

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 us by arbitration and litigation only in Florida. Out-of-state arbitration and litigation may force you to accept a less favorable settlement for disputes. It may also cost you more to arbitrate or litigate in Florida than in your own state.
2. **Mandatory Minimum Payments.** You must make minimum royalty or advertising fund payments regardless of your sales levels. Your inability to make the payments may result in termination of your franchise and loss of your investment.
3. **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.
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. **Sales Performance Required.** You must maintain minimum sales performance levels. Your inability to maintain these levels may result in loss of any territorial rights you are granted, termination of your franchise, and loss of your investment.
- ~~5.6.~~ **Unregistered Trademark.** The primary trademark that you will use in your business is not federally registered. If the franchisor's right to use this trademark in your area is challenged, you may have to identify your business and its products or services with a name that differs from that used by other franchisees or the franchisor. This change can be expensive and may reduce brand recognition of the products or services you offer.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" pages for your state in Exhibit I.

~~DISCLOSURES REQUIRED BY CONNECTICUT LAW~~

~~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.~~

~~If the seller fails to deliver the products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within forty-five days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled~~

~~Caution: Some business opportunities have (sold)(earned) this amount. There is no assurance you will do as well. If you rely upon our figures, you must accept the risk of not doing as well.~~

~~SOME OUTLETS HAVE SOLD THIS MUCH. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE YOU WILL SELL AS MUCH.~~

ITEM 5
INITIAL FEES

Franchise Fee

You must pay us a franchise fee of \$54,500 (the “Initial Franchise Fee”) when you sign the Franchise Agreement, which grants you the right to operate an RR Production Center in a territory of approximately 150,000 households (the “Protected Territory”). We may allow you to purchase additional households to be included in your Protected Territory for a cost of \$0.36 per household (Additional Household Fee”) up to a maximum of 150,000 additional households per single territory. You must pay the Initial Franchise Fee and any applicable Additional Household Fee in a lump sum when you sign the Franchise Agreement. The Initial Franchise Fee and Additional Household Fee are not refundable under any circumstance.

In our last fiscal year, the Initial Franchise Fees ranged from \$54,500 to \$94,500. Initial Franchise Fees had a base of \$54,500, with an additional \$0.36 charged for each household over 150,000 in the Protected Territory, making the range up to \$94,500.

Additional Territory Discount

We may offer you the right to purchase additional contiguous territories in the area surrounding your Protected Territory at the time of the purchase of your initial territory (up to a total of five territories per RR Production Center). If we grant you the right to operate in multiple territories surrounding your RR Production Center, those territories will be listed in your Franchise Agreement and considered a part of your Protected Territory. If you are qualified, and we award you the right to purchase multiple territories, we provide a discount on the Initial Franchise Fee as follows:

Total Number of Territories in your Protected Territory	Amount of Initial Franchise Fee	Cumulative Initial Franchise Fee
1	\$54,500	\$54,500
2	\$44,500	\$99,000
3	\$34,500	\$133,500
4	\$34,500	\$168,000
5	\$34,500	\$202,500

One RR Production Center is required in your Protected Territory, and your RR Production Center may support up to a total of five contiguous territories, or approximately 750,000 households in a contiguous territory. If the household count exceeds 750,000, or if you are operating additional Franchised Businesses in non-contiguous territories, you must purchase an additional RR Production Center under a separate Franchise Agreement with us. We reserve the right to approve the size of the cremator required for each RR Production Center you intend to operate. Once you have established one RR Production Center in your Protected Territory, you may choose to open additional RR Production Centers or RR Retail Centers in the Protected Territory at your discretion and with our approval, but you are under no obligation to do so. The Initial Franchise Fee for a single territory and multiple territories is uniform and non-refundable and is due upon signing the Franchise Agreement. The additional territory discount only applies if the applicable territories are purchased in a contiguous territory simultaneously at the time of initial purchase.

Memorials Inventory Package

Before you open for Franchised Business, you will pay us \$3,000 to \$5,000 for certain inventory necessary to operate the Franchised Business (the “Memorials Inventory Package”.) The Memorials Inventory Package includes your initial supply of bags, urns, frames, paw print clay, and showroom displays.

Uniformity of Fees

~~The Initial Fees paid may not be uniform. In addition to the discount and incentive programs described in this Item 5, we may vary, reduce, negotiate, or make an exception to our Initial Fee structure and/or payment terms related to mergers or other transactions, as well as for our existing franchisees or franchisees of our affiliates. For example, we may offer opportunities to purchase a franchise at a reduced initial fee to our or our affiliates' qualified existing franchisees in good standing. We may discontinue, modify, withdraw, or reinstate any such opportunities or variations to initial fees without notice to you at any time.~~

Initial Fees

The Initial Franchise Fee and Memorials Inventory Package (collectively, "Initial Fees") will be deemed fully earned upon payment and are not refundable under any circumstances. Except as described above, the Initial Fees are uniform for all franchisees and must be paid in a lump sum upon execution of the Franchise Agreement.

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**ITEM 6
OTHER FEES**

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Royalty Fee (2)(3)(4)	The greater of: (i) 7% of Gross Revenue, or (ii) \$1,500 per month, per Territory	Weekly	See Note 2 for the definition of "Gross Revenue." See Notes 3, and 4 for explanation of the Applicable Minimum Royalty Fee.
Brand Fund Contribution	Currently, 2% of Gross Revenue	Monthly	The purpose of the Brand Fund is to support general development and recognition of the brand. We may specify a different Brand Fund Contribution, not to exceed 3% of Gross Revenue, upon notice to you.
Brand Fund Materials	Our costs	As invoiced	Payable only if we reproduce or customize Brand Fund materials for you.
Local Marketing Fee	\$3,000 per month for each RR Production Center and \$1,000 per month for each additional contiguous territory surrounding your RR Production Center	Monthly	In addition to the Brand Fund Contribution, you must spend a minimum of \$3,000 per month on local advertising and promotion implemented in a format and using materials and designs approved by us. We reserve the right to increase the amount per month upon <u>30 days' written notice to you</u> , but no increase shall be more than <u>10% per year</u> . Increases may be <u>compounding</u> . However, we may require you to pay vendors, media outlets, etc. directly.
Technology Fees	Currently, \$750 per RR Production Center per month	Monthly	The Technology Fee currently includes fees related to your access to and usage of our cremation software system, our intranet, our mobile applications, and the System website. We may add, delete, or otherwise modify the products and services that are included in the Technology Fee. The Technology Fee may be adjusted upon <u>30 days' written notice to you</u> , but no <u>increase shall be more than 10% per year</u> . Increases may be <u>compounding</u> .

