and Local Advertising Requirement, unless you and the other members of the Cooperative vote to increase the contribution level beyond the amount we require. Your contributions towards the Cooperative will be credited towards your Local Advertising Requirement. Each required contribution will be submitted together with such statements or reports as we may require, or by the Cooperative with our prior written approval.

8.8.4. Audit. We and our designated agents will have the right to examine, copy, and audit, at our expense, on reasonable notice and during normal business hours, the books, records, and accounts of any Cooperative.

9. OPERATING YOUR CAFÉ

9.1. General Manager. Your Café must at all times be operated under your direct supervision if you are an individual. If you are a Business Entity, your Café must be operated under the direct supervision of your Operating Principal and a manager who: (a) is approved by us; (b) has successfully completed the Initial Training Program and all other training programs required by us from time to time; and (c) devotes his or her full time (a minimum of 40 hours per week) and best efforts to operating your Café (your “**General Manager**”). We have the right to deal with the General Manager on matters pertaining to day-to-day operations of, and reporting requirements for, your Café. Your initial General Manager is identified

on Addendum 1. In the event that the General Manager elects to end his/her relationship with you, you must recruit a new General Manager within 30 days and submit his/her qualifications to us for review and approval.

9.2. Sale of Authorized Products and Services Only. You acknowledge the critical importance of maintaining our quality standards for all products and services sold at your Café. You must advertise and sell only Authorized Products and Services. You may be required to discontinue selling any products or services that we disapprove, even if they were previously authorized. Except with our specific authorization, you may not sell Authorized Products or Services outside your Café or for resale by customers. Strategic alliances, corporate alliances, and product supply or sourcing agreements require our prior written permission. You agree to comply with all mandatory specifications, standards, and operating procedures, as modified from time to time (whether contained in the Brand Standards Manual or any other communication), including:

9.2.1. Adherence to our specifications for design, layout, decor, appearance, lighting, maintenance, cleaning, pest control, sanitation, and signage. Your signs must conform to our requirements and approved layout, subject to Applicable Law or lease restrictions.

9.2.2. Use of specified types, suppliers, models, and brands for fixtures, furnishings, food items, equipment, supplies, and paper goods. You must comply with any modifications to the approved list and cease ordering from suppliers no longer approved.

9.2.3. Purchase of fixtures, furnishings, equipment, signs, products, materials, supplies, and services from our designated or Approved Suppliers, which may include us or our Affiliates.

9.2.4. Compliance with terms and conditions for the sale, delivery, and payment of products, materials, supplies, and services from us, our Affiliates, or others.

9.2.5. Maintenance of required inventory levels of Authorized Products. You must purchase these products and keep sufficient supplies on hand. We may periodically update the list of Authorized Products and Services, designating some as mandatory and others as optional. We have the right to require you to purchase any or all of the Authorized Products sold at or from your Café from us or our Affiliates.

You agree not to use products from Approved Suppliers for any purpose other than operating your Café. WE AND OUR AFFILIATES DISCLAIM ALL WARRANTIES, INCLUDING MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, FOR INVENTORY, SERVICES, PRODUCTS, EQUIPMENT, SUPPLIES, FIXTURES, FURNISHINGS, OR OTHER APPROVED ITEMS. WE ALSO DISCLAIM ANY LIABILITY FOR SERVICES OR PRODUCTS PROVIDED BY APPROVED SUPPLIERS. OUR APPROVAL DOES NOT CREATE ANY LIABILITY FOR US.

9.3. Authorized Menu; Approved Suppliers. You must prepare and sell only the menu items and products we designate and approve in writing (the “**Authorized Menu**”). You must offer the full Authorized Menu during all hours of operation and comply with any modifications we make. Discontinued items must be removed from sale within fourteen (14) days of notice, or immediately if they pose a health threat. You must use proprietary and approved recipes, ingredients, formulas, techniques, and supplies, and prepare and serve items in the ways we specify in the Brand Standards Manual or otherwise in writing. You must make all purchases from Approved Suppliers. We may authorize test marketing of proposed products or services at your expense, require you to keep records and report results. Additionally, you must offer and sell all food and beverage items and merchandise that are part of the Meráki Greek Grill offering unless otherwise approved by us in writing or prohibited by local law or

regulation. You may not offer or sell any food or beverage menu item, product, or merchandise that we have not authorized.

9.4. Constructing, Developing, and Operating Your Café. In constructing, developing, and operating your Café, you agree to use only approved fixtures, furnishings, equipment (including the POS System), décor, and signs that meet our quality, design, appearance, function, and performance standards. You may only display approved signs, emblems, lettering, logos, and display materials at the Approved Location. You must purchase or lease approved brands, types, or models of fixtures, furnishings, equipment, and signs from designated suppliers (which may include us or our Affiliates). You must pay the current prices for purchases from us or our Affiliates. We will provide lists of required start-up inventory, furniture, fixtures, software, equipment, and supplies, and you must establish independent commercial relationships with Approved Suppliers for specific items. You must develop and operate the business under our specific operating standards, policies, and procedures.

9.5. Alternative Suppliers or Items. If you want to: (a) add or delete items from the Authorized Menu; (b) sell products that have not previously been approved by us; or (c) make purchases from a supplier other than an Approved Supplier, you must first submit to us a written request to approve the proposed supplier, together with any documentation regarding that supplier that we reasonably request. Within forty-five (45) days after receiving a completed request, and completion of such evaluation and testing (if we require), we will notify you in writing of our approval or disapproval of the proposed supplier, product, or menu item. We may charge you the costs and expenses we incur in connection with such evaluation, including personnel wages, travel expenses, and lodging. We may revoke our approval at any time if we determine, in our sole discretion, that the supplier no longer meets our standards. You must stop purchasing from a disapproved supplier upon notification from us that it has been disapproved. You must reimburse us for the costs we incur in reviewing and evaluating proposed suppliers, products, supplies, or menu items.

9.6. Acknowledgement of Markup or Rebates. You acknowledge and agree that we and our Affiliates have the right to a reasonable markup on all items that you are required to purchase from us and our Affiliates. Further, you acknowledge that we may receive from Approved Suppliers periodic volume rebates or other revenue or consideration as a result of your purchases. You further acknowledge and agree that we are entitled to keep such rebates and revenue for our own use, regardless of whether we choose to do so.

9.7. Maintenance, Renovations, and Refurbishment. You must, at your sole expense, maintain, renovate, and refurbish your Café to comply with the System, including keeping the premises and all equipment in good order, repair, and in compliance with the Brand Standards Manual. This includes maintaining a neat, clean, attractive, safe, and sanitary condition, and replacing equipment and assets with approved items as they become worn out or unsuitable. You must make all necessary additions, repairs, replacements, improvements, and alterations to conform to the System's image within specified timeframes, addressing any conditions threatening safety immediately. Repairs and improvements to signage, equipment, furniture, paint, and flooring are considered maintenance. You must refurbish and renovate your Café at least once every five years to meet current design, Trade Dress, sign requirements, color schemes, and presentation of the Marks, completing modifications within 90 days (or six months if costs exceed \$35,000). We will not require you to spend more than five percent (5%) of your annual Gross Sales on remodeling of your Café during any one (1) year period during the Term. If, in any one year, we do not require you to spend up to five percent (5%) of your annual Gross Sales on remodeling of your Café, then the amount we did not require you to spend will be added to the maximum amount of remodeling spending for future years. You acknowledge these obligations are reasonable and necessary to maintain public patronage and avoid deterioration in your Café's operation.

9.8. Comply with Lease Requirements. You agree to refrain from any activity that may jeopardize your right to remain in possession of, or to renew the lease for your Approved Location. You also agree to comply with all terms of your lease or sublease, and all other agreements affecting the operation of your Café.

9.9. Your Employees and Independent Contractors. You agree to maintain a competent, conscientious, trained staff, sufficiently literate and fluent in the English language and in a sufficient number; ensure that your employees and independent contractors provide competent, prompt, courteous, and knowledgeable service, and that they meet our minimum standards (as specified in the Brand Standards Manual) to preserve good customer relations. You must require your employees to wear uniforms while working at or for your Café of such design and color as we may prescribe in the Brand Standards Manual. You will ensure that for any function that requires an employee to be certified, you will only allow employees you have certified perform that function. You further agree that in any office, break room, or other non-public area accessed by your employees or contractors, you will post a sign or other document containing language we require explaining the differences between you, their employer or contractor, and us, your franchisor. You must have all of your employees sign our then-current form of Franchise Relationship Acknowledgement. Our current form is attached as Addendum 6.

9.10. Brand Standards Manual. You must operate your Café in strict compliance with the standard procedures, policies, rules and regulations established by us from time to time and incorporated in the Brand Standards Manual. You must supervise your General Manager, managers, employees, independent contractors and Affiliates to ensure their compliance with the Brand Standards Manual. We have the right to prescribe additions to, deletions from or revisions of the Brand Standards Manual (the “**Supplements**”), all of which will be considered part of the Brand Standards Manual. All references to the Brand Standards Manual in this Agreement will include the Supplements. Supplements will become binding on you as if originally set forth in the Brand Standards Manual, upon being delivered to you (unless we specify a longer period). We will provide you with up to thirty (30) days to comply with any material change made by us to our standards. The Brand Standards Manual and any Supplements are material in that they will affect the operation of your Café, but they will not conflict with or materially alter your rights and obligations under this Agreement. While the Brand Standards Manual are designed to protect our reputation and the goodwill of the Marks, they are not designed to control the day-to-day operations of your Café.

9.10.1. We are permitted to revise the System, Marks, the various training programs offered to franchisees and their employees, and the Brand Standards Manual at any time, by addition, deletion or other modification to the provisions of the Brand Standards Manual, and such modification will be made in our sole judgment. Such modifications may obligate you to invest additional capital in your Café (“**Capital Modifications**”) and/or incur higher operating costs, except as stated in Section 9.7 (which applies to remodels to your Café, but not to other Capital Modifications).

9.10.2. Upon the execution of this Agreement, we will loan to you one (1) copy of the Brand Standards Manual (which may be electronic). The Brand Standards Manual and all amendments to the Brand Standards Manual (and copies of it) are copyrighted and remain our property. They are loaned to you for the Term (and any successor period), and must be returned to us immediately upon the termination or expiration of this Agreement. The contents of the Brand Standards Manual are our Confidential Information. You must not make, or cause or allow to be made, any copies, reproductions or excerpts of all or any portion of the Brand Standards Manual without our express prior written consent. You must keep any physical copies of the Brand Standards Manual up-to-date.

9.11. Consumer Relations and Protection of Goodwill. You must give prompt, courteous and efficient service to the public and operate your Café in compliance with the Brand Standards Manual to preserve and enhance the value and goodwill of the Marks and the System. You will uphold, and take reasonable steps to ensure that your General Manager and employees uphold high standards of honesty, integrity, and fair dealing in dealing with the general public, customers, other franchisees and us. You must promptly respond to all complaints received from your clients or other individuals in an attempt to resolve the dispute in a reasonable business manner. If we are contacted by a customer of your Café who lodges a complaint, we reserve the right (but are not required) to address the customer's complaints in order to preserve goodwill and prevent damage to the Marks. Nothing in this Section 9.11 or in any other provision of this Agreement is to be construed to impose liability upon us to any third party for any of your actions or obligations.

9.12. Hours of Operation. You will operate your Café during such days, nights, and hours as we may state from time-to-time in the Brand Standards Manual or otherwise. You acknowledge and agree that the hours of operation are integral to the value of the System and the Marks, and any failure by you to operate during the designated hours would be detrimental to the System and the Marks. You further acknowledge and agree that the day-to-day operational decisions relating to the closing and opening procedures of your Café, including any security, staffing, and other similar matters, will be made solely by you. We generally require that your Café be open seven (7) days a week, including most holidays.

9.13. Merchant Services. You agree to maintain, at all times, credit-card relationships with the credit- and debit-card issuers or sponsors, check or credit verification services, financial-center services, merchant service providers, electronic-fund-transfer systems, and near field communication vendors (together, "**Credit Card Vendors**") that we may periodically designate as mandatory. You agree not to use any Credit Card Vendor for which we have not given you our prior written approval or as to which we have revoked our earlier approval. We have the right to modify our requirements and designate additional approved or required methods of payment and vendors for processing such payments, and to revoke our approval of any service provider. You must acquire, at your expense, all necessary hardware and/or software used in connection with these non-cash systems.

9.14. Compliance With Data Security Guidelines. You must use your best efforts to protect your clients against a cyber-event, identity theft or theft of personal information. 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 successor 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. You must demonstrate compliance upon reasonable request, which may include having an independent third party Qualified Security Assessor (QSA) conduct a PCI/DSS audit. In the event you are unable to demonstrate full compliance, we may require that you engage the services of an approved vendor to assist you on an ongoing basis. Having a secure managed firewall that meets our system standards is one part of the current requirement. You must at all times be compliant with all other Legal Requirements including: (a) the NACHA ACH Security Framework; (b) the operating rules and regulations of all credit card and merchant services providers; (c) state and federal laws and regulations relating to data privacy, data security and security breaches; and (d) our security policies and guidelines, all as they may be amended from time to time.

9.15. Gift Cards and Customer Loyalty Programs. We may establish gift card or customer loyalty programs for use Systemwide. You must acquire and use all computer software and hardware necessary to process the sale of gift certificates and/or stored value cards, loyalty cards and/or customized promotional receipts, and to process purchases made using them and be solely responsible for the service charges

related to such processing. You must remit all proceeds from the sale of gift certificates and stored value cards to us or our designee according to the procedures that we prescribe periodically. We will reimburse or credit you (at our option) the redeemed value of gift certificates and/or stored value cards accepted as payment for products and services sold by your Café.

9.16. Compliance With Legal Requirements. You agree to maintain the highest health standards and ratings applicable to the operation of your Café. You agree to comply with all Legal Requirements and obtain and maintain any and all licenses and permits required by any governmental agencies or otherwise necessary to conduct your Café in any jurisdiction in which it operates. You acknowledge that you alone are responsible for complying with Legal Requirements and that we have no obligation to you or any other person for your compliance with Legal Requirements. As between us and you, you are solely responsible for the safety and well-being of your employees and the customers of the franchise business. You acknowledge and agree that your indemnification responsibilities under this Agreement include your obligations under this Section 9.16. You specifically agree to comply with all applicable health and safety laws, ordinances and regulations so as to be rated the highest available health and safety classification by the appropriate governmental authorities and to furnish to us copies of all inspection reports, warnings, certificates, and ratings issued by any governmental agency within ten (10) days of your receiving them. If your Café is subject to any inspection by any governmental authorities under which it may be rated in one or more than one classification, it must be maintained and operated so as to be rated in the highest available classification with respect to each governmental agency. In the event your Café fails to be rated in the highest classification or you receive notice that your Café is not in compliance with all applicable standards, you must immediately notify us of such failure or noncompliance.

9.17. Lawsuits. You must notify us in writing within five (5) days of your receiving any notification of: (a) the initiation of any action, suit, or legal proceeding against you; or (b) the issuance of any inquiry, subpoena, order, writ, injunction, award or decree of any court, agency, or other governmental instrumentality relating to the Café.

9.18. Pricing. We reserve the right to establish minimum and maximum prices for the services and products you sell, subject to Legal Requirements. You agree to follow all such pricing rules or guidelines.

9.19. Improvement(s). If you, your General Manager, employees, or Owners develop any new concept, process or improvement in the operation or promotion of your Café or Cafés generally (an “**Improvement**”), you agree to promptly notify us and provide us with all necessary related information, without compensation. Any such Improvement will become our sole property and we will be the sole owner of all related copyrights, trademarks, patents, patent applications, and other intellectual property rights. You must fully disclose the Improvement(s) to us, without disclosing the Improvement(s) to others, and you must obtain our written approval prior to using such Improvement(s). You and your Owners agree to assign to us any rights you or your Owners may have or acquire in the Improvement(s), including the right to modify the Improvement, and you and your Owners waive and/or release all rights of restraint and moral rights in and to the Improvement. You and your Owners agree to assist us in obtaining and enforcing the intellectual property rights to any Improvement. In the event that the foregoing provisions of this Section 9.19 are found to be invalid or otherwise unenforceable, you and your Owners hereby grant to us a worldwide, perpetual, non-exclusive, fully-paid license to use and sublicense the use of the Improvement to the extent such use or sublicense would, absent this Agreement, directly or indirectly infringe on you or your Owners’ rights to the Improvement.

9.20. Premises Surveillance System. You must install and maintain a premises surveillance system, which must have a storage capacity that is able to (and does) store video for at least thirty (30) days after it is recorded. You must take any and all actions necessary to ensure that you and we have the continual ability to monitor the premises of your Café from any Internet-connected computer.

10. OPERATIONAL ASSISTANCE BY US

10.1. Training. Prior to beginning operation of your Café, you and your General Manager (if applicable) must attend, and successfully complete, to our satisfaction, an initial training program in our System, methods of operation, policies, and any other topics as we may determine necessary or appropriate (the “**Initial Training Program**”). The Initial Training Program will take place at a location designated by us (which could include a physical location and/or the Internet). There will be no additional charge for you and your General Manager (for a possible total of two (2) people) to attend the Initial Training Program. You must not commence operation until your General Manager has completed the Initial Training Program to our satisfaction. If we determine in our sole discretion, based on your performance in the Initial Training Program, that you or your Owners are not qualified to operate a Café, we have the right to terminate this Agreement. If you do not complete the Initial Training Program to our satisfaction or obtain all necessary licenses, we have the right to terminate this Agreement and retain the Initial Franchise Fee, which we will consider fully earned.

10.1.1. Should you have the need to replace your General Manager, any replacement General Manager must attend the Initial Training Program at a time that it is offered by us. The fee for any additional employees (who we have approved to attend) to attend the Initial Training Program is \$3,500 per attendee.

10.1.2. You must pay all lodging, travel and meals, personal expenses, salary and living expenses incurred by you, your General Manager, your Owners, and/or other persons attending the training with you or any subsequent training attended by you, your General Manager(s), your Owners, or employees.

10.1.3. We will not pay any compensation for services performed by trainee(s) in connection with training or other assistance, including providing services for us, our Affiliate(s) or other franchisee(s).

10.1.4. We may, in our discretion, elect not to provide the Initial Training Program to you if, as of the Effective Date, you, or your General Manager have previously attended and successfully completed the Initial Training Program in connection with the operation of another Café.

10.2. Opening Assistance. Before and/or after your Café opens, we will spend up to five (5) days at your Café to assist you, your staff, and your General Manager, with the initial opening and operation of your Café.

10.3. Periodic Training and On-Site Assistance. We may require you, your General Manager, and/or previously trained and experienced employees to attend periodic refresher training courses at such times and locations that we designate, which training may (at our option) take place at your Café, at another Café, or a training facility operated by us. You may also request our assistance on-site at your Café. We have the right to require you to pay our then-current fee (as listed in the Brand Standards Manual) for the additional training. If any training takes place at any location other than our headquarters, we also have the right to require you to pay for the lodging, travel and meal expenses we incur for our personnel conducting the training. If training takes place somewhere other than your Café, you will be solely responsible for the lodging, travel, living and meal expenses for those of your personnel attending the training.

10.4. Meetings, Conferences, or Conventions. We may, in our discretion, hold periodic meetings and/or annual conventions to discuss sales techniques, new Authorized Products and Services developments, bookkeeping, training, accounting, inventory control, performance standards, advertising programs, procedures and other topics, which may include an annual convention. We have the right to require you and your General Manager to attend, except in no event will you or your General Manager be required to spend more than five (5) days per year at any such meeting or convention. You must pay the travel and living expenses of you, your General Manager, and any other person(s) attending the meeting or conference in connection with such attendance. Additionally, you and any person(s) attending the convention or meeting with you or on your behalf must stay (at your expense) at the host facility selected by us.

10.5. Advice and Consultation. We will impart to you our selling, promotional and merchandising methods and techniques associated with the System, and will provide to you general guidance. We may (but are not required to) visit your Café periodically to consult with, and provide advice to, you.

10.6. Remote Assistance. We will make a representative reasonably available to respond to your questions (by telephone or through the Internet) during normal business hours, as we determine necessary, to discuss your operational issues and support needs. We may also provide to you such periodic individual or group advice, consultation and assistance, rendered by telephone, newsletter or bulletins made available from time to time to all Cafés, as we may deem necessary or appropriate within our sole discretion. In addition, we may communicate with you concerning new developments, techniques and improvements as we deem appropriate in our sole discretion.

10.7. Site Visits. We may, in our discretion, either directly or by designee visit your Café for the purpose of rendering advice and consultation or training with respect to your Café, its operation and performance, or to determine whether you are in compliance with System standards. You agree that you and your General Manager will meet with us during any site visits.

10.8. Pricing and Rebates. We may (but are not required to) negotiate purchase agreements with Approved Suppliers to obtain discounted prices for franchisees and other Cafés in the System.

11. USE OF TECHNOLOGY

11.1. POS System. You must purchase and install a point-of-sale system meeting our specifications (the “**POS System**”). You must make all improvements to the POS System in the manner, and when, specified by us in writing, even if such improvements require you to spend additional money on the POS System. You have sole and complete responsibility for the manner in which your POS System interfaces with other systems, including those of us and other third parties, as well as any and all consequences that may arise if your POS System is not properly operated, maintained and upgraded.

11.1.1. You must lease or purchase equipment and software for the POS System only from Approved Suppliers. This includes Café management software and other software and hardware that we require. You may not install, or permit to be installed, any devices, software or other programs not approved by us for use with the POS System. You may not authorize the use of the software by anyone else and will not configure, program or change any software programs.

11.1.2. We may from time-to-time designate, develop, or authorize others to develop proprietary or non-proprietary computer applications for use as part of the POS System, which you may be required to purchase and/or license and use in the operation of your Café. You must execute any license, sublicense or maintenance agreement required by us or any other Approved Supplier of proprietary or non-proprietary computer applications designated by us.

11.1.3. You must: (a) promptly enter into the POS System and maintain all information that we require you to enter and maintain; (b) provide to us such reports as we may reasonably request from the data so collected and maintained, and (c) permit us to access your POS System at all times and any time by any commercially available means we specify from time to time. You must cooperate with us to permit us access your POS System and all of its data.

11.1.4. Any and all data collected or provided by you, downloaded from your POS System, or otherwise collected from you by us or provided to us, is and will be owned exclusively by us, and we have the right to use the data in any manner without compensation to you. During the Term, you are licensed, without additional compensation, to use such data solely for the purpose of operating your Café. This license will automatically and irrevocably expire, without additional notice or action by us, when this Agreement terminates or expires.

11.2. Ownership of Customer Information and Goodwill. All Customer Information that we obtain from you and that you collect from Café customers and all revenues we derive from such Customer Information will be our property and our Confidential Information that we may use for any reason without compensation to you, including making a financial performance representation in our franchise disclosure documents. You assign and will be deemed to have assigned all rights in Customer Information to us. You will provide copies of all Customer Information to us upon request. At your sole risk and responsibility, we grant you the right to use such Customer Information that you acquire from Customers and other third parties solely in connection with operating the Café at any time during the Term of this Agreement, to the extent that your use is permitted by applicable law. Upon expiration of the Term, all copies of Customer Information must be returned to us and removed from your POS System.

11.3. Privacy and Data Protection. You will take all necessary actions to independently: (i) learn and comply with all applicable Privacy Laws; (ii) learn and comply with the requirements of the Brand Standards Manual as they relate to Privacy Laws and the privacy and security of Customer Information; (iii) learn and comply with any posted privacy policy and other representations made to the individual identified by Customer Information that you process, and communicate any limitations required thereby to any authorized receiving party in compliance with all Privacy Laws; (iv) refrain from any action or inaction that could cause us or our Affiliates to breach any Privacy Laws; (v) maintain, and cause adherence by your personnel to all reasonable physical, technical and administrative safeguards and related policies for Customer Information that is in your possession or control in order to protect such Customer Information from unauthorized processing, destruction, modification, or use that would violate this Agreement, the Brand Standards Manual (which may include a non-exhaustive list of the minimum types of policies that must be implemented) or any Privacy Law; (vi) do and execute, or arrange to be done and executed, each act, document and thing we deem necessary in our business judgment to keep us and our Affiliates in compliance with the Privacy Laws; and (vii) immediately report to us the breach of any requirements in this Agreement or the Brand Standards Manual regarding Customer Information or any Privacy Law, or the theft or loss (or any apparent or alleged theft or loss) of Customer Information (other than the Customer Information of your own officers, directors, shareholders, employees or service providers).

11.3.1. You will, upon request, provide us with information, reports, and the results of any audits performed regarding your data security policies, security procedures, or security technical controls related to Customer Information. You will, upon our request, provide us or our representatives with access to your POS System records, processes and practices that involve processing of Customer Information in order to mitigate a security incident or so that an audit may be conducted. You will indemnify, defend and hold us and our Affiliates, and their respective officers, directors, shareholders, members, managers, partners, employees, servants, independent

contractors, attorneys, representatives, agents and associates harmless in connection with any claim or action arising out of or relating to: (i) any theft, loss or misuse (including any apparently or alleged theft, loss or misuse) of Customer Information; and (ii) your breach of any of the terms, conditions or obligations relating to data security, Privacy Laws or Customer Information set forth in this Agreement.

11.3.2. You will immediately notify us upon discovering or otherwise learning of any theft, loss or misuse of Customer Information. You will, at our direction, but at your sole expense, (i) undertake remediation efforts on your own in concert with our directions, (ii) reasonably cooperate with any remediation efforts undertaken by us and (iii) undertake efforts to prevent the recurrence of the same type of incident, including by paying for any remediation and post-breach monitoring process deemed appropriate by us. You will not make any public comment regarding any data security incident without our approval. Any notifications to the media or customers regarding theft or loss of Customer Information will be handled exclusively by us at our election and neither you nor your personnel may contact customers relating to such theft or loss unless you are under a legal obligation to do so, in which case (i) you must notify us in writing promptly after concluding that you have the legal obligation to notify any customers and (ii) you will limit the notices to customers to those required by the legal obligation or as pre-approved by us. You will reasonably cooperate in connection with any notices to customers regarding theft or loss and you will assist with sending such notices upon request by us.

12. AUDITS; INSPECTIONS

12.1. Financial Planning and Management. You must keep such complete records of your Café as a prudent and careful businessperson would normally keep. You must keep your financial books and records as we may from time to time direct in the Brand Standards Manual or otherwise, including retention of all invoices, accounts, books, data, licenses, order forms, payroll records, check records, bank deposit receipts, sales tax records, refunds, cash disbursements, journals and general ledgers. On or before the Payment Date, you must submit to us a complete and accurate accounting of your Gross Sales for the previous Reporting Period in the format we request, which may be electronic, through the POS System or otherwise. You will prepare monthly income statements for your Café, which we may require you to submit to us. Within thirty (30) days of the end of each calendar quarter, you must submit to us a financial statement prepared according to generally accepted accounting principles for that calendar quarter, and it must be signed and sworn by you to be true and correct. You will maintain an accounting system reflecting all operational aspects of your Café, including uniform reports as may be required by us, prepared in accordance with accounting methods utilized and generally accepted for federal income tax return purposes. You will also submit to us current financial statements; forms showing the sales, use, and gross receipt taxes paid by you; and such other reports or documents kept by you as we may reasonably request. On or before April 15 of each year, you must provide us with a copy of your federal tax return for the previous tax year. On or before March 15 of each year, you must provide us with annual financial statements relating to your Café in a format that we reasonably require. You must maintain the records required under this Section 12.1 for a period of five (5) years after the termination, Transfer, or expiration of this Agreement.

12.2. Inspection Rights and Access to Records. During the Term and for a period of three (3) years following the termination or expiration of the Agreement, we (either directly or through a designated agent) have the right to visit the place where your records are located and inspect all aspects of the operation of your Café, at any time during normal business hours and without advance notice. You acknowledge that any evaluation or inspection we conduct is not intended to exercise, and does not constitute, control over your day-to-day operation of your Café or to assume any responsibility for your obligations under this Agreement. You acknowledge that during any audit or inspection we conduct, or

visit we make to your Café (regardless of the stated purpose of our visit), we will have all of the rights stated in this Article 12 and you will fully cooperate with our exercise of these rights.

12.2.1. As part of such visit, we have the right to: (a) inspect your Café operating materials and supplies; (b) observe the operations of your Café for such consecutive or intermittent periods as we deem necessary; (c) take photographs, movies or video recordings of your Café; (d) interview your personnel; (e) conduct customer surveys; (f) inspect and copy any books, Customer Information, records, and documents relating to the operation of your Café, including contracts, leases, and material and information generated by or contained in the POS System; and (g) select products, inventory, supplies, equipment and other items from your Café to evaluate whether they comply with our Brand Standards Manual. You must cooperate fully with us in connection with these inspections, observations, surveys and interviews. We will not be obligated to give you or your General Manager any prior notice of any such inspection.

12.2.2. You authorize us or our designee to make reasonable inquiries of your bank, suppliers and trade creditors concerning your Café, and by this Agreement you direct such persons to provide us with such information and copies of documents pertaining to your Café as we request.

12.2.3. We and our designee have the right to discuss your records and your Café with your General Manager and any officers, directors and employees responsible for maintaining records.

12.2.4. You acknowledge and agree that we will have the continual right to monitor your Café and your activities at the Café through the premises surveillance system, and that we have the right to use the footage from the system for determining your compliance with this Agreement, the Brand Standards Manual, or applicable Legal Requirements.

12.2.5. We will have the right to share your financial information with your actual or perspective landlords or lenders, and among our franchisees generally. We will have the right to use your information in our franchise disclosure document.

12.3. Audit. We and/or our designated agents have the right at all reasonable times to examine and copy, at our expense, your books, records, accounts, sales tax records, Customer Information, and business tax returns relating to your Café. We also have the right, at any time, to have an independent audit made of your books and records or to require you to participate in a mail-in audit or any other form of audit in accordance with the Brand Standards Manual. You agree to cooperate fully with our representatives and independent accountants in any examination. If an inspection or audit reveals that any payments due to us have been understated in any report to us, then you must immediately pay us the amount understated upon demand, in addition to 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 maximum rate permitted by law, whichever is less. If: (a) you refuse to cooperate with an audit or an inspection; (b) an inspection or audit discloses an understatement in any report of three percent (3%) or more, you must, in addition to repaying money owed with interest, reimburse us for any and all costs and expenses connected with the inspection (including, without limitation, travel, lodging and wage expenses, and reasonable accounting and legal costs), and an underreported fee charge of five thousand dollars (\$5,000). The remedies in this Section 12.3 are in addition to any other remedies we may have as a result of your underreporting, including but not limited to the right to terminate this Agreement.

12.3.1. You must cooperate in scheduling any audit and providing access to records, which must be maintained and presented in reasonable order to allow the audit to be conducted in a reasonable time.

12.3.2. Your failure, refusal or neglect to dispute any fees or contributions that an audit reveals you owe, including any fees, costs and penalties assessed in connection with an audit, constitutes a waiver of any right to challenge such fees, unless you provides us written notice of your dispute, along with an explanation of the basis for your dispute, within thirty (30) days of the date we deliver the audit results to you in writing.

12.4. Consent to Use of Likeness and your Café. You agree that we have the right to use the likeness (including photographs or videos containing images) of: (a) you; (b) if you are a Business Entity, your Owners; and (c) your Café, for any purposes relating to the promotion or marketing of the System or Marks.

12.5. Mystery Shoppers. You acknowledge that we may use mystery shoppers to evaluate you and your Café.

13. **YOUR OWNERS AND GUARANTORS; RELATIONSHIP BETWEEN THE PARTIES**

13.1. Your Name. You must operate solely under the name identified on **Addendum 1** and may use “ProteinHouse®” or our other Marks **only** as a “doing business as” (d/b/a) designation. You may not use other name in connection with any advertising or operation of your Café. We have the right to review and require changes to any display of your name or the Marks.

13.1.1. You may not include “ProteinHouse®” or any of the Marks in your legal name.

13.1.2. You must post a conspicuous notice on or near the front entrance of your Café that clearly states: “EACH PROTEIN HOUSE BUSINESS IS INDEPENDENTLY OWNED AND OPERATED” or any modification of this statement as we may require in the Brand Standards Manual. You must include this disclaimer on all business cards, stationery, promotional and advertising materials, website and Internet communications, real estate documents, and all other materials you use.

13.1.3. In all public records, in relationships with other persons, and on letterhead and business forms, you must indicate that you independently own your Café, and that you are solely a franchisee of Proteinhouse Franchising, LLC.

13.2. Relationship of Parties. We and you intend that this Agreement creates only a franchisor and franchisee relationship, and no other. You have no authority to create or assume in our name or on our behalf, any obligation, express or implied, or to act or purport to act as our agent or representative for any purpose whatsoever. Neither we nor you are the employer, employee, agent, partner or co-venturer of or with one another, each of us being independent from each other. You will not hold yourself out as our agent, employee, partner or co-venturer. Neither you nor we have the power to bind or obligate the other except specifically as stated in this Agreement. We and you agree that the relationship created by this Agreement is one of an independent contractor and not a fiduciary relationship.

13.2.1. We and you are not joint employers of your employees and other personnel. We do not and will not share or codetermine any of your employees’ essential terms and conditions of employment. More specifically, in no case do we have any authority to determine or set your employees’: (1) wages, benefits, and other compensation; (2) hours of work and scheduling; (3) the assignment of duties to be performed; (4) the supervision of the performance of duties; (5) work rules and directions governing the manner, means, and methods of the performance of duties and the grounds for discipline; (6) the tenure of employment, including hiring and discharge; and/or (7) working conditions related to the safety and health of employees. You alone have sole authority to determine any or all of your employees’ essential terms and conditions of employment.

13.2.2. We will not be obligated for any damages, claims, or obligations to any person or property arising out of your operation of your Café, whether caused by your negligent or willful action or failure to act, or your use of the Marks in a manner not in accordance with this Agreement. You must not use the Marks in signing any contract or applying for any license or permit in a manner that may result in our liability for your debts or obligations.

13.2.3. You agree to inform each of your employees and contractors that you alone are their employer, and that we are not. You will explain to your employees and contractors the respective roles of a franchisor and franchisee and our relationship with you. You will request that your employees and contractors sign any acknowledgment or disclosure we reasonably require explaining the differences between us (your franchisor) and you (their employer or contractor).

13.2.4. You acknowledge and agree that you alone will exercise day-to-day control over all operations, activities, and elements of your Café, and that under no circumstance will we do so or be deemed to do so. The various requirements, restrictions, prohibitions, specifications, and procedures of the System that you must comply with under this Agreement do not imply that we control any aspect of the day-to-day operations of your Café. These standards are meant to guide you in exercising your control over the day-to-day operations of your Café.

13.2.5. You acknowledge that we may, from time-to-time, make certain recommendations as to employment policies and procedures, which may include (among other things) a sexual harassment policy. You will have sole discretion in whether to adopt any such policies and procedures, and as to the specific terms of those policies and procedures. Training with respect to all such policies and procedures will be your sole responsibility.

13.3. Owners Agreement. You and each of your Owners must, jointly and severally, sign the Owner Agreement attached as **Addendum 2**, and you and each of your Owners will otherwise bind yourselves to the terms of this Agreement. If the ownership interest is acquired after Effective Date, each new Owner must sign and provide the Owner Agreement to us within ten (10) days after obtaining the interest as an Owner.

