

FRANCHISE DISCLOSURE DOCUMENT

RP Illusions, Corp.

A Delaware corporation
7975 N. Hayden Road, Suite D-280
Scottsdale, Arizona 85258
+38591 3003 370

www.museumofillusions.com
franchising@museumofillusions.com



Under this Disclosure Document, we offer a franchise for the operation of a facility offering interactive, immersive and fun experiences driven by illusions and tricks that teach you about vision, perception, the human brain, and science, operating under the name “Museum of Illusions”. Museum of Illusions facilities operate using the franchisor’s proprietary marks, proprietary recipes, system and trade secrets.

The total investment necessary to begin operation of a standard Museum of Illusions franchise is \$1,935,500 to \$6,552,500. This includes between \$~~175250~~,000 and \$~~220340~~,000 that is to be paid to the franchisor and/or its affiliate.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive the 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 Domagoj Duvnjak at Radnička cesta 43, 10000 Zagreb, Croatia, and +385 91 603 7645 and domagoj.duvnjak@museumofillusions.com.

The terms of your contract will govern your franchise relationship. Do not 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: July 30, 2025

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 Arizona. 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 Arizona than in your own state.
- 2) **Spousal Liability.** Your spouse will be liable for all financial obligations under the franchise agreement even though your spouse has no ownership interest in the franchise. 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) **Inventory Control.** You must make inventory purchases of at least \$20,000 each year, even if you do not need that much. Your inability to make these purchases or to maintain inventory levels at all times may result in termination of your franchise and loss of your investment.

Certain states may require other risks to be highlighted. If so, check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

20232024 Gross Revenue and Expenses of Franchised Locations

Museum	Date of Opening	Total Sales	EBITDA	EBITDA as % of Total Sales
#2	Oct-18	\$351,941	\$10,095	3%
#3	Dec-19	\$2,539,724	\$1,404,592	55%
#4	Nov-20	\$4,396,105	\$2,112,478	48%
#5	Jan-21	\$3,526,025	\$1,297,334	37%
#6	Mar-22	\$3,390,271	\$1,743,567	51%
#8	Dec-22	\$3,936,337	\$1,878,827	48%
#9	Mar-23	\$2,939,627	\$1,368,993	47%
#14	Dec-23	\$3,278,518	\$1,515,383	46%

For franchise locations, we obtained this information from data submitted by our franchisees. Neither we nor an independent certified public accountant has independently verified or audited this information.

EBITDA stands for earnings before interest, taxes, depreciation, and amortization.

Some outlets have sold these amounts. Your individual results may differ. There is no assurance that you'll sell as much.

This financial performance representation is based on the historical data for franchised outlets and corporate outlets. Total Sales does not reflect the costs of sales, payroll, rent, operating expenses, royalty fees, advertising expenses, or other costs or expenses that must be deducted from gross sales figures to obtain your net income or profit.

These outlets offered the same products and services to the public as you will. The outlets report gross sales information to us based on a uniform reporting system. Written substantiation for the financial performance representation will be made available to you upon reasonable request. The data presented above has not been audited.

Other than the preceding financial representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Luka Novak at 7975 N. Hayden Road, Suite D-280, Scottsdale, Arizona 85258, and +38591 3003 370, the Federal Trade Commission, and the appropriate state regulatory agencies.

Table No. 3
Status of Franchised Outlets For years 2022, 2023, 2024

Col 1 State	Col 2 Year	Col 3 Outlet Outlets at Start of Year	Col 4 Outlets Opened	Col 5 Termina - tions Termina tions	Col 6 Non- Renewal s Renewals	Col 7 Reacquire s Reacquired by Franchisor	Col 8 Ceased Operation s Operations - Other Reasons	Col 9 Outlet s at End of the Year
Arizona	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Florida	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Illinois	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	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	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
New York	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	1	0	0
	2024	0	0	0	0	0	0	0
Pennsylvania	2022	0	1	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Texas	2022	1	0	0	0	0	0	1
	2023	1	2	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Washington DC	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Total	2022	5	2	0	0	0	0	7
	2023	7	4	0	0	1	0	10
	2024	10	1	0	0	0	0	11

State Effective Dates

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the states, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered, or exempt from registration, as of the Effective Date stated below:

State	Effective Date
California	Pending August 8, 2025
Hawaii	Pending
Illinois	Pending
Indiana	Pending August 18, 2025
Maryland	Pending
Michigan	Pending August 19, 2025
Minnesota	Pending
New York	Pending
North Dakota	Pending
Rhode Island	Pending August 25, 2025
South Dakota	Pending August 15, 2025
Virginia	Pending
Washington	Pending
Wisconsin	Pending August 15, 2025

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 Franchise Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Franchise Disclosure Document and all exhibits carefully.