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Call Center Fee	Currently, \$500 per month per RR Production Center	As invoiced each month.	We, an affiliate or a third party we designate, will provide call center services to you which includes answering calls, collecting payment, dispatching drivers, and performing other administrative tasks on behalf of franchisees. The Call Center Fee is charged per RR Production Center and may be adjusted quarterly upon <u>30thirty days' written notice to franchisees, but no increase shall be more than 10% per quarter. Increases may be compounding.</u>
Renewal Fee	\$10,000	When you sign a successor Franchise Agreement	When your agreement term ends, you will have the option to continue the franchise relationship with us, subject to certain conditions.
Transfer Fee	\$10,000	With request for approval of transfer	Payable if you or an Owner proposes to sell the business assets of the Franchised Business or an ownership interest in the legal entity.
Key Account Programs	Currently 5% of Gross Revenue	As incurred	Payable to us or to our approved vendor. See Note 6. We may increase this fee to an amount not to exceed 50% upon 30 days' written notice to you.
Additional Opening Support Fee	Up to \$500 per day, plus the travel, meal, and lodging expenses of our opening support personnel	As invoiced	If you request opening support beyond what we customarily furnish to franchisees, and if we agree to furnish such additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support.
Additional Opening Support Fee	Up to \$500 per day, plus the travel, meal, and lodging expenses of our opening support personnel	As invoiced	If you request opening support beyond what we customarily furnish to franchisees, and if we agree to furnish such additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support.
Training Fees – Pre-Opening	None, unless you request, and we agree to accept extra trainees at \$500 per day per extra trainee, plus our trainers' costs and expenses, when applicable	Before training session begins	For all training, including initial training, you are responsible for all travel expenses, living expenses, wages, and other expenses incurred by your trainees.

Type of Fee ⁽⁴⁾	Amount	Date Due	Remarks
Additional-Opening Support Fee	Up to \$500 per day, plus the travel, meal, and lodging expenses of our opening support personnel	As invoiced	If you request opening support beyond what we customarily furnish to franchisees, and if we agree to furnish such additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support.
Training Fees—Pre-Opening	None, unless you request, and we agree to accept extra trainees at \$500 per day per extra trainee, plus our trainers' costs and expenses, when applicable	Before training session begins	For all training, including initial training, you are responsible for all travel expenses, living expenses, wages, and other expenses incurred by your trainees.
Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Training Fees – Remedial and Optional Training	\$500 per day and you must reimburse us for our out of pocket costs	Before training session begins	We can charge a training fee: (a) if we require remedial training as a result of your failure to comply with our Brand Standards; (b) for re-training persons who are repeating a Training Program, or their substitutes; and (c) for Training Programs that we make optional for franchisees. If we conduct on-site training, you must also pay the travel, meals, and lodging expenses for our trainer(s).
Annual Conference	Currently, one complimentary registration and a cost up to \$500 per additional attendee If you do not attend, we will charge you \$2,000 for your non-attendance	As invoiced	Applies only if we schedule an annual conference for franchisees. We reserve the right to change our attendance fee, which will not exceed \$1,000 per additional attendee. If the individuals required to attend our annual conference fail to attend, you must pay the non-attendance fee. If the individuals required to attend our annual conference fail to attend for 2 consecutive years, we may opt to increase your Royalty Fee by 1% of Gross Revenue.
Service Deficiency Fee	Our costs	As invoiced	Payable if we receive a customer complaint about services you performed and we determine that we must either re-perform the services to the customer's satisfaction or reimburse the customer.
Change of Ownership Fee	Currently, (a) the greater of \$500 or our external legal and administrative costs; plus (b) applicable training fee, currently \$100 per day for each individual we require to attend training.	With request for approval of change of ownership	Payable if you or an Owner proposes to modify ownership of the legal entity in a way that would not result in a change of control of the legal entity. We may modify our change of ownership fee, upon 30 days' written notice to you, but no increase shall be more than 10% per year. Increases may be compounding.

Procurement of Insurance	Cost of insurance, plus a fee of up to 25% of total insurance premium cost.	Upon demand	Payable only if you fail to obtain required insurance and we elect to obtain it on your behalf.
<u>Vendor Review</u>	<u>Our costs, plus the travel, meal, and lodging expenses of our vendor review personnel.</u>	<u>Within 30 days after invoice</u>	<u>Payable only if you ask us to evaluate a potential vendor; payable whether or not we approve the vendor.</u>

<u>Type of Fee⁽⁴⁾</u>	<u>Amount</u>	<u>Date Due</u>	<u>Remarks</u>
Procurement of Insurance	Cost of insurance, plus a fee of up to 25% of total insurance premium cost.	Upon demand	Payable only if you fail to obtain required insurance and we elect to obtain it on your behalf.
Vendor Review	Our costs, plus the travel, meal, and lodging expenses of our vendor-review personnel.	Within 30 days after invoice	Payable only if you ask us to evaluate a potential vendor; payable whether or not we approve the vendor.
<u>Type of Fee⁽¹⁾</u>	<u>Amount</u>	<u>Date Due</u>	<u>Remarks</u>
Management Fee	If we elect, 10% of Gross Revenue earned during the period we managed the Franchised Business, plus our costs and overhead	Within 30 days after invoice	Payable only if: a. The Operating Principal dies or is incapacitated and we elect to manage the Franchised Business pending transfer of his or her interest; or b. The Operating Principal is arrested for or formally charged with a serious criminal offense and we take over operation of the Franchised Business pending final disposition of the charges
Interest	12% per annum or the maximum rate permitted by applicable law, whichever is less	With payment of overdue amount	Applies only if you do not pay us on time. We calculate interest from the date the payment was due until paid in full.
Late Fee	\$100 for second occurrence of payment more than 30 days past due; \$200 for third occurrence; \$300 for each subsequent occurrence	With payment of overdue amount	We can charge a late fee to compensate us for our administrative costs incurred in enforcing your obligation to pay us and submit required reports to us.
Insufficient Funds Fee	\$50 or the amount the bank charges us due to the insufficient funds, whichever is greater.	Upon demand	Payable if an electronic funds transfer payment request is returned due to insufficient funds.
Indemnity for Tax Withholding	Amount of any penalties, interest, and expenses we incur	As invoiced	Payable only if you are obligated by law to withhold taxes on any payments to us, and you fail to do so.
Audit Costs	Our costs and expenses of conducting an audit, including travel and lodging.	Upon demand	Payable only if: a. You did not submit Gross Revenue statements; b. You did not keep full books and records; or c. The total Gross Revenue you reported for any three consecutive months is more than 2% below the audited Gross Revenue.
Non-Compliance Fee	1% of Gross Revenue	Same as Royalty Fee	We are entitled to increase your Royalty by 1% of Gross Revenue due to your non-compliance with the Franchise Agreement or the Brand Standards. See Note 5

