

FRANCHISE DISCLOSURE DOCUMENT

SPEED QUEEN

SPEED QUEEN Laundry Franchise, LLC
a Delaware Limited Liability Company
221 Shepard Street
Ripon, Wisconsin 54971
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We offer franchises for the establishment, development and operation of high end laundromats under the SPEED QUEEN® name and operating system (each a “Speed Queen Store” or “Store”).

The total investment necessary to begin operation of a traditional Speed Queen Store is \$1,199,663 to \$1,983,000. This includes \$623,068 to \$1,033,000 that must be paid to us or our affiliate(s).

The total investment necessary to begin operation of a Small Footprint Store is \$797,507 to \$1,319,851. This includes \$444,603 to \$763,344 that must be paid to us or our affiliate(s).

The total investment necessary to begin operation under the area development agreement, based on a commitment of 3 traditional Speed Queen Stores, is \$100,500 to \$104,500- [\(which is in addition to the total investment necessary to begin operation of each traditional Speed Queen Store as noted in the second paragraph above\)](#). This includes \$99,500 that must be paid to us or our affiliates.

The total investment necessary to begin operation under the area development agreement, based on a commitment of 3 Small Footprint Stores, is \$61,000 to \$65,000- [\(which is in addition to the total investment necessary to begin operation of each Small Footprint Store as noted in the third paragraph above\)](#). This includes \$60,000 that must be paid to us or our affiliates.

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 us or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this disclosure document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Michele Ribar-Kuechler, at 221 Shepard Street, PO Box 245, Ripon, Wisconsin 54971; telephone number: 920-399-0999; email: franchising@speedqueenlaundry.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, such as a lawyer or 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

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 Wisconsin. 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 Wisconsin than in your own state.
2. **Short operating history.** The franchisor is at an early stage of development and has a limited operating history. This franchise is likely to be a riskier investment than a franchise in a system with a longer operating history.
3. **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.
4. **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.
5. **Spousal Liability.** Your spouse must sign a document that makes your spouse 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.
6. **[Going Concern. The auditor's report on the franchisor's financial statements expresses substantial doubt about the franchisor's ability to remain in business. This means that the franchisor may not have the financial resources to provide services or support to you.](#)**

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.

PROVISION	SECTION IN AGREEMENT	SUMMARY
n. Franchisor's right of first refusal to acquire franchisee's business	Section 17	We can match any offer for your business, within 30 days after notice.
o. Franchisor's option to purchase franchisee's business	Section 20	In case of termination or nonrenewal, we may be required to purchase assets at market value. Subject to state law
p. Death or disability of franchisee	Section 17	Executor or personal representative must request our consent to assign your interest to approved party within three months and the interest must be transferred within six months .If the deceased or incapacitated person is the Representative we have the right to manage operation of your Speed Queen Store until the transfer is completed. If we exercise this right, we can charge a reasonable management fee for our services.
q. Non-competition covenants during the term of the franchise	Section 21	No <u>Subject to state law, no</u> involvement in a "Competitive Business" which is defined as "any commercial laundromat which offers and sells products or services now or in the future offered and sold by Speed Queen Stores or any business which looks like, copies, imitates, or operates in a manner similar to a Speed Queen Store but does not apply to: (1) the ownership or operation of a Speed Queen Store by or pursuant to written agreements with, or written authorization from, us or our Affiliates; or (2) the ownership of shares of a class of securities that are listed on a stock exchange or traded on the over-the-counter markets and that represent less than one percent of that class of securities."
r. Non-competition in covenants after the franchise is terminated or expires	Section 21	No <u>Subject to state law, no</u> involvement in a Competitive Business located within five (5) miles of any Speed Queen Store either existing or under construction at the time of termination for a period of two years.
s. Modification of the agreement	Sections 6 and 23	No modification to Franchise Agreement except in writing and signed by both franchisee and us. Franchise Guidebook can be modified as long as the modification does not alter your fundamental status and rights. Nothing in the Franchise Agreement or in any related agreement is intended

9	Maintenance cost is based on average spend in our top tier corporate stores for 2025
10	Other expenses include internet costs, trash service, insurance, banking costs, cash collection fees, materials for Wash Dry Fold service, personal property taxes, cleaning materials and other small costs. Many of these costs can vary significantly depending on the location of your Laundromat and the time you spend looking for the best possible costs on these items.
11	The laundromat market breaks down sales by the number of times each machine is used in a day and the price per turn. This variance is driven both by the number of customers (machine usage) and the number of machines in each laundromat. We will work with you on your store design to help maximize your turns per day while not limiting your sales during peak hours of the day, but you are permitted to establish your pricing based on your local market conditions.
12	We did not include any expense for interest, taxes, depreciation or amortization. We anticipate every franchisee will fund his or her investment differently. We cannot predict how you would account for these items.

The table below shows Gross Sales for the period January 1, 2025 to December 21, 2025 for the 13 franchised Speed Queen businesses that were open that entire period. The 2 franchised Speed Queen businesses that opened in 2025 and the 1 franchised Speed Queen business that closed in 2025 (but which was open more than 13 months) are not included in this table.

Average Revenue	\$720,144.60
Median Revenue	\$605,334.50
# and % Exceeded Average	4 stores, 31%
High Revenue	\$1,702,680,
Low Revenue	\$445,269

As used in the table above, “Gross Sales” means all revenue from the sale of all services and products and all other income of every kind and nature (including stored value gift cards and gift certificates when redeemed but not when purchased, on-premises sales, sales of pick-up and delivery services, outsourced services sales or commercial account sales, and any other type of sale) related to the Franchised Business, whether for cash or credit and regardless of collection in the case of credit.) related to your Speed Queen Store, whether for cash or credit and regardless of collection in the case of credit.

No Small Footprint Business are currently operating; Item 19 does not including any operating results for that type of business.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you’ll earn as much.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.