14. **INDEMNIFICATION; INSURANCE**

14.1. Indemnification. You, and each of the Owners identified on **Addendum 1**, agree that you will, at all times, indemnify, exculpate, defend and hold harmless, to the fullest extent permitted by law, us, our successors, assigns, and Affiliates (including but not limited to LRAB LLC) and the respective officers, directors, shareholders, agents, representatives, independent contractors, servants, and employees of each of them (the “**Indemnified Parties**”) from all Losses and Expenses incurred in connection with any action, suit, proceeding, claim, damages (actual, consequential, or otherwise), demand, losses, liabilities, actions, lawsuits and other proceedings, judgments, awards, investigation, or inquiry (formal or informal), or any settlement of any of them, which arises out of or is based upon any of the following:

14.1.1. The operation or condition of any part of the Café or the site on which the Café is located, the conduct of business at the Café, and any acts or omissions of you or your employees, agents, or contractors, including with respect to the collection or use of Customer Information.

14.1.2. The infringement, alleged infringement, or any other violation or alleged violation by you or any of the Owners of any patent, trademark, copyright, or other proprietary right owned or controlled by third parties unless, and to the extent that, the action is based upon or arises from your authorized use of the Marks in strict compliance with the terms of this Agreement.

14.1.3. Your, or your Owners', violation, breach, or asserted violation or breach of any Applicable Law, ruling, or industry standard.

14.1.4. Your failure to obtain and maintain the types and amount of insurance coverage set forth in the Brand Standards Manual or otherwise required by us.

14.1.5. Your, or your Owners', libel, slander, or any other form of defamation of the Indemnified Parties, the System, or any other franchisee.

14.1.6. Your employment or other contractual relationship with your employees, workers, managers, or independent contractors, including but not limited to any allegation, claim, finding, or ruling that we are an employer or joint employer of your employees.

14.1.7. Your, or your Owners': (a) violation or breach of any warranty, representation, agreement, or obligation in this Agreement or in any other agreement between you and us or our Affiliates; (b) acts, errors, or omissions, or those by any of your affiliates, any of your principals, officers, directors, shareholders, agents, representatives, independent contractors, or employees in connection with the establishment and operation of your Café, including, but not limited to, any acts, errors, or omissions of any of them in the operation of any motor vehicle or in the establishment or implementation of security for your Café.

14.1.8. Any and all encumbrances, liens, assessments, levies, charges, surcharges, demands for payment, taxes, or any other liabilities imposed on us or on or as a result of any payment due to or paid to us under this Agreement, by any taxing authority or any political subdivision, instrumentality, agency, or other body of any governmental or taxing authority.

14.1.9. Any damages, incidents, or claims listed in this Section 14.1 that are alleged to be caused by an Indemnified Party's negligence, unless (and then only to the extent that) the claims, obligations, and damages are determined to be caused solely by the Indemnified Party's gross negligence or willful misconduct according to a final, unappealable ruling issued by a court or arbitrator with competent jurisdiction.

We have the right to defend any such action or claim against us, using legal counsel of our choosing, at your expense. This indemnification will continue in full force and effect subsequent to and notwithstanding the expiration or termination of this Agreement. For the purposes of the indemnification in this Section 14.1 only, the term "claim" also includes all obligations and costs incurred in the defense of any claim against any of the Indemnified Parties, including, without limitation, reasonable accountant, arbitrator, attorney, and expert witness fees, costs of investigation and proof of facts, court costs, and other expenses of litigation, arbitration, or alternative dispute resolution and travel and living expenses. THE INDEMNIFIED PARTIES DO NOT ASSUME ANY LIABILITY WHATSOEVER FOR ACTS, ERRORS, OR OMISSIONS OF THOSE WITH WHOM YOU, ANY OF YOUR AFFILIATES OR ANY OF THE PRINCIPALS, MAY CONTRACT. YOU AND EACH OF YOUR PRINCIPALS THAT EXECUTES THE CORPORATE GUARANTY OR PERSONAL GUARANTY AND PRINCIPALS' UNDERTAKING WILL HOLD HARMLESS AND INDEMNIFY THE INDEMNIFIED PARTIES FROM ALL LOSSES AND EXPENSES THAT MAY ARISE OUT OF ANY ACTS, ERRORS, OR OMISSIONS OF YOU, YOUR AFFILIATES AND THE PRINCIPALS AND ANY SUCH THIRD PARTIES, WITHOUT LIMITATION AND WITHOUT REGARD TO THE CAUSE OR CAUSES OF THE ACTS, ERRORS OR OMISSIONS OR THE NEGLIGENCE (WHETHER THAT NEGLIGENCE IS SOLE, JOINT, OR CONCURRENT, AND WHETHER ACTIVE OR PASSIVE) OR STRICT LIABILITY OF ANY OF THE INDEMNIFIED PARTIES OR ANY OTHER PARTY OR PARTIES

ARISING IN CONNECTION THEREWITH, IN CONNECTION WITH THE ESTABLISHMENT AND OPERATION OF THE RESTAURANT, INCLUDING, BUT NOT LIMITED TO, ANY ACTS, ERRORS OR OMISSIONS OF ANY OF THE FOREGOING IN THE OPERATION OF ANY MOTOR VEHICLES, IN THE ESTABLISHMENT OR IMPLEMENTATION OF SECURITY FOR THE RESTAURANT, IN THE USE OF ANY INTERNET SITE OR INTRANET NETWORK DEVELOPED BY US, ACTS OF ANY THIRD PARTIES, OR ACTS OR CLAIMS ARISING FROM THIS AGREEMENT.

14.2. Mitigation Not Required. Under no circumstances will we or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate our, their or your losses and expenses, in order to maintain and recover fully a claim against you. You agree that a failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts we or another Indemnified Party may recover from you.

14.3. Insurance. During the Term, you must maintain in force, at your expense, policies of insurance, in the minimum amounts specified by us, issued by carriers approved by us, that have a rating of at least A- by A.M. Best, or the equivalent. Specifically, you must purchase and maintain, throughout the term of the Agreement: (1) comprehensive commercial general liability insurance for the franchised business with an umbrella of at least \$1,000,000 per occurrence, \$2,000,000 aggregate limit, and \$75,000 damage to rented premises per occurrence with an endorsement specifically covering cyber liability risks; (2) products and completed operations coverage with an aggregate coverage of \$1,000,000; (3) personal and advertising injury coverage of \$1,000,000 per occurrence, with \$10,000 per person in medical benefits; (4) all perils property and casualty coverage; (5) excess or umbrella liability insurance with limits of not less than \$2,000,000 per occurrence, \$2,000,000 aggregate, and \$2,000,000 products and completed operations coverage; (6) business interruption coverage providing for at least six months coverage of profits and necessary operating expenses; (7) vehicle coverage, including any hired or non-owned vehicles used in your Café's operation of \$1,000,000 coverage; (8) worker's compensation in the greater of \$1,000 for each incident and \$1,000 for each employee, or in such minimum amounts as required by law; (9) employer's liability insurance; (10) unemployment insurance; (11) state disability insurance; and (12) other insurance to meet any applicable legal requirements, or as required by your landlord. We may unilaterally modify our insurance requirements, which modifications may include increasing minimum policy limits, by delivering to you written notice of the change through the Brand Standards Manual.

14.3.1. Additional Named Insured. Each insurance policy must name us and such Affiliates of ours as we may designate as "additional insureds" and will contain an "Additional Insured-Designated Person or Organization" or "Grantor of Franchise" endorsement (or equivalent), without any qualifying language, extending to our negligence and errors and omissions, and cannot be limited to vicarious liability. You must provide us with thirty (30) days advance written notice to us of any material modification, cancellation, or expiration of the policy. Each policy must also include a waiver of the insurer's right of subrogation against any of us, and provide coverage for your indemnification obligations under this Agreement. The insurance afforded to additional insureds must apply as primary insurance and not contribute to any insurance or self-insurance available to ProteinHouse Franchising, LLC.

14.3.2. Continuation of Policy. Regardless of the amounts we state above, it is your responsibility to maintain adequate insurance coverage at all times during the term of and after the expiration of this Agreement, so that coverage, including but not limited to any policies that are on a "claims made" basis, which through the purchase of an extended reporting endorsement (i.e., "tail" insurance) will be in effect for acts or omissions that occurred prior to the termination of the policy and are reported within a 24 month period following the end of the policy period.

14.3.3. Copies of Policies. You must provide us with copies of policies evidencing the existence of the insurance required by this Section 14.3 at least ten (10) days prior to the time you are first required to carry insurance, and thereafter at least thirty (30) days prior to the expiration of any policy, along with certificates evidencing such insurance.

14.3.4. Our Right to Obtain Insurance. In the event you fail to obtain the required insurance and to keep it in full force and effect, we may, but will not be obligated to, purchase insurance on your behalf from an insurance carrier of our choice, and you must reimburse us for the full cost of such insurance, plus an administrative fee equal to 20% of the cost of such premiums, within five (5) days of the date we deliver you an invoice detailing such costs and expenses.

14.3.5. Acknowledgement. You acknowledge that the foregoing minimum insurance requirements do not constitute advice or a representation that such coverages are necessary or adequate to protect you from losses in connection with your Café. Nothing in this Agreement prevents or restricts you from acquiring and maintaining insurance with higher policy limits or lower deductibles than we require. Any insurance policies that we carry do not and will not limit or relieve you from any of your obligations under this Article 14.

15. ASSIGNMENT

15.1. By Us. You acknowledge that we maintain a staff to manage and operate the System and that staff members can change as our owners, directors, officers, and employees come and go. You represent that you have not signed this Agreement in reliance on any particular shareholder, director, officer, or employee remaining with us in that capacity. We may change our ownership or form and/or assign this Agreement and any other agreement to a third party without restriction. After our assignment of this Agreement to a third party who expressly assumes the obligations under this Agreement, we no longer will have any performance or other obligations under this Agreement.

15.2. Assignment by You. We have entered into this Agreement in reliance upon and in consideration of your singular personal skill and your qualifications, as well as the trust and confidence we have in you. Therefore, neither your interest in this Agreement, nor any interest in: (a) you; (b) any of your Owners; (c) substantially all of your assets; or (d) your Café, can be assigned, transferred, given away or encumbered, voluntarily or involuntarily (a “**Transfer**”), without our prior written consent.

15.2.1. We will not unreasonably withhold approval of a Transfer if you comply with the conditions of this Article 15. Our consent to a Transfer will not be a waiver of any claims we may have against you.

15.2.2. If, after a Transfer approved by us, one of your Owners no longer has any interest in you or your Café, then that person will be relieved of liability for any obligations to us that arise *after* the date of the Transfer, except for those obligations that arise under Articles 16 or 18.

15.3. Conditions for Approval of Transfer. We, in our discretion, may impose conditions on granting our consent to the Transfer, which conditions may include any or all of the following:

15.3.1. You and your Owners must be in full compliance with this Agreement, and must have been in substantial compliance with this Agreement during the Term, and must pay all amounts then owed to us or our Affiliates.

15.3.2. The transferee must complete and submit all application documents required by us from prospective franchisees at the time of the assignment and be approved in writing by us.

15.3.3. The transferee must have, at our option, either: (i) assumed this Agreement by a written assumption agreement approved by us (which will include a personal guarantee(s) by the transferee, its principals and/or owners of a beneficial interest in transferee), or have agreed to do so at closing; or (ii) executed a replacement franchise agreement on the standard form of franchise agreement we are then offering to new franchisees, which may differ from this Agreement in all material respects, including but not limited to having a smaller Protected Area and higher or different fees than were granted in this Agreement.

15.3.4. At the time you ask for our consent to a Transfer, you must pay us a transfer fee equal to fifty percent (50%) of the then-current initial franchise fee we are charging new franchisees. If the person or people you are Transferring to is or are an immediate family member of you or your Owners, the transfer fee will be one thousand dollars (\$1,000).

15.3.5. At the expense of either you or the transferee, upgrade, remodel, or replace the assets used by your Café, including any and all of your equipment, to conform to our then-current standards and specifications for new franchisees, and complete the upgrading, remodeling, or replacing and other requirements within the time specified by us.

15.3.6. Prior to the date of Transfer, your transferee will attend training at our designated location as required under the-then current franchise agreement being used by us.

15.3.7. You and each Owner must have executed a general release, on our then-current form (our current form is attached to the Franchise Disclosure Document as **Exhibit F**), of any and all claims against us and our Affiliates and our and their respective officers, directors, shareholders, managers, members, agents and employees in their corporate and individual capacities; provided, however, that any release will not be inconsistent with any state law regulating franchising.

15.3.8. If any part of the sale price is financed, you must agree that all obligations of the transferee under any promissory note, other payment agreement, or financing statement will be subordinate to the obligations of the transferee to pay the Royalty Fee, Brand Fund Fee, and other amounts due to us and our Affiliates pursuant to this Agreement.

15.3.9. You must execute a written agreement not to compete in favor of us and your transferee, with terms the same as those set forth in Sections 16.5 and 16.6.

15.4. Right of First Refusal. At least sixty (60) days before you intend to Transfer your Café, you must give written notice to us of your intention to make a Transfer. This notice must include a fully-executed copy of any sale document, and any documents referred to in that or those document(s).

15.4.1. We will have the right to acquire the transferred interest at the same price, and on the same terms and conditions, as contained in any bona-fide offer from a third party made to you. If we exercise this right, we will do so within thirty (30) days of receiving from you all documents that we reasonably request in connection with the proposed Transfer. If we do not indicate to you our intention to exercise this right within that thirty (30) day period, we will be deemed to have elected not to exercise our right of first refusal. Our credit will be deemed equal to the credit of any proposed buyer (meaning that, if the proposed consideration includes promissory notes, we or our designee may provide promissory notes with the same terms as those offered by the proposed transferee).

15.4.2. We must receive, and you and your Owners agree to make, all customary representations and warranties given by the seller of the assets of a business or the ownership interests in a Business Entity, as applicable.

15.4.3. We have the unrestricted right to assign this right of first refusal to a third party, who then will have the rights described in this Section.

Any material change in the terms of any offer prior to closing will constitute a new offer subject to the same right of first refusal by us. This Section 15.4 will not apply to: (a) a Transfer by you or your Owners to adult children of you or your Owners; or (b) if you are a Business Entity, the Transfer of your shares to an Owner who was identified on Addendum 1 of this Agreement as of the Effective Date and has signed an Owner Agreement with us in the form attached as Addendum 2.

15.5. Limited Assignment Right for Sole Proprietorships or Partnerships. If you are a sole proprietorship or partnership, we expressly consent to the Transfer of this Agreement, without payment of a fee, to a Business Entity owned and controlled by the same Owners, provided that you and each of the Owners execute: (a) an assignment agreement; and (b) the Owner Agreement attached as Addendum 2, and provided that you comply with the requirements of Section 1.6. You must notify us in writing of any proposed Transfer under this Section 15.5 and must provide and/or sign all documents we reasonably request relating to your legal entity including, but not limited to, assignment documents, articles of incorporation or organization and bylaws.

15.6. Death or Disability of You or Your Owners. Upon the death or permanent incapacity (mental or physical) of you or of any Owner who has a controlling interest in you, the executor, administrator, or personal representative of such person must Transfer such interest to a third party approved by us within ninety (90) days after such death or mental incapacity. Such Transfers, including, without limitation, Transfers by devise or inheritance, will be subject to the same conditions as an inter vivos transfer. In the case of Transfer by devise or inheritance, however, if the heirs or beneficiaries of any such person are unable to meet the conditions of this Section 15.6, the executor, administrator, or personal representative of the decedent must Transfer the decedent's interest to another party approved by us within ninety (90) days, which disposition will be subject to all the terms and conditions for Transfer contained in this Agreement. If the interest is not disposed of within the ninety (90) day period, we may, at our option, terminate this Agreement. In the event of your death or disability (if you are an individual), the Transfer of your interest in this Agreement and your Café by will or intestate succession, or conveyance of such interest in the event of disability, to your individual heirs, will require our written consent, but will not give rise to our right of first refusal under Section 15.4. However, our right of first refusal will apply to any proposed Transfer or assignment by such heirs.

15.7. Termination, Resignation, Death or Disability of General Manager. If, due to termination, resignation, death, or disability, no one is able to perform management or training supervisory duties relating to your Café, you must, within a reasonable time not to exceed fifteen (15) days from the date of termination, resignation, death, or disability, appoint a new General Manager (as the case may be). Each new General Manager must, at your expense, attend and complete the Initial Training Program to our satisfaction within thirty (3) days of their appointment as your new General Manager. If, in our sole judgment, your Café is not being managed properly, or your employees are not being adequately supervised, at any time after the General Manager's termination, resignation, death, or disability, we will have the right (but not the obligation) to exercise our step-in rights under Section 17.8.

15.8. Pledge or Encumbrance Without Consent Prohibited. Neither you nor your Owners will pledge, encumber, charge, hypothecate or otherwise give any third party a security interest in this Agreement, the Café, your Business Entity, or the shares or assets of your Business Entity without our express prior written consent.

16. **COMPETITION; PROTECTION OF OUR CONFIDENTIAL INFORMATION**

16.1. **Your Acknowledgement.** You acknowledge that you will obtain knowledge of our Confidential Information that is essential to the operation of your Café, without which information you could not effectively and efficiently operate it. You further acknowledge that such Confidential Information was not known to you prior to execution of this Agreement. You further acknowledge and agree that all of the Confidential Information is our sole property, represents our valuable assets, and that we have the right to use the Confidential Information in any manner we wish at any time.

16.2. **Use and Disclosure of Confidential Information.** You will not use any Confidential Information for any purpose other than in the manner we permit or direct. You may disclose Confidential Information only to such of your employees, agents, independent contractors and representatives as reasonably necessary in order to operate your Café. You may not, during the Term or afterward, communicate, divulge or use for the benefit of any other person or entity any Confidential Information, except to such employees and independent agents as must have access to it in order to operate your Café, and you agree that your use of Confidential Information for any purpose other than the development and operation of your Café in accordance with this agreement would constitute unfair competition. Any and all Confidential Information may not be used for any purpose other than conducting your Café. You agree not to make any copies of, reproductions of, or extracts of any Confidential Information except strictly incidental to, and solely in furtherance and within the scope of your relationship with us. You will never reveal any Confidential Information to any person, except as permitted by this Agreement or pursuant to an order from a court of competent jurisdiction. In the event that you should receive such a court order, you must provide us immediate oral and written notice of such order, and must cooperate with us in protecting the secret nature of the Confidential Information. If you at any time conduct, own, consult with, are employed by, or otherwise assist a similar or Competitive Business, the doctrine of “inevitable disclosure” will apply, and it will be presumed that you are in violation of this covenant. It will be your burden to prove that you are not in violation of this covenant. Notwithstanding any other provision of this Agreement, you may, in accordance with any applicable law which includes but is not limited to the federal Defend Trade Secrets Act, disclose Confidential Information, including our trade secrets, (a) in confidence, to federal, state, or local government officials, or to an attorney of yours, for the sole purpose of reporting or investigating a suspected violation of law; or (b) in a document filed in a lawsuit or other legal proceeding, but only if the filing is made under seal and protected from public disclosure. Nothing in this Agreement is intended to conflict with any applicable law or create liability for disclosures expressly allowed by law.

16.3. **Preservation of Confidentiality.** You must not permit any person (including your Owners, General Managers, principals, officers, directors, independent contractors and employees) to access Confidential Information (including the Brand Standards Manual) without first requiring them to execute confidentiality agreements, in a form we approve, requiring that all Confidential Information that may be acquired by or imparted to such person be held in strict confidence and used solely for the benefit of you and us. All confidentiality agreements described in this paragraph must include a specific identification of us as a third-party beneficiary with the independent right to enforce the agreement. Our current approved form is attached to our Franchise Disclosure Document as **Exhibit I**.

16.4. **Covenant Not to Compete: During Term.** You covenant and agree that, during the Term and any successor term(s), neither you nor your Owners, General Manager(s), officers, directors, members, and partners will directly or indirectly own, invest in, partner with, direct, serve as an officer or director for, be employed by, act as consultant for, represent, act as an agent for, or divert or attempt to divert any customer, person, or business to, any Competitive Business anywhere.

16.5. Covenant Not to Compete: After Term. For the reasons stated in Section 16.4 above, you covenant and agree that, for a period of two (2) years after the termination of this Agreement or any successor to this Agreement, regardless of the reason, cause, purpose, or source of the termination (including but not limited to your Transfer of this Agreement), neither you nor your owners, managers, General Manager(s), officers, directors, members, and partners will directly or indirectly own, invest in, partner with, direct, serve as an officer or director for, be employed by, act as a consultant for, represent, or act as an agent for, any Competitive Business within twenty-five (25) miles of: (a) the Protected Area; or (b) any other Café that is then open or under development.

16.6. Covenant Not to Divert Customers. You agree that, during the Term or any successor term(s), and for a period of two (2) years after the termination or expiration of this Agreement or any successor agreement(s), you will not divert, or attempt to divert, or accept business from, any customer to any Competitive Business.

16.7. You Acknowledge that these Covenants Are Reasonable. You agree that all covenants in this Agreement and this Article 16 are fair and reasonable in both duration and area, and will not impose any undue hardship on you. You agree that the existence of any claims you may have against us, whether or not arising from this Agreement, will not constitute a defense to enforcement by us of the covenants in this Article. You further acknowledge that a violation of any covenant in this Article 16 will cause us irreparable harm, the exact amount of which may not be ascertainable, and therefore, you consent that in the event of such violation, we will, as a matter of right, be entitled to apply for injunctive relief to restrain you, or anyone acting for you or on your behalf, from violating said covenants. Such remedies, however, are cumulative and in addition to any of the remedies to which we may then be entitled. The covenants set forth in this Article 16 will survive the termination, expiration or Transfer of this Agreement. You agree to pay all costs and expenses, including, without limitation, reasonable attorneys' fees, that we incur in connection with our enforcement of the covenants in this Article 16. YOU EXPRESSLY ACKNOWLEDGE THAT YOU POSSESS SKILLS AND ABILITIES OF A GENERAL NATURE AND HAVE OTHER OPPORTUNITIES TO EXPLOIT SUCH SKILLS. CONSEQUENTLY, YOU REPRESENT TO US THAT ENFORCEMENT OF THE COVENANTS SET FORTH ABOVE WILL NOT DEPRIVE YOU OF THE ABILITY TO EARN A LIVING.

16.8. Covenants Are Severable; Tolling. The parties agree that each covenant in this Article 16 must be construed to be independent of any other covenant or provision of this Agreement. If all or any portion of the covenants in this Agreement is held unenforceable or unreasonable by a court or agency having competent jurisdiction in any final decision to which we are a party, you expressly agree to be bound by any lesser covenant subsumed within the terms of such covenant that imposes the maximum duty permitted by law, as if the resultant covenant were separately stated in and part of this Agreement. Any period of time specified in this Article 16 will be tolled and suspended for any period of time during which you are in violation of any restrictive covenant.

16.9. Limited Exclusion. The restrictions contained in Sections 16.4 and 16.5 above will not apply to ownership of less than two percent (2%) of the shares of a company whose shares are listed and traded on a national securities exchange if such shares are owned for investment only.

17. DEFAULT; TERMINATION

17.1. Automatic Termination Without Notice. You are in material breach of this Agreement, and this Agreement will automatically terminate without notice, if:

17.1.1. Insolvency. You become insolvent or make a general assignment for the benefit of creditors.

17.1.2. Filing of Bankruptcy Petition. You file a petition in bankruptcy, or such a petition is filed against you and you do not oppose it.

17.1.3. Adjudication of Bankruptcy. You are adjudicated as bankrupt or insolvent.

17.1.4. Receivership. A bill in equity or other proceeding for the appointment of a receiver of: (1) you; (2) your Café; or (3) another custodian for your business or assets, is filed or consented to by you, or if a receiver or other custodian (permanent or temporary) of your assets or property, or any part of them, is appointed by any court of competent jurisdiction.

17.1.5. Creditor Composition Proceedings. Proceedings for a composition with creditors under any state or federal law is instituted by or against you.

17.1.6. Final Judgment. A final judgment against you in the amount of twenty five thousand (\$25,000) dollars or more remains unsatisfied or of record for thirty (30) days or longer (unless a supersedeas bond is filed).

17.1.7. Dissolution. You voluntarily dissolve or liquidate, or have a petition filed for corporate or partnership dissolution filed against you and the petition is not dismissed within thirty (30) days.

17.1.8. Execution. Execution is levied against your business or property.

17.1.9. Levy or Foreclosure. The real or personal property of your Café is sold after levy by any sheriff, marshal, or constable, or a suit is filed to foreclose a lien or mortgage against any of your assets and it is not dismissed within thirty (30) days.

17.2. Immediate Termination With Notice and No Opportunity to Cure. We will have the right to terminate this Agreement immediately, without providing you an opportunity to cure, upon our delivery of written notice to you under any of the following circumstances:

17.2.1. Failure to Open. You fail to open your Café on or before the Commencement Deadline.

17.2.2. Failure to Obtain Our Approval of Location. You fail to obtain our approval of a location for your Café within two hundred and seventy (270) days of the Effective Date.

17.2.3. Abandonment. You fail to keep your Café operating for a period of three (3) consecutive days, except as may be allowed by us in the Brand Standards Manual or otherwise in writing.

17.2.4. Certain Acts. Conduct or activity by you, your General Manager(s), or Owners that is reasonably likely to have an adverse effect or reflect unfavorably on your Café, us, the System, Cafés generally, the Marks, or the goodwill associated with them, including (but not limited to) a felony conviction of you or of any of your Owners, or General Manager(s).

17.2.5. Unauthorized Assignment. You or an Owner purport to sell, assign, Transfer or encumber this Agreement, your Café or an interest in you without our prior written consent in violation of Article 15.

17.2.6. Lease Termination. Your lease for the Approved Location is terminated.

17.2.7. Failure to Comply With Laws. You fail to comply with any material Legal Requirement applicable to the operation of your Café, and fail within the time period allowed by law (if applicable) to cure the noncompliance following your receipt of notice of the noncompliance. If no time period is specified, the cure period will be twenty-four (24) hours from the receipt of such notice.

17.2.8. Repeated Defaults. We deliver to you two or more written notices of default pursuant to this Article 17 within any twelve (12) month period, regardless of whether the defaults described in the notices ultimately are cured.

17.2.9. Understating Gross Sales. You submit on two or more occasions during the Term a report, financial statement, tax return, schedule or other information or supporting record (including submission by or through the POS System) which understates your Gross Sales by more than three percent (3%). This provision will only apply if the understatement did not result from an inadvertent error or error made by the POS System.

17.2.10. Material Misrepresentations. You make any material misrepresentations relating to the acquisition of your Café, or you make any materially false statements to us or our Affiliate(s) in connection with the operation of your Café.

17.2.11. Failure to Allow Audit or Inspection. You refuse to allow or cooperate with the audits or inspections by us described in Article 12.

17.2.12. Violation of Restrictive Covenants. You or your Owners violate any of the restrictive covenants against competition or use or disclosure of our Confidential Information in Article 16.

17.2.13. Interference With Relationships. You interfere or attempt to interfere with our actual or prospective contractual relations with Approved Suppliers, other Cafés, employees, advertising agencies or any third parties.

17.2.14. Sale of Unapproved Products or Services. You offer or sell as part of your Café any unapproved product, service or program; do not sell Authorized Products or Services, or do not use or disseminate (as applicable) all materials, notices and procedures specified by us.

17.2.15. Intellectual Property Misuse. If you challenge the validity of, materially misuse, or make any unauthorized use disclosure, or duplication of, the Marks or Confidential Information (excluding only independent acts of employees or others if you exercised its best efforts to prevent such disclosures or use).

17.2.16. Failure to Pay Amounts Owed. You do not pay any amounts due to us, our Affiliates, a Cooperative of which you are a member, or the Brand Fund, within ten (10) days of our sending notice to you of your failure.

17.2.17. Anti-Terrorism Laws. You violate, or make any misrepresentation regarding your compliance with, or violation of, Anti-Terrorism Laws by you, your Owners, officers, directors, General Managers, managers, members, partners, or agents.

17.2.18. Failure to Attend Periodic Training, Conferences, or Conventions. You (or, as applicable, your General Manager) are absent from two (2) consecutive mandatory training courses, conferences, or conventions, except that you can cure this default by attending all of the

mandatory training courses, meetings, conferences, and conventions within the 12-month period following our notice to you of your default under this provision.

17.3. Termination After 30-day Cure Period. We have the right to terminate this Agreement, which termination will become effective upon delivery of written notice of termination, if you fail to cure the following defaults within thirty (30) days after delivery of written notice: (a) you do not obtain or maintain required insurance coverage; (b) you do not pay all amounts for which we have advanced funds for or on your behalf, or upon which we are acting as guarantor of your obligations; (c) you or your employees fail to obtain and maintain any permit or license necessary for the operation of your Café; (d) your Owners are engaged in a dispute with one another (deadlock) that materially affects the operation of your Café, which dispute or deadlock remains unresolved after the expiration of the thirty (30) day cure period; (e) you fail to resolve customer complaints and/or disputes as required by Section 9.11; (f) you fail to make a timely payment of any amount due to an Approved Supplier unaffiliated with us (other than payments which are subject to a bona fide dispute); or (h) you breach any other term of this Agreement that is not specifically identified in Sections 17.1 or 17.2 of this Agreement, and you do not correct such failure after we deliver to you notice of your failure to comply. The description of any breach in any notice served by us upon you will in no way preclude us from specifying additional or supplemental breaches in any action, arbitration, hearing or suit relating to this Agreement or its termination.

17.4. Effect of Laws. If applicable law will not allow the termination of this Agreement immediately as stated in Sections 17.1 or 17.2 above, the concerned default will be subject to the provisions of, and the cure period stated in, Section 17.3. If applicable law requires a longer cure period than that specified in this Agreement, the longer period will apply. If you commit a default under Sections 17.1 or 17.2 and we elect not to terminate the Agreement immediately, you agree to be bound by any lesser cure period we identify in our notice to you.

17.5. Our Pre-Termination Options. If you fail to pay any amount owed under this Agreement, or fail to comply with any term of this Agreement or the Brand Standards Manual (subject to applicable notice and cure periods), then, in addition to our right to terminate this Agreement or to bring a claim for damages, we have the following options as we deem necessary:

17.5.1. To suspend all services provided to you under this Agreement or otherwise, including training, marketing assistance, and the sale of products and supplies.

17.5.2. To eliminate listing you in any advertising, marketing or promotional materials, including any directory listings, approved or published by us, and our principal website.

We may continue taking these actions until you comply with the requirements of any default notice that we have sent to you, and we acknowledge your compliance in writing. The options in this Section 17.5 will have no effect on, and will not release you from, any obligation you owe to us or to our Affiliates.

17.6. Termination by You. You can terminate this Agreement only with our prior written consent, or if we commit a material breach of this Agreement that is not cured within sixty (60) days after written notice from you. If the nature of the breach is such that we will be unable to cure it within the required sixty (60) day period, we can take such additional time as may be reasonably necessary within which to cure said breach provided that we have begun taking corrective action within the sixty (60) day period, and we pursue it diligently to completion.

17.7. Cross-Default. Any default by you under any agreement between you and us or you and our Affiliates (except for a default under a Multi-Unit Franchise Agreement with us for a failure to meet your development obligation), and your failure to cure within any applicable cure period, will be considered a

default under this Agreement and will provide an independent basis for us to terminate this Agreement. If the default under the other agreement is such that it would entitle us to immediately terminate that other agreement, then we will be entitled to immediately terminate this Agreement in the manner stated in Section 17.2.

17.8. Step-In Rights and Management. To prevent any interruption of business of your Café and any injury to the goodwill and reputation of your Café, the System, or other Cafés which may be caused by such interruption, in the event of: (a) your default under this Agreement; (b) our termination of the Agreement under Sections 17.1 through 17.3; (c) our reasonable belief that a condition of your Café or any product sold at your Café poses a threat to the health or safety of customers; or (c) your death or permanent incapacity (mental or physical), we will have the right (but not the obligation) to operate your Café for as long as we deem necessary and practical. You hereby authorize us to undertake such operation, and agree that our operation of and making corrections to, your Café within our reasonable business judgment will not make us or our agents guilty of trespass or any other tort, and that our exercising these rights will not constitute a waiver of any other rights or remedies we may have under this Agreement. If we operate your Café, we will have the right to collect and pay from the revenues of your Café all expenses relating to the operation of your Café including, without limitation, Royalty Fees and Brand Fund contributions, employee salaries, reimbursement of our expenses incurred in connection with such operation (including travel, lodging, and living expenses), and a management fee of five hundred dollars (\$500) per day. You must indemnify and hold us harmless from any and all claims arising from the alleged acts and omissions of us and our representatives in exercising rights under this Section.

18. POST TERMINATION OBLIGATIONS

Upon termination or expiration of this Agreement for any reason, or (to the extent applicable) a Transfer by you:

18.1. Cease Use of Marks and System Materials. You must immediately cease all use of the Marks and Trade Dress, the Brand Standards Manual, materials relating to the System and its operation, and Confidential Information, and you must not use any trademarks, tradenames, service marks, or other commercial symbols that indicate or suggest a connection with us.

18.2. Representations of Affiliation. You must refrain from any representation whatsoever that you are our franchisee, or that you are or have been affiliated with us, and take any affirmative action necessary to remove any use of the Marks in connection with your Café. You must, at our option and request, assign to us all rights to all telephone numbers, e-mail addresses, URLs, domain names, social media identities, Internet listings, and Internet accounts related to your Café. If you do not voluntarily comply with this Section 18.2, we may, at our option, execute in your name and on your behalf, any and all documents necessary to end your use of the Marks and you irrevocably appoint the person serving as our manager or President as your attorney-in-fact to do so. You must take all actions as may be required to cancel all fictitious or assumed names or equivalent registrations relating to your use of any of the Marks. You must never use any trade name, trademark, or other identifying symbol that is confusingly similar to any of the Marks.

18.3. Assignment of Lease; De-Identification. We will have the option to assume your lease for the Approved Location, which option we can exercise at any time before or within thirty (30) days after expiration or termination of this Agreement. If we exercise this option, you must take any and all actions necessary to assign to us or our designee your interest in the lease. If we or our designee assume your lease, title to all leasehold improvements will convey to the assignee upon such assignment, without any further consideration. If we do not exercise our right to assume your lease, you must (at your sole cost and expense) modify the Approved Location, including all equipment, and all vehicles used by your Café

(including, without limitation, the changing of the color scheme and other distinctive design features, and the changing of and assigning to us of, the telephone numbers) as may be necessary to distinguish the appearance of your Café from that of other Cafés, and you must make such specific additional changes to your Café as we may reasonably request for that purpose. Such de-identification must be completed within fifteen (15) days after expiration or termination of this Agreement. If you do not make these changes, by signing this Agreement you nominate us as your attorney-in-fact to enter the premises of the Approved Location to make those changes on your behalf, and you agree to indemnify us and our designees from any and all damages that you or any third parties incur due to our exercising these rights.