<u>Type of Fee⁽⁴⁾</u>	<u>Amount</u>	<u>Date Due</u>	<u>Remarks</u>
<u>Type of Fee⁽¹⁾</u>	<u>Amount</u>	<u>Date Due</u>	<u>Remarks</u>
Indemnification	Our actual costs and expenses	As incurred	You must reimburse us if we incur any damages, losses or expenses, including attorneys' fees and other costs, as a result of claims arising from the operation of your Franchised Business.
De-Identification Fee	Our costs	Upon demand	If you fail to de-identify your Franchised Business following the termination or expiration of the Franchise Agreement, we may do so on your behalf. You are required to reimburse us for any costs we incur.

Notes:

1. Unless otherwise noted, all fees are non-refundable and payable to us. We intend for the fees described in this Item to be uniformly imposed on all franchisees receiving this offering. However, from time to time, we may make an exception to our standard fee structure and/or payment terms. We have no obligation to deviate from our standard fee structure and/or payment terms to fees and/or terms that are more favorable to you. For all amounts payable to us and our affiliates, you must use the payment method(s) that we designate from time to time. We currently require payment by Automated Clearing House (ACH), or electronic funds transfer and you must designate an account at a commercial bank of your choice at the time of signing your Franchise Agreement and furnish the bank with authorizations at the time of signing your Franchise Agreement to permit us to make withdrawals from that account. Unless otherwise specified or agreed upon, all fees listed in this table are applicable to each Protected Territory granted to you and the amount of each fee will be due and payable in the manner and at the times described in the table for each Protected Territory independently, and not in the aggregate.

2. **“Gross Revenue”** means all revenue from the sale of products and services and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. Further, Gross Revenue includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by us) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. Gross Revenue also includes any proceeds of business interruption insurance. Your Gross Revenue will not be reduced on account of any fees or commissions you pay to third parties who refer customers.

Gross Revenue does not include any sales taxes or other taxes you collect from customers and pay directly to the appropriate taxing authority. We reserve the right to modify our policies and practices regarding revenue recognition, revenue reporting, and the inclusion or exclusion of certain revenue from Gross Revenue as circumstances, business practices, and technology change.

3. The Minimum Royalty Fee is not meant to be, and you may not rely on it as a representation or guarantee of the results that your Franchised Business or any particular Franchised Business will or might

4. The minimum royalty is \$1,500 per territory, per month. This amount is set at \$0 for the first six months, adjusted to 50% of the minimum royalty (\$750) for months seven through twelve, and reverts to the full 100% of the minimum royalty (\$1,500) starting in month thirteen and beyond as shown in the table below.

Minimum Royalty Payment Per Territory per Month	
Months 0 - 6	\$0
Months 7- 12	\$750
Month 13 and Beyond	\$1,500

5. We reserve the right to increase your Royalty Fee by 1% of Gross Revenue if: (a) the required individuals fail to attend our annual convention for two consecutive years; (b) you do not comply with our requirement to provide “live” answering of telephone calls to the Franchised Business; or (c) you otherwise fail to comply with your obligations under the Franchise Agreement.

6. We or our affiliates may from time to time enter into agreements to provide services to customers as part of a national, regional or Key Account program (sometimes also referred to as “**National Accounts**”). If you are required to participate in a Key Account program or choose to participate in an optional program, you must pay the fees designated by us or the vendor as part of the program, which may be based on the number of franchisees participating and other factors and may include fees to support our administration of the program. The fees may be charged directly to you or may be paid to us in the form of a rebate from the vendor. ~~We cannot estimate what the cost to you will be of participation in Key Account programs, as it will be dependent on the terms of future contracts with vendors.~~

7. If the proposed transferee was referred by a third-party (e.g., a broker) with whom we have a referral arrangement, then you must pay us an additional fee equal to the amount owed under that referral arrangement. If we identify the prospective purchaser, then in addition to the \$10,000 fee, you must pay us the greater of: (a) \$15,000; (b) 3% of the total purchase price; or (c) our actual costs to identify the prospective purchaser.

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2. Initial Franchise Fee. Calculation of Initial Franchise Fee is discussed in detail in Item 5. The table assumes that you purchase a single Protected Territory and that no Additional Household Fee or Initial Franchise Fee discounts apply.

3. Memorials Inventory Package. You will pay us between \$3,000 to \$5,000 for your Initial Memorials Inventory Package. The "Memorials Inventory" includes your initial supply of bags, urns, frames, paw print clay, and showroom displays.

4. Equipment Package. The equipment package includes an engraving machine, a processing machine, a hydraulic lift, and an elevating table.

5. Cold Storage. This estimate includes the cost of two (2) cold storage units, necessary to operate the Franchised Business. The low estimate assumes you lease the cold storage units. The high estimate assumes you purchase them outright.

6. Vehicle. This range shown is for the estimated amounts that will typically be paid by a franchisee that is financing the purchase of the Approved Vehicle. The low end of the range in the table assumes 3 months of financing for the Approved Vehicle, a Ram Pro-Master City. The high end of the range in the table assumes you purchase the vehicle in full. Factors such as your credit history and the amount of your down payment will affect your costs.

7. Rent and Leasehold Improvements. We expect that you will operate the Franchised Business from a leased location, which will usually require some buildout. The amount reflects the amount of lease payments for the first three months that you operate the Franchised Business. Lease payments vary considerably depending upon regional and local factors and the type of lease negotiated by you. Lease payments for a typical location will depend upon the size, location, and market demand for the property. The rate may be higher for a metropolitan area. Landlords typically require that one month's rent be paid prior to taking possession and may require an amount equal to one month's rent as a security deposit. The high estimate contained in the table above assumes that one month's rent and a security deposit are required to be paid before opening.