If RP Illusions, Corp. offers you a franchise, it must provide this disclosure document to you: (a) 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; (b) in New York, at the earlier of: (i) your first personal meeting to discuss the franchise, or (ii) 10 business days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; (c) in Iowa, at the earlier of: (i) your first personal meeting to discuss the franchise; or (ii) 14 days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; or (d) in Michigan, at least 10 business days before the earlier of when you sign a binding franchise or other agreement or pay any consideration to us (or an affiliate of ours).

If RP Illusions, Corp. does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, DC, 20580, and to your state authority listed on Exhibit A.

The name, principal business address and telephone number of each franchise seller offering the franchise is:

Luka Novak 7975 N. Hayden Road Suite D-280 Scottsdale, Arizona 85258 +385995099155	Domagoj Duvnjak METAMOREFOZA d.o.o., Radnička cesta 43, Zagreb, 10000 Croatia +385 91 603 7645
---	---

Deleted Cells

Issuance Date: July 30, 2025

I received a Disclosure Document dated July 30, 2025, that included the following Exhibits:

- EXHIBIT A: List of State Administrators/Agents for Service of Process
- EXHIBIT B: Franchise Agreement with Attachments
- EXHIBIT C: List of Franchisees and Franchisees Who Have Left the System
- EXHIBIT D: Financial Statements
- EXHIBIT E: Operations Manual Table of Contents
- EXHIBIT F: State-Specific Addenda
- EXHIBIT G: General Release
- EXHIBIT H: Acknowledgment Statements

Date Received: _____
(If other than date signed)

DATE: _____
Print Name: _____
Print Address: _____
City, State: _____

(Signature of recipient)

KEEP FOR YOUR RECORDS

RECEIPT

This Franchise Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Franchise Disclosure Document and all exhibits carefully.

If RP Illusions, Corp. offers you a franchise, it must provide this disclosure document to you: (a) 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; (b) in New York, at the earlier of: (i) your first personal meeting to discuss the franchise, or (ii) 10 business days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; (c) in Iowa, at the earlier of: (i) your first personal meeting to discuss the franchise; or (ii) 14 days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; or (d) in Michigan, at least 10 business days before the earlier of when you sign a binding franchise or other agreement or pay any consideration to us (or an affiliate of ours).

If RP Illusions, Corp. does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, DC, 20580, and to your state authority listed on Exhibit A.

The name, principal business address and telephone number of each franchise seller offering the franchise is:

Luka Novak 7975 N. Hayden Road Suite D-280 Scottsdale, Arizona 85258 +385995099155	Domagoj Duvnjak METAMOREFOZA d.o.o., Radnička cesta 43, Zagreb, 10000 Croatia +385 91 603 7645
---	---

Deleted Cells

Issuance Date: July 30, 2025

I received a Disclosure Document dated July 30, 2025, that included the following Exhibits:

- EXHIBIT A: List of State Administrators/Agents for Service of Process
- EXHIBIT B: Franchise Agreement with Attachments
- EXHIBIT C: List of Franchisees and Franchisees Who Have Left the System
- EXHIBIT D: Financial Statements
- EXHIBIT E: Operations Manual Table of Contents
- EXHIBIT F: State-Specific Addenda
- EXHIBIT G: General Release
- EXHIBIT H: Acknowledgment Statements

Date Received: _____
(If other than date signed)

DATE: _____
Print Name: _____
Print Address: _____
City, State: _____

(Signature of recipient)

Please return signed Receipt to: RP Illusions, Corp.
7975 N. Hayden Road, Suite D-280, Scottsdale, Arizona 85258