18.4. Payment; Security Interest. You must pay all sums owed under the terms of any agreement with us or our Affiliates within fifteen (15) days of termination or expiration of this Agreement, or such later date that any amounts due have been determined by us. Those sums will include all interest, damages, costs and expenses, including reasonable attorneys' fees, incurred by us, whether or not the sums are incurred prior to or subsequent to the termination or expiration of this Agreement. The money you owe us will also include the Liquidated Damages and all other costs and expenses, including, without limitation, reasonable attorneys' fees, costs, and expenses incurred by us in obtaining injunctive or other relief to enforce the provisions of this Agreement. You grant to us a security interest (which will be subordinate to any purchase money security interest) in any equipment, inventory, supplies, furniture and fixtures and goods used or related to your Café, to the extent that we have not received all funds due and owing from you. This Agreement will constitute a security agreement granting to us a security interest in the above mentioned collateral, and you must execute any and all financing statements required by us to perfect our security interest in the collateral.

18.5. Return of Brand Standards Manual and Other Confidential Information. You must, within ten (10) days of the termination, deliver to us the Brand Standards Manual and all Confidential Information, Intellectual Property, records, files, computer programs, software, Customer Information, records, files, instructions, correspondence, and any and all other materials relating to the operation of your Café that were provided to you, or held by a third party on your behalf, and all copies of it (all of which you acknowledge is our property). You will retain no copy or record of any of the items listed in this Section 18.5, with the exception only of your copy of this Agreement, correspondence between the parties and any other documents which you reasonably need to comply with law.

18.6. Our Right to Purchase Tangible Assets. We have the option to purchase your interest in any or all of your Café's equipment, supplies, and signs for a purchase price equal to the lesser of your cost or then-current fair market value, to be determined by a qualified independent third party of our choosing, and may set off against the purchase price any amounts that you owe us. We will exercise our option by delivering written notice before or within thirty (30) days after this Agreement expires or is terminated.

18.7. Liquidated Damages. . If an early termination of this Agreement occurs (which will mean any termination of the Agreement before the end of the Term, other than due to a mutual termination, your valid termination under Section 17.6, or your valid and approved Transfer of the Agreement), you will, within fifteen (15) days of such early termination, pay to us liquidated damages (“**Liquidated Damages**”). You agree that the Liquidated Damages are not a penalty, and that it would be impracticable or extremely difficult for us to calculate the actual amount you would have been obligated to pay us as Royalty Fees through the end of the Term. As a result, you agree that the following method of calculation represents a fair and reasonable estimate of our damages. Liquidated Damages will be equal to the combined monthly average of Royalty Fees (without regard to any fee waivers or other reductions) that are owed to us by you during the prior 12 months (or lesser time, if you were open fewer than 12 months), multiplied by the lesser of: (i) twenty-four (24), or (ii) the number of full months remaining in the Term.

18.8. Use of Customer Information and Other Information. We have the right, during and after the

Term, to access and use: (i) all information you provide to us contained in your sales and transaction reports, through the POS System, and in such other operational reports that we request from you; (ii) Customer Information; and (iii) the contact information of you or your Owners. We may use this information for business purposes that may include, without limitation, public relations, advertising, statistical compilations, investigations and resolutions of client complaints, and quality surveys. We have the right, after termination, to continue to use the information referred to in this Section 18.8. After termination or expiration of the Agreement, we will have the exclusive right to use Customer Information, and to make the Customer Information available to other Cafés for such purposes as we deem appropriate.

18.9. Comply with Covenants. You must comply with each and every one of your covenants and obligations that apply after the termination, expiration, or Transfer of this Agreement as stated in Article 16.

18.10. Termination Without Prejudice. The expiration or termination of this Agreement will not relieve you of any of your obligations to us existing at the time of expiration or termination, nor will it terminate those of your obligations which, by their nature, survive the expiration or termination of this Agreement. The expiration or termination of this Agreement will be without prejudice to our rights against you; and in the event of a termination which is the result of your material breach or default under this Agreement, we will, in addition to our rights set forth above, also be entitled to all other rights and remedies that are available to us at law or in equity.

19. GOVERNING LAW; DISPUTE RESOLUTION

19.1. Governing Law. This Agreement is governed by and will be interpreted in accordance with the laws of the State of Nevada, without reference to conflict of laws principles. By agreeing to the application of Nevada law, the parties do not intend to make this Agreement or their relationship subject to any franchise, dealership, distributorship, business opportunity, or other statute, rule, or regulation of the State of Nevada to which this Agreement or the parties' relationship would not otherwise be subject. We and you each acknowledge and agree that this choice of applicable state law provides you and us with the mutual benefit of uniform interpretation of this Agreement. This Agreement may be deemed to be amended from time to time as may be necessary to bring any of its provisions into conformity with valid applicable laws or regulations.

19.2. Mandatory Mediation. Except as provided in Section 19.4, if any Dispute cannot be settled through direct discussions, the parties agree to submit the Dispute to mediation before resorting to arbitration. Mediation will be administered by the American Arbitration Association (“AAA”) under its then-current Commercial Mediation Procedures (“**Mediation Procedures**”) and before a mediator selected under them. Mediation will not defer or suspend our exercise of any termination right under Article 17. All aspects of the mediation process will be treated as confidential, may not be disclosed to others, and must not be offered or admissible in any other proceeding or legal action whatsoever.

19.2.1. Deadline for Mediation. The party requesting mediation must provide written notice of the request for mediation to the other party in the manner prescribed in the Mediation Procedures. The request must specify with reasonable particularity the matters for which mediation is sought. Mediation must be concluded within thirty (30) days of the issuance of the written request for mediation, or such longer period as the parties may agree upon in writing.

19.2.2. Location. The mediation must be held in Las Vegas, Nevada or at the AAA office closest to our then-current headquarters if we are no longer headquartered in Las Vegas, Nevada.

19.2.3. Cost of Mediation and Consequences of Failure to Comply. The parties will equally share the cost of the mediation, including administrative costs and mediator fees. Should a party refuse to pay its share of the costs and fees in advance of mediation, that party will be in default of this agreement, and the Dispute may proceed directly to arbitration without mediation. Any costs or fees, including attorney fees, incurred by the non-defaulting party in pursuing mediation may be sought as damages in arbitration.

19.3. Arbitration. Except as specifically provided in this Agreement, any Dispute that is not resolved through mediation must be settled by binding arbitration administered by the American Arbitration Association in accordance with its then-current Commercial Arbitration Rules (“**Commercial Rules**”). Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction over the parties.

19.3.1. Governed by Federal Arbitration Act. The parties acknowledge that this Agreement evidences a transaction involving interstate commerce, and that any arbitration conducted under this Agreement will be governed by the Federal Arbitration Act (9 U.S.C., Secs. 1-16). The parties intend and agree that any state laws attempting to prohibit arbitration or void out-of-state forums for arbitration are preempted by the Federal Arbitration Act, and that arbitration must be conducted as provided in this Section 19.3.

19.3.2. Appointment of Arbitrators. The Dispute will be heard by a single arbitrator, chosen in accordance with the Commercial Rules. The arbitrator, and not any court, will have the sole authority to decide the Dispute, as well as to determine arbitrability of any Dispute.

19.3.3. Qualifications of the Arbitrator. At the option of either party, the arbitrator must be selected from a list of retired federal or state judges supplied by AAA, if available, who have substantive experience in franchise law.

19.3.4. Claims Barred. In connection with any arbitration proceeding, each party must submit any Dispute or claim which would constitute a compulsory counterclaim (as defined by Rule 13 of the Federal Rules of Civil Procedure) in the arbitration. Any such claim which is not submitted or filed as described above will be forever barred.

19.3.5. Payment of Fees and Costs. The parties will equally bear all administrative costs and arbitrator fees in accordance with the Commercial Rules. The parties agree that failure or refusal of a party to pay its required share of the deposits for arbitrator compensation or administrative charges will constitute a waiver by that party to present any evidence or cross-examine witnesses. In such event, the other party will be required to present evidence and legal argument as the arbitrator may require for the making of an award. Such waiver will not allow for a default judgment or award against the non-paying party in the absence of evidence presented as provided for above.

19.3.6. Mandatory Exchange of Information. In all matters the parties must exchange the following information within twenty (20) days of the appointment of the arbitrator without further order from the arbitrator. The parties must exchange the name and, if known, the address and telephone number of each individual likely to have information regarding any matter not privileged which is relevant to the subject matter involved in the Dispute, regardless of whether it relates to the claim or defense of the party or that of another party to the Dispute. The disclosure must include any witness anticipated for impeachment or rebuttal. The identifying party must identify the subject(s) on which the witness may provide testimony. The parties must also disclose and provide a copy of all documents, data compilations, and tangible things that are in

the possession, custody, or control of the party regarding any matter not privileged which is relevant to the subject matter involved in the Dispute, regardless of whether it relates to the claim or defense of the party or that of the other party. The arbitrator may entertain a request to compel the exchange of information or documents not provided by a party in possession of them.

19.3.7. Discovery. Each side may take three (3) depositions. Neither side's depositions may consume more than a total of eighteen (18) hours. No party may make a speaking objection at a deposition, except to preserve privilege. The total period for the taking of depositions shall not exceed six weeks. No interrogatories or requests to admit may be propounded by either party.

19.3.8. Location. The arbitration must be held in Las Vegas, Nevada or at the AAA office closest to our then-current headquarters if we are no longer headquartered in Las Vegas, Nevada.

19.3.9. Time of Final Arbitration Hearing. The final arbitration hearing will be held at a date and time that is proportional to the claims. Except as otherwise noted in this Agreement, hearings will take place under the Commercial Rules.

19.3.10. Timing; Type of Award. The arbitrator must agree to comply with the schedule stated in Section 19.3.9 before accepting appointment. However, this time limit may be extended by the arbitrator for good cause shown, or by mutual agreement of the parties. The award of the arbitrator must be accompanied by a reasoned opinion, but they may not declare any trademarks owned by us or our Affiliates generic or invalid.

19.3.11. Award of Fees and Costs. The arbitrator must award to the prevailing party, if any, as determined by the arbitrator, all of their costs and fees. "Costs and fees" mean all reasonable pre-award expenses of the arbitration, including arbitrator fees, administrative fees, travel expenses, out-of-pocket expenses such as copying and telephone, expert witness fees, costs of investigation and proof of facts, court costs, other arbitration or litigation expenses, and attorney fees. "Prevailing party" is the party which has obtained the greatest net award in terms of money or money equivalent. If money or money equivalent has not been awarded, then the prevailing party will be that party which has prevailed on a majority of the material issues decided. The "net award" is determined by subtracting the smallest award of money or money equivalent from the largest award. If there is a mixed decision involving an award of money or money equivalent and equitable relief, the arbitrator will award the above fees to the party that it deems has prevailed over the other party using reasonable business and the arbitrator's judgment.

19.4. Injunctive Relief. You acknowledge that a breach of this Agreement by you, which relates to any of the matters set out below, will cause us irreparable harm for which monetary damages are an inadequate remedy. Therefore, in addition to any other remedies we have under this Agreement, we are entitled to seek and obtain the entry of temporary and permanent injunctions and orders of specific performance enforcing the provisions of this Agreement with respect to: (i) the Marks; (ii) the System; (iii) Intellectual Property; (iv) the obligations of you upon termination or expiration of this Agreement; (v) Transfers; (vi) Confidential Information; (vii) covenants not to compete with us; and (viii) any act or omission by you or your employees that: (a) constitutes a violation of any Legal Requirement; (b) is dishonest or misleading to customers of your Café or other Cafés; (c) constitutes a danger to your employees or to the public; or (d) may impair the goodwill associated with the Marks or the System. You are entitled to seek and obtain the entry of temporary and permanent injunctions to prevent our improper termination of this Agreement. The parties agree that such requests may be heard by the arbitrator or by a court (subject to Section 19.9), at the election of the party seeking the same. Neither party will be required to first mediate any claim for injunctive relief. Should a party elect to have its request heard by arbitrator, all such requests shall be heard in accordance with the then-current Commercial Rules. Neither party is

required to post a bond or other security with respect to obtaining injunctive relief. If we secure any such injunction, you agree to pay to us an amount equal to the aggregate of our costs and expenses, including without limitation reasonable attorney fees, costs, and expenses, that we incur in obtaining such relief. You agree that your sole remedy, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held. You waive all claims for damages by reason of the wrongful issuance of any such injunction.

19.5. Waiver of Right to Jury Trial. Each party hereby irrevocably waives its rights to trial by jury regarding any Dispute or proceeding arising out of this agreement or the transactions relating to its subject matter.

Your Initials: _____ Our Initials: _____

19.6. Waiver of Right to Bring Class, Group, or Collective Action. Arbitration or litigation of any Dispute must proceed solely on an individual basis. The parties expressly and irrevocably waive the right for any Dispute to be arbitrated or litigated on a class action basis, or on bases involving Disputes arbitrated or litigated in a purported representative capacity on behalf of others. The authority of a court or arbitrator to resolve Disputes and make written awards or judgments is limited to Disputes between you and us alone. Disputes may not be joined or consolidated with any other Dispute(s) unless agreed to in writing by all parties. No arbitration award or court decision will have any preclusive effect as to issues or claims in any Dispute with any person or entity not a named party to the arbitration. No previous course of dealing will be admissible to explain, modify, or contradict the terms of this agreement.

Your Initials: _____ Our Initials: _____

19.7. Waiver of Claim for Punitive Damages. To the extent permitted by applicable law, neither of the parties may assert, and each party waives, any claim against the other party (including their respective Affiliates, partners, stockholders, members, officers, directors, agents, employees and controlling persons), on any theory of liability for special, indirect, consequential, or punitive damages (as opposed to direct or actual damages) for any Dispute. The parties further agree that in the event of a Dispute, each of the parties will be limited to the recovery of any: (a) actual damages sustained by it; (b) Liquidated Damages as provided in Section 18.7; and (c) statutory trademark law treble damages. If such claims for punitive damages cannot be waived by law, then the parties agree that any recovery will not exceed two (2) times actual damages.

Your Initials: _____ Our Initials: _____

19.8. Legal Fees and Expenses. The prevailing party in a judicial or other proceeding between the parties will be entitled to reimbursement of its costs and expenses, including reasonable attorney fees. "Costs and expenses" mean all reasonable pre-award expenses of the arbitration, including arbitrator fees, administrative fees, travel expenses, out-of-pocket expenses such as copying and telephone, expert witness fees, costs of investigation and proof of facts, court costs, other arbitration or litigation expenses, and attorney fees. "Prevailing party" is the party which has obtained the greatest net award in terms of money or money equivalent. If money or money equivalent has not been awarded, then the prevailing party will be that party which has prevailed on a majority of the material issues decided.

19.9. Choice of Forum. To the extent that a judicial action is expressly permitted by Section 19.4, the parties agree that any such cause of action, claim, suit or demand allegedly arising from or related to the terms of this Agreement or the relationship of the parties must be brought in a court of competent jurisdiction in Las Vegas, Nevada, or, if our principal place of business is in a city other than Las Vegas, Nevada, then the federal or state court for the jurisdiction in which we then have our principal place of business. **Both parties irrevocably submit themselves to, and consent to, the exclusive jurisdiction of said courts. This Section 19.9 will survive the termination of this Agreement. You acknowledge that you are aware of the business purposes and needs underlying the language of this Section 19.9.**

20. GENERAL PROVISIONS.

20.1. Severability. All provisions of this Agreement are severable. If pursuant to the decision of any court having jurisdiction, any provisions are not enforceable in whole or in part, the remainder of this Agreement will continue to be in full force and effect, and the affected provisions will be superseded and modified by such applicable law.

20.2. Approvals. Whenever this Agreement requires our prior approval or consent before you take any action, you must make a timely written request to us, and our approval or consent must be obtained in writing. We will not unreasonably withhold or unreasonably delay our response. By providing any waiver, approval, consent, or suggestion to you or in connection with any consent, or by reason of any neglect, delay, or denial of any request, we make no warranties or guarantees upon which you may rely, and assume no liability or obligation to you.

20.3. No Modifications; Waiver. No waiver or modification of this Agreement or of any covenant, condition, or limitation will be valid unless it is made in writing and duly executed by the party to be charged with it. No evidence of any waiver or modification may be offered or received in evidence in any proceeding between the parties arising out of or affecting this Agreement, or the rights or obligations of any party, unless such waiver or modification is in writing, duly executed. Our waiver of your breach of any term of this Agreement applies only to that one breach and that one term, and not to any subsequent breach of any term. Acceptance by us of any payments due under this Agreement will not be deemed to be a waiver by us of any preceding breach by you of any term.

20.4. Force Majeure. Except for monetary obligations under, or as otherwise specifically provided for in, this Agreement, if either party to this Agreement is delayed or hindered in or prevented from the performance of any act required under this Agreement by Force Majeure, then performance of such act is excused for the period of the delay, but no such delay will exceed ninety (90) days. If your Café is damaged or destroyed due to a Force Majeure event, you must initiate within thirty (30) days (and continue until completion) all repairs or reconstruction to restore your Café to its original condition. If, in our reasonable judgment, the damage or destruction is of such a nature that it is feasible, without incurring substantial additional costs, to repair or reconstruct your Café in accordance with the then-standard layout and décor specifications for Cafés, we may require you to repair or reconstruct your Café in accordance with those specifications. Force Majeure will not, however, excuse any of your obligations to pay to us or our Affiliates any fees due under this or any other agreement between you (and your Affiliates) and us (or our Affiliates).

20.5. Rights are Cumulative. Our and your rights under this Agreement are cumulative, and no exercise or enforcement by us or you of any right or remedy will preclude our or your exercise or enforcement of any other right or remedy which we or you are entitled by law to enforce, except as specifically limited by this Agreement.

20.6. Definitions and Captions. Unless otherwise defined in this body of this Agreement, capitalized terms have the meanings ascribed to them in the Appendix or as defined in this Agreement. All captions in this Agreement are intended for the convenience of the parties, and none may be deemed to affect the meaning or construction of any provision of this Agreement. Wherever the word “including” is used, it means “including but not limited to.”

20.7. Persons Bound. This Agreement will be binding on the parties and their respective successors and assigns.

20.8. Rules of Construction. Neither this Agreement nor any uncertainty or ambiguity in this Agreement may be construed or resolved against the drafter of this Agreement, whether under any rule of construction or otherwise. Terms used in this Agreement that are not defined must be construed and interpreted according to their ordinary meaning. If any provision of this Agreement is susceptible to two (2) or more meanings, one of which would render the provision enforceable and the other(s) which would render the provision unenforceable, the provision must be given the meaning that renders it enforceable.

20.9. Notices. Except as otherwise expressly provided herein, all written notices and reports permitted or required to be delivered by the parties will be deemed so delivered: at the time delivered, if by hand; one (1) business day after transmission, if by overnight delivery service; one (1) business day after transmission, if by facsimile or other electronic system expressly approved in the Brand Standards Manual as appropriate for delivery of notices under this Agreement (with confirmation copy sent by regular U.S. mail); or three (3) business days after placement in the United States Mail by Certified Mail, Return Receipt Requested, postage prepaid. Information for notices is as follows, and you will immediately notify us of any changes to the following contact information:

If to us: ProteinHouse Franchising, LLC 4965 Blue Diamond Road, Suite 100 Las Vegas, NV 89139	If to you: The address listed in <u>Addendum 1</u>
--	---

20.10. Execution/Counterparts. Two (2) copies of this Agreement may be signed, each of which, when signed, is an original, and which, together, constitute one and the same instrument. This Agreement may be executed in two (2) or more counterparts, each of which constitutes an original, and all of which, when taken together, constitutes one Agreement.

20.11. Survival. All provisions, including the understandings, representations and warranties, which, as a matter of logic or otherwise, need to continue in force and effect subsequent to and notwithstanding the expiration or termination of this Agreement in order to achieve an intended result, will continue in full force and effect despite the absence of such specific language with respect to each of them.

20.12. Third Party Beneficiaries. This Agreement is not for the benefit of any third parties and is only for the benefit of you, us, and to the extent applicable, our Affiliate(s).

20.13. Release for Prior Agreements. If you or any of your Affiliates, Owners, managers, directors, officers, agents, servants, and employees, have before the date of this Agreement signed any other agreement with us or any of our Affiliates, you hereby release, acquit and forever discharge us and our respective parents, subsidiaries, Affiliates, and successors in interest, and each of their respective directors, officers, agents, servants, employees, whether specifically mentioned herein or not, of and from any and all liability, actions, causes of action, claims, debts, demands, damages and liabilities to person(s)

or property, costs, expenses and compensation of every nature, kind and character whatsoever, whether known or unknown, foreseen or unforeseen, direct, indirect, contingent or actual, liquidated or unliquidated, whether statutory, contract, or in tort on account of or in any way connected with or related to our, or our Affiliate's, offer, sale, grant of, construction, subleasing, operation of, assistance with operation of, or development of franchises or franchise rights in any and all franchise locations awarded at any time to the undersigned and from the inception of any contact with us to the Effective Date. It your express intention that this release be as broad as permitted by law, but this Release does not apply to claims that arise under the Washington Franchise Investment Protection Act, chapter 19.100 RCW, or the rules adopted thereunder in accordance with RCW 19.100.220.

20.13 Entire Agreement. This Agreement, the Addenda attached to it, and any other agreements executed by you and us concurrently with our execution of this Agreement represent the entire fully integrated agreement between you and us, and supersede all other negotiations, agreements, representations, and covenants, oral or written. You represent that there are no contemporaneous agreements or understandings between the parties relating to the subject matter of this Agreement that are not contained in it. No officer, employee or agent of us has any authority to make any representation or promise not included in this Agreement or the FDD. Notwithstanding the foregoing, nothing in this Agreement will disclaim or require you to waive reliance on any representation that we made in the Franchise Disclosure Document (including its exhibits and amendments) that we delivered to you in connection with this franchise offering. Except for those changes permitted to be made unilaterally by us, no amendment, change or variance from this Agreement will be binding on either party unless mutually agreed to in writing by you and us, and executed by your and our authorized officers or agents.

PROTEINHOUSE FRANCHISING, LLC

FRANCHISEE: _____

By: _____

By: _____

Print Name: _____

Print Name: _____

Its: _____

Its: _____

Date: _____

Date: _____

APPENDIX

GLOSSARY OF TERMS

AAA: The American Arbitration Association.

Affiliate: A person or Business Entity which is united, attached, connected, or allied with, or is controlling or under common control with a party.

Agreement: This Franchise Agreement and any of its amendments.

Anti-Terrorism Laws: Executive Order 13224 issued by the President of the United States, the Terrorism Sanctions Regulations (Title 31, Part 595 of the 15.S. Code of Federal Regulations), the Foreign Terrorist Organizations Sanctions Regulations (Title 31, Part 597 of the 15.S. Code of Federal Regulations), the Cuban Assets Control Regulations (Title 31, Part 515 of the 15.S. Code of Federal Regulations), the USA PATRIOT Act, and all other present and future federal, state and local laws, ordinances, regulations, policies lists and any other requirements of any Governmental Authority (including without limitation, the United States Department of Treasury Protected Area of Foreign Assets Control) addressing or in any way relating to terrorist acts and acts of war.

Approved Location: The location that we have approved as the site for your Café, identified on **Addendum 1**.

Approved Suppliers: The various companies with which we and / or our Affiliates have authorized to sell products or services to you (including Authorized Products or Services), or are contracted to do business with us and / or our Affiliates, and which may provide products to you through us and / or our Affiliates. We or our Affiliate(s) may also be an Approved Supplier.

Authorized Menu: Defined in Section 9.3.

Authorized Products: The specific products and items that are specified by us from time to time in the Brand Standards Manual, or as otherwise directed by us in writing, for sale at your Café, prepared, sold and/or manufactured in strict accordance with our standards and specifications.

Authorized Services: The specific services that are specified by us from time to time in the Brand Standards Manual, or as otherwise directed by us in writing, for sale at your Café, rendered or provided in strict accordance with our standards and specifications.

Brand Fund: The Brand Fund that we will establish with the contributions that we receive from Cafés in accordance with Articles 6 and 8.

Brand Fund Fee: Defined in Section 6.3.

Brand Standards Manual: The primary source of information regarding the System and the construction and operation of Cafés, which includes our operations and training manuals, and any other written directives related to the System, as they may be amended and revised by us from time to time, including all bulletins, supplements and ancillary and additional manuals and written directives established by us and given to you in any format.

Business Entity: A corporation, a general or limited partnership or a limited liability company.

Café: A fast-casual restaurant operated under the Marks by you, by us, by our Affiliates, or by a third party under a franchise or license agreement with us, the terms of which may vary materially from those in this Agreement.

Capital Modifications: Defined in Section 9.10.

Commencement Date: Defined in Section 5.1.

Commencement Deadline: Defined in Section 3.7.

Commercial Rules: Defined in Section 19.3.

Competitive Business: Any business that: (i) sells or offers to dispense products the same as or similar to the type of products sold in Cafés (including but not limited to the Authorized Products); or (ii) provides or offers to provide services the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Services); or other than a Café operated under a franchise agreement with us.

Confidential Information: Our confidential and/or proprietary information including without limitation: sales and marketing methods and data; information regarding the System; operating and other business data; computer programs; trade secrets; the Intellectual Property; business plans; advertising and promotional methods; financial information and data; product information; information regarding current or prospective customers, other franchisees, agencies, Approved Suppliers, and other related information; the economic and financial characteristics of the System, the Café, and other franchisees; capital and debt structures; our recipes; Customer Information; and the Brand Standards Manual. Confidential Information will not include information which was known to you and in actual commercial use by you or generally within the industry, in the manner and combination disclosed: (a) at or prior to the time you received it; or (b) at or prior to the Effective Date, whichever occurred first.

Cooperatives: Defined in Section 8.8.

Credit Card Vendors: Defined in Section 9.13.

Customer Information: Any information that: (i) can be used (alone or when used in combination with other information) to identify, locate or contact an individual; or (ii) pertains in any way to an identified or identifiable individual. Customer Information can be in any media or format, including computerized or electronic records as well as paper-based files.

Dispute: Any and all disagreements, controversies, or claims of any sort between you and us or our Affiliates arising out of, or in any way relating to, this Agreement, any of the parties' respective rights and obligations arising out of this Agreement, or the making, performance, breach, interpretation, or termination of this Agreement, including any claims based in tort.

Effective Date: The date we sign the Agreement, as indicated in our signature block.

EFT: Defined in Section 6.7.

Food Truck: A mobile, non-fixed location PROTEINHOUSE Café that is able to travel and service customers at or from multiple locations that are temporary.

Force Majeure: This includes war, riot, strikes, materials shortages, fires, floods, earthquakes, and other acts of God, or governmental action or force of law, but excluding a shortage of funds, which results in your or our inability to build, equip, or operate your Café or otherwise perform an obligation under this Agreement, and which the party responsible for performance could not by the exercise of due diligence have avoided.

General Manager: Defined in Section 9.1.

Grand Opening Marketing: Defined in Section 8.3.

Gross Sales: All consideration, whether by cash, credit, in kind, checks, gift certificates, scrip, coupons, services, property or other means of exchange, or otherwise, derived directly or indirectly from the operation of your Café, including the credit value given for all merchandise trades, the full retail value of any gift certificate or coupon sold for use at your Café (fees retained by or paid to third party sellers of such gift certificates or coupons are not excluded from Gross Sales), and insurance proceeds and/or condemnation awards for loss of sales, profits or business; provided, however, that “Gross Sales” does not include:

- (i) the amount of any tax imposed by any federal, state, municipal or other governmental authority directly on sales and collected from customers, provided that the amount of any such tax is shown separately and, in fact, paid by you to the appropriate governmental authority;
- (ii) approved, valid discounts and coupons given by your Café (exclusions will not include any reductions for credit card user fees, returned checks or reserves for bad credit or doubtful accounts);
- (iii) customer refunds made by your Café that do not exceed one percent (1%) of your Gross Sales; or
- (iv) tips from customers given to your employees.

Gross Sales are deemed received by you at the time the products or services from which they were derived are delivered or rendered or at the time the relevant sale takes place, whichever occurs first, regardless of whether final payment (e.g., collection on a customer’s personal check) actually has been received by you. Gross Sales consisting of property, products or services will be valued at the retail prices applicable and in effect at the time that they are received. Any amounts deposited in your Café’s bank accounts are deemed Gross Sales unless proven otherwise.

Improvement(s): Defined in Section 9.16.

Indemnified Parties: Defined in Section 14.1.

Initial Franchise Fee: Defined in Section 6.1.

Initial Training Program: Defined in Section 10.1.

Intellectual Property: Inventions, discoveries, know-how, show-how, processes, methods, unique materials, copyrightable works, original data and other creative or artistic works that have value. Intellectual Property includes that which is protectable by statute or legislation, such as proprietary products, methods, procedures, patents, copyrights, trademarks, service marks and trade secrets, as well as the physical embodiments of intellectual effort, for example, models, machines, devices, designs, apparatus, instrumentation, circuits, computer programs and visualizations, biological materials, chemicals, other compositions of matters, and records of research.

Legal Requirements: Any law, code, ordinance, order, rule or regulation (including Anti-Terrorism Laws), of any governmental entity, and any political or other subdivision of any governmental entity, and any agency, department, commission, board, bureau, court or instrumentality of any of them, which, at any time, has competent jurisdiction over you, us, or any part of your Café, including but not limited to Privacy Laws.

Liquidated Damages: Defined in Section 18.7.

Local Advertising Requirement: Defined in Section 8.2.

Losses and Expenses: All costs, damages, liabilities, and expenses, including, without limitation, reasonable attorney fees, court costs, expert witness fees, costs of investigation, and any other expenses incurred in connection with the defense or settlement of any claim, action, or proceeding.

Marks: Certain trade names, service marks, trademarks, logos, emblems, Trade Dress and other indicia of origin, including but not limited to the mark “ProteinHouse®” and such other trade names, service marks, trademarks, copyrights, insignia, emblems, slogans, logos, commercial symbols, signs, trade dress (including designs and specifications and the motif, decor, and color combinations for a Café), and all other visual identification, as are now designated, and may hereafter be designated by us, for use in connection with the System.

Mediation Procedures: Defined in Section 19.2.

Net Judgment: Defined in Section 19.8.

Non-Traditional Location: A Café that is located at or in a transportation facility (including airports, rail or bus terminals, toll road plazas and highway rest stops); port of call; arena or stadium; urban office building; convention center; social club; retirement and/or senior living facility or other special use facility; institutional feeding facility; government or military institution, base, or facility; shopping mall; educational facility; casino; hotel; vacation club or timeshare; resort property; amusement park or amusement center.

Owner: Any person who owns any stock, units, membership, partnership or other ownership interest in you, directly or indirectly.

Payment Date: The day on which you must pay us the Royalty Fee and Brand Fund Fee for the previous Reporting Period, which day we may designate from time to time. As of the Effective Date, the Payment Date is the first day of each month. If the Payment Date of the month falls on a weekend or holiday, then it will be the next business day after that day. You must comply with a new Payment Date within 14 days after receiving written notice that the Payment Date has changed.

POS System: Defined in Section 11.1.

Prevailing Party: Defined in Section 19.8.

Privacy Laws: All applicable federal, state, and local laws, regulations, and rules, as they currently exist or may be enacted or amended in the future, that govern the collection, use, storage, protection, disclosure, and management of personal information and data. This includes, but is not limited to, laws such as the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR) to the extent applicable, and any other similar laws enacted by any state or federal authority in the United States.

Protected Area: The geographic area in which we grant to you the limited right of exclusivity as described in Article 4. Your specific Protected Area is identified on **Addendum 1**.

Reporting Period: A calendar month, or such other time period as we may designate from time to time in writing.

Royalty Fee: A fee paid by you to us at the times designated by us in the Brand Standards Manual, in accordance with Article 6.

Service Area: Defined in Section 4.5.

Successor Franchise Agreement: Defined in Section 5.2.2.

Supplements: Defined in Section 9.10.

System: A uniform system for the establishment and operation of Cafés, including uniform standards, specifications, and procedures for operations along with related computer software programs; procedures for quality control; the Authorized Menu; Trade Dress; the Marks, management programs, accounting methods, training and ongoing operational assistance; advertising and promotional techniques; personnel training; trade secrets; methods of marketing and selling healthy, fitness-friendly food in a fast-casual restaurant environment as well as related items, prepared, purchased, or displayed in accordance with our methods; and other related benefits relating to the operation and promotion of a Café, all of which we may change, improve, and further developed from time to time.

Term: Defined in Section 5.1.

Trade Dress: The decorative, non-functional components of a Café that provide the establishment of a distinctive, memorable appearance.

Transfer: Defined in Section 15.2.

We, us, or our: Defined in the Recitals to the Agreement.

You or your: Defined in the Recitals to the Agreement.

ADDENDUM 1

**INFORMATION CONCERNING FRANCHISEE
AND THE FRANCHISED BUSINESS**

A. IDENTITY AND STRUCTURE OF FRANCHISEE

Franchisee's Name: _____

Entity type and jurisdiction of formation: _____

Date of entity formation: _____

Provide name and address of each Owner who owns a percentage of the legal entity, and show what percentage of stock, partnership interest, or membership interest is owned by each.

Address for Notices: _____

Attention: _____

Email Address: _____

General Manager's Name (Section 9.1): _____

B. GENERAL DESCRIPTION OF YOUR PROTECTED AREA (Section 4.1.1) The Approved Location and Protected Area for your Café has NOT yet been identified. We and you agree that the general description of the location for your Café and its Protected Area will be as listed below, but you understand and agree that you will *not* receive any exclusive rights in the area identified below. Your exclusive rights will only attach once you and we have agreed on the Approved Location and Protected Area and entered it in Item C of this Addendum, which you and we will do only after you receive our approval of the Approved Location.

C. YOUR APPROVED LOCATION AND PROTECTED AREA (Section 4.1.2) We and you have mutually agreed upon a Protected Area based on the site for your Café which is indicated below. You acknowledge that the Protected Area is in conformance with the territory guidelines stated in Item 12 of the Franchise Disclosure Document.

(1) Approved Location for your Café: The Approved Location for your Café, as provided in Sections 3.1 and 3.2 of the Agreement, is:

(2) Protected Area: The Protected Area, as provided in Section 4.1 of the Agreement, is:

By signing below, you acknowledge that the information above is true and correct. Use additional sheets if necessary. Any and all changes to the above information must be reported to us in writing.

PROTEIN HOUSE FRANCHISING, LLC

FRANCHISEE

By: _____

By: _____

Print Name: _____

Print Name: _____

Its: _____

Its: _____

Date: _____

Date: _____

ADDENDUM 2
FRANCHISE OWNER AGREEMENT

This Franchise Owner Agreement (this “**Agreement**”) is entered into by: (i) each of the undersigned Owners of Franchisee (defined below); and (ii) the spouse of each such Owner, in favor of ProteinHouse Franchising, LLC, and its successors and assigns (“us”), upon the terms and conditions set forth in this Agreement. Each signatory to this Agreement is referred to as “you.”