The estimate includes the net cost of leasehold improvements, including floor coverings, wall treatments, ceilings, painting, electrical, carpentry, plumbing, HVAC, and similar work, as well as materials and the cost of labor.

If you are able to negotiate a tenant improvement allowance from your landlord, the landlord typically may require you to provide proof that you have paid for the leasehold improvements before reimbursing you the money. As a result, your actual out-of-pocket costs, and the cost of any construction financing that you may need to obtain may be significantly higher than the net leasehold improvement costs presented in this table. If you choose to open additional RR Retail Centers, we anticipate that associated costs may vary and could include (i) Cold Storage (\$1,000–\$15,000), (ii) Rent and Leasehold Improvements (\$20,000–\$45,000), (iii) Signage (\$5,000–\$10,000) and; (iv) additional funds (\$5,000–\$10,000) for initial operating expenses during the first three months of each RR Retail Center's operation.

~~Your actual costs will depend on, among other factors, the location of the Franchised Business, the size of the Franchised Business, the condition of the premises being remodeled, national and local economic factors, the local costs of materials and labor, and the amount of tenant improvement allowances that you are able to obtain, if any.~~

8. Cremator. You must purchase a cremator for your Franchised Business. The low end of the estimate assumes you financed a cremator for \$90,000 and includes a 20% down payment plus 3 months of financing

21. *Total.* You should review these estimates carefully with an accountant or other business advisor before making any decisions about buying a RR Production Center. ~~The figures shown in this Item 7 are only estimates. Factors unique to your location, including the time of year you launch your Franchised Business, can affect your actual costs.~~ These estimates are based on our experience with our affiliate location in Opa Locka Florida.

Except as described in Item 10 for the Initial Franchise Fee, we do not provide financing to franchisees in connection with their initial investment. ~~The availability and terms of financing from third parties will depend on several factors, including the availability of financing generally, your creditworthiness, collateral you may have, and lending policies of financial institutions.~~

B. Estimated Initial Investment – Multiple Territories Under a Multi-Center Addendum¹

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment Is Made
Cumulative Franchise Fee (1)	\$202,500 (5 Territories)	Lump sum	When sign Development Agreement	Us
Estimated Initial Investment for First Franchised Business (2)	\$230,350 – \$574,600	As incurred	As incurred	Us and third parties
TOTAL (3)	\$432,850 - \$777,100			

Notes to Chart 7(B) above:

1. Generally. All fees and payments are non-refundable, unless otherwise stated or permitted by the payee. This chart details the estimated initial investment associated with a Multi-Center Addendum for the right to own and operate five Franchised Businesses, as well as the initial investment to open your first Franchised Business.
2. Cumulative Initial Franchise Fee. The Initial Franchise Fee is non-refundable. The Initial Franchise Fee is described in greater detail in Item 5 of this Disclosure Document. By way of example this Chart 7(B) is for the right to open and operate a total of three (3) Franchised Businesses.
3. Estimated Initial Investment for First (1) Franchised Business. This figure represents the total estimated initial investment required to open the first Franchised Business you agree to open and operate under the multiple territories. The range includes all the items outlined in Chart 7(A) of this Item, except for the Initial Franchise Fee.
4. *Total.* This is the Initial Franchise Fee plus the estimated initial investment to open and commence operating your first Franchised Business within your Protected Territory. This range does not include any of the costs you will incur in opening any additional Franchised Business that you are granted the right to open and operate under the Franchise Agreement.

ITEM 12 **TERRITORY**

Your franchise is granted for the Approved Location only. Your Approved Location must be a commercial building that you lease or purchase, and which has been approved by us. You may not relocate your Franchised Business premises without our prior written approval. If you ask to relocate, we will evaluate your request using the same standards that we apply to reviewing the proposed location of new Franchised Businesses. Unless otherwise agreed in writing, relocation does not change your Protected Territory.

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. You will have a Protected Territory during the term of your Franchise Agreement, provided you are in full compliance with the terms of the Franchise Agreement, including certain Minimum Performance Requirements (described below) and your obligation not to service customers outside of your Protected Territory. "Protected" means that we will not operate a business under the Marks and the System in the Protected Territory or authorize others to operate Franchised Businesses within the Protected Territory, except as described below. This does not prohibit us from advertising or soliciting employees or independent contractors in your Protected Territory.

Typically, your Protected Territory will consist of approximately 150,000 households. A "Household" consists of all the people who occupy a housing unit or other definition used by the U.S. Census Bureau and defined using postal zip codes present at the time your Protected Territory is defined, although it may vary. You will be able to choose your Protected Territory based on available pre-defined territories, subject to our approval. Once we have determined your Protected Territory, it will be defined in Appendix A to your Franchise Agreement.

We may allow you to purchase additional Households to be included in your Protected Territory, up to a maximum of 750,000 households surrounding your RR Production Center. We do not grant you any options, rights of first refusal or similar rights to acquired additional Franchised Businesses or additional Households, but we do offer a reduced initial franchise fee if you purchase multiple Territories simultaneously at your time of initial purchase. We may but are not required to allow you to purchase additional Households to be added to your Protected Territory at our then-current Additional Household Fee, currently \$0.36 per Household.

We and our affiliates retain all rights not expressly granted to you in the Franchise Agreement. Among other things, regardless of the proximity to or the effect on your Franchised Business, we and our affiliates can:

- establish, operate, franchise, and license others to operate businesses under the Marks at any location outside of the Protected Territory;
- operate a business under the Marks inside the Protected Territory if: (i) we (or our affiliate) is operating a business under the Marks in the Protected Territory as of the date you sign the Franchise Agreement; or (ii) we have notified you before you signed the Franchise Agreement that we (or our affiliate) intends to operate a business under the Marks in the Protected Territory;
- use the Marks in other lines of business, anywhere in the world;
- establish and operate, and grant to others the right to establish and operate, similar businesses or any other businesses offering similar or dissimilar products and services through similar or dissimilar channels of distribution, at any locations inside or outside the Protected Territory, under trademarks or service marks other than the Marks;

Attached as Exhibit C is a list of the franchisees who (i) had a franchise terminated, canceled, or otherwise voluntarily or involuntarily ceased to do business under a Franchise Agreement in 2024; (ii) had a franchise not renewed during 2024; or (iii) transferred ownership of the Franchised Business during 2024. There are no franchisees who have not communicated with us within the ten weeks prior to the issuance date of this disclosure document. During the last three (3) fiscal years, no current or former franchisees have signed confidentiality clauses that restrict them from discussing with you their experiences as a franchisee in our franchise system.

