

Franchise Disclosure Document
snooze
— mattress co.

Snooze International, LLC
a Colorado limited liability company
102 Oneida Street
Pueblo, Colorado 81003
Direct Line: (719) 467-6001
www.SnoozeMattressCompany.com
Matt.Smith@SnoozeMattressCompany.com

The franchise offered is for the operation of a mattress store that specializes in selling a variety of different types of mattresses and bedding accessories under the name “Snooze® Mattress Co.” The total investment necessary to begin operation of a Snooze® Mattress Co. franchise ranges from ~~\$270,700~~ ~~302,200~~ to \$859,600. This includes \$68,978 to \$125,000 that must be paid to Franchisor or an affiliate and the Initial Franchise Fee of \$49,900 (as discussed in Item 5) that must be paid to the Franchisor or affiliate.

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

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact:

Kirk Mote, Vice President of Franchise Development
Snooze International, LLC
102 Oneida Street
Pueblo, Colorado 81003
(651) 401-4765

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 contracts carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as “A Consumer’s Guide to Buying a Franchise,” which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC’s home page at <http://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 2, 2025

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|-----------------------------------|--|--|-------------|--------------------------------|---|
| Equipment, Furniture and Fixtures | \$55,000 | \$119,000 | As incurred | Before Opening | Payable to us, our affiliates, or approved vendors See Note 2 |
| Real Estate | \$10,000 ¹⁴ ,000 | \$60,000 ⁴⁹ ,000 | As incurred | Before Opening | Landlord See Note 3 |
| Leasehold Improvements | \$10,000 | \$275,000 | As incurred | Before Opening | Landlord See Note 4 |
| Utility Deposit | \$500 | \$1,500 | As incurred | Before Opening | Local Utility Suppliers |
| Signage | \$15,000 | \$50,000 | Lump sum | Before Opening | Approved Vendors |
| Start Up Inventory | \$16,000 | \$40,000 | Lump sum | Before Opening | Payable to us, our affiliates, or approved vendors; See Note 5 |
| Grand Opening Marketing | \$20,000 | \$60,000 | As incurred | Over the course of two months. | Payable to us, or our approved local vendors |

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|--|--------------------------------|-------------------------------|-------------|--|---|
| <u>Professional Service Fees, Training, & Coaching Development</u> | \$14,000 ,000 | \$22,000 60,000 | As Incurred | Before Opening | Payable to approved vendors and third parties. See Note 9 |
| Grand Opening Graphics, Training, and Support | \$13,500 | \$17,000 | Lump Sum | Within 180 days of signing the franchise agreement or when the certificate of occupancy is received, whichever comes first (subject to fee deferral) | Payable to Us |
| Store Set-Up; Merchandising, Accounting, CRM and social media set-up, MediaSign, hardware; bootcamp, and professional fees | \$24,000 | \$30,000 | Lump Sum | Payable within 90 days of signing the franchise agreement or when the lease is signed, whichever comes first (subject to fee deferral) | Payable to Us. See Note 10 |
| Operating Expenses and Additional Funds | \$10,000 | \$60,000 | As incurred | Spent over the course of the first three months | See Note 11 |
| Total | \$270,700 02,200 | \$859,600 | | | |

Except as provided below, other than security deposits and utility deposits, all payments and fees described in this Item 7 are non-refundable.