1. **Acknowledgments.**

a. **Franchise Agreement; Franchisee.** The term “**Franchisee**,” as used in this Agreement, is the party that entered, or is entering, into a franchise agreement with effective as of _____, 20__ (“**Franchise Agreement**”). Capitalized words not defined in this Agreement will have the same meanings given to them in the Franchise Agreement.

b. **Owners’ Role.** Owners are the beneficial Owners of all of the equity interest in Franchisee. Franchisee’s obligations under the Franchise Agreement, including the confidentiality and non-compete obligations, would be of little value to us if Franchisee’s Owners were not bound by the same requirements. Under the provisions of the Franchise Agreement, Owners are required to enter into this Owners Agreement as a condition to our entering into the Franchise Agreement with Franchisee. Owners will be jointly and severally liable for any breach of this Agreement.

c. **Your Access to Our Confidential Information.** In your capacity as an Owner of Franchisee, or the spouse of an Owner of Franchisee, you may gain knowledge of our System, Confidential Information, and Intellectual Property (collectively, the “**Know-how**”). You understand that protecting the Intellectual Property is vital to our success and that of our franchisees and that you could seriously jeopardize our entire franchise system if you were to unfairly compete with us. In addition, you understand that certain terms of the Franchise Agreement apply to “Owners” and not just Franchisee. You agree to comply with the terms of this Agreement in order to: (i) avoid damaging our System by engaging in unfair competition; and (ii) bind yourself to the terms of the Franchise Agreement applicable to Owners.

2. **System Protection Covenants.** In light of your above acknowledgements, you covenant and agree to the following:

a. **Intellectual Property.** You agree: (i) you will not use the Know-how in any business or capacity other than operating the ProteinHouse® Café operated by Franchisee; (ii) you will maintain the confidentiality of the Know-how at all times; (iii) you will not make unauthorized copies of documents containing any Know-how; (iv) you will take such reasonable steps as we may ask of you from time to time to prevent unauthorized use or disclosure of the Know-how; and (v) you will stop using the Know-how immediately if you or your spouse are no longer an Owner of Franchisee, as applicable. You further agree that you will not use the Know-how for any purpose other than the development and operation of Franchisee’s ProteinHouse® Café under the terms of the Franchise Agreement and Brand Standards Manual. You agree to assign to us or our designee, without charge, all rights to any Improvements developed by you, including the right to grant sublicenses. If any Legal Requirement precludes you from assigning ownership of any Improvement to us, then you covenant, promise and agree that you will perpetually license that Improvement to us free of charge, with full rights to use, commercialize, and sublicense the Improvement.

b. **Unfair Competition During Relationship.** You agree not to unfairly compete with us at any time while you are an Owner of Franchisee, or while your spouse is an Owner of Franchisee, as applicable, by engaging in any of the following (collectively, the “**Prohibited Activities**”): (i) owning, operating or

having any other interest (as an owner, partner, director, officer, employee, manager, consultant, shareholder, creditor, representative, agent or in any similar capacity) in a Competitive Business (other than owning an interest of two percent (2%) or less in a publicly traded company that is a Competitive Business); (ii) diverting or attempting to divert any business from us (or one of our Affiliates or franchisees); and/or (iii) inducing any customer of ours (or of one of our Affiliates or franchisees) to transfer their business to you or to any other person that is not then a franchisee of ours.

c. Unfair Competition After Relationship. You agree that, for a period of two (2) years after the termination of the Franchise Agreement or any successor to it (the “**Restricted Period**”) not to unfairly compete with us during the Restricted Period by engaging in any Prohibited Activities; provided, however, that the Prohibited Activity relating to having an interest in a Competitive Business will only apply with respect to a Competitive Business that is located within or provides competitive goods or services to customers who are located within twenty-five (25) miles of: (a) Franchisee’s Protected Area; or (b) any other Café that is then open or in development (the “**Restricted Territory**”). If you engage in any Prohibited Activities during the Restricted Period, then you agree that your Restricted Period will be extended by the period of time during which you were engaging in the Prohibited Activity (any such extension of time will not be construed as a waiver of your breach or otherwise impair any of our rights or remedies relating to your breach).

d. Immediate Family Members. You acknowledge that your disclosing Know-how to an immediate family member (i.e., parent, sibling, child, or grandchild) could potentially circumvent the purpose of this Agreement. You also acknowledge that it would be difficult for us to prove whether you disclosed the Know-how to family members. Therefore, you agree that you will be presumed to have violated the terms of this Agreement if any member of your immediate family: (i) engages in any Prohibited Activities during any period of time during which you are prohibited from engaging in the Prohibited Activities or (ii) uses or discloses the Know-how. However, you may rebut this presumption by furnishing evidence conclusively showing that you did not disclose the Know-how to the family member.

e. Covenants Reasonable. You acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; and (ii) you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement. YOU HEREBY WAIVE ANY RIGHT TO CHALLENGE THE TERMS OF THIS AGREEMENT AS BEING OVERLY BROAD, UNREASONABLE OR OTHERWISE UNENFORCEABLE. Although you and we both believe that the covenants in this Agreement are reasonable in terms of scope, duration and geographic are, we may at any time unilaterally modify the terms of the system protection covenants in Section 2 of this Agreement upon written notice to you, by limiting the scope of the Prohibited Activities, narrowing the definition of a Competitive Business, shortening the duration of the Restricted Period, reducing the geographic scope of the Restricted Territory and/or reducing the scope of any other covenant imposed upon you under Section 2 of this Agreement to ensure that the terms and covenants are enforceable under applicable law.

f. Breach. You agree that failure to comply with the covenants in this Section 3 will cause substantial and irreparable damage to us and/or other ProteinHouse® franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of these covenants will entitle us to injunctive relief. You agree that we may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, you and we agree that the amount of the bond will not exceed \$1,000. None of the remedies available to us under this Section are exclusive of any other, but may be combined with others

under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages.

3. Transfer Restrictions. If you are an Owner of Franchisee, you acknowledge that we must approve all persons who hold a direct or indirect Ownership interest in Franchisee. Accordingly, you agree that you will not, directly or indirectly or by operation of law, sell, assign, mortgage, pledge or in any manner transfer any direct or indirect Ownership interest in Franchisee except in accordance with the terms and conditions set forth in Article 15 of the Franchise Agreement. You acknowledge and agree that any attempted Transfer of an interest in Franchisee requiring our consent under the Franchise Agreement for which our express written consent is not first obtained will be a material breach of this Agreement and the Franchise Agreement.

4. Personal Guarantee. In order to secure Franchisee's financial obligations under the Franchise Agreement and all ancillary agreements executed by Franchisee in connection with the Franchise Agreement, including, but not limited to, any agreement for the purchase of goods or services from us or an Affiliate of ours and any promissory note related to payments owed to us (collectively, the "**Secured Agreements**"), you agree to personally guarantee all of Franchisee's financial obligations under the Secured Agreements.

a. Payment. Each of you, jointly and severally, personally and unconditionally: (a) guarantee to us and our successor and assigns, that Franchisee will punctually fulfill all of its payment and other financial obligations under the Secured Agreements; and (b) agree to be personally bound by, and personally liable for, each and every monetary provision in the Secured Agreements.

b. Waiver of Notice. You waive: (1) acceptance and notice of acceptance by us of the foregoing undertakings; (2) notice of demand for payment of any indebtedness guaranteed; (3) protest and notice of default to any party with respect to the indebtedness guaranteed; (4) any right you may have to require that an action be brought against Franchisee or any other person as a condition of liability; and (5) the defense of the statute of limitations in any action hereunder or for the collection of any indebtedness hereby guaranteed.

c. Liability is Joint and Several. You agree that: (1) your direct and immediate liability under this guarantee will be joint and several with Franchisee and all other persons who sign this Agreement; (2) you will render any payment required under the Secured Agreements upon demand if Franchisee fails or refuses punctually to do so; (3) your liability will not be contingent or conditioned upon pursuit by us of any remedies against Franchisee or any other person; and (4) liability will not be diminished, relieved or otherwise affected by any extension of time, credit or other indulgence that we may grant to Franchisee or to any other person, including the acceptance of any partial payment or performance, or the compromise or release of any claims, none of which will in any way modify or amend this guarantee, which will be continuing and irrevocable during the term of each of the Secured Agreements and following the termination, expiration or transfer of each of the Secured Agreements to the extent any financial obligations under any such Secured Agreements survive such termination, expiration or transfer.

d. Bankruptcy Filing. This guarantee will continue unchanged by the occurrence of any bankruptcy with respect to Franchisee or any assignee or successor of Franchisee or by any abandonment of one or more of the Secured Agreements by a trustee of Franchisee. Neither your obligation to make payment in accordance with the terms of this undertaking nor any remedy for enforcement will be impaired, modified, changed, released or limited in any manner whatsoever by any impairment, modification, change, release or limitation of the liability of Franchisee or its estate in bankruptcy or of any remedy for enforcement, resulting from the operation of any present or future provision of the U.S. Bankruptcy Act or other statute, or from the decision of any court or agency.

e. Indemnification. You agree to indemnify, defend and hold harmless us, all of our Affiliates, and the respective shareholders, directors, partners, employees, and agents of such entities, against and from all losses, damages, costs, and expenses which we or they may sustain, incur, or become liable for by reason of: (a) Franchisee's failure to pay the monies payable (to us or any of our affiliates) pursuant to the Franchise Agreement, or to do and perform any other act, matter, or thing required by the Franchise Agreement; or (b) any action by us to obtain performance by Franchisee of any act, matter, or thing required by the Franchise Agreement.

f. No Exhaustion of Remedies. You acknowledge and agree that we will not be obligated to proceed against Franchisee or exhaust any security from Franchisee or pursue or exhaust any remedy, including any legal or equitable relief against Franchisee, before proceeding to enforce the obligations of the Owners as guarantors under this Agreement, and the enforcement of such obligations can take place before, after, or contemporaneously with, enforcement of any of Franchisee's debts or obligations under the Franchise Agreement.

g. Effect of Owner's Death. Upon the death of an Owner, the estate of such Owner will be bound by the obligations in this Section 4, but only for defaults and obligations that exist under this Agreement or the Franchise Agreement at the time of death; and the obligations of any other Owners will continue in full force and effect.

5. Dispute Resolution. Any dispute between the parties relating to this Agreement must be brought in accordance with the dispute resolution procedures stated in the Franchise Agreement. Notwithstanding the foregoing, if any of the dispute resolution procedures stated in the Franchise Agreement conflict with any of the terms of this Agreement, the terms of this Agreement will prevail. You acknowledge and agree that a breach of this Agreement by you will constitute a material event of default under the Franchise Agreement, permitting us to terminate the Franchise Agreement in accordance with its terms.

6. Provisional Remedies. We have the right to seek from an appropriate court any provisional remedies, including temporary restraining orders or preliminary injunctions to enforce your obligations under this Agreement. You acknowledge and agree that there is no adequate remedy at law for your failure to fully comply with the requirements of this Agreement. You further acknowledge and agree that, in the event of any noncompliance, we will be entitled to temporary, preliminary, and permanent injunctions and all other equitable relief that any court with jurisdiction may deem just and proper.

7. Miscellaneous.

a. Attorney Fees. If either party hires an attorney or files suit against the other party in relating to an alleging a breach of this Agreement, the losing party agrees to pay the prevailing party's reasonable attorneys' fees and costs incurred in connection with such breach.

b. Defenses. Any claim, defense or cause of action that you may have against us, our Affiliates, or against Franchisee, regardless of cause or origin, cannot be used as a defense against our enforcement of this Agreement.

c. Severability. Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it will not affect the enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms reasonable in scope, duration and geographic area.

d. Notice. You agree that we may deliver to you any notice or other communication contemplated by this Agreement in the same manner and to the same address listed in the notice provisions of the Franchise Agreement and any such delivery will be deemed effective for purposes of this Agreement. You may change the address to which notices must be sent by sending us a written notice requesting such change, which notice must be delivered in the manner and to the address listed in the Franchise Agreement.

e. No Third-Party Beneficiaries. Nothing in this Agreement is intended to confer upon any person or entity (other than the parties and their heirs, successors and assigns and our Affiliates) any rights or remedies under or by reason of this Agreement.

f. Construction. No provision of this Agreement will be interpreted in favor of or against either party merely because of that party's role in the preparation of this Agreement, or because of the nature or type of this Agreement. All references to gender and number will be construed to include such other gender and number as the context may require. All captions in this Agreement are intended solely for the convenience of the parties and none will be deemed to affect the meaning or construction of any provision of this Agreement.

g. Binding Effect. This Agreement may be executed in counterparts, and each copy so executed and delivered will be deemed an original. This Agreement is binding on the parties and their respective heirs, executors, administrators, personal representatives, successors and (permitted) assigns.

IN WITNESS WHEREOF, each of **Owner** or **spouse of an Owner** has executed this Agreement as of the date or dates set forth below.

(Add additional pages and signature lines, if necessary for each Owner or spouse of an Owner)

By: _____

Address: _____

Name: _____

Telephone: _____

ADDENDUM 3
Electronic Funds Transfer Authorization

ELECTRONIC FUNDS TRANSFER AUTHORIZATION

BY AND BETWEEN PROTEIN HOUSE FRANCHISING, LLC
AND _____ (“DEPOSITOR”)
EFT AUTHORIZATION AGREEMENT (DIRECT DEBITS)

The undersigned depositor (“Depositor”) hereby authorizes ProteinHouse Franchising, LLC (“Company”) to initiate debit entries and/or credit correction entries to the undersigned’s checking and/or savings account(s) indicated below and the depository designated below (“Depository”) to debit such account pursuant to Company’s instructions:

Depository Branch

Address City, State, Zip Code

Bank Transit/ABA Number Account Number

This authority is to remain in full force and effect until Depository has received joint written notification from Company and Depositor of the Depositor’s termination of such authority in such time and in such manner as to afford Depository a reasonable opportunity on which to act. If an erroneous debit entry is initiated to Depositor’s account, Depositor will have the right to have the amount of such entry credited to such account by Depository, if (a) within fifteen (15) calendar days following the date on which Depository sent to Depositor a statement of account or a written notice pertaining to such entry or (b) forty-five (45) days after posting, whichever occurs first, Depositor will have sent to Depository a written notice identifying such entry, stating that such entry was in error and requesting Depository to credit the amount thereof to such account. These rights are in addition to any rights Depositor may have under federal and state banking laws.

DEPOSITOR:

By: _____

Print Name: _____

Its: _____

Date: _____

ADDENDUM 5

ADDENDUM TO LEASE

This Addendum to Lease (“**Addendum**”), dated _____, 20__, is entered into by and between _____ (“**Lessor**”), and _____ (“**Lessee**”). In the event of any contradiction or inconsistency between the terms and provisions of this Addendum and the terms and provisions of the Lease to which it is attached, the terms and provisions of this Addendum will control and be interpreted in such a manner as to override any provision of the Lease which would prevent the spirit and letter of the terms and provisions of this Addendum from being given full force and effect. All defined terms not specifically defined in this Addendum will be given the same meaning as the defined terms in the Lease.

A.. The parties hereto have entered into a certain Lease Agreement (“**Lease**”), dated _____, 20__, and pertaining to the premises located at _____ (“**Premises**”).

B. Lessor acknowledges that Lessee intends to operate a ProteinHouse™ franchise from the leased Premises pursuant to a Franchise Agreement (“**Franchise Agreement**”) with ProteinHouse Franchising, LLC (“**Franchisor**”) under the name “ProteinHouse®” or other name designated by Franchisor (herein referred to as “**Franchised Business**”).

C. The parties now desire to amend the Lease in accordance with the terms and conditions contained herein.

NOW, THEREFORE, it is hereby mutually covenanted and agreed between Lessor and Lessee as follows:

1. Remodeling and Decor. Lessor agrees that Lessee will have the right to remodel, equip, paint and decorate the interior of the Premises and to display the proprietary marks and signs on the interior and exterior of the Premises as Lessee is reasonably required to do pursuant to the Franchise Agreement and any successor Franchise Agreement under which Lessee may operate a Franchised Business on the Premises.

2. Assignment or Subletting. Lessee must agree to attorn to any assignee of Lessor provided such assignee will agree not to disturb Lessee’s possession of Premises. Lessee will have the right to assign or sublet all of its right, title and interest in the Lease, at any time during the term of the Lease, including any extensions or renewals thereof, without charge and without first obtaining Lessor’s consent in accordance with the Collateral Assignment of Lease attached as Addendum 4: (a) to Franchisor or Franchisor’s parent, subsidiary, or affiliate; (b) to a duly authorized franchisee of Franchisor; (c) in connection with a merger, acquisition, reorganization or consolidation; or (d) in connection with the sale of Lessee’s corporate stock or assets. However, no assignment or sublease will be effective until such time as Franchisor or its designated affiliate gives Lessor written notice of its acceptance of the assignment, and nothing contained herein or in any other document will make Franchisor or its designated subsidiary or affiliate a party to the Lease, or guarantor of it, and will not create any liability or obligation of Franchisor or Franchisor’s parent, subsidiary or affiliate unless and until the Lease is assigned or sublet to, and accepted in writing by Franchisor or Franchisor’s parent, subsidiary or affiliate. In the event of any assignment or sublease, Lessee will at all times remain liable under the terms of the Lease. Franchisor will have the right to reassign or sublease the Lease to another franchisee without the Lessor’s consent in accordance with Section 4(a) below. Lessor understands and agrees that, in connection with Lessee’s assignment or subletting of the Lease to a duly authorized franchisee of Franchisor, Franchisor will be

permitted to charge “additional rent” or “percentage rent” or other charges to its franchisee as part of its regular plan of franchising, and Lessor will not be entitled to any consideration or additional rent as a result of any fees paid to Franchisor by franchisee pursuant to the Lease or otherwise.

3. Default and Notice.

- a. In the event there is a default or violation by Lessee under the terms of the Lease, Lessor must give Lessee and Franchisor written notice of the default or violation within a reasonable time after Lessor receives knowledge of its occurrence. If Lessor gives Lessee a default notice, Lessor must contemporaneously give Franchisor a copy of the notice. Franchisor will have the right, but not the obligation, to cure the default. Franchisor will notify Lessor whether it intends to cure the default and take an automatic assignment of Lessee’s interest as provided in Paragraph 4(a). Franchisor will have an additional fifteen (15) days from the expiration of Lessee’s cure period in which it may exercise the option, but it is not obligated to cure the default or violation.
- b. All notices to Franchisor must be sent by registered or certified mail, postage prepaid, or by a recognized overnight courier or delivery services to the following address:

ProteinHouse Franchising, LLC
4965 Blue Diamond Road, Suite 100
Las Vegas, NV 89139

Franchisor may change its address for receiving notices by giving Lessor written notice of the new address. Lessor agrees that it will notify both Lessee and Franchisor of any change in Lessor’s mailing address to which notices should be sent.

- c. Following Franchisor’s approval of the Lease, Lessee agrees not to terminate, or in any way alter or amend the same during the Initial Term of the Franchise Agreement or any extension thereof without Franchisor’s prior written consent, which will be granted or denied in Franchisor’s sole discretion, and any attempted termination, alteration or amendment will be null and void and have no effect as to Franchisor’s interests thereunder; and a clause to the effect will be included in the Lease.

4. Termination or Expiration.

- a. Upon Lessee’s default and failure to cure the default within the applicable cure period, if any, under either the Lease or the Franchise Agreement, Franchisor will, at its option, have the right, but not the obligation, to take an automatic assignment of Lessee’s interest and at any time thereafter to re-assign or sublet the Lease to a new franchisee without Lessor’s consent and to be fully released from any and all liability to Lessor upon the reassignment, provided the new franchisee agrees to assume Lessee’s obligations and the Lease.
- b. Upon the expiration or termination of either the Lease or the Franchise Agreement, Lessor will cooperate with and assist Franchisor in securing possession of the Premises and if Franchisor does not elect to take an assignment of the Lessee’s interest, Lessor will allow Franchisor to enter the Premises, without being guilty of trespass and without incurring any liability to Lessor, to remove all signs and all other items identifying the Premises as a Franchised Business and to make other modifications (such as repainting) as are reasonably necessary to protect the ProteinHouse® marks and system, and to

distinguish the Premises from a Franchised Business. In the event Franchisor exercises its option to purchase assets of Lessee, Lessor will permit Franchisor to remove all the assets being purchased by Franchisor.

5. Consideration; No Liability.

- a. Lessor hereby acknowledges that the provisions of this Addendum to Lease are required pursuant to the Franchise Agreement under which Lessee plans to operate its Franchised Business and Lessee would not lease the Premises without this Addendum. Lessor also hereby consents to the Collateral Assignment of Lease from Lessee to Franchisor as evidenced by Addendum 4.
- b. Lessor further acknowledges that Lessee is not an agent or employee of Franchisor and Lessee has no authority or power to act for, or to create any liability on behalf of, or to in any way bind Franchisor or any affiliate of Franchisor, and that Lessor has entered into this Addendum to Lease with full understanding that it creates no duties, obligations or liabilities of or against Franchisor or any affiliate of Franchisor.

6. Sales Reports and Inspection. If requested by Franchisor, Lessor will provide Franchisor with whatever information Lessor has regarding Lessee's sales from its Franchised Business. Lessor acknowledges that the Franchise Agreement grants Franchisor the right of inspection of Lessee's Premises, and Lessor agrees to cooperate with Franchisor's efforts to enforce Franchisor's inspection rights.

7. No Radius Clause. The radius restriction set forth in the Lease, if any, is hereby deleted.

8. Hazardous Materials. Lessor represents and warrants that the Premises are free of all asbestos, asbestos containing materials and other hazardous or toxic materials (collectively, "**Hazardous Materials**"). Notwithstanding any provision of this Lease to the contrary, Lessee will have no obligation to make any repairs, alterations or improvements to the Premises or incur any costs or expenses whatsoever as a result of Hazardous Materials in or about the center in which the Premises are located (the "**Center**"), the Building or the Premises, other than those Hazardous Materials brought onto such areas by Lessee. Lessor will be solely responsible for any changes to the Premises relating to Hazardous Materials, unless those Hazardous Materials were brought onto the Premises by Lessee. Lessor will indemnify and hold Lessee harmless from and against all liabilities, costs, damages and expenses which Lessee may incur (including reasonable attorney fees) as the result of a breach of Lessor's representation and warranty set forth in this paragraph or the presence of Hazardous Materials in or about the Center, the Building or the Premises, unless those Hazardous Materials were brought onto such areas by Lessee.

9. Insurance and Waiver of Subrogation. Lessee may maintain the required liability insurance in the form of a blanket policy covering other locations of Lessee in addition to the Premises. Lessee may self insure plate glass, so long as Lessee agrees not to hold Lessor liable for any losses resulting to plate glass. Whenever (i) any loss, cost, damage or expense resulting from fire, explosion or any other casualty is incurred to the Premises or contents thereof by either party to this Lease, and (ii) such party is covered in whole or in part by insurance with respect to such loss, cost, damage or expense, then the party so insured hereby releases the other party from any liability it may have on account of such loss, cost, damage or expense to the extent of any amount recovered by such insurance.

10. Lessor Warranties. Lessor represents, covenants and warrants (i) that Lessor has lawful title to the Center and has full right, power and authority to enter into this Lease; (ii) that the Center is in compliance with the Americans with Disabilities Act ("ADA"); (iii) that the permitted "use" of the Premises does not

currently violate the terms of any of Lessor's insurance policies; (iv) that Lessor currently maintains all risk of physical loss coverage for the full replacement cost of the Center and will maintain throughout the term of this Lease general liability insurance coverage for the Center consistent with that being maintained from time to time by reasonably prudent owners of properties similar to the Center in the same area; and (v) that so long as Lessee pays all monetary obligations due under this Lease and performs all other covenants contained herein, Lessee will peacefully and quietly have, hold, occupy and enjoy the Premises during the term of this Lease and its use and occupancy thereof must not be disturbed. Lessor covenants and agrees that Lessor will take no action that will interfere with Lessee's intended usage of the Premises. Lessor must indemnify and hold harmless Lessee and its officers, partners, agents and employees from and against any loss, cost, liability, damage or expense arising out of (x) Lessor's operation of the Center, (y) Lessor's breach in the performance of any of its obligations under this Lease, or (z) any violation of law by Lessor or any other act or omission of Lessor or its contractors, agents or employees. The foregoing indemnification will survive expiration or termination of this Lease.

11. Mitigation. Lessor must use reasonable efforts to mitigate its damages in the event of a Lessee default.

12. Removal of Trade Dress/Personal Property. Lessor must permit Lessee fifteen (15) days from the termination or expiration of the Lease to remove Lessee's property. Lessor will permit Lessee to remove its Trade Dress within fifteen (15) days after the termination or expiration of the Lease or within fifteen (15) days after Lessee has received proper notice from Lessor of the termination or expiration pursuant to Section 4, whichever later occurs.

13. Alterations. Lessor's consent will not be required for non-structural or non-mechanical alterations, additions or changes to the Premises.

14. Amendments. No amendment or variation of the terms of the Lease or this Addendum to the Lease will be valid unless made in writing and signed by the parties hereto.

15. Reaffirmation of Lease. Except as amended or modified herein, all of the terms, conditions and covenants of the Lease will remain in full force and effect and are incorporated herein by reference and made a part of this Agreement as though copies herein in full.

16. Beneficiary. Lessor and Lessee expressly agree that Franchisor is a third party beneficiary of this Addendum.

IN WITNESS WHEREOF, witness the signatures of the parties hereto as of the day, month and year first written above.

LESSOR: _____ **LESSEE:** _____

By: _____ By: _____

Its: _____ Its: _____

Date: _____ Date: _____

ADDENDUM 6
FRANCHISE RELATIONSHIP ACKNOWLEDGEMENT

Welcome to the ProteinHouse team. Because you are becoming a part of the ProteinHouse franchise system, it is important that you understand and acknowledge who is your employer, and who is not.

You have been hired by _____ (Legal Name of Franchisee) (“Franchisee”), which is an independent franchise owner in the ProteinHouse franchise system (which we call the “System”). Although Franchisee looks the same, has the same name, and is operated the same way as other ProteinHouse® cafés in the System, Franchisee is not part of the same company as those other ProteinHouse® cafés in the System. ProteinHouse Franchising, LLC is a completely separate company that owns the name and created the System. ProteinHouse Franchising, LLC has devised rules, systems of operation, and policies and procedures that all of its franchisees must follow, including Franchisee, which make each of the independent franchise ProteinHouse® cafés look and operate the same way as one another. This way, ProteinHouse Franchising, LLC manages a System composed of many different franchisee owners, each of whom is independently responsible for operating its own ProteinHouse ProteinHouse® café.

It is important that you understand that Franchisee is your **only** employer. Franchisee gives you your paycheck, establishes your hours, and is responsible for all decisions relating to your employment relationship. ProteinHouse Franchising, LLC is **not** your employer. If ProteinHouse Franchising, LLC representatives ever give you direction, training, or advice, it is intended only to ensure that the experience of all customers of ProteinHouse is the same at your place of work as it is at other ProteinHouse® cafés in the ProteinHouse system. The fact that you are trained, or given direction or advice, by ProteinHouse Franchising, LLC representatives does not somehow mean that ProteinHouse Franchising, LLC is your employer.

If you have any questions about your employment relationship or about this Franchise Relationship Acknowledgement, please direct them to your employer, Franchisee.

I have read this Franchise Relationship Acknowledgement and I understand it. I have had the opportunity to ask any questions that I have about this Franchise Relationship Acknowledgement, and those questions have been answered fully to my satisfaction.

SIGNED,

DATE:

4911-4066-8991, v. 1

ProteinHouse Franchising, LLC

EXHIBIT C

Multi-Unit Franchise Agreement

PROTEINHOUSE

HEALTHY • FIT • KITCHEN

MULTI-UNIT FRANCHISE AGREEMENT BETWEEN

**ProteinHouse Franchising, LLC
4965 Blue Diamond Road, Suite 100
Las Vegas, NV 89139**

AND

TABLE OF CONTENTS

	<u>Page</u>
ARTICLE 1. GRANT OF MULTI-UNIT FRANCHISE RIGHT	1
1.1 Grant of Multi-Unit Franchise Right	1
1.2 Exclusivity	2
1.3 Limited Right of First Refusal for Non-Traditional Locations.....	3
ARTICLE 2. FRANCHISEE’S DEVELOPMENT OBLIGATION	3
2.1 Development Obligation.....	3
2.2 Timing of Execution of Leases and Franchise Agreements.....	3
2.3 Delivery of FDD	3
2.4 Monthly Penalty for Failing to Meet the Development Obligation	4
2.5 You May Not Exceed The Development Obligation	4
ARTICLE 3. MULTI-UNIT TERRITORY	4
3.1 Our Right to Develop.....	4
3.2 Protected Area for Each Individual Café	4
ARTICLE 4. TERM OF MULTI-UNIT FRANCHISE AGREEMENT	4
4.1 Term.....	4
4.2 Effect of Expiration or Termination	4
ARTICLE 5. MULTI-UNIT RIGHTS FEE	5
ARTICLE 6. TRAINING	5
ARTICLE 7. EXECUTION OF INDIVIDUAL FRANCHISE AGREEMENTS	5
7.1 Delivery of Franchise Disclosure Document, Execution of Lease and Franchise Agreement	5
7.2 Conditions Precedent to our Obligations.....	6
ARTICLE 8. ASSIGNMENT AND SUBFRANCHISING.....	6
8.1 Assignment by Us.....	6
8.2 No Subfranchising by You	6
8.3 Assignment by You	6
ARTICLE 9. NON-COMPETITION; CONFIDENTIALITY	8
9.1 Non-Competition.....	8
9.2 Confidentiality.....	8
9.3 Non-Solicitation.....	9
9.4 Specific Performance.....	9
ARTICLE 10. TERMINATION.....	9
10.1 Assignment Without Consent.	9
10.2 Failure to Satisfy Development Obligation.....	10
10.3 Failure to Pay Fees.....	10
10.4 Opening Cafés Without Our Consent.	10
10.5 Refusal to Comply With Restrictive Covenants.	10
10.6 Failure to Cure Default Under Individual Franchise Agreement.....	10
ARTICLE 11. GENERAL CONDITIONS AND PROVISIONS	10
11.1 Our Relationship to You	10
11.2 Indemnity by You	10
11.3 No Consequential Damages For Legal Incapacity	11
11.4 Waiver and Delay.....	11
11.5 Survival of Covenants.....	11
11.6 Successors and Assigns	11
11.7 Joint and Several Liability	11
11.8 Governing Law.....	11
11.9 Titles for Convenience	12
11.10 Gender and Construction.....	12

11.11	Severability, Modification	12
11.12	Counterparts	12
11.13	Fees and Expenses.....	12
11.14	Notices.....	13
11.15	Dispute Resolution	13
11.16	Entire Agreement.....	13
ARTICLE 12.	YOU, YOUR OWNERS, AND YOUR BUSINESS ENTITY.....	14
12.1	Business Entity Information	14
12.2	Operating Principal	14
12.3	Business Practices	14
ARTICLE 13.	ACKNOWLEDGMENTS	15

ADDENDUMS

- Addendum 1 Multi-Unit Territory**
- Addendum 2 Development Obligation**
- Addendum 3 Business Entity Information**

MULTI-UNIT FRANCHISE AGREEMENT

THIS MULTI-UNIT FRANCHISE AGREEMENT (the “**Agreement**”) is entered into on the Effective Date between ProteinHouse Franchising, LLC, a limited liability company organized under the laws of Nevada (“**we**,” “**us**,” or “**our**”), and the person or legal entity identified in **Addendum 1** to this Agreement (“**you**” or “**your**”).

Introduction: This Multi-Unit Franchise Agreement

This Multi-Unit Franchise Agreement (“**Agreement**”) is written in a conversational tone to make it easier to read. In the context of the Agreement, ProteinHouse Franchising, LLC is referred to as “**we**,” or “**us**,” and when we refer to things we own or obligations we have, as the context requires we use the word “**our**.” The person or legal entity that signs this Agreement is referred to as “**you**,” and the obligations you have or the things you own are referred to (as the context requires) as “**your**.” When we refer to “**you**” or “**your**,” we are also referring to each and every one of your Owners and the obligations that each and every one of your Owners have to us.

In the Agreement, we sometimes capitalize the words we use. These are called “defined terms,” and whenever we use one of them, we are referring to the definition we have assigned to the word. When a word appears in parentheses, quotes, and bold, we are informing the reader that the word has been defined by the text surrounding the word where it appears. At the end of the Agreement, in the **Appendix**, we have included a Glossary of Terms to help you easily locate the definition of a defined term.

Unless we state otherwise, all Section or Article references refer to the corresponding Sections or Articles in this Agreement.

RECITALS

A. We own a uniform System for the development, establishment, operation and maintenance of fast-casual Cafés offering a menu of superior, healthy food items created with a high-quality selection of ingredients served in an inviting, comfortable, modern atmosphere under the Marks (each a “**Café**” and more than one, the “**Cafés**”).

B. We want to expand and develop the Cafés in the Multi-unit Territory, and you wish to open and operate Cafés in the Multi-unit Territory, upon the terms and conditions as set forth in this Agreement.

The parties therefore agree as follows:

ARTICLE 1. GRANT OF MULTI-UNIT FRANCHISE RIGHT

1.1 **Grant of Multi-Unit Franchise Right**

(a) Upon the terms and subject to the conditions of this Agreement, we grant to you, and you accept, the right and obligation, during the Term, to open Cafés solely in the Multi-unit Territory. Each Café will be operated according to the terms of an individual Franchise Agreement. An increase or decrease in the size of the cities, counties or political subdivisions, if any, included within the Multi-unit Territory will have no effect on the Multi-unit Territory as it is described in **Addendum 1**.

(b) No right or license is granted to you to use any Marks, trade dress or designs owned by us or any Affiliate, which right and license can only be granted under a Franchise Agreement. Nothing in this Agreement permits you to own or operate a Café, except under a valid Franchise Agreement with us. You

must not use the Marks in any manner or for any purpose, including in connection with any offering of securities or any request for credit, without our prior express written approval.

1.2 Exclusivity

Except as set forth in this **Section 1.2**, during the Term, we and our Affiliates will not operate or grant a license or franchise to any other person to operate Cafés at any location within the Multi-unit Territory. We reserve all other rights, including but not limited to the exclusive, unrestricted right, in our discretion, directly and indirectly, through our employees, Affiliates, representatives, licensees, franchisees, assigns, agents and others to:

(a) Use, and to license other persons to use, the Marks and System for the operation of Cafés anywhere outside of the Multi-unit Territory.

(b) Use, license, and franchise the use of trademarks or service marks other than the Marks, whether in alternative channels of distribution or otherwise, at any location including a location or locations inside of the Multi-unit Territory, in association with operations that are different from Cafés.

(c) Use, and license other persons to use, the Marks and System for the operation of Cafés at any Non-Traditional Location, even if it is inside of the Multi-unit Territory, subject only to your limited right of first refusal stated in **Section 1.3**.

(d) Use, and license other persons to use, the Marks and System for the operation of Food Trucks at any non-fixed locations, even if inside of the Multi-unit Territory.

(e) Offer Authorized Services and Products, or grant others the right to offer Authorized Products or Services, whether using the Marks or other trademarks or service marks, through channels of distribution that are different from Cafés, including, without limitation, wholesalers, grocery stores, retail outlets, or by Internet commerce (e-commerce), mail order or otherwise, regardless of whether inside or outside of the Multi-unit Territory.