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

We do not have any trademark specific franchisee associations that we sponsor or that have requested to be included in our Disclosure Document.

ITEM 21
FINANCIAL STATEMENTS

Attached as Exhibit A to this Disclosure Document are our 2023 and 2024 audited financial statements and our unaudited interim financial statements for the period from January 1, 2025 through December 31, 2025. As we were formed in May 2023 and began offering franchises in June 2023, we have not been in business for three years or more and cannot include all of the financial statements required by the FTC Rule for our last three fiscal years. Our fiscal year ends on December 31.

ITEM 22
CONTRACTS

The following agreements are attached to this disclosure document:

Location in FDD	Contract
Exhibit E	Franchise Agreement
Exhibit to FA	Franchisee Compliance Questionnaire
Exhibit to FA	Multi Center Addendum
Exhibit G	Form of General Release
Exhibit H	Form of Nondisclosure and Non-Compete Agreement
Exhibit I	State-Specific Disclosures and Contract Addenda
Exhibit J	Lease Rider

ITEM 23
RECEIPTS

The last two pages of this Disclosure Document are receipt pages. Please sign, date, and detach the last two pages and return one signed copy to us.

UNAUDITED INTERIM FINANCIAL STATEMENTS
FOR THE PERIOD ENDING DECEMBER 31, 2025.

THESE FINANCIAL STATEMENTS FOR THE PERIOD ENDING DECEMBER 31, 2025
ARE PREPARED WITHOUT AN AUDIT. PROSPECTIVE FRANCHISEES OR SELLERS OF FRANCHISES
SHOULD BE ADVISED THAT NO CERTIFIED PUBLIC ACCOUNTANT HAS AUDITED THESE FIGURES OR
EXPRESSED HIS/HER OPINION WITH REGARD TO THE CONTENT OR FORM.

Balance Sheet

Resting Rainbow Pet Memorials and Cremation Franchise

As of December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
Brand Funds - 3443 - 2	6,908.92
Franchise Fees & Fixed Expenses - 7454 - 1	399,310.14
Royalty Fees - 2872 - 2	100.00
Urn Sales - 1017 - 2	3,000.00
Total for Bank Accounts	\$409,319.06
Other Current Assets	
Loans to others	
Loan to Deerfield Franchisee	781,629.81
Total for Loans to others	\$781,629.81
Payments to deposit	0.00
Total for Other Current Assets	\$781,629.81
Total for Current Assets	\$1,190,948.87
Fixed Assets	
Long-term office equipment	
	0.00
Tools, machinery, and equipment	8,812.90
Total for Fixed Assets	\$8,812.90
Other Assets	
Long-term loans to related parties	
	199.00
Total for Other Assets	\$199.00
Total for Assets	\$1,199,960.77
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
Divvy Credit Card	-1,000.00
Total for Credit Cards	-\$1,000.00
Other Current Liabilities	
Short-term loans from shareholders	
Loan From Franchise World Review LLC	326,050.12
Loan From Paul H Butler	138,137.81
Total for Short-term loans from shareholders	\$464,187.93
Total for Other Current Liabilities	\$464,187.93
Total for Current Liabilities	\$463,187.93
Total for Liabilities	\$463,187.93

Balance Sheet

Resting Rainbow Pet Memorials and Cremation Franchise

As of December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
Equity	-\$38,016.47
Franchise World Review LLC	
Partner Contributions	49.00
Total for Franchise World Review LLC	\$49.00
Peaceful Paws Memorial Services	
Partner Contributions	51.00
Partner Distributions	-102,167.63
Total for Peaceful Paws Memorial Services	-\$102,116.63
Total for Equity	-\$140,084.10
Opening balance equity	10,008.92
Retained Earnings	399,822.14
Net Income	467,025.88
Total for Equity	\$736,772.84
Total for Liabilities and Equity	\$1,199,960.77

Profit and Loss

Resting Rainbow Pet Memorials and Cremation Franchise

January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	\$1,095,762.69
Gross Profit	\$1,095,762.69
Expenses	
Advertising & marketing	\$30,518.34
Advertising/Promotional	6,411.16
Conference Fees	22,045.24
PPC Management (Google)	1,390.00
Website ads	58.00
Total for Advertising & marketing	\$60,422.74
Business licenses	138.75
Commissions & fees	390,381.55
Contract labor	24,776.57
General business expenses	\$3,349.40
Bank fees & service charges	1,146.14
Memberships & subscriptions	19,557.60
Total for General business expenses	\$24,053.14
Legal & accounting services	7,102.00
Meals	\$11,747.84
Meals with clients	1,355.70
Team meals	1,195.45
Total for Meals	\$14,298.99
Office expenses	
Office supplies	23,545.77
Printing & photocopying	29.25
Shipping & postage	169.04
Software & apps	28,604.15
Total for Office expenses	\$52,348.21
QuickBooks Payments Fees	326.00
Supplies	8,022.13
Taxes paid	130.00
Travel	\$6,022.28
Airfare	3,299.00
Hotels	7,160.85
Meals	4,234.96
Taxis or shared rides	523.73
Vehicle rental	1,519.60
Total for Travel	\$22,760.42
Unapplied Cash Bill Payment Expense	-1,000.00

Profit and Loss

Resting Rainbow Pet Memorials and Cremation Franchise

January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Utilities	\$421.65
Internet & TV services	1,125.31
Phone service	11,442.64
Total for Utilities	\$12,989.60
Total for Expenses	\$616,750.10
Net Operating Income	\$479,012.59
Other Expenses	
Vehicle expenses	\$1,241.80
Parking & tolls	1,655.24
Vehicle fines & penalties	1,650.85
Vehicle gas & fuel	1,328.33
Vehicle insurance	385.40
Vehicle repairs	5,725.09
Total for Vehicle expenses	\$11,986.71
Total for Other Expenses	\$11,986.71
Net Other Income	-\$11,986.71
Net Income	\$467,025.88

transition of customer accounts for that territory. Under no circumstances will we be liable to you for violations by other Franchised Businesses of our policies on out-of-Territory sales and services.

2.5 Key Accounts. Franchisor may from time to time enter into agreements to provide services to customers as part of a national, regional or key account program (“**Key Accounts**”, sometimes also referred to as “**National Accounts**”) at locations which include locations within the Protected Territory. You agree to accept and perform the terms of such agreements (including, without limitation, special pricing, payment terms, timing of services, central invoicing) in respect of locations within the Protected Territory. Currently, you must pay us 5% of the Gross Revenue earned from such accounts, payable at the same time as the Royalty Fee. We reserve the right to increase this amount (up to 50%) upon 30 days’ notice to you. If you refuse to perform the required services or we determine that the Franchised Business is not qualified, interested, able or available to perform the services, you are required to allow either Franchisor’s employee or another franchisee to enter the Protected Territory to perform the required services. In the case of an agreement under which the customer will pay a fixed amount for services at all locations listed in the agreement, we may allocate the fixed amount among the businesses performing the services.

2.6 No Other Sales Channels. You may not offer products or services through any channel other than those we have expressly approved. If you request approval of any other distribution channel or type of outlet, we will consider the factors we deem appropriate, which may include the period of time you have been operating the Franchised Business, your sales volume, whether you have met quality standards and other benchmarks, and other standards that we may determine. This Agreement does not license you to sell products to any vendor who would in turn sell to consumers. This Agreement does not restrict Franchisor or its affiliates from engaging in and does not grant you any rights to participate in, any other business concepts of Franchisor or its affiliates other than the Franchised Business.

2.7 Relocation. You may not relocate the Franchised Business without our prior written consent. Any relocation must be to a location within the Protected Territory. Unless otherwise agreed in writing, relocation of the Franchised Business does not change the Territory. If your relocation request is granted you must pay us a Relocation Fee equal to \$2,500, this fee is non-fundable.

3. AGREEMENT TERM

This Agreement will expire on the tenth anniversary of the Effective Date (the “**Expiration Date**”) specified on Attachment A. You will have an opportunity to renew the franchise rights when the term expires, subject to the terms of Section 19 and provided that you meet the conditions in that Section.

4. PRE-OPENING

4.1 Preparation for Opening. You are required to prepare your Franchised Business and business premises as necessary to conform to the Brand Standards. The Brand Standards may require expenditures for, among other things, structural changes and modification of the premises; new or modified service vehicles, equipment, signs, fixtures and furnishings; interior and exterior remodeling and redecoration; installation of new technology and/or additions and upgrades to existing technology; and resurfacing of parking areas. As applicable, and as may be designated by us, you are required to order the Equipment Package and all other technology equipment, signs, fixtures, furnishings, inventory, and supplies from a Designated Vendor. If required by this Agreement, you are required to pay us specified fees for outfitting the Franchised Business. You are required to notify us of the anticipated completion date and provide updates as requested during the build-out process. During the pre-opening period, you are required to permit our representatives to inspect the premises at reasonable times. We may specify further details of the build-out process in the Brand Standards Manuals.

5.5 Travel Expenses. For all training, including initial training, you are responsible for all travel expenses, living expenses, wages, and other expenses incurred by your trainees. If we conduct training at any location other than our headquarters, you may be required to pay the reasonable travel, meals and lodging expenses of our trainer(s).

5.6 Training Assistance. After the Franchised Business opens, you agree to give us reasonable assistance in training or assisting other franchisees of the Brand. We will reimburse you for your reasonable costs and expenses in providing such assistance.

5.7 Employee Training. Except for the training in Sections 5.1 and 5.2, you are responsible for all employee training for the Franchised Business.

5.8 Brand Conferences and Conventions; Non-Attendance Fee. You, your Operating Principal, Key Manager and/or Owners, as designated by us, are required to attend any annual convention and regional conferences of franchise owners, if called by us. You are responsible for the costs of travel and accommodations for your attendees. We reserve the right to charge a fee for each conference (not to exceed \$1,000 per attendee). If none of the designated representatives we required attend the annual convention, we may charge you a non-attendance fee of \$2,000. If you, your Operating Principal, Key Manager and/or Owners, as designated by us, do not attend the annual convention for two (2) consecutive years, you will be in default of this Agreement, and we will have the right to terminate this Agreement (or, in lieu of termination, increase your royalty fee by one percent (1%) of Gross Revenue under Section 7.6 until you attend the annual convention as designated by us), as well as any other rights and remedies available to us at law or in equity.

6. OPERATION OF THE FRANCHISED BUSINESS

6.1 Compliance with Brand Standards. In order to protect the reputation and goodwill of the Brand and to maintain high standards of operation under the System, you agree to comply strictly with all of our required Brand Standards. The Brand Standards may relate to any aspect of the appearance, operation, and marketing of the Franchised Business. Any material failure to comply with the required Brand Standards or to pass our inspection will constitute a material breach of this Agreement. However, we have the right to vary our standards and specifications to accommodate the individual circumstances of different franchisees. Our specifications do not constitute a warranty or representation, express or implied, as to quality, safety, suitability, fitness for a particular purpose or any matter. We will not be liable to you or others on account of the designation of Brand Standards for the operation of the Franchised Business under the System.

6.2 Opening for Business. You must secure an Approved Location within sixty (60) days after the execution of this Agreement. If you are granted the right to operate an RR Production Center, you must open for business no later than nine (9) months after the execution of this Agreement (the "Opening Deadline"). If you not open the Franchised Business within the specified time frame listed above, we may grant you a 90-day extension so long as you are actively pursuing an acceptable location for the Franchised Business. If you are already operating an RR Production Center you have the right but not the obligation to operate up to four additional contiguous territories as RR Production Center(s) and/or RR Retail Center(s) in your Development Area, which may be opened at any time during the initial term of this Agreement. You shall not open the Franchised Business for business until you have complied with our requirements for opening, and we have granted you written permission to open. Our opening requirements include: (i) you must have paid the initial franchise fee and other amounts then due us, or our affiliates; (ii) the Franchised Business complies with our standards and specifications; (iii) all required personnel have satisfactorily completed our pre-opening training requirements; (iv) you have obtained all applicable licenses and permits; (v) you have provided us with copies of all required insurance policies and evidence of coverage and premium payment and (vi) we have provided our written approval. If the Franchised Business is not opened for business within the time periods set forth above (and you do not receive an extension from us), we may terminate this Agreement.

7.3 Brand Fund Contribution. You are currently required to contribute 2% of your monthly Gross Revenue to the Brand Fund (the "Brand Fund Contribution"). We reserve the right to increase the Brand Fund Contribution to an amount not to exceed 3% of your monthly Gross Revenue. The Brand Fund contribution will be calculated for the same period and paid in the same manner as the Royalty Fee and will be used as described in Section 10.2.