(f) Maintain any websites utilizing a domain name incorporating the Marks or derivatives. We retain the sole right to advertise and market on the Internet and use the Marks on the Internet, including all use of websites, domain names, URL's, directory addresses, metatags, linking, advertising, and co-branding and other arrangements.

(g) The right to advertise and promote, and to permit other franchisees to advertise and promote, other Cafés operated under the System and the Marks within your Multi-Unit Territory.

(h) The right to solicit, sell and service National Accounts wherever located, including in your Multi-Unit Territory.

(i) To acquire, merge, or combine with businesses that are the same as or similar to Cafés and operate such businesses regardless of where such businesses are located, including inside the Multi-unit Territory, and to be acquired by any third party which operates businesses that are the same as, or similar to, Cafés, regardless of where such businesses are located, including inside the Multi-unit Territory. We will not, however, re-brand any such businesses that are located inside the Multi-unit Territory by allowing them to use the Marks.

(j) The right to be acquired (whether through acquisition of assets, ownership interests or otherwise, regardless of the form of transaction), by a business providing products and services similar to those provided at Cafés, or by another business, even if such business operates, franchises, and/or licenses

competitive businesses within your Multi-Unit Territory. We will not, however, permit any such business located within your Multi-Unit Territory to operate under our Marks.

1.3 Limited Right of First Refusal for Non-Traditional Locations.

If we (or our Affiliate(s)) plan to develop and operate, or we receive a bona fide offer by a third party to purchase the rights to develop and operate, a Café at a Non-Traditional Location within your Multi-unit Territory, we will first give you written notice of the plans or offer.

(a) The notice will: (x) state the address of a proposed Non-Traditional Location; (y) be accompanied by a copy of our Then-current Franchise Disclosure Document; and (z) state any other material terms of the offer.

(b) You will have the first option to purchase a franchise at the Non-Traditional Location, subject to the terms and conditions of the offer. For you to exercise this right of first refusal, a franchise agreement must be signed, and all applicable fees paid, not less than fourteen (14) or more than thirty (30) calendar days after the date on which you receive the notice from us.

If you fail to exercise your right of first refusal by providing to us a signed copy of our Then-current franchise agreement, paying our Then-current fees, and complying with any other reasonable conditions contained in the offer within the time stated in this **Section 1.3**, your right of first refusal to acquire a franchise for a Café at the identified Non-Traditional Location will automatically expire without any further notice from us. After the expiration of your right of first refusal, we will have the unrestricted right to develop (either directly or through our Affiliate(s)), or license to a third party the right to develop, a Café at the identified Non-Traditional Location that will operate within your Multi-Unit Territory. If you do open and operate a Café at a Non-Traditional Location, it will not count towards your Development Obligation.

ARTICLE 2. FRANCHISEE'S DEVELOPMENT OBLIGATION

2.1 Development Obligation

Within each Development Period specified in **Addendum 2**, you must construct, equip, open and thereafter continue to operate at, and only at, locations within the Multi-unit Territory, not less than the cumulative number of Cafés required by the Development Obligation for that Development Period.

2.2 Timing of Execution of Leases and Franchise Agreements

On or before the date which is two hundred and seventy (270) days before the end of each Development Period, you must have executed (in accordance with this Agreement) a lease (or purchase agreement) and Franchise Agreement and paid the required Initial Franchise Fee, for each Café which is required to be constructed, equipped, opened and operated by the end of such Development Period.

2.3 Delivery of FDD

Should you be unable to meet the Development Obligation for any Development Period solely as the result of our legal inability to deliver an FDD pursuant to **Section 7.1**, which results in your inability to construct or operate Cafés in all or substantially all of the Multi-unit Territory under this Agreement, the particular Development Period during which our inability to deliver a current FDD occurs will be extended by an amount of time equal to the time period during our inability to deliver a current FDD existed during that

Development Period. Other than as provided in this **Section 2.3**, any delay in our issuance of acceptance of any site under **Article 7** will not extend any Development Period.

2.4 Monthly Penalty for Failing to Meet the Development Obligation

If, for any reason other than one stated in **Section 2.3**, you have failed to comply with the Development Obligation by developing the required number of Cafés during the applicable Development Period, you must pay us a penalty of one thousand dollars (\$1,000) per month that you are not in compliance with the Development Obligation, up to a maximum of six (6) months. If: (a) your failure to comply with the Development Obligation continues for more than six (6) months after the end of any Development Period; or (b) you fail to pay the penalty, we will have the right to terminate this Agreement.

2.5 You May Not Exceed The Development Obligation

Unless we otherwise consent in writing, you may not construct, equip, open and operate more than the total number of Cafés comprising the Development Obligation.

ARTICLE 3. MULTI-UNIT TERRITORY

3.1 Our Right to Develop

If you are unable or unwilling, or fail for any reason (except due our inability to deliver an FDD as provided in **Section 2.3**), to satisfy the Development Obligation, after the expiration of the six (6) month period referred to in **Section 2.4** (assuming you have paid us the penalty specified in that Section for each month that you exceeded the applicable Development Period), this Agreement will automatically terminate upon our notice to you. Upon such termination, we may, but have no obligation to, open and operate, or license others (or grant others development rights to) open and operate, Cafés at any site(s) within the Multi-unit Territory, excluding locations in the Protected Area(s) granted to you pursuant to the individual Franchise Agreement for each then-existing Café located in the Multi-unit Territory.

3.2 Protected Area for Each Individual Café

Each Franchise Agreement executed pursuant to this Agreement will provide that we and our Affiliates may not open or operate, or franchise or license the operation of, any Café at any location located within the individual Protected Area surrounding a Café opened by you under that Franchise Agreement.

ARTICLE 4. TERM OF MULTI-UNIT FRANCHISE AGREEMENT

4.1 Term

The term of this Agreement commences on the Effective Date and will continue until the earlier of: (a) the expiration of the last Development Period noted on **Addendum 2**; or (b) the date you execute the Franchise Agreement granting you the right to open the last Café necessary for you to fully satisfy the Development Obligation (the “Term”).

4.2 Effect of Expiration or Termination

Following the expiration of the Term or the sooner termination of this Agreement: (a) you will have no further right to construct, equip, own, open or operate additional Cafés which are not, at the time of such termination or expiration, the subject of a then-existing Franchise Agreement between you and us which is

then in full force and effect; and (b) we or our Affiliates may thereafter construct, equip, open, own or operate, and license others to (or grant development rights to) construct, equip, open, own or operate Cafés at any location(s) (within or outside of the Multi-unit Territory), without any restriction, subject only to any Protected Area rights granted for any then-existing Café pursuant to a validly subsisting Franchise Agreement executed for such Café.

ARTICLE 5. MULTI-UNIT RIGHTS FEE

When you sign this Agreement, you must pay to us, in cash or by certified check, the Multi-unit Rights Fee. The Multi-unit Rights will substitute for the Initial Franchise Fees for Franchise Agreements executed pursuant to this Agreement. The Multi-unit Rights Fee is due in a lump sum when you sign this Agreement, and is not refundable under any circumstances. “**Multi-unit Rights Fee**” means: (a) fifty thousand dollars (\$50,000) for the first Café you commit to open and operate pursuant to the Development Obligation; *plus* (b) Thirty thousand dollars (\$30,000) for the second and each additional Café you commit to open and operate pursuant to the Development Obligation.

ARTICLE 6. TRAINING

We will provide initial training for up to two (2) people for you, including materials and all technical training tools. You and your General Manager must attend. If you are a Business Entity, we will require your Operating Principal to attend, and we may require attendance by your Owners, officers or representatives selected by you and acceptable to, and approved by, us. We will pay no compensation for any services performed by you or your trainees in connection with the initial training course. The initial training course is more fully described in the Franchise Agreement. If you bring more than two (2) people to initial training (and we approve), we will charge you our Then-current tuition as stated in the Manuals, which is currently \$3,500 per person. You must pay all lodging, travel and meals, personal expenses, salary and living expenses incurred by you and/or other persons attending the training with you. Other than the initial training course, there will be no additional training required for, or offered to, you under this Agreement, but additional training may be required by us or offered to you under the Franchise Agreement. We may (but will not be required to) provide you initial training for the second and each subsequent Café you open under this Agreement.

ARTICLE 7. EXECUTION OF INDIVIDUAL FRANCHISE AGREEMENTS

7.1 Delivery of Franchise Disclosure Document, Execution of Lease and Franchise Agreement

(a) Subject to **Section 7.2**, at your request we will deliver to you a copy of our Then-current Franchise Disclosure Document (the “**Franchise Disclosure Document**” or “**FDD**”) as may be required by Applicable Law and two (2) copies of our Then-current Franchise Agreement. You must return to us a signed copy of the Acknowledgment of Receipt of the FDD immediately. You understand that the new Franchise Agreement may vary substantially from the current Franchise Agreement. If we are not legally able to deliver a required FDD to you, we may delay delivery until we are legally able to do so.

(b) If you have executed and returned the copies of our Franchise Agreement and have satisfied the conditions of **Section 7.2**, we will execute and return one (1) fully executed copy to you.

(c) You may not execute any lease or purchase agreement for any Café until after we have delivered to you a fully-executed Franchise Agreement. Your obligations to locate, lease, and construct

the Café will be governed by the timelines stated in that Franchise Agreement, except that the “Commencement Deadline” for opening and commencing operation of the Café will be the last day of the applicable Development Period, and not the one listed in that Franchise Agreement.

7.2 Conditions Precedent to our Obligations

Your right to open and operate each and every Café is conditioned upon your having satisfied all of the following conditions precedent:

(a) You must have fully performed all of your obligations under this Agreement and all Franchise Agreements and other written agreements between us and you, and must not be in default of any of your obligations to us or any of our Affiliates, to any of your landlords, or to any Governmental Authority.

(b) The cumulative number of Cafés in the Multi-unit Territory required by the Development Obligation stated in **Addendum 2** must continue to be in operation as of the end of the immediately preceding Development Period.

ARTICLE 8. ASSIGNMENT AND SUBFRANCHISING

8.1 Assignment by Us

You acknowledge that we maintain a staff to manage and operate the System and that staff members can change as our owners, directors, officers, and employees come and go. You represent that you have not signed this Agreement in reliance on any particular shareholder, director, officer, or employee remaining with us in that capacity. We may change our ownership or form and/or assign this Agreement and any other agreement to a third party without restriction. After our assignment of this Agreement to a third party who expressly assumes our obligations under this Agreement, we no longer will have any performance or other obligations under this Agreement.

8.2 No Subfranchising by You

You may not offer, sell, or negotiate the sale of System franchises to or with any third party, either in your own name or in the name and/or on our behalf, or otherwise subfranchise, subcontract, sublicense, share, divide or partition this Agreement.

8.3 Assignment by You

(a) This Agreement has been entered into by us in reliance upon and in consideration of your singular personal skills and qualifications and the trust and confidence we have in you. Therefore, subject to our right of first refusal as stated in **Section 8.3(d)**, neither your interest in this Agreement nor any of your rights or privileges under it can be assigned or transferred, voluntarily or involuntarily, in whole or in part, by operation of Applicable Law or otherwise (“**Assignment**”), in any manner without our prior written consent, which consent may be withheld for any reason whatsoever.

(b) You must not, directly or indirectly, pledge, encumber, hypothecate or otherwise grant any third party a security interest in this Agreement in any manner whatsoever without our prior express written consent. To the extent that the foregoing prohibition may be ineffective under Applicable Law, you must provide us not less than ten (10) days prior written notice (which notice must contain the name and address of the secured party and the terms of such pledge, encumbrance, hypothecation or security interest) of any pledge, encumbrance, hypothecation or security interest in this Agreement.

(c) Securities, partnership or other ownership interests in you may not be offered to the public under the Securities Act of 1933, as amended, nor may they be registered under the Securities Exchange Act of 1934, as amended, or any comparable federal, state or foreign law, rule or regulation. Such interests may be offered by private offering or otherwise only with our prior written consent, which consent will not be unreasonably withheld. All materials required for any such private offering by federal or state law must be submitted to us for a limited review as discussed below prior to your filing them with any governmental agency; and any materials to be used in any exempt offering must be submitted to us for review prior to their use. No offering by you can imply that we are participating in an underwriting, issuance or offering of securities of you or us, and our review of any offering materials will be limited solely to the subject of the relationship between you and us and our Affiliates. We may, at our option, require your offering materials to contain a written statement prescribed by us concerning the limitations described in the preceding sentence. You, your Owners and the other participants in the offering must fully defend and indemnify us, and our Affiliates, their respective partners and the officers, directors, manager(s) (if a limited liability company), shareholders, members, partners, agents, representatives, independent contractors, servants and employees of each of them, from and against any and all losses, costs and liability in connection with the offering and must execute any additional documentation required by us to further evidence this indemnity. For each proposed offering, you must pay to us a non-refundable fee of Five Thousand Dollars (\$5,000.00), which will be in addition to any Transfer Fee under any Franchise Agreement to reimburse us for our reasonable costs and expenses associated with reviewing the proposed offering, including without limitation, legal and accounting fees. You must give us written notice at least thirty (30) days prior to the date of commencement of any offering or other transaction covered by this Section, and you may not commence such offering or other transaction until we give our written consent.

(d) Your written request for consent to any Assignment must be accompanied by an offer to us of a right of first refusal to purchase the interest which is proposed to be transferred, on the same terms and conditions offered by the third party; provided that we may substitute cash for any non-cash consideration proposed to be given by such third party (in an amount we reasonably determine as the approximate equivalent value of said non-cash consideration); and provided further that you must make representations and warranties to us customary for transactions of the type proposed (the “**Purchase Option**”). If we elect to exercise the Purchase Option, we or our nominee, as applicable, will send written notice of such election to you within thirty (30) days of our receiving your request. If we accept such offer, the closing of the transaction must occur within one hundred twenty (120) days following the date of our acceptance. Any material change in the terms of an offer prior to closing or the failure to close the transaction within one hundred twenty (120) days following the written notice provided by you will cause it to be deemed a new offer, subject to the same right of first refusal by us, or our third-party designee, as in the case of the initial offer. Our failure to exercise such option will not constitute consent to the transfer or a waiver of any other provision of this Agreement, including any of the requirements of this Article with respect to the proposed transfer.

(e) If you are a Business Entity, each of the following will be deemed to be an Assignment: (i) the sale, assignment, transfer, conveyance, gift, pledge, mortgage, or other encumbrance of twenty percent (20%) or more in the aggregate, whether in one (1) or more transactions, of the Equity or voting power of you, by operation of law or otherwise or any other event(s) or transaction(s) which, directly or indirectly, effectively changes control of you; (ii) the issuance of any securities by you which itself or in combination with any other transaction(s) results in the Owners, as constituted on the Effective Date, owning eighty percent (80%) or less of the outstanding Equity or voting power of you; (iii) if you are a Partnership, the withdrawal, resignation, removal, death or legal incapacity of a general partner or of any limited partner owning twenty percent (20%) or more of the Partnership Rights of the Partnership, or the admission of any additional general partner, or the transfer by any general partner of any of its Partnership Rights in the Partnership, or any change in the ownership or control of any general partner; and (iv) any merger, stock redemption, consolidation, reorganization, recapitalization or other transfer of control of you, however effected.

ARTICLE 9.
NON-COMPETITION; CONFIDENTIALITY

9.1 Non-Competition

(a) During the Term, no Restricted Person can in any capacity, either directly or indirectly: (i) engage in any Competitive Activity, at any location, whether within or outside the Multi-unit Territory; (ii) divert or attempt to divert any business or any customers of the Cafés to any other person or Business Entity, by direct or indirect inducement or otherwise; or (iii) do or perform, directly or indirectly, any other act injurious or prejudicial to the Marks or the goodwill associated with them.

(b) To the extent permitted by Applicable Law, upon the expiration or termination of this Agreement, or if you make an Assignment, or if any Restricted Person's relationship with you ends, then for a period of two (2) years thereafter, each person who was a Restricted Person before that event cannot in any capacity, either directly or indirectly, engage in any Competitive Activities within the Multi-unit Territory or within twenty-five (25) miles of any Café then-existing. In the event that this Agreement expires, is terminated, or Assigned and you (or any of your or your Owners' Affiliates) continue in a contractual relationship with us under individual Franchise Agreement(s), the covenant against competition in such continuing Franchise Agreement(s) will also continue to apply to you (and any of your or your Owners' Affiliates, as applicable) after such expiration, termination, or Assignment of this Agreement.

(c) The parties have attempted in **Sections 9.1(a)** and **9.1(b)** of this Agreement above to limit your right to compete only to the extent necessary to protect us from unfair competition. The parties expressly agree that if the scope or enforceability of **Section 9.1(a)** or **9.1(b)** of this Agreement is disputed at any time by you, a court or arbitrator, as the case may be, may modify either or both of such provisions to the extent that it deems necessary to make such provision(s) enforceable under Applicable Law. In addition, we reserve the right to reduce the scope of either, or both, of said provisions without your consent, at any time or times, effective immediately upon notice to you. Any period of time specified in this **Article 9** will be tolled and suspended for any period of time during which you are in violation of any restrictive covenant.

9.2 Confidentiality

(a) We possess and continue to develop, and during the course of our relationship with you, Restricted Persons may have access to, our proprietary and confidential information, including specifications, plans, procedures, concepts and methods and techniques of developing and operating Cafés (the "**Trade Secrets**"). We may disclose certain of our Trade Secrets through the Manuals, bulletins, supplements, confidential correspondence, or other confidential communications, and through our training program and other guidance and management assistance, and in performing our other obligations and exercising our rights under this Agreement.

(b) No Restricted Person will acquire any interest in the Trade Secrets other than the right to use them in developing Cafés pursuant to this Agreement. A Restricted Person's duplication or use of the Trade Secrets in any other endeavor or business will constitute an unfair method of competition. Each Restricted Person must: (i) not divulge or use any of our Trade Secrets for the benefit of you, your Owners, any third party (including any person, Business Entity or enterprise of any type or nature), except in connection with operating Cafés; (ii) not use the Trade Secrets in any business or other endeavor other than in connection with the Cafés developed under this Agreement; (iii) maintain absolute confidentiality of the Trade Secrets during and after the Term; and (iv) make no unauthorized copy of any portion of any of the Trade Secrets. You must operate and implement all reasonable procedures we prescribe from time to time to prevent unauthorized use and disclosure of the Trade Secrets, including implementing restrictions and limitations as we may prescribe on disclosure to employees and use of: a) non-disclosure and non-competition provisions in employment agreements with employees who may have access to the Trade Secrets; b) non-

disclosure provisions in contracts with employees and independent contractors who may have access to the Trade Secrets (if permitted by Applicable Law). Our current approved form of non-disclosure and non-competition agreement is attached to the Franchise Disclosure Document as **Exhibit I**. Promptly upon our request, you must deliver executed copies of such agreements to us. If you have any reason to believe that any employee or independent contractor has violated the provisions of the confidentiality (and, if applicable, noncompetition) agreement, you must promptly notify us and must cooperate with us to protect us against infringement or other unlawful use. Upon termination of this Agreement, you must immediately return to us all written materials (including computerized information) you have received from us or that you have developed during the Term. You must not retain any materials that contain Trade Secrets.

(c) In the event any portion of the above covenants violates laws affecting you or any other Restricted Person, or is held invalid or unenforceable in a final judgment to which we and you are parties, then the maximum legally allowable restriction permitted by law will control and bind you. We may at any time unilaterally reduce the scope of any part of the above covenants, and you must comply with any such reduced covenant upon receipt of written notice. The provisions of this **Section 9.2** will be in addition to and not in lieu of any other confidentiality obligation that you, or any other person, have, whether pursuant to another agreement, or pursuant to Applicable Law.

9.3 Non-Solicitation

You agree that, during the Term and for a period of two (2) years after the termination or expiration of this Agreement, you will not divert or attempt to divert to any other business, or accept business from, any customer of any Café.

9.4 Specific Performance

In view of the importance of the Marks and the incalculable and irreparable harm that would result to us, to the System, to the Cafés, and to the Marks in the event of a Default under this **Article 9**, the parties agree that each party may seek specific performance and/or injunctive relief to enforce the covenants in this Agreement, in addition to any other relief to which such party may be entitled at law or in equity.

ARTICLE 10. TERMINATION

We will have the right to terminate this Agreement immediately, without providing you any opportunity to cure, upon the occurrence of any of the following events:

10.1 Assignment Without Consent.

Any Assignment or attempted Assignment in violation of the terms of **Section 8.2 or 8.3**, or without the written consents required pursuant to this Agreement; provided, however: (1) if you are an individual, upon prompt written request following your death or legal incapacity, we will allow a period of up to sixty (60) days after such death or legal incapacity for your heirs, personal representatives, or conservators (the “**Heirs**”) to seek and obtain our consent to the Assignment of your rights and interests in this Agreement to Heir(s) or another person acceptable to us; or (2) if you are a Business Entity, upon prompt written request following the death or legal incapacity of an Owner, directly or indirectly, owning twenty percent (20%) or more of the Equity or voting power of you, we will allow a period of up to sixty (60) days after such death or legal incapacity for his or her Heir(s) to seek and obtain our consent to the Assignment of such Equity to the Heir(s) or to another person or persons acceptable to us. If, within said sixty (60) day period, said Heir(s) fail to receive or attempt to receive our consent, then this Agreement will immediately terminate at our election.

10.2 Failure to Satisfy Development Obligation.

Subject to **Sections 2.3** and **2.4**, you fail to satisfy the Development Obligation within any applicable Development Period.

10.3 Failure to Pay Fees.

You fail to pay any fee in a manner required by this Agreement or any other agreement between us (or our Affiliates) and you (or your Affiliates), subject to any applicable cure period.

10.4 Opening Cafés Without Our Consent.

You open any Café in the Development Area except in accordance with the procedures listed in **Sections 7.1** through **7.2**.

10.5 Refusal to Comply With Restrictive Covenants.

You fail to fully comply with the requirements of **Article 9**.

10.6 Failure to Cure Default Under Individual Franchise Agreement.

You commit a default of any other agreement between you (or your Affiliates) and us (and our Affiliates), including any individual Franchise Agreement, which default remains uncured after the expiration of any applicable cure period.

**ARTICLE 11.
GENERAL CONDITIONS AND PROVISIONS**

11.1 Our Relationship to You

You and we expressly agree that you and we intend by this Agreement to establish between us and you the relationship of franchisor and franchisee. You further agree that you have no authority to create or assume in our name or on our behalf, any obligation, express or implied, or to act or purport to act as our agent or representative for any purpose whatsoever. Neither we nor you are the employer, employee, agent, partner or co-venturer of or with the other, each of us being independent from the other. You agree that you will not hold yourself out as our agent, employee, partner or co-venturer. All employees or independent contractors hired by or working for you must be your employees or independent contractors and must and will not, for any purpose, be deemed our employees or subject to our control. Each of the parties agrees to file its own tax, regulatory and payroll reports with respect to its respective employees and operations, saving and indemnifying the other party of and from any liability of any nature whatsoever by virtue thereof. Neither party will have the power to bind or obligate the other except specifically as set forth in this Agreement. We and you agree that the relationship created by this Agreement is one of independent contractors and not a fiduciary relationship. You agree that any direction you receive from us regarding employment policies should be considered as examples, that you alone are responsible for establishing and implementing your own policies, and that you understand that you should do so in consultation with local legal counsel well-versed in employment law.

11.2 Indemnity by You

You agree to protect, defend and indemnify us, and all of our past, present and future Owners, Affiliates, officers, directors, employees, attorneys and designees and hold them harmless from and against any and all costs and expenses, including attorneys' fees, court costs, losses, liabilities, damages, claims and

demands of every kind or nature on account of any actual or alleged loss, injury or damage to any person, firm or corporation or to any property arising out of or in connection with your construction, development or operation of Cafés under this Agreement, except to the extent caused by our gross negligence or willful misconduct. The terms of this **Section 11.2** will survive the termination, expiration, cancellation, or Assignment.

11.3 No Consequential Damages For Legal Incapacity

We will not be liable to you for any consequential damages, including lost profits, interest expense, increased construction or occupancy costs, or other costs and expenses incurred by you by reason of any delay in our delivery of our FDD, or other conduct not due to our gross negligence or intentional misfeasance. Your sole remedy under those circumstances will be an extension of the applicable Development Period.

11.4 Waiver and Delay

No waiver by us of any Default or Defaults, or series of Defaults in your performance, and no failure, refusal or neglect by us to exercise any right, power or option given to us under this Agreement or under any Franchise Agreement or other agreement between us (or our Affiliates) and you (or your Affiliates), whether entered into before, after or contemporaneously with the execution of this Agreement (and whether or not related to Cafés), or to insist upon strict compliance with or performance of your obligations under this Agreement or any Franchise Agreement or other agreement between us and you (or your Affiliates), whether entered into before, after or contemporaneously with the execution of this Agreement (and whether or not related to the Cafés), can constitute a waiver of the provisions of this Agreement with respect to any continuing or subsequent Default or a waiver by us of our right at any time thereafter to require exact and strict compliance with the provisions of this Agreement.

11.5 Survival of Covenants

The covenants contained in this Agreement which, by their nature or terms, require performance by the parties after the expiration or termination of this Agreement will be enforceable notwithstanding the expiration or other termination, cancellation, or Assignment for any reason whatsoever.

11.6 Successors and Assigns

This Agreement will be binding upon and inure to the benefit of our successors and assigns and will be binding upon and inure to the benefit of you and your Heirs, executors, administrators, and their successors and assigns, subject to the prohibitions and restrictions against Assignment contained in this Agreement.

11.7 Joint and Several Liability

If you consist of more than one person or Business Entity, or a combination thereof, the obligations and liabilities of each such person or Business Entity to us are joint and several, and such person(s) or Business Entities will be deemed to be a general partnership.

11.8 Governing Law

This Agreement is governed by and will be interpreted in accordance with the laws of the state of Nevada, without reference to conflict of laws provisions. By agreeing to the application of Nevada law, the parties do not intend to make this Agreement or their relationship subject to any franchise, dealership, distributorship, business opportunity, or similar statute, rule, or regulation of the state of Nevada to which this Agreement or the parties' relationship would not otherwise be subject. We and you each acknowledge and agree that this choice of applicable state law provides each of the parties with the mutual benefit of uniform

interpretation of this Agreement. This Agreement may be deemed to be amended from time to time as may be necessary to bring any of its provisions into conformity with valid Applicable Laws or regulations.

11.9 Titles for Convenience

Article and paragraph titles used in this Agreement are for convenience only and will not be deemed to affect the meaning or construction of any of the terms, provisions, covenants, or conditions of this Agreement.

11.10 Gender and Construction

The terms of all Addendums to this Agreement are incorporated into and made a part of this Agreement as if they had been set forth in full in this Agreement. All terms used in any one number or gender will also mean and include any other number and gender as the facts, context, or sense of this Agreement or any article or Section hereof may require. As used in this Agreement, the words “include,” “includes” or “including” are used in a non-exclusive sense. Unless this Agreement specifically states otherwise, any consent, approval, acceptance or authorization by us which you may be required to obtain may be given or withheld by us in our sole discretion, and on any occasion where we are required or permitted in this Agreement to make any judgment, determination or use our discretion, including any decision as to whether any condition or circumstance meets our standards or satisfaction, we may do so in our sole subjective judgment and discretion. Neither this Agreement nor any uncertainty or ambiguity in it can be construed or resolved against us as the drafter, whether under any rule of construction or otherwise. You agree that this Agreement has been reviewed by all parties and will be construed and interpreted according to the ordinary meaning of the words used so as to fairly accomplish our and your purposes and intentions. We and you intend that if any provision of this Agreement is susceptible to two (2) or more constructions, one (1) of which would render the provision enforceable and the other or others of which would render the provision unenforceable, then the provision will be given the meaning that renders it enforceable.

11.11 Severability, Modification

Nothing contained in this Agreement can be construed as requiring the commission of any act contrary to Applicable Law. Whenever there is any conflict between any provisions of this Agreement and any present or future statute, law, ordinance or regulation contrary to which the parties have no legal right to contract, the latter will prevail, but in such event the provisions of this Agreement thus affected will be curtailed and limited only to the extent necessary to bring it within the requirements of the law. In the event that any part, article, paragraph, sentence or clause of this Agreement is held to be indefinite, invalid or otherwise unenforceable, the indefinite, invalid or unenforceable provision will be deemed deleted, and the remaining part of this Agreement will continue in full force and effect.

11.12 Counterparts

This Agreement may be executed in any number of counterparts, each of which will be deemed to be an original and all of which together will be deemed to be one and the same instrument.

11.13 Fees and Expenses

If we or you commence any action or proceeding for the purpose of enforcing, or preventing the Default of, any provision of this Agreement, whether by arbitration, judicial or quasi-judicial action or otherwise, or for damages for any alleged Default of any provision of this Agreement, or for a declaration of such party's rights or obligations under it, then the losing party must reimburse the prevailing party for all costs and expenses incurred in connection with the arbitration, judicial or quasi-judicial action, including reasonable attorneys' fees for the services rendered to such prevailing party. In the event of a Default by you,

you must pay us all of our costs and expenses arising from such Default, including reasonable legal fees and reasonable hourly charges of our administrative employees within five (5) days after cure or upon demand by us.

11.14 Notices

Except as otherwise expressly provided in this Agreement, all written notices and reports permitted or required to be delivered by the parties under this Agreement will be deemed so delivered at the time delivered by hand; one (1) business day after electronically confirmed transmission by facsimile or other electronic system; one (1) business day after delivery by Express Mail or other recognized, reputable overnight courier; or three (3) business days after placement in the United States Mail by Registered or Certified Mail, Return Receipt Requested, postage prepaid and addressed as follows:

If to us:

ProteinHouse Franchising, LLC
4965 Blue Diamond Road, Suite 100
Las Vegas, NV 89139

If to you:

Facsimile No.: (____) _____

or to such other address as such party may designate by ten (10) days' advance written notice to the other party.

11.15 Dispute Resolution

The dispute resolution provisions and procedures of the first Franchise Agreement you sign with us, for the first Café you develop under your Development Obligation, will control any and all disputes between you and us under this Agreement. For the avoidance of doubt, the parties recognize that the dispute resolution provisions and procedures are contained in Article 19 of the first Franchise Agreement between you and us. The terms of **Articles 9 and 11** will survive termination, expiration or cancellation of this Agreement.

11.16 Entire Agreement

This Agreement, the Addenda attached to it, and any other agreements executed by you and us concurrently with our execution of this Agreement represent the entire fully integrated agreement between you and us, and supersede all other negotiations, agreements, representations, and covenants, oral or written. You represent that there are no contemporaneous agreements or understandings between the parties relating to the subject matter of this Agreement that are not contained in it. No officer, employee or agent of us has any authority to make any representation or promise not included in this Agreement or the FDD. Notwithstanding the foregoing, nothing in this Agreement will disclaim or require you to waive reliance on any representation that we made in the FDD (including its exhibits and amendments) that we delivered to you in connection with this franchise offering. Except for those changes permitted to be made unilaterally by us, no amendment, change or variance from this Agreement will be binding on either party unless mutually agreed to in writing by you and us, and executed by your and our authorized officers or agents.

ARTICLE 12.
YOU, YOUR OWNERS, AND YOUR BUSINESS ENTITY

12.1 Business Entity Information

If you are a Business Entity, you represent and warrant that the information set forth in **Addendum 3** is accurate and complete in all material respects. You must notify us in writing within ten (10) days of any change in the information set forth in **Addendum 3**, and you must submit to us a revised **Addendum 3**, which must be certified by you as true, correct and complete. When we receive and accept it, we will annex it to this Agreement as a new **Addendum 3**. You must promptly provide such additional information as we may from time to time request concerning all persons who may have any direct or indirect financial interest in you, including providing copies of all amendments to your Business Entity Documents. You must conduct no business other than the business contemplated under this Agreement and under any currently effective Franchise Agreement between us and you. Your Business Entity Documents, and any share, membership or ownership certificates, must recite that the issuance and transfer of any interest in you is subject to the restrictions set forth in the Agreement and any Franchise Agreement you execute in exercising the rights we give you under this Agreement.

12.2 Operating Principal

If you are a Business Entity, you must at all times have appointed an Operating Principal acceptable to us. The Operating Principal must be an owner of the Business Entity and will be principally responsible for communicating and coordinating with us regarding business, operational and other ongoing matters concerning this Agreement and all of the Cafés that you develop as part of this Agreement. The Operating Principal will have the full authority to act on your behalf in regard to performing, administering or amending this Agreement and all Franchise Agreements executed as a result of your exercising your rights under this Agreement. The Operating Principal may, in our discretion, be the same person as an Operating Manager of one of your Cafés. We may, but are not required to, deal exclusively with the Operating Principal in such regards unless and until we actually receive written notice from you of the appointment of a successor Operating Principal that has been approved by us.

12.3 Business Practices

You represent, warrant, acknowledge, understand, and agree that:

(a) Neither you nor any of your Owners conducts any activity, or has failed to conduct any activity, if such action or inaction constitutes a money laundering crime, including any money laundering crime prohibited under the International Money Laundering Abatement and Anti-Terrorist Financing Act (“**Patriot Act**”) and any amendments or successors to the Patriot Act.

(b) Neither you, nor any of your Owners, or your or your Owners’ employees is named as a “Specially Designated Nationals” or “Blocked Persons” as designated by the U.S. Department of the Treasury’s Office of Foreign Assets Control (currently, this list is published under the internet website address www.treasury.gov/offices/enforcement/ofac/). You are neither directly nor indirectly owned or controlled by the government of any country that is subject to a United States embargo, nor do you or any of your Owners act directly or indirectly on behalf of the government of any country that is subject to a United States embargo. You agree that you will notify us in writing immediately of the occurrence of any event that renders the representations and warranties of this paragraph incorrect.

(c) You have been advised by legal counsel on the requirements of the applicable laws referred to above, including the United States Foreign Corrupt Practices Act, any local foreign corrupt practices laws and the Patriot Act, and you acknowledge the importance to us, the System and the parties’

relationship of their respective compliance with any requirement to report or provide access to information to us or any government that is made part of Applicable Law. You must take all reasonable steps to require your consultants, agents and employees to comply with such laws prior to engaging or employing any such persons.

**ARTICLE 13.
ACKNOWLEDGMENTS**

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

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the Effective Date.

ACCEPTED on this ____ day of _____, 20__.

“Us”

ProteinHouse Franchising, LLC

By: _____

“You”

Your name: _____

By: _____

Name: _____

Title: _____

By: _____

Name: _____

Title: _____

APPENDIX

GLOSSARY OF TERMS

AAA: Defined in **Section 11.15(b)**.

Affiliate: A person or Business Entity which is united, attached, connected, or allied with, or is controlling or under common control with a party, including but not limited to parent, subsidiary or affiliated companies.

Applicable Law: Includes applicable common law and all applicable statutes, laws, rules, regulations, ordinances, policies and procedures established by any Governmental Authority, including all labor, immigration, disability, health, safety, food and drug laws and regulations, as in effect on the Effective Date, and as may be amended, supplemented or enacted from time to time.

Assignment: Defined in **Section 8.3(a)**.

Authorized Services and Products: The specific products and services that are specified by us from time to time in the Manuals, or as otherwise directed by us in writing, for sale at Cafés, offered or sold in strict accordance with our standards and specifications.