7.4 Technology Fees. You must pay to us, or a third party that we designate, a technology fee for various technology services that we will provide or arrange for third parties to provide, which services are subject to change over time (a "Technology Fee"). The Technology Fee is \$750 per month. The Technology Fee is subject to increase upon 30 days' written notice to you, but no increase shall be more than 10% per year. Increases may be compounding. The Technology Fee begins from the date that you begin receiving the technology services. The first month will be assessed pro rata from the date on which you begin receiving the technology services. The Technology Fee currently includes fees related to your access to and usage of our reservation system, our intranet, any mobile applications we develop, and the System Website. We may add, delete, or otherwise modify the products and services that are included in the Technology Fee. For clarity, if you are granted the right to operate multiple Territories in a Development Area, the Technology Fees will not increase proportionally to the number of Territories in your Development Area.

7.5 Call Center Fee. You must pay us, our affiliates, or a third party we designate, a fee for certain call center services which includes answering calls, collecting payment, dispatching drivers, and performing other administrative tasks on your behalf (the "Call Center Fee"). The Call Center Fee is \$500 per month per RR Production Center and may be increased adjusted quarterly by up to 10% per quarter, upon thirty days written notice to you. Increases may be compounding.

7.6 Service Deficiency Reimbursements. If a customer of the Franchised Business complains to us that your services were deficient and we determine, after discussion with you, that there is merit to the customer's complaint, we reserve the right to perform or cause to be performed services to the customer's satisfaction or to reimburse the customer for any money the customer may have paid for the deficient services. You are required to promptly reimburse us for any costs we incur to perform the services or to reimburse the customer, upon receipt of an invoice from us.

7.7 Non-Compliance Royalty Rate. If we determine that you are not in compliance with this Agreement, we are entitled to give notice declaring you are non-compliant. Such notice shall be delivered with sufficient detail to provide you the opportunity to cure its non-compliance. As of the first Royalty Fee payment due date to occur more than ten (10) days after delivery of the notice of non-compliance by Franchisor and continuing until the non-compliant condition has been removed, Franchisor shall have the right to assess Royalty Fees at the rate one percent (1%) higher than the rate payable under Section 7.2, in Franchisor's sole and absolute discretion. This right is cumulative of all our other rights arising from your non-compliance.

7.8 Payment Method. For all amounts payable to us, you are required to use the payment method(s) that we designate from time to time. If we require payment by Automated Clearing House (ACH) or electronic funds transfer, you are required to designate an account at a commercial bank of your choice (the "Account") from which we are able to make withdrawals. You agree to complete and submit to us an authorization for Automated Clearing House or other electronic funds in such form as we or your financial institution may require. You agree to maintain sufficient funds in the Account to cover the amounts payable to us. If funds in the Account are insufficient to cover the amounts payable at the time we make our periodic electronic funds transfer, the amount of the shortfall will be deemed overdue. Additionally, if the electronic funds transfer payment request is returned due to insufficient funds, you are required to pay us a fee equal to the greater of: (a) \$50 or (b) the amount the bank charges us due to the insufficient funds. If we permit you to pay with a credit card, you agree to reimburse us for the resulting charges we incur, subject to applicable law.

10.4 Local Marketing. You are required to spend at least \$3,000 per month for each RR Production Center and \$1,000 per month for each additional contiguous territory surrounding your RR Production Center for local advertising and promotion of the Franchised Business (“**Local Marketing Fees**”). This is in addition to your obligations under Sections 10.2 and 10.3. We have the right to specify that you pay Local Marketing Fees to us, our affiliate, or a third-party vendor. We and our affiliates may earn revenue and profits on products or services we provide and may receive rebates, licensing fees, administrative fees, commissions, or other payments on products and services that third party vendors provide. With respect to all Local Marketing Fees you pay to a third party, you are required to provide us with monthly expense statements (including receipts supporting the reported expenditures) evidencing compliance with the Local Marketing Fees. All Local Marketing Fees are required to be approved by us pursuant to Section 10.6 below. You must be listed in the local Internet based directories and in the Yellow Pages or comparable telephone directory if available, as we designate. We reserve the right to increase your Local Marketing Fees upon 30 days’ written notice to you, but no increase shall be more than 10% per year. Increases may be compounding.

10.5 Joint Marketing Programs and Cooperatives. We have the right to organize: (1) co-marketing programs in which Franchised Businesses and vendors (or other third parties) cross-promote each other’s goods and services; (2) joint marketing efforts in which multiple Franchised Businesses contribute to a specific ad or event; and/or (3) local or regional marketing co-operatives (“**Cooperatives**”) that pool funds of Franchised Businesses in a geographic area or with common characteristics on an ongoing basis to jointly promote the Marks and the Franchised Businesses. The amount we require you to spend or contribute to joint marketing programs and/or a Cooperative will be credited to your obligation for Local Marketing Fees under Section 10.4 or, at our option, to your Brand Fund obligation under Section 7.3, or any combination of the two. You are required to participate in each applicable joint marketing program and comply with the rules of the program. If an existing Cooperative is applicable to your Franchised Business at the time it opens, you are required to immediately become a member of the Cooperative. If a Cooperative applicable to the Franchised Business is established during the term of this Agreement, you are required to become a member no later than thirty (30) days after the date we approve for the Cooperative to begin operation. We have the right to designate any geographic area or set of common characteristics for purposes of establishing a Cooperative.

10.6 Approval Requirement. All proposed advertising and promotional plans and materials that you intend to use are required to meet our standards and specifications and be submitted to us for approval at least, thirty (30) days before their intended use. You are required to use the method(s) we specify to submit materials for approval. You do not have to submit samples of plans or materials that were prepared by us or that we have approved within the last twelve (12) months. Proposed advertising plans or materials are deemed to be disapproved unless we have approved them in writing within fifteen (15) days after your submission of the samples. All advertising and promotion is required to be in the media and of the type and format that we approve, conducted in a dignified manner, and conform to our standards.

10.7 Ownership of Advertising and Promotional Materials. You agree that we owns all copyrights and other rights to all existing and future advertising and promotional materials that contain any of the Marks or that otherwise relate to the Franchised Business, as well as any products, materials, and rights that result from any advertising, marketing, and promotional programs created, purchased, produced or conducted by or on behalf of Franchisee, Franchisor, the Brand Fund, or any Cooperative, regardless of the party that created such materials. No copyrights or other rights or interest in any tangible or intangible materials or in the Marks will vest in Franchisee as a result of any contribution to, or participation in, any advertising, marketing, or promotional program. If, notwithstanding this provision, you are deemed to have acquired any copyrights, contractual rights or common law rights in any advertising programs or materials, you shall execute (and shall cause its employees and agents to execute) such documents or instruments as Franchisor requests to effect assignment of such rights to us or our affiliate.

15.2.2.4 Successfully complete our then-current training requirements.

15.2.2.5 Make arrangements to modernize and upgrade the Franchised Business, at the transferee's expense, to comply with our then-current Brand Standards.

15.2.2.6 If the proposed transferee is another franchisee of the Brand, the proposed transferee is required to not have any outstanding notice of default under any agreements with us, have a good record of customer service and compliance with Brand Standards, and sign a general release in a form acceptable to us.

15.2.3 Franchisee is required to pay us a transfer fee of \$10,000 ("**Transfer Fee**"). If the proposed transferee had been referred to you or us by a third-party (e.g., a broker) with whom we have a referral arrangement, then we must receive as a condition of approval, an additional fee equal to the amount owed under that referral arrangement. If we identify the prospective purchaser, then in addition to the Transfer Fee, we must receive the greater of: (a) \$15,000; (b) three percent (3%) of the total purchase price; or (c) our actual costs to identify the prospective purchaser. Any amounts paid pursuant to this Section are non-refundable.

15.2.4 Franchisee and all Owners are required to sign a general release, in a form satisfactory to us, of all claims against us and our past, present and future affiliates, officers, directors, shareholders, agents and employees. Franchisee and the Owners will remain liable to us for all obligations arising before the effective date of the transfer.

15.2.5 The price and other proposed terms of the transfer must not, in our judgment, have the effect of negatively impacting the future viability of the Franchised Business.

15.2.6 Any financing incurred in connection with the transfer is required to be expressly subordinated to the transferee's obligations to us.

15.3 Transfer of Minority Ownership Interest. For any proposal to admit a new Owner, to remove an existing Owner, to change the distribution of ownership shown on Attachment A, or otherwise modify the ownership in a way that would not result in a Change of Control of Franchisee or the Franchised Business, Franchisee is required to give us advance notice and submit a copy of all documents and other information concerning the transfer that we may request. We will have a reasonable time (not less than forty-five (45) days) after we have received all requested information to evaluate the proposed transfer. We may withhold our consent or give our consent subject to the conditions in Section 15.2 that we deem to be applicable, except that, instead of a transfer fee, we will only charge (i) the applicable, then-current change of ownership fee set by Franchisor from time to time (as of the Effective Date, it is the greater of \$500 or Franchisor's external (i.e., not in-house) legal and administrative costs); plus (ii) applicable training fees for each new person that we determine needs training. We may increase this fee upon 30 days' written notice to you, but no increase shall be more than 10% per year. Increases may be compounding. Each proposed new owner is required to submit a personal application and sign a Personal Guarantee and our other then-current standard documents.

DISCLOSURES REQUIRED BY CONNECTICUT LAW

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.

If the seller fails to deliver the products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within forty-five days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled

Caution: Some business opportunities have (sold)(earned) this amount. There is no assurance you will do as well. If you rely upon our figures, you must accept the risk of not doing as well.

SOME OUTLETS HAVE SOLD THIS MUCH. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE YOU WILL SELL AS MUCH.

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Section 687(4) and 687(5) be satisfied.

4. The following language replaces the "Summary" section of Item 17(d), titled "**Termination by franchisee**":

You may terminate the agreement on any grounds available by law.

5. The following is added to the end of the "Summary" section of Item 17(v), titled "**Choice of forum**", and Item 17(w), titled "**Choice of Law**":

The foregoing choice of law should not be considered a waiver of any right conferred upon the franchisor or upon the franchisee by Article 33 of the General Business Law of the State of New York.

6. Franchise Questionnaires and Acknowledgements--No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise. ~~7. Receipts--Any sale made must be in compliance with § 683(8) of the Franchise Sale Act (N.Y. Gen. Bus. L. § 680 et seq.), which describes the time period a Franchise Disclosure Document (offering prospectus) must be provided to a prospective franchisee before a sale may be made. New York law requires a franchisor to provide the Franchise Disclosure Document at the earlier of the first personal meeting, ten (10) business days before the execution of the franchise or other agreement, or the payment of any consideration that relates to the franchise relationship.~~

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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 Resting Rainbow Pet Memorials and Cremation Franchise, LLC offers you a franchise, it must provide this disclosure document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the Franchisor or an affiliate in connection with the proposed franchise sale. New York requires that you be given this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of any franchise or other agreement, or payment of any consideration that relates to the franchise relationship.

If Resting Rainbow Pet Memorials and Cremation Franchise, 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 any applicable state agency.

This franchise is being offered by the following seller(s) at the principal business address and phone number listed below (check all that have been involved in the sales process):

~~Joe Moncaleano~~ Joe Moncaleano-Castranova at 13700 NW 19th Ave., Suite 11, Opa Locka, FL 33054, 786-673-7297
FranDevCo at 107 Parr Drive, Huntersville, NC 28078, (704) 703-9500

Franchise Brokers, Consultants, or Franchise Development Company Representatives (if any):

Name:

Address:

Phone:

Issuance Date: May 1, 2025

I received a Disclosure Document that included the following Exhibits:

- A. Financial Statements
- B. List of State Administrators and Agents for Service of Process
- C. List of Current and Former Franchisees
- D. Operations Manual Table of Contents
- E. Franchise Agreement with Attachments
- F. Reserved
- G. Form of General Release
- H. Form of Confidentiality and Noncompete Agreement
- I. State Specific Addenda
- J. Lease Rider
- K. Electronic Funds Transfer Form
- L. State Effective Date Receipts

Signature:

Print Name:

Date Received:

RETURN THIS COPY TO US: Resting Rainbow Pet Memorials and Cremation Franchise, LLC
c/o Joe Moncaleano

Resting Rainbow
2025 FDD Receipt

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- J. Lease Rider
- K. Electronic Funds Transfer Form
- L. State Effective Date Receipts

Signature:

Print Name:

Date Received:

Resting Rainbow
2025 FDD Receipt