Business Entity: A corporation, a general or limited Partnership or a limited liability company.

Business Entity Documents: Your charter documents including Articles of Incorporation, Bylaws, Operating Agreement, Regulations Partnership Agreement, resolutions authorizing the execution of this Agreement, and any amendments to any of them.

Café or Cafés: Defined in **Recital A**.

Competitive Activities: To own, operate, lend to, advise, be employed by, or have any financial interest in any business (other than a Café operated under the Marks) that: (i) provides or offers to provide products the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Products); or (ii) sells or offers to provide services the same as or similar to the type of services sold in Cafés (including but not limited to the Authorized Products), other than a Café operated under a franchise agreement with us.

Default: Any breach of, or failure to comply with, any of the terms or conditions of an agreement, and including the specific Defaults identified in **ARTICLE 10**.

Development Period: Each of the time periods indicated on **Addendum 2** during which you have the right and obligation to construct, equip, open and continue to operate Cafés in accordance with the Development Obligation.

Development Obligation: Your right and obligation to construct, equip, open and continue to operate at sites within the Multi-unit Territory the cumulative number of Cafés identified in **Addendum 2** within each Development Period and, if applicable, within the geographic areas specified in that Addendum.

Dispute: Defined in **Section** Error! Reference source not found..

Equity: Capital stock, membership interests, Partnership Rights or other ownership interests of a Business Entity.

Food Truck: A mobile, non-fixed location PROTEINHOUSE Café that is able to travel and service customers at or from multiple locations that are temporary.

Franchise Agreement: The form of agreement prescribed by us and used to grant to you the right to own and operate a single Café in the Multi-unit Territory, including all exhibits, riders, guarantees or other related instruments, all as amended from time to time.

Franchise Disclosure Document or FDD: Defined in **Section 7.1(a)**.

Governmental Authority: All Federal, state, county, municipal and local governmental and quasi-governmental agencies, commissions and authorities.

Heirs: Defined in **Section 10.1**.

Initial Franchise Fee: Defined in **Section** Error! Reference source not found..

Manuals: The primary source of information regarding the System and the construction and operation of a Café, which included our operations and training manuals, and any other written directive related to the System, as the same may be amended and revised from time to time, including all bulletins, supplements and ancillary and additional manuals and written directives established by us and amended from time to time.

Marks: Certain trade names, service marks, trademarks, logos, emblems, and other indicia of origin, including but not limited to the mark ProteinHouse® and such other trade names, service marks, trademarks, copyrights, insignia, emblems, slogans, logos, commercial symbols, signs, trade dress (including designs and specifications and the motif, decor, and color combinations for Cafés), and all other visual identification, as are now designated, and may later be designated by us, for use in connection with the System.

Multi-unit Territory: The geographic area defined or identified in **Addendum 1**.

Non-Traditional Location: A location that is a transportation facility, sporting facility, travel plaza, institutional feeding facility, government institution or facility, shopping mall, educational facility, casino, amusement park, or military facility. For purposes of this definition, “shopping mall” includes an indoor or enclosed mall and an outdoor mall consisting of stores that are part of the same retail development arranged around open-air pedestrian walkways (but not a shopping center development where storefronts surround a common parking lot).

Operating Principal: President, manager or authorized representative, who is an Owner of you, and accepted by us (and until subsequently disapproved by us), to serve as the authorized representative of you, who you acknowledge and agree will act as your representative, and will have the authority to act on your behalf during the Term.

Owner: Any direct or indirect shareholder, member, general or limited partner, trustee, or other Equity owner of an Business Entity, except, that if we or any of our Affiliates have any ownership interest in you, the term “Owner” will not include or refer to us or that Affiliate or our or their respective direct and indirect parents and subsidiaries, and no obligation or restriction upon you, or your Owners will bind us, said Affiliate(s) or their respective direct and indirect parents and subsidiaries or their respective officers, directors, or managers.

Partnership: Any general partnership, limited partnership or limited liability partnership.

Partnership Rights: Voting power, property, profits or losses, or partnership interests of a Partnership.

Purchase Option: Defined in **Section 8.3(d)**.

Restricted Persons: You, and each of your Owners and Affiliates, and the respective officers, directors, managers, and Affiliates of each of them, the Operating Principal, and the spouse and family members who live in the same household of each of the foregoing who are individuals.

System: A uniform system for the establishment and operation of Cafés, including uniform standards, specifications, and procedures for operations along with related computer software programs; procedures for quality control; Trade Dress; the Marks, management programs, accounting methods, training and ongoing operational assistance; advertising and promotional techniques; personnel training, trade secrets; methods of preparing, merchandising, and selling a menu of superior, healthy food items created with a high-quality selection of ingredients in a fast-casual Café atmosphere; and other related benefits for your use relating to the operation and promotion of a Café, all of which may be changed, improved, and further developed by us from time to time.

Term: Defined in **Section 4.1**.

Then-current: The form of Franchise Disclosure Document, multi-unit Franchise Agreement, or Franchise Agreement then currently provided by us to similarly situated prospective franchisees, or if not then being so provided, then such form selected by us in our discretion which previously has been delivered to and executed by a licensee or franchisee of us.

Trade Secrets: Defined in **Section 9.2(a)**.

ADDENDUM 1
MULTI-UNIT TERRITORY

The Multi-unit Territory* is defined as the territory within the boundaries described below:

* If the Multi-unit Territory is defined by streets, highways, freeways or other roadways, or rivers, streams, or tributaries, then the boundary of the Multi-unit Territory will extend to the center line of each such street, highway, freeway or other roadway, or river, stream, or tributary.

ADDENDUM 2
DEVELOPMENT OBLIGATION

	DEVELOPMENT PERIOD ENDING	CUMULATIVE NO. OF CAFÉS TO BE IN OPERATION
1	_____	_____ Cafés
2	_____	_____ Cafés
3	_____	_____ Cafés
4	_____	_____ Cafés
5	_____	_____ Cafés

ADDENDUM 3
BUSINESS ENTITY INFORMATION

You represent and warrant that the following information is accurate and complete in all material respects:

(i) You are a (check as applicable):

- corporation
- individual
- limited liability us
- general partnership
- limited partnership
- Other (specify): _____

(ii) You must provide to us, at the same time you sign this Addendum, true and accurate copies of your Business Entity Documents.

(iii) You must promptly provide such additional information as we may from time to time request concerning all persons who may have any direct or indirect financial interest in you.

(iv) The name and address of each of your owners, members, or general and limited partners:

NAME	ADDRESS	NUMBER OF SHARES OR PERCENTAGE INTEREST
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(v) There is set forth below the names, and addresses and titles of your principal officers or partners who will be devoting their full time to the business authorized under the Agreement:

NAME	ADDRESS
_____	_____
_____	_____
_____	_____

(vi) The address where your Financial Records, and Business Entity Documents are maintained is: _____

The "Operating Principal" is: _____

ProteinHouse Franchising, LLC

EXHIBIT D

Financial Statements

ProteinHouse Franchising, LLC

Unaudited Financial Statements

Dated July 23, 2025

These Financial Statements Have Been Prepared without an Audit. Prospective Franchisees or Sellers of Franchises Should be Advised that No Independent Certified Public Accountant Has Audited These Figures or Expressed an Opinion with Regard to their Content or Form.

Balance Sheet

As of 7/23/2025

PH Franchising LLC

YTD

ASSETS

Current Assets

Merchant- BoA PH Franchising 8858	31,689
Checking- BoA PH Franchising 0549	336,048
Accounts Receivable	82,868
Intercompany Accounts	157,492
Total Current Assets	608,097

Fixed Assets- Net

Leasehold Improvements	11,293
Office Equipment	119
Accumulated Depreciation	-5,184
Total Fixed Assets- Net	6,228

Other Assets

Loan to Franchise	880
Total Other Assets	880

Total ASSETS **615,205**

LIABILITIES & EQUITY

Liabilities

Current Liability

Credit Cards Payable	18,323
Due to Shareholder - Andrew	535
Gift Card Payable	36,122
Payroll Tax Liabilities	7,163
Deferred Revenue	716,298
Deferred Revenue- Franchise Fee	-177,015
Deferred Revenue- Franchise Fees-current	119,255
CPLTD	3,891
Total Current Liability	724,572

Long Term Liability

EIDL Loan	152,390
Total Long Term Liability	152,390

Total Liabilities **876,961**

Equity

Members' Equity

Members Equity	-458,974
Retained Earnings	-119,031
YTD Income	316,249

	YTD
Total Members' Equity	-261,756
Total Equity	-261,756
Total LIABILITIES & EQUITY	615,205

Profit & Loss - Period and YTD

Period Ending 07/31/2025

Location: 009 - PH Franchising LLC

	Period		YTD	
Franchisor Income				
Franchise Royalty Income	63,809	99.88%	568,874	88.59%
Initial Franchise Fees			17,500	2.73%
Brand Fund Income	200	0.31%	55,798	8.68%
Total Franchisor Income	64,009	100.00%	642,171	100.00%
Direct Costs				
Cost of Goods Sold	2,885	4.52%	8,870	1.38%
Direct Labor Costs	3,024	4.72%	33,971	5.28%
Total Direct Costs	5,919	9.25%	42,847	6.67%
Gross Profit- Operations	58,090	90.75%	599,324	93.33%
Operating Expenses				
Bank Service Charges	138	0.21%	1,108	0.17%
Automobile Expense	90	0.14%	241	0.04%
Credit Card Merchant Fees	559	0.87%	4,488	0.70%
Dues and Subscriptions	588	0.88%	3,084	0.48%
Laundry/Uniforms			1,545	0.24%
Miscellaneous Expense			1,300	0.22%
Payroll Processing Fees	60	0.00%	840	0.16%
Postage & Delivery			18	0.00%
Repairs and Maintenance			32	0.01%
Suspense Account	6,235	9.74%	7,352	1.15%
Total Operating Expenses	7,647	11.95%	20,176	3.14%
Gross Controllable Profit	50,443	78.81%	579,148	90.19%
Fixed and Non Controllable Expense				
Business Licenses and Permits			171	0.03%
Total Fixed and Non Controllable Expense	0	0.00%	171	0.03%
Store Level Net Profit	50,443	78.81%	578,977	90.16%
Corporate Overhead & Other				
Branding Expense	9,094	14.21%	65,523	10.20%
Interest Expense			4,388	0.68%
Meals and Entertainment			1,218	0.19%
New Store Expenses			877	0.14%
Office/General Administrative Expenses			2,889	0.42%
Postage and Shipping			703	0.11%
Professional Services	1,516	2.37%	38,295	5.96%
Research and Development			48	0.01%
Salaries & Wages - Indirect	9,987	15.58%	137,270	21.38%
Payroll Taxes - Indirect	791	1.24%	11,872	1.87%
Software Subscriptions	838	1.31%	8,714	1.36%
Telephone /Internet/ Voic			1,015	0.63%
Travel Expenses	67	0.11%	18,914	3.10%
Rebates			-32,024	-5.00%
Total Corporate Overhead & Other	22,266	34.78%	262,720	40.91%
Net Profit	28,177	44.02%	316,249	49.25%

ProteinHouse Franchising, LLC
AUDITED FINANCIAL STATEMENTS
YEARS ENDED DECEMBER 31, 2024, 2023, AND 2022

PROTEINHOUSE FRANCHISING, LLC
FINANCIAL STATEMENTS
DECEMBER 31, 2024, 2023, AND 2022

**PROTEINHOUSE FRANCHISING, LLC
FINANCIAL STATEMENTS
DECEMBER 31, 2024, 2023, AND 2022**

Table of Contents

Independent Auditor’s Report..... 1-2

Financial Statements:

Balance Sheets 3

Statements of Income and Members’ Deficit 4

Statements of Cash Flows 5

Notes to the Financial Statements..... 6-11

Independent Auditor's Report

To the Members
ProteinHouse Franchising, LLC

Opinion

We have audited the accompanying financial statements of ProteinHouse Franchising, LLC, which comprise the balance sheets as of December 31, 2024, 2023, and 2022, and the related statements of income and members' deficit, and cash flows for the years 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 ProteinHouse Franchising, LLC as of December 31, 2024, 2023, and 2022, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. 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 ProteinHouse Franchising, LLC 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 the financial statements in accordance with accounting principles generally accepted in the United States of America, and for 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 ProteinHouse Franchising, LLC's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's 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 auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards 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 the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- 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 audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the ProteinHouse Franchising, LLC'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 ProteinHouse Franchising, LLC'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 audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Velez & Hardy

Las Vegas, NV
April 30, 2025

PROTEINHOUSE FRANCHISING, LLC
BALANCE SHEETS
DECEMBER 31, 2024, 2023, AND 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
ASSETS			
Current Assets:			
Cash	\$ 296,374	\$ 216,980	\$ 284,287
Accounts receivable, net	82,868	74,421	44,165
Due from related party, net	<u>157,884</u>	<u>159,476</u>	<u>160,653</u>
Total current assets	537,126	450,877	489,105
Property and Equipment, net	<u>6,108</u>	<u>6,861</u>	<u>7,614</u>
Total Assets	<u><u>\$ 543,234</u></u>	<u><u>\$ 457,738</u></u>	<u><u>\$ 496,719</u></u>
LIABILITIES AND MEMBERS' DEFICIT			
Current Liabilities:			
Accounts payable	\$ 57,368	\$ 14,000	\$ 10,584
Current maturities of long-term debt	3,891	3,891	3,891
Current maturities of deferred franchise fees	<u>119,255</u>	<u>125,505</u>	<u>132,505</u>
Total current liabilities	<u>180,514</u>	<u>143,396</u>	<u>146,980</u>
Long-Term Liabilities:			
Long-term debt, net of current maturities	152,390	156,281	160,172
Deferred franchise fees, net of current	<u>539,283</u>	<u>465,288</u>	<u>583,793</u>
Total long-term liabilities	<u>691,673</u>	<u>621,569</u>	<u>743,965</u>
Total Liabilities	872,187	764,965	890,945
Members' Deficit	<u>(328,953)</u>	<u>(307,227)</u>	<u>(394,226)</u>
Total Liabilities and Members' Deficit	<u><u>\$ 543,234</u></u>	<u><u>\$ 457,738</u></u>	<u><u>\$ 496,719</u></u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
STATEMENTS OF INCOME AND MEMBERS' DEFICIT
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023, AND 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Revenues	\$ 1,098,017	\$ 777,996	\$ 744,454
Cost of Revenues	82,286	52,301	64,689
Gross Profit	<u>1,015,731</u>	<u>725,695</u>	<u>679,765</u>
Operating Expenses:			
Bank fees	11,417	5,985	5,468
Brand advertising	75,416	65,576	47,445
Depreciation	753	753	753
Insurance	-	895	-
Office expense and miscellaneous	36,376	29,603	58,106
Professional fees	234,433	95,989	125,928
Rent	48,000	-	-
Taxes and licenses	-	-	8,325
Travel and meals	29,037	31,263	14,613
Wages and related expenses	270,052	229,677	228,217
Total operating expenses	<u>705,484</u>	<u>459,741</u>	<u>488,855</u>
Income from Operations	<u>310,247</u>	<u>265,954</u>	<u>190,910</u>
Other Income (Expense):			
Interest expense	(4,881)	(4,150)	(6,462)
Other income	44,408	19,195	40,900
Total other income (expenses)	<u>39,527</u>	<u>15,045</u>	<u>34,438</u>
Net Income	349,774	280,999	225,348
Members' Deficit, Beginning of Year	(307,227)	(394,226)	(356,574)
Member distributions	<u>(371,500)</u>	<u>(194,000)</u>	<u>(263,000)</u>
Members' Deficit, End of Year	<u>\$ (328,953)</u>	<u>\$ (307,227)</u>	<u>\$ (394,226)</u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
STATEMENTS OF CASHFLOWS
FOR THE YEARS ENDED DECEMBER 31, 2024, 2023, AND 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Cash Flows From Operating Activities:			
Net income	\$ 349,774	\$ 280,999	\$ 225,348
Adjustments to reconcile net income to net cash provided by operating activities:			
Accrued interest	-	-	5,703
Depreciation	753	753	753
Changes in:			
(Increase) decrease in accounts receivable	(8,447)	(30,256)	(3,880)
(Increase) decrease in due from related party	1,592	1,177	(70,495)
Increase (decrease) in accounts payable	43,368	3,416	8,069
Increase (decrease) in deferred revenue	67,745	(125,505)	15,661
Net cash provided by operating activities	<u>454,785</u>	<u>130,584</u>	<u>181,159</u>
Cash Flows From Financing Activities:			
Payments on long-term debt	(3,891)	(3,891)	-
Member distributions	(371,500)	(194,000)	(263,000)
Net cash used in financing activities	<u>(375,391)</u>	<u>(197,891)</u>	<u>(263,000)</u>
Net Change in Cash	79,394	(67,307)	(81,841)
Cash, Beginning of Year	<u>216,980</u>	<u>284,287</u>	<u>366,128</u>
Cash, End of Year	<u>\$ 296,374</u>	<u>\$ 216,980</u>	<u>\$ 284,287</u>
<u>Supplemental disclosure of cash flow information:</u>			
Cash paid for interest	<u>\$ 4,881</u>	<u>\$ 4,150</u>	<u>\$ 760</u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2024, 2023, AND 2022

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

This summary of significant accounting policies of ProteinHouse Franchising, LLC (the Company) is presented to assist in understanding the Company's financial statements. The financial statements and notes are representations of the Company's management, which is responsible for the integrity and objectivity of the financial statements. These accounting policies conform to accounting principles generally accepted in the United States of America and have been consistently applied in the preparation of the financial statements.

Nature of the Entity

The Company was organized in the state of Nevada on July 9, 2015 and operates master franchise licenses for the ProteinHouse concept throughout North America. The ProteinHouse concept involves selling franchises to the general public for the rights to operate fast-casual restaurants which serve a healthy, nutritious and delicious menu of foods under the name "ProteinHouse".

Basis of Presentation

The financial statements are prepared on the accrual basis of accounting, which recognizes income when earned and expenses when incurred.

Use of Estimates in Preparation of Financial Statements

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents

For the purpose of the statement of cash flows, the Company considers all highly liquid investments available for current use with original maturity of three months or less to be cash equivalents.

The Company has concentrated its credit risk for cash by maintaining deposits in financial institutions which, at times, may exceed amounts covered by insurance provided by the U.S. Federal Deposit Insurance Corporation. The Company has not experienced any losses in such accounts and believes it is not exposed to any significant credit risk to cash.

Accounts Receivable

The Company's receivables are primarily generated from ongoing business relationships with franchisees as a result of franchise agreements.

Accounts receivable is stated at the amount the Company expects to collect from outstanding balances. Management provides for probable uncollectible amounts through a charge to earnings and a credit to a valuation allowance based on its assessment of the current status of individual accounts. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the valuation allowance and a credit to accounts receivable.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2024, 2023, AND 2022

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Accounts Receivable (Continued)

As of December 31, accounts receivable consisted of the following balances:

	<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>
Accounts receivable	\$ 82,868	\$ 74,421	\$ 44,165	\$ 40,285
Allowance for credit losses	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Accounts receivable, net	<u>\$ 82,868</u>	<u>\$ 74,421</u>	<u>\$ 44,165</u>	<u>\$ 40,285</u>

Property and Equipment

Property and equipment are stated at cost. Depreciation is calculated using the straight-line method over the estimated useful lives of the related assets. The Company has a capitalization threshold of \$1,000. Expenditures for routine maintenance and repairs on property and equipment are charged to expense.

Revenue Recognition

The Company executes franchise agreements for each franchise which set out the terms of the agreement with the franchisee. Franchise agreements typically require the franchisee to pay an initial, non-refundable fee and continuing fees based upon a percentage of sales or a percentage fee for each franchise awarded. Subject to the Company's approval and payment of a renewal fee, a franchisee may generally renew the franchise agreement upon its expiration.

Services provided in exchange for these initial franchise fees are highly interrelated with the franchise right and are not individually distinct from the ongoing services the Company provides to its franchisees. As a result, initial franchise fees are recognized as revenue over the term of each respective franchise agreement. Revenues for these initial franchise fees are recognized on the straight-line basis, which is consistent with the franchisee's right to use and benefit from intellectual property.

The Company's contract liabilities are comprised of unamortized initial franchise fees. As of December 31, deferred franchise fees consisted of the following:

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Deferred franchise fees	\$ 658,538	\$ 590,793	\$ 716,298
Less: current maturities	<u>(119,255)</u>	<u>(125,505)</u>	<u>(132,505)</u>
	<u>\$ 539,283</u>	<u>\$ 465,288</u>	<u>\$ 583,793</u>

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2024, 2023, AND 2022

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Revenue Recognition (Continued)

As of December 31, the Company expects to recognize contract liabilities as revenue over the remaining term of the associated franchise agreements as follows:

2025	\$	119,255
2026		100,255
2027		100,255
2028		96,757
2029		85,393
Thereafter		156,623
	\$	<u>658,538</u>

Continuing fees are recognized monthly, as they are earned.

The Company has determined that brand building activities provided to the franchisees are highly interrelated with the franchise rights and therefore not distinct. As a result, revenues for the brand building fund are recognized on a monthly basis, as they are billed, and reflected on the statements of income and members' deficit under the caption "revenue". Expenses incurred to provide brand building services are presented on the statements of income and members' deficit under the caption "brand advertising".

Income Taxes

The Company does not incur income taxes; instead, its earnings are included on the member's personal income tax returns and taxed depending on personal tax situations. The financial statements, therefore, do not include a provision for income taxes.

As defined by Financial Accounting Standards Board Accounting Standards Codification (ASC) Topic 740, Income Taxes, no provision or liability for materially uncertain tax positions was deemed necessary by management. Therefore, no provision or liability for uncertain tax positions has been included in these financial statements.

The Company is no longer subject to potential income tax examinations by tax authorities for years before 2021.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2024, 2023, AND 2022

NOTE 2 – PROPERTY AND EQUIPMENT

As of December 31, property and equipment consisted of the following:

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Leasehold improvements	\$ 11,293	\$ 11,293	\$ 11,293
Less: accumulated depreciation	<u>(5,185)</u>	<u>(4,432)</u>	<u>(3,679)</u>
	<u>\$ 6,108</u>	<u>\$ 6,861</u>	<u>\$ 7,614</u>

For the years ended December 31, 2024, 2023, and 2022, depreciation expense was \$753.

NOTE 3 – RELATED PARTY TRANSACTIONS

During the years ended December 31, 2024, 2023, and 2022, the Company paid various expenses on behalf of LRAB, LLC (LRAB), an entity related through common ownership. As of December 31, 2024, 2023, and 2022, the balance due from LRAB was \$137,620, \$139,212, and \$139,912, respectively. These balances are non-interest bearing and due on demand. Additionally, the Company paid \$60,000 in management fees during the year ended December 31, 2024.

During the years ended December 31, 2024, 2023, and 2022, the Company paid various expenses on behalf of LRAB 2, LLC (LRAB 2), an entity related through common ownership. As of December 31, 2024, 2023, and 2022 the balance due from LRAB 2 were \$19,919, \$19,919, and \$20,395, respectively. Additionally, the Company paid \$48,000 for office space and \$60,000 in management fees to LRAB 2 during the year ended December 31, 2024.

NOTE 4 – LONG-TERM DEBT

As of December 31, long-term debt consisted of the following:

	<u>2024</u>	<u>2023</u>	<u>2022</u>
On June 26, 2020, the Company was granted an Economic Injury Disaster Loan (EIDL) from a financial institution in the aggregate amount of \$150,000, pursuant to Section 7(b) of the Small Business Act, as amended. The loan matures in June 2050 and bears interest at a fixed rate of 3.75% per annum, payable monthly commencing in July 2022. The loan may be prepaid by the Borrower at any time prior to maturity with no prepayment penalties. Funds from the loan may only be used as working capital to alleviate economic injury caused by the disaster occurring in the month of January 2020. The loan is collateralized by assets of the Company.	156,281	160,172	164,063
Less: current maturities	<u>(3,891)</u>	<u>(3,891)</u>	<u>(3,891)</u>
	<u>\$ 152,390</u>	<u>\$ 156,281</u>	<u>\$ 160,172</u>

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2024, 2023, AND 2022

NOTE 4 – LONG-TERM DEBT (Continued)

As of December 31, long-term debt matures as follows:

2025	\$	3,891
2026		3,900
2027		4,016
2028		4,169
2029		4,328
Thereafter		135,977
	\$	<u>156,281</u>

NOTE 5 – REVENUE RECOGNITION

During the years ended December 31, the timing and recognition of revenue was as follows:

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Services transferred at a point in time	\$ 943,282	\$ 652,491	\$ 618,026
Services transferred over time	<u>154,735</u>	<u>125,505</u>	<u>126,428</u>
	<u>\$ 1,098,017</u>	<u>\$ 777,996</u>	<u>\$ 744,454</u>

Various economic factors such as supply and demand, laws and policies and labor affect revenues and cash flows. The Company's revenue is derived from sources within the United States.

NOTE 6 - RESTATEMENT

The Company discovered that previously issued financial statements included certain errors. It was determined that these errors were inadvertent and unintentional.

The following table sets forth the previously reported and restated amounts of selected items within the balance sheet as of December 31, 2022:

Selected data from the balance sheet as of December 31, 2022:	As Previously Reported	As Restated	Increase (Decrease)
Due from related party, net	\$ 336,259	\$ 159,476	\$ (176,783)
Members' deficit	(218,620)	(307,227)	(88,607)

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2024, 2023, AND 2022

NOTE 6 – RESTATEMENT (Continued)

The following table sets forth the previously reported and restated amounts of selected items within the statement of income and members' deficit for the year ended December 31, 2022:

Selected data from the statement of income and members' deficit for the year ended December 31, 2022:	As Previously Reported	As Restated	Increase (Decrease)
Other income	\$ 216,506	\$ 19,195	\$ (197,311)
Net income	400,954	280,999	(119,955)
Members' deficit	(218,620)	(307,227)	(88,607)

NOTE 7 – MANAGEMENT'S REVIEW OF SUBSEQUENT EVENTS

Management has evaluated subsequent events through April 30, 2025, the date on which the financial statements were available to be issued. No events were identified that required adjustment or disclosure in the financial statements.

PROTEINHOUSE FRANCHISING, LLC
FINANCIAL STATEMENTS
DECEMBER 31, 2023, 2022 AND 2021

**PROTEINHOUSE FRANCHISING, LLC
FINANCIAL STATEMENTS
DECEMBER 31, 2023, 2022 AND 2021**

Table of Contents

Independent Auditor’s Report..... 1-2

Financial Statements:

Balance Sheets 3

Statements of Income and Members’ Deficit 4

Statements of Cash Flows 5

Notes to the Financial Statements.....6-11

Independent Auditor's Report

To the Members
ProteinHouse Franchising, LLC

Opinion

We have audited the accompanying financial statements of ProteinHouse Franchising, LLC, which comprise the balance sheets as of December 31, 2023, 2022 and 2021, and the related statements of income and members' deficit, and cash flows for the years 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 ProteinHouse Franchising, LLC as of December 31, 2023, 2022 and 2021, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. 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 ProteinHouse Franchising, LLC 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 the financial statements in accordance with accounting principles generally accepted in the United States of America, and for 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 ProteinHouse Franchising, LLC's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's 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 auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards 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 the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- 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 audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the ProteinHouse Franchising, LLC'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 ProteinHouse Franchising, LLC'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 audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Velez & Hardy

Las Vegas, NV
April 22, 2024

PROTEINHOUSE FRANCHISING, LLC
BALANCE SHEETS
DECEMBER 31, 2023, 2022 AND 2021

	<u>2023</u>	<u>2022</u>	<u>2021</u>
ASSETS			
Current Assets:			
Cash	\$ 216,980	\$ 284,287	\$ 366,128
Accounts receivable, net	74,421	44,165	40,285
Due from related party, net	<u>159,476</u>	<u>160,653</u>	<u>90,158</u>
Total current assets	450,877	489,105	496,571
Property and Equipment, net	<u>6,861</u>	<u>7,614</u>	<u>8,367</u>
Total Assets	<u>\$ 457,738</u>	<u>\$ 496,719</u>	<u>\$ 504,938</u>
LIABILITIES AND MEMBERS' DEFICIT			
Current Liabilities:			
Accounts payable	\$ 14,000	\$ 10,584	\$ 2,515
Current maturities of long-term debt	3,891	3,891	-
Current maturities of deferred franchise fees	<u>125,505</u>	<u>132,505</u>	<u>111,506</u>
Total current liabilities	<u>143,396</u>	<u>146,980</u>	<u>114,021</u>
Long-Term Liabilities:			
Long-term debt, net of current maturities	156,281	160,172	158,360
Deferred franchise fees, net of current	<u>465,288</u>	<u>583,793</u>	<u>589,131</u>
Total long-term liabilities	<u>621,569</u>	<u>743,965</u>	<u>747,491</u>
Total Liabilities	764,965	890,945	861,512
Members' Deficit	<u>(307,227)</u>	<u>(394,226)</u>	<u>(356,574)</u>
Total Liabilities and Members' Deficit	<u>\$ 457,738</u>	<u>\$ 496,719</u>	<u>\$ 504,938</u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
STATEMENTS OF INCOME AND MEMBERS' DEFICIT
FOR THE YEARS ENDED DECEMBER 31, 2023, 2022 AND 2021

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Revenues	\$ 777,996	\$ 744,454	\$ 554,142
Cost of Revenues	<u>52,301</u>	<u>64,689</u>	<u>53,490</u>
Gross Profit	<u>725,695</u>	<u>679,765</u>	<u>500,652</u>
Operating Expenses:			
Brand advertising	65,576	47,445	45,970
Depreciation	753	753	753
Insurance	895	-	4,027
Office expense and miscellaneous	35,588	63,574	67,873
Professional fees	95,989	125,928	118,668
Taxes and licenses	-	8,325	675
Travel and meals	31,263	14,613	3,079
Wages and related expenses	<u>229,677</u>	<u>228,217</u>	<u>152,449</u>
Total operating expenses	<u>459,741</u>	<u>488,855</u>	<u>393,494</u>
Income from Operations	<u>265,954</u>	<u>190,910</u>	<u>107,158</u>
Other Income (Expense):			
Interest expense	(4,150)	(6,462)	(6,587)
Other income	19,195	40,900	15,925
PPP loan forgiveness	<u>-</u>	<u>-</u>	<u>78,906</u>
Total other income (expenses)	<u>15,045</u>	<u>34,438</u>	<u>88,244</u>
Net Income	280,999	225,348	195,402
Members' Deficit, Beginning of Year	(394,226)	(356,574)	(500,976)
Member distributions	<u>(194,000)</u>	<u>(263,000)</u>	<u>(51,000)</u>
Members' Deficit, End of Year	<u>\$ (307,227)</u>	<u>\$ (394,226)</u>	<u>\$ (356,574)</u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
STATEMENTS OF CASHFLOWS
FOR THE YEARS ENDED DECEMBER 31, 2023, 2022 AND 2021

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Cash Flows From Operating Activities:			
Net income (loss)	\$ 280,999	\$ 225,348	\$ 195,402
Adjustments to reconcile net income (loss) to net cash provided by (used in) operating activities:			
Accrued interest	-	5,703	6,300
Depreciation	753	753	753
PPP loan forgiveness	-	-	(78,906)
Changes in:			
(Increase) decrease in accounts receivable	(30,256)	(3,880)	(14,576)
(Increase) decrease in settlement receivable	-	-	44,000
(Increase) decrease in due from related party	1,177	(70,495)	(90,158)
Increase (decrease) in accounts payable	3,416	8,069	(1,434)
Increase (decrease) in due to related party	-	-	(47,059)
Increase (decrease) in deferred revenue	(125,505)	15,661	230,239
Net cash provided by (used in) operating activities	<u>130,584</u>	<u>181,159</u>	<u>244,561</u>
Cash Flows From Financing Activities:			
Payments on long-term debt	(3,891)	-	-
Proceeds from debt borrowings	-	-	39,002
Member distributions	(194,000)	(263,000)	(51,000)
Net cash provided by (used in) financing activities	<u>(197,891)</u>	<u>(263,000)</u>	<u>(11,998)</u>
Net Change in Cash	(67,307)	(81,841)	232,563
Cash, Beginning of Year	<u>284,287</u>	<u>366,128</u>	<u>133,565</u>
Cash, End of Year	<u>\$ 216,980</u>	<u>\$ 284,287</u>	<u>\$ 366,128</u>
<u>Supplemental disclosure of cash flow information:</u>			
Cash paid for interest	<u>\$ 4,150</u>	<u>\$ 760</u>	<u>\$ 287</u>

See accompanying notes to the financial statements.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2023, 2022 AND 2021

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

This summary of significant accounting policies of ProteinHouse Franchising, LLC (the Company) is presented to assist in understanding the Company's financial statements. The financial statements and notes are representations of the Company's management, which is responsible for the integrity and objectivity of the financial statements. These accounting policies conform to accounting principles generally accepted in the United States of America and have been consistently applied in the preparation of the financial statements.

Nature of the Entity

The Company was organized in the state of Nevada on July 9, 2015 and operates master franchise licenses for the ProteinHouse concept throughout North America. The ProteinHouse concept involves selling franchises to the general public for the rights to operate fast-casual restaurants which serve a healthy, nutritious and delicious menu of foods under the name "ProteinHouse".

Basis of Presentation

The financial statements are prepared on the accrual basis of accounting, which recognizes income when earned and expenses when incurred.

Use of Estimates in Preparation of Financial Statements

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents

For the purpose of the statement of cash flows, the Company considers all highly liquid investments available for current use with original maturity of three months or less to be cash equivalents.

The Company has concentrated its credit risk for cash by maintaining deposits in financial institutions which, at times, may exceed amounts covered by insurance provided by the U.S. Federal Deposit Insurance Corporation. The Company has not experienced any losses in such accounts and believes it is not exposed to any significant credit risk to cash.

Accounts Receivable

The Company's receivables are primarily generated from ongoing business relationships with franchisees as a result of franchise agreements.

Accounts receivable is stated at the amount the Company expects to collect from outstanding balances. Management provides for probable uncollectible amounts through a charge to earnings and a credit to a valuation allowance based on its assessment of the current status of individual accounts. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the valuation allowance and a credit to accounts receivable.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2023, 2022 AND 2021

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Accounts Receivable (Continued)

As of December 31, accounts receivable consisted of the following balances:

	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>
Accounts receivable	\$ 74,421	\$ 44,165	\$ 40,285	\$ 25,709
Allowance for doubtful accounts	-	-	-	-
Accounts receivable, net	<u>\$ 74,421</u>	<u>\$ 44,165</u>	<u>\$ 40,285</u>	<u>\$ 25,709</u>

Property and Equipment

Property and equipment are stated at cost. Depreciation is calculated using the straight-line method over the estimated useful lives of the related assets. The Company has a capitalization threshold of \$1,000. Expenditures for routine maintenance and repairs on property and equipment are charged to expense.

Revenue Recognition

The Company executes franchise agreements for each franchise which set out the terms of the agreement with the franchisee. Franchise agreements typically require the franchisee to pay an initial, non-refundable fee and continuing fees based upon a percentage of sales or a percentage fee for each franchise awarded. Subject to the Company's approval and payment of a renewal fee, a franchisee may generally renew the franchise agreement upon its expiration.

Services provided in exchange for these initial franchise fees are highly interrelated with the franchise right and are not individually distinct from the ongoing services the Company provides to its franchisees. As a result, initial franchise fees are recognized as revenue over the term of each respective franchise agreement. Revenues for these initial franchise fees are recognized on the straight-line basis, which is consistent with the franchisee's right to use and benefit from intellectual property.

The Company's contract liabilities are comprised of unamortized initial franchise fees. As of December 31, deferred franchise fees consisted of the following:

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Deferred franchise fees	\$ 590,793	\$ 716,298	\$ 700,637
Less: current maturities	<u>(125,505)</u>	<u>(132,505)</u>	<u>(111,506)</u>
	<u>\$ 465,288</u>	<u>\$ 583,793</u>	<u>\$ 589,131</u>

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2023, 2022 AND 2021

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Revenue Recognition (Continued)

As of December 31, the Company expects to recognize contract liabilities as revenue over the remaining term of the associated franchise agreements as follows:

2024	\$	125,505
2025		97,005
2026		78,005
2027		78,005
2028		74,507
Thereafter		<u>137,766</u>
	\$	<u><u>590,793</u></u>

Continuing fees are recognized monthly, as they are earned.

The Company has determined that brand building activities provided to the franchisees are highly interrelated with the franchise rights and therefore not distinct. As a result, revenues for the brand building fund are recognized on a monthly basis, as they are billed, and reflected on the statements of income and members' deficit under the caption "revenue". Expenses incurred to provide brand building services are presented on the statements of income and members' deficit under the caption "brand advertising".

Income Taxes

The Company does not incur income taxes; instead, its earnings are included on the member's personal income tax returns and taxed depending on personal tax situations. The financial statements, therefore, do not include a provision for income taxes.

As defined by Financial Accounting Standards Board Accounting Standards Codification (ASC) Topic 740, Income Taxes, no provision or liability for materially uncertain tax positions was deemed necessary by management. Therefore, no provision or liability for uncertain tax positions has been included in these financial statements.

The Company is no longer subject to potential income tax examinations by tax authorities for years before 2020.

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2023, 2022 AND 2021

NOTE 2 – PROPERTY AND EQUIPMENT

As of December 31, property and equipment consisted of the following:

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Leasehold improvements	\$ 11,293	\$ 11,293	\$ 11,293
Less: accumulated depreciation	<u>(4,432)</u>	<u>(3,679)</u>	<u>(2,926)</u>
	<u>\$ 6,861</u>	<u>\$ 7,614</u>	<u>\$ 8,367</u>

For the years ended December 31, 2023, 2022 and 2021, depreciation expense was \$753.

NOTE 3 – RELATED PARTY TRANSACTIONS

During the years ended December 31, 2023, 2022 and 2021, the Company paid various expenses on behalf of LRAB, LLC (LRAB), an entity related through common ownership. As of December 31, 2023, 2022 and 2021, the balance due from LRAB was \$139,212, \$139,912, and \$69,673, respectively. These balances are non-interest bearing and due on demand.

During the years ended December 31, 2023, 2022 and 2021, the Company paid various expenses on behalf of LRAB 2, LLC (LRAB 2), an entity related through common ownership. As of December 31, 2023, 2022 and 2021 the balance due from LRAB 2 were \$19,919, \$20,395, and \$20,395, respectively.

NOTE 4 – LONG-TERM DEBT

As of December 31, long-term debt consisted of the following:

	<u>2023</u>	<u>2022</u>	<u>2021</u>
On June 26, 2020, the Company was granted an Economic Injury Disaster Loan (EIDL) from a financial institution in the aggregate amount of \$150,000, pursuant to Section 7(b) of the Small Business Act, as amended. The loan matures in June 2050 and bears interest at a fixed rate of 3.75% per annum, payable monthly commencing in July 2022. The loan may be prepaid by the Borrower at any time prior to maturity with no prepayment penalties. Funds from the loan may only be used as working capital to alleviate economic injury caused by the disaster occurring in the month of January 2020. The loan is collateralized by assets of the Company.	160,172	164,063	158,360
Less: current maturities	<u>(3,891)</u>	<u>(3,891)</u>	<u>-</u>
	<u>\$ 156,281</u>	<u>\$ 160,172</u>	<u>\$ 158,360</u>

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2023, 2022 AND 2021

NOTE 4 – LONG-TERM DEBT (Continued)

As of December 31, long-term debt matures as follows:

2024	\$	3,891
2025		3,891
2026		3,900
2027		4,016
2028		4,169
Thereafter		<u>140,305</u>
	\$	<u><u>160,172</u></u>

NOTE 5 – REVENUE RECOGNITION

During the years ended December 31, the timing and recognition of revenue was as follows:

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Services transferred at a point in time	\$ 652,491	\$ 618,026	\$ 432,946
Services transferred over time	<u>125,505</u>	<u>126,428</u>	<u>121,196</u>
	<u><u>\$ 777,996</u></u>	<u><u>\$ 744,454</u></u>	<u><u>\$ 554,142</u></u>

Various economic factors such as supply and demand, laws and policies and labor affect revenues and cash flows. The Company's revenue is derived from sources within the United States.

NOTE 6 - RESTATEMENT

The Company discovered that previously issued financial statements included certain errors. It was determined that these errors were inadvertent and unintentional.

The following table sets forth the previously reported and restated amounts of selected items within the balance sheet as of December 31, 2022:

Selected data from the balance sheet as of December 31, 2022:	As Previously Reported	As Restated	Increase (Decrease)
Due from related party, net	\$ 336,259	\$ 160,653	\$ (175,606)
Members' deficit	(218,620)	(394,226)	(175,606)

PROTEINHOUSE FRANCHISING, LLC
NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
DECEMBER 31, 2023, 2022 AND 2021

NOTE 6 – RESTATEMENT (Continued)

The following table sets forth the previously reported and restated amounts of selected items within the statement of income and members' deficit for the year ended December 31, 2022:

Selected data from the statement of income and members' deficit for the year ended December 31, 2022:	As Previously Reported	As Restated	Increase (Decrease)
Other income	\$ 216,506	\$ 40,900	\$ (175,606)
Net income	400,954	225,348	(175,606)
Members' deficit	(218,620)	(394,226)	(175,606)

NOTE 7 – MANAGEMENT'S REVIEW OF SUBSEQUENT EVENTS

Management has evaluated subsequent events through April 22, 2024, the date on which the financial statements were available to be issued. No events were identified that required adjustment or disclosure in the financial statements.

ProteinHouse Franchising, LLC

EXHIBIT E

Brand Standards Manual Table of Contents

Table of Contents

WELCOME		3	SOCIAL MEDIA		
INTRODUCTION			6.1 Platforms		20
1.1 Executive Summary		4	6.2 Content Management		20
1.2 Mission Statement		5	6.3 Paid Social Ads		21
1.3 Vision Statement		6	6.4 Influencers		21
1.4 Business Analysis		8	6.5 Contests/Giveaways		21
1.5 SWOT Analysis		9			
			DIGITAL & ONLINE		
MARKETING			7.1 Website		23
2.1 Marketing Objective		11	7.2 Blog		23
2.2 Target Market		11	7.3 SEO/Paid Search/PPC		23
2.3 Positioning Strategy		11	7.4 eBlasts		24
2.4 Marketing Strategy		12	7.5 Yelp		24
2.5 Promotions		13	7.6 Geo-Target		24
			PUBLIC RELATIONS		25
PARTNERSHIPS			CONCLUSION		26
3.1 Overview		14	APPENDIX		
3.2 BRAINTRUST		15	A Media Outlets		28
3.3 Citrine Social Media		15	B Branding		29
3.4 The Web Squad		15	C Press Release		30
3.5 PH Design/Vitus (Germany)		16	D Calendar		31
MARKET ASSISTANCE					
4.1 Point of Purchase (POP)		16			
4.2 Brand Initiative Plan		17			
4.3 Supplemental LSM Program		17			
4.4 360 Degree Plan		17			
LOCAL MARKETING					
5.1 Direct Mail		18			
5.2 Newspaper		18			
5.3 Magazine		19			
5.4 Radio		19			
5.5 Outdoor		19			
5.6 Text Messaging		19			
5.7 Partnerships		19			
5.8 Gift Cards		19			

Preface	1
1. How to Use This Manual	2
1.1. Submitting Suggestions	3
Chapter 1: The Brand	4
1. The ProteinHouse Story	5
2. Vision	7
Chapter 2: The Franchise	8
1. The Franchisee/Franchisor Relationship	9
1.1. Independent Contractor	9
1.2. Independently Owned and Operated.....	9
1.3. You Are CEO of This Business	9
2. Franchise Advisory Council	11
3. Our Responsibilities	12
3.1. Pre-opening Obligations.....	12
3.2. Continuing Obligations	12
4. Your Obligations	15
4.1. Participation in the Business	15
4.2. Compliance	15
4.2.1. ProteinHouse Standards.....	15
4.2.2. Compliance with the Law	15
4.2.3. Products & Services	16
4.3. Payment of Fees and Taxes.....	16
4.3.1. Taxes	17
4.4. Confidentiality.....	17
4.5. Site Development	17
4.5.1. Premises.....	17
4.5.2. Opening	17
4.5.3. Computers, Software and Technology.....	18
4.6. Training	18
4.7. Use of Marks and Proprietary Information	18
4.8. Books, Records & Reports	18
4.9. Audits & Inspections	19
4.9.1. Financial Audits	19
4.9.2. Advertising.....	20
5. Creating Your ProteinHouse Business	22
5.1. Establishing a Business Entity.....	22

5.2.	Allowable Use of the Name	22
	5.2.1. Sample Business Names	22
5.3.	Tax Identification Numbers.....	22
6.	Licensing, Certificates and Permits.....	24
6.1.	Sales Tax Certificates	24
6.2.	Food Service Certificates	24
6.3.	Local Requirements	24
6.4.	Types of Insurance	25
6.5.	Certificates of Insurance	26
6.6.	Failure to Maintain	26
7.	Pricing	27
Chapter 3:	Brand Operating Standards	28
1.	The Importance of Standards	29
2.	Approved Services and Products	30
2.1.	Requesting New Product/Supplier.....	30
3.	Computer and POS Requirements	32
4.	Staffing	33
4.1.	General Manager	33
4.2.	Adequate Staff	33
5.	Hours of Operation	34
5.1.	Regular Hours	34
5.2.	Holiday Hours	34
6.	Vehicle Standards	35
7.	Uniform and Appearance Standards	36
7.1.	Uniform	36
7.1.1.	Name Tags	37
7.2.	Ordering Uniforms	37
7.3.	Appearance and Behavior Best Practices	37
7.3.1.	Jewelry	37
7.3.2.	Hair	37
7.3.3.	Nails.....	38
7.3.4.	Smoking.....	38
8.	Facilities Standards	39
8.1.	FF&E Requirements	39
8.2.	Music	39
8.3.	Lighting and Signage	39
8.4.	Cleanliness Requirements	39
8.4.1.	Floors - Hard Surface	39
8.4.2.	Floors - Mats	40

8.4.3. Walls.....	40
8.4.4. Tablesand Chairs	40
8.4.5. Counters	40
8.4.6. Retail	40
8.4.7. Trash.....	41
8.4.8. Restrooms	41
8.4.9. Windows and Doors	41
8.5. Facilities Maintenance Standards	42
9. Variances	43
9.1. How to Request a Variance	43
Chapter 4: Staffing	44
1. Overview and Disclaimer	45
2. Laws&Requirements	46
2.1. @OurFranchise	46
3. Job Descriptions	47
3.1. Elements of a Job Description	47
3.2. Recommended Positions and Responsibilities	47
3.2.1. Manager	47
3.2.2. Cook	49
3.2.3. Cashier/Barista.....	49
3.3. Suggested Daily Duties	51
3.3.1. Opening Duties	51
3.3.2. Each Day.....	51
3.3.3. Closing Duties	51
4. Hiring Resources & Tools.....	53
Chapter 5: Cafe Operations	54
1. Overviews and Best Practices	55
2. Approved and Optional Menu Items	56
2.1. Menu Items.....	56
2.2. Sale of Non-ProteinHouse Products	56
3. Recipes.....	57
4. Purchasing, Ordering and Receiving	58
4.1. Ordering Goods	58
4.2. Receiving Goods	58
4.3. Returning Goods.....	58
5. Product Nutritional Guides	59
6. Allergen Guidelines	60
7. Operating Routines	61
7.1. Administrative Work Flow Checklist	61

7.2. Opening Work Flow FOH.....	62
7.3. Mid-Shift Work Flow FOH.....	62
7.4. Closing Work Flow FOH.....	63
7.5. Opening Work Flow BOH.....	63
7.6. Mid-Shift Work Flow BOH.....	64
7.7. Cafe Access Procedures.....	65
7.8. Cafe Closing Procedures.....	65
7.9. Catering.....	65
7.9.1. ezCater.....	66
7.10. Handling Guest Concerns.....	66
7.11. Answering the Telephone.....	67
7.12. Service Animals.....	67
7.13. Sampling.....	68
7.13.1. Sampling Inside Your Cafe.....	68
7.13.2. Sampling Outside Your Cafe.....	68
8. POS and Transactions.....	70
8.1. Acceptable Forms of Payment.....	70
8.2. Transactions.....	70
8.3. Cash Handling Best Practices.....	70
9. Equipment Cleaning and Troubleshooting.....	71
Chapter 6: Food Safety.....	72
1. Health Regulations and Sanitation Standards.....	73
2. Personal Hygiene.....	74
3. Foodborne Illness.....	75
3.1. About Foodborne Illness.....	75
3.2. Foodborne Illness Complaints.....	75
4. Cross-Contamination.....	78
5. Time and Temperature.....	79
6. Food Safety Best Practices.....	80
7. Food Safety Hazards.....	81
7.1. Biological Hazards.....	81
7.2. Chemical Hazards.....	81
7.3. Physical Hazards.....	82
8. Hazard Analysis & Critical Control Points (HACCP).....	83
9. Material Safety Data Sheets (MSDS).....	84
10. Health Department Inspections.....	85
11. General Health & Safety.....	86
Chapter 7: Emergency Procedures.....	87

1. Fire	88
1.1. Prevention Guidelines.....	88
1.2. Recommended Safety Procedures.....	89
1.2.1. During a Fire.....	89
1.2.2. After A Fire.....	90
1.3. Protecting Food.....	91
2. Temporary Public Safety Closure	93
3. Severe Weather or Natural Disaster	94
4. Emergency Cafe Closings	95
4.1. After the Emergency Has Passed.....	95
4.2. Boil Water Notice.....	95
4.3. Sewage Backup.....	96
4.4. Bomb Threat.....	96
5. Talking to the Media	98
Chapter 8: Accidents & Security	99
1. Overview	100
2. Accidents	101
2.1. Accident Prevention.....	101
2.1.1. Slips & Falls.....	101
2.1.2. Cuts.....	102
2.1.3. Burns.....	102
2.1.4. Back Injury Prevention.....	103
2.2. First Aid Kit.....	103
2.3. Blood Spill Kit.....	103
2.4. Heimlich Maneuver and CPR.....	104
3. Security	105
3.1. Crimes.....	105
3.1.1. Burglary.....	105
3.1.2. Vandalism.....	105
3.1.3. Robbery.....	106
3.1.4. Internal Theft.....	107
3.1.5. Quick Change Artists.....	107
3.1.6. Counterfeit Currency.....	108
3.1.7. Suspicious Behavior.....	109
3.1.8. Disorderly Guests or Team Members.....	109
3.2. General Security Guidelines.....	109
3.3. Security Equipment.....	110
3.3.1. Keys & Codes.....	110
3.3.2. Safe.....	111
3.3.3. Cash Registers.....	111

3.4. Suggested Security Procedures	111
3.4.1. Front and Back Doors	111
3.4.2. Closing Procedures	112
3.4.3. Bank Deposits	112

CONTENTS

- INTRODUCTION..... 1**
 - Qualities of a Good Line Cook..... 1
 - Training Outline..... 2
- GENERAL EMPLOYEE POLICIES 3**
 - General Team Rules..... 3
 - Appearance Standards 3
 - Crew Members*..... 4
 - Uniform Standards* 4
 - Orientation Period 5
 - Schedules..... 5
 - Tardiness and Absenteeism 6
 - Payment Procedures 6
 - Time Clock/Time Cards*..... 6
 - Payroll Checks*..... 6
 - Payroll Deductions* 6
 - Lost Paychecks*..... 7
 - Standards of Conduct 8
 - Harassment Policy 9
 - Sexual Harassment*..... 10
 - Types of Sexual Harassment*..... 10
 - Complaint Procedures*..... 11
 - Adherence to Our Harassment Policy*..... 11
 - Theft Policy..... 12
 - Smoking Policy 12
 - Employee Rest and Meal Policy..... 12
 - Rest Period* 12
 - Meal Period*..... 12
- LINE COOK JOB STANDARDS..... 13**
 - Role of the Line Cook Position 13
 - Job Description..... 13
 - Summary of Position*..... 13
 - Duties and Responsibilities*..... 13
 - Dualifications*..... 14
- SANITATION AND SAFETY..... 15**
 - Importance of Sanitation 15
 - Major Causes of Foodborne Illnesses*..... 15
 - Personnel Sanitation Standards..... 16
 - Hand Washing* 16
 - Personal Health* 17
 - Personal Hygiene*..... 18

CONTENTS

Foodservice Sanitation Standards	19
<i>Flow of Food</i>	19
<i>Receiving</i>	20
<i>Storage</i>	20
<i>Proper Thawing</i>	21
<i>Preparing and Serving Food</i>	22
<i>Cooking</i>	23
<i>Holding Foods</i>	24
<i>Avoid Cross-Contamination</i>	24
<i>Handle Ice and Tableware Properly</i>	24
Restaurant Sanitation Standards	25
<i>Griddles</i>	25
<i>Kitchen Hoods</i>	25
<i>Coolers</i>	26
<i>Holding Cabinets</i>	26
<i>Freezers</i>	26
<i>Counters, Racks and Shelves</i>	26
<i>Wastebaskets</i>	26
<i>Floors and Kick Base</i>	27
<i>Walls and Doors</i>	27
<i>Personnel Sink</i>	28
<i>Chemical Handling & Storage</i>	28
<i>Dispose of Waste Properly</i>	28
<i>Keep Insects and Animals Out by</i>	28
Restaurant Safety Procedures.....	29
<i>When Cleaning Stationary Equipment</i>	29
<i>Preventing Falls</i>	29
<i>Preventing Electric Shock</i>	30
<i>Lift Properly</i>	30
<i>Moving a Cart Properly</i>	30
<i>Preventing Cuts</i>	31
<i>Knife Handling</i>	31
<i>Preventing Burns</i>	32
<i>Preventing Fires</i>	32
<i>Safe Chemical Handling</i>	33
Hands-on Training: Sanitation & Safety	33

CONTENTS

Line Cook Position Procedures	34
Introduction	34
Station Preparation	34
Hands-on Training: Station Preparation	34
Kitchen Equipment and Terminology	35
<i>Kitchen Terminology</i>	35
<i>Kitchen Tool Tips</i>	38
<i>Units of Measure</i>	40
<i>Proper Knife Usage</i>	41
Food Presentation.....	42
Recipes	43
Food Storage and Rotation.....	44
Controlling Waste and Storage.....	46
<i>The Waste Sheet</i>	46
Hands-on Training: Cooking Procedures.....	46
FORMS	47
Opening Checklist	47
Closing Checklist.....	47
Line Cook Evaluation Form.....	48
CUSTOMER SERVICE	51
Line Cook Evaluation Form.....	51
CONCLUSION	52

CONTENTS

- INTRODUCTION** 1
 - Qualities of a Good Cashier/Counter Person 1
 - Training Outline 2
- GENERAL EMPLOYEE POLICIES** 3
 - General Team Rules 3
 - Appearance Standards 3
 - Crew Members* 4
 - Uniform Standards* 4
 - Orientation Period 5
 - Schedules 5
 - Tardiness and Absenteeism 6
 - Payment Procedures 6
 - Time Clock/Time Cards* 6
 - Payroll Checks* 6
 - Payroll Deductions* 7
 - Lost Paychecks* 7
 - Standards of Conduct 8
 - Harassment Policy 9
 - Sexual Harassment* 10
 - Types of Sexual Harassment* 10
 - Complaint Procedures* 11
 - Adherence to Our Harassment Policy* 11
 - Theft Policy 12
 - Smoking Policy 12
 - Employee Rest and Meal Policy 12
 - Rest Period* 12
 - Meal Period* 12
- CASHIER/COUNTER JOB STANDARDS** 13
 - Role of the Cashier/Counter Position 13
 - Job Description 13
 - Summary of Position* 13
 - Duties and Responsibilities* 13
 - Dualifications* 14
- SANITATION AND SAFETY** 15
 - Importance of Sanitation 15
 - Major Causes of Foodborne Illnesses* 15
 - Personnel Sanitation Standards 16
 - Hand Washing* 16
 - Personal Health* 17
 - Personal Hygiene* 18

CONTENTS

Restaurant Sanitation Standards	19
<i>Dispatch Counters (Dine-in/Takeout)</i>	19
<i>Beverage Dispenser</i>	19
<i>Coffee Brewers</i>	19
<i>Cash Register</i>	19
<i>Printers and Monitors</i>	20
<i>Racks, Shelves, and Furniture</i>	20
<i>Wastebaskets</i>	20
<i>Cup Dispensers</i>	20
<i>Menu Boards</i>	20
<i>Cooler</i>	20
<i>Display Case</i>	21
<i>Holding Cabinet</i>	21
<i>Floors and Kick Base</i>	21
<i>Walls and Doors</i>	21
<i>Personnel Sink</i>	21
Restaurant Safety Procedures.....	22
<i>When Cleaning Stationary Equipment</i>	22
<i>Preventing Falls</i>	22
<i>Preventing Electric Shock</i>	23
<i>Lift Properly</i>	23
<i>Moving a Cart Properly</i>	23
<i>Preventing Cuts</i>	24
<i>Knife Handling</i>	24
<i>Preventing Burns</i>	25
<i>Preventing Fires</i>	25
<i>Safe Chemical Handling</i>	26
Hands-on Training: Sanitation & Safety	26
Cashier/Counter Position Procedures	27
Introduction	27
Station Preparation	27
Hands-on Training: Station Preparation	27
Greeting the Customer.....	28
Taking the Order.....	28
Receiving Payment.....	29
<i>Cash Handling Procedures</i>	29
Completing the Order	29
Hands-on Training: Order Process	29
Telephone Orders.....	30
<i>When Taking the Order</i>	30
<i>When Processing the Order</i>	30

CONTENTS

Hands-on Training: Telephone Orders	30
Tips to Order Accuracy & Speed	31
<i>Order Accuracy</i>	31
<i>Key Points to Speed</i>	32
Cash Management	33
<i>Closing Your Till</i>	33
<i>Voids & Returns Procedures</i>	33
Hands-on Training: Cash Management	33
Handling Customer Complaints	34
<i>Preventing Customer Complaints</i>	34
<i>Signs of Customer Dissatisfaction</i>	35
<i>Handling Customer Complaints</i>	36
<i>Common Complaints</i>	36
<i>Accusations of Short-Changing</i>	37
Hands-on Training: Customer Complaints	37
FORMS	37
Opening Checklist	38
Closing Checklist	38
Counter/Cashier Evaluation Form	39

CONTENTS

A. About PROTEINHOUSE	2
B. PROTEINHOUSE Menu	3
C. Location	5
D. Demographics	5
E. Building Specifications	6
F. Required Lease Clauses	7
G. Demographics	8
H. Building Specifications	9
I. Required Lease Clauses	10
J. Example Commercial Listing	12
K. Summary	12
L. Forms	12

ProteinHouse Franchising, LLC

EXHIBIT F

Form of General Release

GENERAL RELEASE

As a condition to ProteinHouse Franchising, LLC's ("Franchisor") consent to **[grant a Successor Franchise Agreement to] [the proposed transfer of the Franchise Agreement] [sell an additional franchise to]** _____ **[name of franchisee]** ("Franchisee") under the Franchise Agreement dated _____ **[date of Franchise Agreement]**, the undersigned, and each of their respective corporate parents, subsidiaries, Affiliates, successors in interest, heirs and assigns, and each of their respective owners, Managers, directors, officers, agents, servants, and employees, as applicable, whether specifically mentioned herein or not, do hereby release, acquit and forever discharge Franchisor and its respective parents, subsidiaries, Affiliates, and successors in interest, and each of their respective directors, officers, agents, servants, employees, whether specifically mentioned herein or not, of and from any and all liability, actions, causes of action, Claims, debts, demands, damages and liabilities to person(s) or property, costs, expenses and compensation of every nature, kind and character whatsoever, whether known or unknown, foreseen or unforeseen, direct, indirect, contingent or actual, liquidated or unliquidated, whether statutory, contract, or in tort on account of or in any way connected with or related to Franchisor's, or Franchisor's Affiliate's, offer, sale, grant of, construction, subleasing, operation of, assistance with operation of, or development of franchises or franchise rights in any and all franchise locations awarded at any time to the undersigned and from the inception of any contact with Franchisor to the date of this Release. It is the express intention of the undersigned that this Release be as broad as permitted by law.

Undersigned represents and warrants that execution hereof is free and voluntary; that no inducements, threats, representations, or influences of any kind were made or exerted by or on behalf of Franchisor; and that, prior to the execution hereof, undersigned was given the opportunity, if desired, to consult with counsel. This Release shall be binding upon the undersigned, their heirs, successors and legal representatives. Whenever the text hereof requires, the use of singular number shall include the appropriate plural number as the text of the within instrument may require. This Release may not be changed orally.

NOTE: IF THE RECIPIENT IS A CORPORATION, PARTNERSHIP, OR OTHER ENTITY, EACH OF ITS PRINCIPALS AND OWNERS / MANAGERS / SHAREHOLDERS AND A DULY AUTHORIZED OFFICER MUST EXECUTE THIS RELEASE (Attach Additional Sheets if Necessary).

By: _____

Name: _____

By: _____

Name: _____

ProteinHouse Franchising, LLC

EXHIBIT G

State-Specific Addendum to Franchise Disclosure Document and Agreements

EXHIBIT G

**STATE-SPECIFIC ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT,
FRANCHISE AGREEMENT, AND MULTI-UNIT AGREEMENT**

The following modifications are to the Franchise Disclosure Document between ProteinHouse Franchising, LLC (“Franchisor,” “we,” “us,” or “our”) and may supersede, to the extent then required by valid applicable state law, certain portions of the Franchise Agreement and Multi-Unit Agreement between Franchisor and you (“you,” “you,” or “your” dated _____, 20__.

The state-specific amendments of this State Law Addendum to Franchise Disclosure Document, Franchise Agreement, and Multi-unit Agreement (“**State Addendum**”) supersede the related provisions of those agreements, and apply only to those persons residing or operating Cafés in the following states:

FOR THE STATE OF CALIFORNIA:

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.

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.

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.dbo.ca.gov.

The Franchise Disclosure Document is hereby amended as follows:

The franchisor, any person or franchise broker in Item 2 of the FDD is not 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 such persons from membership in such association or exchange.

California Business and Professions Code 20000 through 20043 provide rights to the franchisee concerning termination, transfer, or non-renewal of a franchise. If the Franchise Agreement or Multi-Unit Agreement contains a provision that is inconsistent with the law, the law will control.

The Franchise Agreement and Multi-Unit Agreement provide for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec. 101 et seq.).

The Franchise Agreement and Multi-Unit Agreement contain a covenant not to compete, which extends beyond the termination of the franchise. This provision may not be enforceable under California law.

The Franchise Agreement contains a liquidated damages clause. Under California Civil Code Section 1671, certain liquidated damages clauses are unenforceable.

The Franchise Agreement and Multi-Unit Agreement require application of the laws of the State of Nevada. This provision may not be enforceable under California law.

The Franchise Agreement and Multi-Unit Franchise Agreement contain a provision requiring you to waive your right to punitive or exemplary damages against the franchisor or any of its representatives, limiting your recovery to actual damages. Under California Corporations Code section 31512, these provisions are not enforceable in California for any claims you may have under the California Franchise Investment Law.

Section 31125 of the California Corporations Code requires us to give you a disclosure document, in a form containing the information that the commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.

You must sign a general release of claims if you renew or transfer your franchise. California Corporations Code Section 31512 voids a waiver of your rights under the Franchise Investment Law (California Corporations Code Sections 31000 through 31516). Business and Professions Code Section 20010 Voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).

Based upon the franchisor's financial condition, the California Department of Financial Protection and Innovation has required a financial assurance. To satisfy this condition, we have obtained a surety bond with the Great American Insurance Company in the amount of \$40,000, which bond is on file with the California Department of Financial Protection and Innovation.

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 Franchise Agreement and Multi-Unit Agreement is hereby amended as follows:

Despite anything to the contrary in the Franchise Agreement and Multi-Unit Agreement, the following provisions will supersede and apply to all franchises offered and sold in the State of California:

1. 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. .

2. For the purposes of Cal. Bus. & Prof. Code Section 20022, the parties agree as follows:

The parties agree that they will use the declining-balance depreciation method to calculate the value of Franchisee's inventory, supplies, equipment, fixtures, and furnishings (the "Assets") for the purposes of a purchase by us under Section 20022. The purchase price by us for the Assets will not include the cost of removal and transportation of those assets, which will be your responsibility.

The parties agree that for the purposes of Section 20022, you are not able to provide to us "clear title and possession" to your Assets if those Assets are subject to liens or encumbrances including: a) purchase money security interest; b) blanket security interest; c) right of first refusal; d) lien by franchisee's landlord; or e) tax lien.

The parties agree that for the purposes of Section 20022(h), our right of offset will include the following amounts owed by you to us or our Affiliates: a) Royalty Fees; b) Brand Fund Fees; c) Social Media fees; d) Liquidated Damages; e) Transfer Fees; and f) any other type of fee owed by you to us or our Affiliates.

For the purposes of Cal. Bus. & Prof. Code Section 20035, the parties agree as follows:

“Fair market value of the franchise assets” means the value of your Assets, valued according to the declining-balance method of depreciation. The purchase price by us for the Assets will not include the cost of removal and transportation of those assets, which will be your responsibility.

“Fair market value of the franchised business” means the “fair market value of the franchise assets” as defined above, plus goodwill. The parties agree that the value of goodwill is the amount of Royalty Fees paid by you to us within the 12-month period immediately before our termination or failure to renew you in violation of the California Franchise Relations Act.

FOR THE STATE OF CONNECTICUT:

The following statement is added to the cover page of the Franchise Disclosure Document:

The State of Connecticut does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the state. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

The following statement is added to Item 3 of the Franchise Disclosure Document:

There are no pending or completed actions against us relating to Securities Laws; Business Opportunity Laws; Actions Brought by Present or Former Purchaser-Investors Involving Franchise; or Business Opportunity Relationships that are required to be disclosed in this Disclosure Document.

The FDD, Franchise Agreement, and Multi-Unit Agreement are hereby modified to state that, if we require you to purchase products, equipment or supplies from us but fail to provide those products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within 45 days of the required opening date stated in your contract, you may notify us in writing and demand that the contract be canceled.

FOR THE STATE OF HAWAII:

The following is added to the Cover Page:

THIS FRANCHISE WILL BE/HAS 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 YOU OR SUBFRANCHISOR AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY YOU OR SUBFRANCHISOR OF ANY

BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY YOU, WHICHEVER OCCURS FIRST, A COPY OF THE FRANCHISE 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 AND MULTI-UNIT AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH US AND YOU.

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.

FOR THE STATE OF ILLINOIS:

Sections 4 and 41 and Rule 608 of the Illinois Franchise Disclosure Act states that court litigation must take place before Illinois federal or state courts and all dispute resolution arising from the terms of this Agreement or the relationship of the parties and conducted through arbitration or litigation shall be subject to Illinois law. The Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement are amended accordingly.

The governing law or choice of law clause described in the Franchise Disclosure Document and contained in the Franchise Agreement and Multi-Unit Agreement may not be enforceable under Illinois law. This governing law clause shall not be construed to negate the application of the Illinois Franchise Disclosure Act in all situations to which it is applicable. Section 41 of the Illinois Franchise Disclosure Act states that “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 this State is void.”

To the extent that the Franchise Agreement and Multi-Unit Agreement would otherwise violate Illinois law, the agreements are amended by providing that all litigation by or between you and us, arising directly or indirectly from the franchise relationship, will be commenced and maintained in the state courts of Illinois or, at our election, the United States District Court for Illinois, with the specific venue in either court system determined by appropriate jurisdiction and venue requirements, and Illinois law will pertain to any claims arising under the Illinois Franchise Disclosure Act.

17(v), Choice of Forum, of the Franchise Disclosure Document is revised to include the following: “provided, however, that the foregoing shall not be considered a waiver of any right granted upon you by Section 4 of the Illinois Franchise Disclosure Act”.

17(w), Choice of Law, of the Franchise Disclosure Document is revised to include the following: “provided, however, that the foregoing shall not be considered a waiver of any right granted upon you by Section 4 of the Illinois Franchise Disclosure Act”.

The termination and non-renewal provisions in the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement may not be enforceable under Sections 19 and 20 of the Illinois Franchise Disclosure Act.

Under Section 705/27 of the Illinois Franchise Disclosure Act, no action for liability under the Illinois Franchise Disclosure Act can be maintained unless brought before the expiration of 3 years after the act or transaction constituting the violation upon which it is based, the expiration of 1 year after you become aware of facts or circumstances reasonably indicating that you may have a claim for relief in respect to conduct governed by the Act, or 90 days after delivery to you of a written notice disclosing the violation, whichever shall first expire. To the extent that the Franchise Agreement and Multi-Unit Agreement are inconsistent with the Illinois Franchise Disclosure Act, Illinois law will control and supersede those provisions.

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.

FOR THE STATE OF INDIANA:

Item 8 of the Franchise Disclosure Document is amended to add the following:

Under Indiana Code Section 23-2-2.7-1(4), we will not accept any rebates from any person with whom you do business or associate in relation to transactions between you and the other person, other than for compensation for services rendered by us, unless the rebate is properly accounted for and submitted to you.

Item 17 of the Franchise Disclosure Document is amended to add the following:

17(e) is amended subject to Indiana Code 23-2-2.7-1(7), which makes it unlawful for us to unilaterally terminate your franchise agreement unless there is a material violation of the Franchise Agreement and Multi-Unit Agreement and termination is not in bad faith.

17(m) is amended subject to Indiana Code 23-2-2.7-1(5), which prohibits us to require you to agree to a prospective general release of claims subject to the Indiana Deceptive Franchise Practices Act.

17(r) is amended subject to Indiana Code 23-2-2.7-1(9) to provide that the post-term non-competition covenant will have a geographical limitation of the Protected Area granted to you.

17(v) is amended to provide that you will be permitted to begin litigation in Indiana for a cause of action under Indiana law.

17 (w) is amended to provide that if there is a conflict of law, Indiana Law governs any cause of action which arises under the Indiana Disclosure Law or Indiana Deceptive Franchise Practices Act.

Despite anything to the contrary in the Franchise Agreement and Multi-Unit Agreement, the following provisions will supersede and apply to all franchises offered and sold in the State of Indiana:

1. The laws of the State of Indiana supersede any provisions of the Franchise Disclosure Document, the Franchise Agreement and Multi-Unit Agreement, or Nevada law, if such provisions are in conflict with Indiana law.

2. The prohibition by Indiana Code 23-2-2.7-1(7) against unilateral termination of the franchise without good cause or in bad faith, good cause being defined under law as including any material breach of the Franchise Agreement or Multi-Unit Agreement, will supersede the provisions of the Agreement to the extent the Agreement may be inconsistent with such prohibition.

3. Any provision in the Franchise Agreement or Multi-Unit Agreement which would require you to prospectively assent to a release, or, novation, waiver or estoppel which purports to relieve any person from liability imposed by the Indiana Deceptive Franchise Practices Law is void to the extent that such provision violates such law.

4. The Franchise Agreement and Multi-Unit Agreement will be modified to the extent necessary to comply with Indiana Code 23-2-2.7-1 (9).

5. The following provision will be added to the Franchise Agreement and Multi-Unit Agreement:

No Limitation on Litigation. Any provision in the Agreement which limits in any manner whatsoever litigation brought for breach of the Agreement will be void to the extent that any such contractual provision violates the Indiana Deceptive Franchise Practices Law.

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.

FOR THE STATE OF IOWA

Any provision in the Franchise Agreement or Compliance Questionnaire which would require you to prospectively assent to a release, assignment, novation, waiver or estoppel which purports to relieve any person from liability imposed by the Iowa Business Opportunity Promotions Law (Iowa Code Ch. 551A) is void to the extent that such provision violates such law.

The following language will be added to the Franchise Agreement:

NOTICE OF CANCELLATION

_____ (enter date of transaction)

You may cancel this transaction, without penalty or obligation, within three business days from the above date. If you cancel, any property traded in, any payments made by you under the contract or sale, and any negotiable instrument executed by you will be returned within ten business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be canceled. If you cancel, you must make available to the seller at your residence or business address, in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

If you do not agree to return the goods to the seller or if the seller does not pick them up within twenty days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation.

To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to Andrew Bick at ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, or email: franchise@proteinhouse.com, not later than midnight of the third business day after the Effective Date.

I hereby cancel this transaction.

Franchisee: _____

By: _____

Print Name: _____

Its: _____

Date: _____

FOR THE STATE OF MARYLAND

Items 1 and 17 of the Franchise Disclosure Document, the Franchise Agreement and Multi-Unit Franchise Agreement are all amended to state as follows: “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.”

The Compliance Statement (Exhibit H to the Franchise Disclosure Document) is hereby amended by stating that 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.

17(v) of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement are amended to state that you may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration & Disclosure Law. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three years after the grant of the franchise.

The Franchise Agreement and Multi-Unit Agreement provide for termination upon bankruptcy. This provision may not be enforceable under Federal Bankruptcy Law (11 U.S.C.A Sec. 101 *et seq.*).

The Franchise Agreement and Multi-Unit Franchise Agreement are amended to state: “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.”

Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. To satisfy this condition, we have obtained a surety bond with the Platte River Insurance Co., which bond is on file with the Maryland Securities Division.

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.

FOR 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.

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

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 will not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.

A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause will 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 of the failure and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.

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 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 our intent not to renew the franchise.

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.

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

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 will include, but is not limited to:

- (i) The failure of the proposed transferee to meet our then current reasonable qualifications or standards.*
- (ii) The fact that the proposed transferee is a competitor of the franchisor or subfranchisor.*
- (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.*

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)

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:

State of Michigan Department of Attorney General
Consumer Protection Division
Attn: Franchise
670 Law Building
Lansing, Michigan 48913
Telephone Number: (517) 373-7117

FOR THE STATE OF MINNESOTA:

Despite anything to the contrary in the Franchise Agreement and Multi-Unit Agreement, the following provisions will supersede and apply to all franchises offered and sold in the State of Minnesota:

1. Any provision in the Franchise Agreement and Multi-Unit Agreement that would require you to assent to a release, assignment, novation or waiver that would relieve any person from liability imposed by Minnesota Statutes, Sections 80C.01 to 80C.22 will be void to the extent that such contractual provision violates such law.
2. Minnesota Statute Section 80C.21 and Minnesota Rule 2860.4400J prohibit the franchisor from requiring litigation to be conducted outside of Minnesota. In addition, nothing in the Franchise Disclosure Document or Agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of Minnesota.
3. Minn. Rule Part 2860.4400J prohibits a franchisee from waiving his rights to a jury trial or waiving his rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction, or consenting to liquidated damages, termination penalties or judgment notes. Any provision in the Agreement which would require you to waive your rights to any procedure, forum or remedies provided for by the laws of the State of Minnesota is deleted from any Agreement relating to franchises offered and sold in the State of Minnesota; provided, however, that this paragraph will not affect the obligation in the Agreement relating to arbitration.
4. With respect to franchises governed by Minnesota law, we will comply with Minnesota Statute Section 80C.14, Subds. 3, 4 and 5, which require, except in certain specified cases, that you be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Agreement; and that consent to the transfer of the franchise will not be unreasonably withheld.
5. Item 13 of the FDD is hereby amended to state that we will protect your rights under this Agreement to use the Marks, or indemnify you from any loss, costs, or expenses arising out of any third-party claim, suit or demand regarding your use of the Marks, if your use of the Marks is in compliance with the provisions of the Agreement and our System standards. Notwithstanding anything to the contrary in the Franchise Agreement and Multi-Unit Agreement, we will protect your rights under this Agreement to use the Marks, or indemnify you from any loss, costs, or expenses arising out of any third-party claim, suit or demand regarding your use of the Marks, if your use of the Marks is in compliance with the provisions of the Franchise Agreement and Multi-Unit Agreement and our System standards.
6. Minnesota Rule 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release. As a result, the provisions of the Franchise Agreement and Multi-Unit Agreement that require you to sign a general release prior to renewing or transferring your franchise are hereby deleted from the Franchise Agreement and Multi-Unit Agreement.
7. The following language will be added to the Franchise Agreement and Multi-Unit Agreement:

No Abrogation. Pursuant to Minnesota Statutes, Section 80C.21, nothing in this Agreement will in any way abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80.C.

9. Minnesota Statute Section 80C.17 states that no action for a violation of Minnesota Statutes, Sections 80C.01 to 80C.22 may be commenced more than three years after the cause of action accrues.

10. NSF checks are governed by Minnesota Statute 604.113, which puts a cap of \$30 on service charges. Item 6 of the FDD and Section 6.8 of the Franchise Agreement are hereby amended accordingly.

11. Item 21 of the FDD is amended to add the following statement: based upon our financial condition, the Minnesota Department of Commerce has required a financial assurance. To satisfy this condition, we have obtained a surety bond with the Great American Insurance Company in the amount of \$40,000, which bond is on file with the Minnesota Department of Commerce.

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.

FOR THE STATE OF NEW YORK:

The following is added to the Risk Factors on the cover page:

THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE PROSPECTUS. 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 PROSPECTUS.

Item 3 of the Franchise Disclosure Document is modified to read as follows:

Neither ProteinHouse Franchising, LLC, its predecessor, a person identified in Item 2, or an affiliate offering franchises under ProteinHouse Franchising, LLC's principal trademark has an administrative, criminal or civil action pending against it alleging a fraudulent conversion, misappropriation of property; unfair or deceptive practices or comparable civil or misdemeanor allegations. Neither ProteinHouse Franchising, LLC, its predecessor, a person identified in Item 2, or an affiliate offering franchises under 's principal trademark has been convicted of a felony or pleaded nolo contendere to a felony charge or within the ten-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 a violation of a franchise, antifraud or securities law; fraud, embezzlement fraudulent conversion or misappropriation of property, or unfair or deceptive practices or comparable allegations.

Neither ProteinHouse Franchising, LLC, its predecessor, a person identified in Item 2, or an affiliate offering franchises under 's principal trademark 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 injunction or restrictive order relating to any business activity as a result of an action brought by

a public agency or department, including without limitation, an action affecting a license as a real estate broker or sales agent.

Item 4 of the Franchise Disclosure Document is modified to read as follows:

Neither ProteinHouse Franchising, LLC, its affiliate, its predecessor, officers or general partner during the ten (10) year period immediately before the date of the Franchise Disclosure Document: (a) filed as debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code; (b) obtained a discharge of its debts under the U.S. Bankruptcy Code; or (c) was a principal officer of a company or a general partner in a partnership that filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code during or within one year after the officer or general partner of the Franchisor held this position in the company or partnership.

The following sentence is added to the end of the first paragraph of Item 5 of the Franchise Disclosure Document:

We may use the proceeds from your payment of the initial franchise fee to defray our costs and expenses for providing training and assistance to you; for commission payments to brokers involved in the sale of a franchise to you; for general working capital purposes; and for other expenses.

The first paragraph of Item 17 of the Franchise Disclosure Document is modified to read as follows:

THESE TABLES LIST CERTAIN IMPORTANT PROVISIONS OF THE FRANCHISE AND RELATED AGREEMENTS PERTAINING TO RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION. YOU SHOULD READ THESE PROVISIONS IN THE AGREEMENTS ATTACHED TO THIS DISCLOSURE DOCUMENT.

Item 17(w) of the Franchise Disclosure Document is revised to read as follows:

The foregoing choice of law should not be considered a waiver of any right conferred upon either the Franchisor or upon you by the General Business Law (GBL) of the State of New York, Article 33. This language has been included in this Franchise Disclosure Document as a condition of registration. The Franchisor and you do not agree with the above language and believe that each of the provisions of the Franchise Agreement and Multi-Unit Agreement including all choice of law provisions, are fully enforceable. The Franchisor and you intend to fully enforce all of the provisions of the Franchise Agreement and Multi-Unit Agreement and all other documents signed by them, including but not limited to, all venue, choice-of-law provisions and other dispute resolution provisions.

The following provisions shall be added to the Franchise Agreement and Multi-Unit Agreement:

Notwithstanding the choice-of-law provisions in the Franchise Agreement and Multi-Unit Agreement, all rights enjoyed by the Franchisee and any causes of action arising in the Franchisee's favor from the provisions of Article 33 of the GBL of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this provision that the non-waiver provision of GBL 687.4 and 687.5 be satisfied.

The new section is added to the Franchise Agreement and Multi-Unit Agreement as follows:

Notwithstanding Section 14.1 of the Franchise Agreement and Sections 8.3 and 11.2 of the Multi-Unit Agreement, you shall not be required to indemnify us for any liabilities which arose as a result of our breach of this Agreement or other civil wrongs committed by us.

Notwithstanding the choice-of-law provisions in the Franchise Agreement and Multi-Unit Agreement, it shall not be considered a waiver of any right conferred upon Franchisee by the provisions of Article 33 of the New

York State General Business Law.

FRANCHISOR REPRESENTS THAT IT HAS NOT KNOWINGLY OMITTED FROM THE FRANCHISE DISCLOSURE DOCUMENT ANY MATERIAL FACT, NOR DOES THE FRANCHISE DISCLOSURE DOCUMENT CONTAIN ANY UNTRUE STATEMENT OF A MATERIAL FACT.

FOR THE STATE OF NORTH DAKOTA:

Sections of the Franchise Disclosure Document, Franchise Agreement and Multi-Unit Agreement requiring that you sign a general release, estoppel or waiver as a condition of renewal and/or assignment may not be enforceable as they relate to releases of the North Dakota Franchise Investment Law.

The Franchise Agreement and Multi-Unit Agreement and Confidentiality / Non-Competition Agreement contain a covenant not to compete which may not be enforceable under North Dakota law.

Sections of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement requiring resolution of disputes to be outside North Dakota may not be enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law, and are amended accordingly to the extent required by law.

Sections of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement relating to choice of law may not be enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law, and are amended accordingly to the extent required by law.

Sections of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement requiring you to consent to liquidated damages and/or termination penalties may not be enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law, and are amended accordingly to the extent required by law.

Sections of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement requiring you to consent to a waiver of trial by jury may not be enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law, and are amended accordingly to the extent required by law.

Section of the Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement requiring you to consent to a waiver of exemplary and punitive damages may not be enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law, and are amended accordingly to the extent required by law.

The Franchise Agreement, Multi-Unit Franchise Agreement, and Item 5 of the Franchise Disclosure Document are hereby amended as follows:

Due to our financial condition, the North Dakota Securities Department has required a financial assurance. To satisfy this condition, we have obtained a surety bond in the amount of \$40,000, which bond is on file with the North Dakota Securities Department.

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.

FOR THE STATE OF OHIO:

The following language will be added to the Franchise Agreement and Multi-Unit Agreement:

You, the purchaser, may cancel this transaction at any time prior to midnight of the fifth business day after the date you sign this agreement. See the attached notice of cancellation for an explanation of this right.

NOTICE OF CANCELLATION

_____ (enter date of transaction)

You may cancel this transaction, without penalty or obligation, within five business days from the above date. If you cancel, any payments made by you under the agreement, and any negotiable instrument executed by you will be returned within ten business days following the seller's receipt of your cancellation notice, and any security interest arising out of the transaction will be cancelled. If you cancel, you must make available to the seller at your business address all goods delivered to you under this agreement; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk. If you do make the goods available to the seller and the seller does not pick them up within twenty days of the date of your notice of cancellation, you may retain or dispose of them without further obligation. If you fail to make the goods available to the seller, or if you agree to return them to the seller and fail to do so, then you remain liable for the performance of all obligations under this agreement. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to Andrew Bick at ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, or email: franchise@proteinhouse.com, not later than midnight of the fifth business day after the Effective Date.

I hereby cancel this transaction.

you: _____

By: _____

Print Name: _____

Its: _____

Date: _____

FOR THE STATE OF RHODE ISLAND:

§ 19-28.1-14 of the Rhode Island Franchise Investment Act provides that “A provision in a franchise agreement restricting jurisdiction or venue to a forum outside this state or requiring the application of the laws of another state is void with respect to a claim otherwise enforceable under this Act.” The Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement are amended accordingly to the extent required by law.

The above language has been included in this Franchise Disclosure Document as a condition to registration. The Franchisor and you do not agree with the above language and believe that each of the provisions of the Franchise Agreement and Multi-Unit Agreement, including all choice of law provisions, are fully enforceable. The Franchisor and you intend to fully enforce all of the provisions of the Franchise Agreement and Multi-Unit Agreement and all other documents signed by them, including but not limited to, all venue, choice-of-law, arbitration provisions and other dispute avoidance and resolution provisions and to rely on federal pre-emption under the Federal Arbitration 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.

FOR THE STATE OF VIRGINIA:

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document for use in the Commonwealth of Virginia shall be amended as follows:

Additional Disclosure. The following statements are added to Item 17(h) of the Disclosure Document. Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any ground for default or termination stated in the Franchise Agreement and Multi-Unit Agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

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.

FOR THE STATE OF WASHINGTON:

Arbitration shall take place in the state of Washington, but only if “in-state” arbitration is a valid requirement of the Washington Franchise Investment Protection Act. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW shall prevail.

A release or waiver of rights executed by a franchisee shall not include rights under the Washington Franchise Investment Protection Act except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel. Provisions such as those which unreasonably restrict or limit the statute of limitations period for claims under the Act, rights or remedies under the Act, such as a right to a jury trial, may not be enforceable.

Transfer fees are collectable to the extent that they reflect Franchisor’s reasonable estimated or actual costs in effecting a transfer.

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.

FOR THE STATE OF WISCONSIN

The Wisconsin Fair Dealership Law, Chapter 135 of the Wisconsin Statutes supersedes any provision of the Franchise Agreement and Multi-Unit Agreement if such provision is in conflict with that law. The Franchise Disclosure Document and Franchise Agreement and Multi-Unit Agreement are amended accordingly.

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.

ACKNOWLEDGMENT:

It is agreed that the applicable foregoing State-Specific Addendum, if any, supersedes any inconsistent portion of the Franchise Agreement and Multi-Unit Agreement dated the ____ day of _____, 20__, and of the Franchise Disclosure Document, but only to the extent they are then valid requirements of an applicable and enforceable state law, and for only so long as such state law remains in effect, and the parties further acknowledge and agree that this State-Specific Addendum is applicable only to those persons specifically subject to the protections of the state laws referenced in this State-Specific Addendum.

IN WITNESS WHEREOF, the parties hereto have duly executed this State Law Addendum as of the Effective Date of the Franchise Agreement and Multi-Unit Agreement between the parties.

ProteinHouse Franchising, LLC	you: _____
By: _____	By: _____
Print Name: _____	Print Name: _____
Its: _____	Its: _____
Date: _____	Date: _____

ProteinHouse Franchising, LLC

EXHIBIT H

Compliance Questionnaire

EXHIBIT H

COMPLIANCE QUESTIONNAIRE

Not for completion by franchises in California, Hawaii, Illinois, Maryland, Minnesota, New York, North Dakota, Rhode Island, Virginia, or Washington

As you know, ProteinHouse Franchising LLC and you are preparing to enter into a Franchise Agreement and, if applicable, Multi-Unit Agreement (as applicable to you, the “Agreement”). In this questionnaire, ProteinHouse Franchising LLC will be referred to as “we” or “us.” The purpose of this questionnaire is to determine whether any statements or promises were made to you that we did not authorize and that may be inaccurate. Please review each of the following questions carefully and provide honest and complete responses to each question. **If the answer you give calls for a written explanation and there is not enough room in the space we provide on this questionnaire to give a complete written explanation, please attach additional pages as necessary. You cannot sign or date this questionnaire the same day as the Receipt for the Franchise Disclosure Document, but you must sign and date it the same day you sign the Franchise Agreement.** Please review each of the following questions carefully and provide honest responses to each question. If you answer “No” to any of the questions below, please explain your answer in the table provided below.

1. Yes__ No__ Have you received and personally reviewed the Franchise Agreement and, if applicable, Multi-Unit Agreement and each attachment or exhibit attached to it that we provided?

2. Yes__ No__ Have you received and personally reviewed the Franchise Disclosure Document and each attachment or exhibit attached to it that we provided?

3. Yes__ No__ Did you sign a receipt for the Franchise Disclosure Document indicating the date you received it?

4. Yes__ No__ Do you understand all the information contained in the Franchise Disclosure Document, Franchise Agreement, and if applicable, Multi-Unit Agreement?

5. Yes__ No__ Have you reviewed the Franchise Disclosure Document, Franchise Agreement, and if applicable, Multi-Unit Agreement with a lawyer, accountant, or other professional advisor, or have you had the opportunity for such review and chosen not to engage such professionals?

6. Yes__ No__ Have you had the opportunity to discuss the benefits and risks of developing and operating a ProteinHouse® Café with an existing ProteinHouse® franchisee?

7. Yes__ No__ Do you understand the risks of developing and operating a ProteinHouse® Café?

8. Yes__ No__ Do you understand the success or failure of your ProteinHouse® Café 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, interest rates, the economy, inflation, labor and supply costs, and other relevant factors?

9. Yes__ No__ Do you understand all disputes or claims you may have arising out of or relating to the Franchise Agreement and if applicable, Multi-Unit Agreement must be litigated in Nevada, if not resolved informally or by mediation?
10. Yes__ No__ Do you understand that you must satisfactorily complete the initial training program before we will allow your ProteinHouse® Café to open or consent to a transfer of the ProteinHouse® Café to you?
11. Yes__ No__ Do you agree that no employee or other person speaking on our behalf made any statement or promise regarding the costs involved in operating a ProteinHouse® Café that is not contained in the Franchise Disclosure Document or that is contrary to, or different from, the information contained in the Franchise Disclosure Document?
12. Yes__ No__ Do you agree that no employee or other person speaking on our behalf made any statement or promise or agreement, other than those matters addressed in your Franchise Agreement and if applicable, Multi-Unit Agreement and any addendum, concerning advertising, marketing, media support, marketing penetration, training, support service, or assistance that is contrary to, or different from, the information contained in the Franchise Disclosure Document?
13. Yes__ No__ 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 a ProteinHouse® Café will generate that is not contained in the Franchise Disclosure Document or that is contrary to, or different from, the information contained in the Franchise Disclosure Document?
14. Yes__ No__ Do you understand that the Franchise Agreement, and if applicable, Multi-Unit Agreement including each attachment or exhibit to the Franchise Agreement and if applicable, Multi-Unit Agreement, contains the entire agreement between us and you concerning the ProteinHouse® Café, meaning any prior oral or written statements not set out in the Franchise or Multi-Unit Agreements or the attachments or exhibits to them will not be binding?
15. Yes__ No__ Do you understand that we are relying on your answers to this questionnaire to ensure that the franchise sale was made in compliance of state and federal laws?

YOU UNDERSTAND THAT YOUR ANSWERS ARE IMPORTANT TO US AND THAT WE WILL RELY ON THEM. BY SIGNING THIS QUESTIONNAIRE, YOU ARE REPRESENTING THAT YOU HAVE CONSIDERED EACH QUESTION CAREFULLY AND RESPONDED TRUTHFULLY TO THE ABOVE QUESTIONS.

NOTE: IF THE RECIPIENT IS A CORPORATION, PARTNERSHIP, OR OTHER ENTITY, EACH OF ITS PRINCIPALS MUST EXECUTE THIS ACKNOWLEDGMENT (Make Additional Copies if Necessary).

Signature of Franchise Applicant

Signature of Franchise Applicant

Name (please print)

Name (please print)

Date

Date

EXPLANATION OF ANY NEGATIVE RESPONSES (REFER TO QUESTION NUMBER AND ATTACH ADDITIONAL PAGES AS NECESSARY):

Question Number	Explanation of Negative Response

ProteinHouse Franchising, LLC

EXHIBIT I

Confidentiality and Non-Compete Agreement

EXHIBIT I
CONFIDENTIALITY AND NON-COMPETE AGREEMENT

THIS CONFIDENTIALITY AGREEMENT AND COVENANT NOT TO COMPETE (“**Agreement**”) is made and entered into this _____ day of _____, 20____, between (“**you**”); and _____ (“**Franchisee**”).

RECITALS

A. Franchisee has entered into a franchise agreement with ProteinHouse Franchising, LLC (“**ProteinHouse**”).

B. You are a General Manager, officer, director, or an entity affiliated with, or providing products or services to Franchisee.

C. As a result of Franchisee’s relationship with you, you will have access to certain confidential and proprietary information of ProteinHouse.

NOW, THEREFORE, in consideration of the foregoing and in order to induce ProteinHouse to enter into, or to continue, a relationship with you, the parties hereby agree as follows:

1. ProteinHouse Is Third Party Beneficiary. You and Franchisee acknowledge and agree that this Agreement is made for their mutual benefit and for the benefit and protection of ProteinHouse, which is an intended third party beneficiary of this Agreement with rights to enforce the remedies provided herein.

2. Confidential Information. It is understood that as a result of your position or relationship with Franchisee, you will be afforded access to confidential and/or proprietary information of ProteinHouse. In consideration of ProteinHouse’s agreement to enter into and continue its business relationship with Franchisee and to continue to make available to you and Franchisee information, including confidential and/or proprietary information, relating to ProteinHouse and its business and operations, you agree not to disclose, furnish, divulge, communicate, or otherwise directly or indirectly use any of the confidential and/or proprietary information of ProteinHouse (including without limitation sales and marketing methods and data, operating and other business data, computer programs, trade secrets, business plans, advertising and promotional methods, financial information and data, product information, information regarding current or prospective customers and clients, other franchisees, agencies, Suppliers, and other related information) (hereinafter, “**Confidential Information**”), other than strictly incidental to, and solely in furtherance and within the scope of, your relationship with ProteinHouse and your employment or business relationship with Franchisee, which obligation applies at all times during and following your employment or relationship with Franchisee, regardless of the manner in which such employment or relationship ends or the reason for it ending. “Confidential Information” shall not include information which: (a) at or prior to the time of receipt was in the public domain; (b) at or prior to the time of receipt by you or the signing of the Franchise Agreement, whichever occurred first, was known to you and in actual commercial use by you or generally within the industry, in the manner and combination disclosed; or (c) is subsequently received by you or Franchisee from an independent third party not in breach of any duty of nondisclosure, secrecy, nonuse or similar duty, but only to the extent and in the form, manner and combination so disclosed.

You agree not to make any copies of, reproductions of, or extracts of any Confidential Information of ProteinHouse except strictly incidental to, and solely in furtherance and within the scope of, your relationship with ProteinHouse and your employment or business relationship with Franchisee. Upon termination of the Franchise Agreement (or of Franchisee’s relationship with you, as the case may be), for any reason, you must return all lists, printouts, memoranda, reports, surveys, studies, notes, letters and all

other documents then in your possession or under your control containing or relating to any Confidential Information, whether in paper, digital, or other form or medium, without retaining any copies or reproductions thereof in any form.

If you receive a subpoena or any other form of legal process seeking to compel the production of any Confidential Information, you will immediately provide Franchisee and ProteinHouse with written notice of the receipt of such subpoena or process and a copy thereof, and will cooperate with Franchisee and ProteinHouse in any action they take to oppose the production of Confidential Information or to obtain a protective order. Written notice to ProteinHouse shall be given to its President.

3. Covenant Not to Compete. While you maintain a relationship with Franchisee, you shall not engage in any activity which competes directly or indirectly with ProteinHouse in any state in which ProteinHouse is doing business or in which it has current plans to begin business, except with the written permission of Franchisee or ProteinHouse. If your relationship with Franchisee is terminated for any reason, you will be prohibited for a period of two (2) years from the date of such termination, from any place within twenty-five (25) miles of Franchisee's business location, from:

- (a) Directly or indirectly soliciting any customer or client of ProteinHouse or Franchisee.
- (b) Inducing, advising, suggesting or attempting to influence directly or indirectly anyone affiliated with ProteinHouse's franchisees to terminate employment or establish a professional relationship with another person or entity.
- (c) Directly or indirectly participating in or being connected in any manner with the ownership, management or operation of any business or entity that competes with ProteinHouse, in offering or selling services relating to healthy, fast-casual foods, or related products.

4. Non-solicitation. While you are employed by or associated with Franchisee, and for two (2) years after your employment or relationship ends, you must not, without prior written permission of ProteinHouse, directly or indirectly:

- (a) Employ or attempt to employ any person who at that time is employed, or within the prior six months has been employed by ProteinHouse, Franchisee, or any affiliate of either of them.
- (b) Induce or attempt to induce any person to leave employment with ProteinHouse, Franchisee, or any affiliate of either of them, or any other franchisee of ProteinHouse.
- (c) Solicit or attempt to solicit any customers or clients for whom you provided services while you were employed by or affiliated with Franchisee.

5. Breach of Agreement. You acknowledge and agree that your violation or breach of the "Covenant Not to Compete," disclosure of "Confidential Information," or the "Non-solicitation" provisions, as provided herein by this Agreement will cause irreparable injury to ProteinHouse for which there is no adequate remedy at law. Accordingly, you agree that in the event of any breach or violation of this Agreement, ProteinHouse and/or Franchisee will be entitled to enforce this Agreement by injunctive and any other equitable relief in any court of competent jurisdiction. Such relief will be in addition to other remedies available at law, including without limitation, recovery of damages. You agree to comply with a judgment forbidding you from violating these provisions in the event there is a finding of breach. In addition, ProteinHouse will be entitled to recover and obtain from you all costs including, without limitation, reasonable attorneys' fees associated with any legal action arising out of your breach of any of the provisions of this Agreement.

If any phrase, clause or provision of this Agreement is declared invalid or unenforceable by a court of competent jurisdiction, such phrase, clause or provision shall be deemed severed from this Agreement, but will not affect any other provisions of this Agreement, all of which will otherwise remain in full force and effect.

You acknowledge and agree that the restrictions set forth herein are reasonable, in terms of scope, duration, geographic area, and otherwise that the protections afforded to ProteinHouse hereunder are necessary to protect its legitimate business interests.

6. Choice of Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the state in which Franchisee's business is located, without respect to its conflict of laws principles.

_____	You: _____
[Name of Franchisee]	
By: _____	By: _____
Print Name: _____	Print Name: _____
Its: _____	Its: _____
Date: _____	Date: _____

ProteinHouse Franchising, LLC

EXHIBIT J-1

List of Current Franchisees

EXHIBIT J-1
List of Franchisees As Of December 31, 2024

ARIZONA

Arcadia

Eric Greenwald / Cody Starrett*
7077 E. Mayo Blvd Suite B-100
Scottsdale, AZ 85054
(602) 300.7437

Gilbert

Eric Greenwald / Cody Starrett*
3097 E Pecos Road Suite 106
Gilbert, Arizona 85296
(602) 300.7437

Scottsdale

Eric Greenwald / Cody Starrett*
7077 E. Mayo Blvd Suite B-100
Scottsdale, AZ 85054
(602) 300.7437

CALIFORNIA

*Modesto**

Mark Poticelli
950 Oakdale rd Suite G
Modesto CA 95355
Email: Modesto@protein-house.com
209-672-9088

FLORIDA

Tampa

Marjorie Reyes*
2605 Stardale Way
Lutz FL 33558
Email: Marjvreyes@yahoo.com
831-943-8933

INDIANA

Newburgh

Charles Hamilton
8680 High Pointe Drive Suite H
Newburgh, IN 47630
charles@protein-house.com
(812) 758-8509

IOWA

Kansas City & Iowa

Scott Sullivan*

8748 NW S27th Ct.

Ankeny, IA 50023

Email: scottsullivan2@yahoo.com

(515) 351-0989

KANSAS

Overland Park

Scott Sullivan*

6801 W 135th Street

Overland Park KS, 66223

Email: scottsullivan2@yahoo.com

(515) 351-0989

MASSACHUSETTS

Marlborough

Scott Breault*

90D Apex Drive

Marlborough, MA 01752

617-901-4830

MISSOURI

Kansas City

Scott Sullivan*

1345 Main St

Kansas City, MO 64105

(913) 645-1159

NORTH DAKOTA

Bismark

Frankie Sue Pierson

218 West Front Ave.

Bismarck, ND 58501

701-934-4019

TEXAS

McAllen

Claudia Licon

5800 N 10th st

McAllen, TX 78504

Email: mcallentx@protein-house.com

(956) 222-1844

WISCONSIN

Hudson
Jessie Penman*
Andrew Auderieth*
Joylynn Auderieth*
309 Empire Builder
Hudson, WI 54016
651-336-4835

International

United Arab Emirates

Ishaq Ahli
Al Warqa Mall
04 Tripoli St
Dubai, United Arab Emirates
971-50-429-9288

Ishaq Ahili*
FitCode
Titl Al Retails Hub
First Floor
Dubai, United Arab Emirates

Ishaq Ahili*
Jumeirah
32C St
Jumeriah 1
Dubai, United Arab Emirates

Ishaq Ahili*
Marina
Park Island Shop 2
Dubai, United Arab Emirates

Ishaq Ahili*
DX Bike
Dubai, United Arab Emirates

Ishaq Ahili*
Dubai Hills
462R+MQW
Dubai, United Arab Emirates

Ishaq Ahili*
Abu Dhabi
Reem Mall – First Floor
Al Reem Island
Najmat Abu Dhabi, United Arab Emirates

Ishaq Ahili*
FitNGlam
Al Ghurair Warehouse rd.
Al Quoz 3
Dubai, United Arab Emirates

Ishaq Ahili*
RAK
3 19B St
Ras Al Khaimah, United Arab Emirates

Ishaq Ahili*
TND
Exit 46
Al Ghurair Warehouse
Sheikh Zayed rd.
Al Quoz – Industrial Area 3
Dubai, United Arab Emirates

Ishaq Ahili*
DIFC
The Index Building
Trade Center – DIFC
Dubai, United Arab Emirates

*Denotes multi-unit franchisee

ProteinHouse Franchising, LLC

EXHIBIT J-2

List of Franchisees with Agreements Signed But are Not Yet Open

EXHIBIT J-2
List of Franchisees – Sold But Not Yet Open As Of December 31, 2024

ARIZONA

*Greater Phoenix Area**

Jodi & Tim Johnson

PO Box 25158

Scottsdale, AZ 85255

(602) 329-4585

Email: Arizonal@protein-house.com

ARKANSAS

Rodgers

Leah Thrasher

1127 S Gutensohn Rd Suite 105B

Springdale, AR 72762

903-824-7203

CALIFORNIA

*Modesto**

Mark Poticelli

950 Oakdale rd Suite G

Modesto CA 95355

Email: Modesto@protein-house.com

209-672-9088

FLORIDA

Tampa

Marjorie Reyes

2605 Stardale Way

Lutz FL 33558

Email: Marjvreyes@yahoo.com

831-943-8933

MASSACHUSETTS

*Boston**

Scott Breault

21 Melrose St

Boston, Mass 02116

617-901-4830

MINNESOTA

*Minneapolis**

Jessie Penman / Andrew Audeieth / Joylynn Audeieth

309 Empire Builder

Hudson, WI 54016

Email: Jessie@fitregroup.com

Andrew@fitregroup.com

Joylynn@fitregroup.com

651-336-4835

*Denotes multi-unit franchisee

ProteinHouse Franchising, LLC

EXHIBIT J-3

List of Franchisees Who Have Left the System

EXHIBIT J-3
List of Franchisees Who Have Left the System As Of December 31, 2024

None.

*Denotes multi-unit franchisee

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

ProteinHouse Franchising, LLC

EXHIBIT K

**State Effective Dates and
Franchise Disclosure Document Receipts**

STATE EFFECTIVE DATES

The following states 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	
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	April 7, 2025
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
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.

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 ProteinHouse Franchising, 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. Under Iowa or New York law, if applicable, ProteinHouse Franchising, LLC must provide this disclosure document to you at your 1st personal meeting, or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship. Michigan requires ProteinHouse Franchising, LLC to give you this disclosure document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If ProteinHouse Franchising, 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 law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the appropriate state agency identified on Exhibit A.

The name, principal business address and telephone number of each franchise seller offering the franchise: Andrew Bick, Salvatore Rotolo, Jr., and Stephen Miller, ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, phone: 800-777-2738. We have inserted the name and address of any other franchise seller below (we attach additional pages if necessary):

See Exhibit A for ProteinHouse Franchising, LLC’s registered agents authorized to receive service of process.

I have received a disclosure document dated May 6, 2025 that included the following Exhibits:

- A. State Administrators / Agents for Service of Process
- B. Franchise Agreement
- C. Multi-Unit Franchise Agreement
- D. Financial Statements
- E. Brand Standards Manual Table of Contents
- F. State-Specific Addendum
- G. Form of General Release
- H. Compliance Questionnaire
- I. Confidentiality and Non-Compete Agreement
- K. State Effective Dates and Receipts

<hr/>	<hr/>	<hr/>
Date	Signature	Printed Name
<hr/>	<hr/>	<hr/>
Date	Signature	Printed Name

Please sign both copies of the receipt and date your signature. Please retain one copy for your records, and return the other copy to Andrew Bick at ProteinHouse Franchising, LLC, 4965 Blue Diamond Road, Suite 100, Las Vegas, NV 89139, or email: franchise@proteinhouse.com.