



## FRANCHISE DISCLOSURE DOCUMENT

### 7-ELEVEN, INC.

A Texas Corporation  
1722 Routh Street, Suite 1000  
Dallas, Texas 75201  
(972) 828-7011  
www.7-Eleven.com

The franchisee will operate an extended-hour retail convenience store under the tradename and service mark "7-Eleven®" which sells a broad array of products, including many not traditionally available in convenience stores, to meet the changing needs of our guests. These products include an assortment of high-quality fresh food, hot food and proprietary beverage offerings, and private brand items. The stores generally operate every day of the year (except, at the franchisee's option, Christmas Day), usually 24 hours a day.

The total investment necessary to begin operation of a 7-Eleven franchise is from \$39,750 to \$1,122,100. This includes up to \$1,035,000 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 this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no 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 our Franchise Department at 1722 Routh Street, Suite 1000, Dallas, TX 75201 and (800) 782-0711.**

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "*A Consumer's Guide to Buying a Franchise*," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](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: March 31, 2015

Wisconsin 3/15

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- A. Training Facilities
- B. State Administrators
- C. Agents for Service of Process
- D. Terminated Franchisees
- E. Financial Statements
- F. Franchise Agreement and Other Documents
- G. Disclosure Letter to Prospective Transferee
- H. Unaudited Statements of Average Franchisee Sales and Earnings and List of Names and Addresses of Franchisees
- I. State Specific Disclosure
- J. Receipt

## ITEM 1

### THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

#### The Franchisor and its Parents

To simplify the language in this disclosure document, we will refer to 7-Eleven, Inc. as “franchisor,” “we,” “us,” or “our”. “You” means the person who buys the franchise we offer in this disclosure document. “You” includes a husband and wife, jointly and severally, if a husband and wife buy the franchise. If you are a corporation, partnership, limited liability company or other business entity, certain provisions of the franchise agreement, which will be addressed in this disclosure document where appropriate, will apply to your owners.

We are a Texas corporation incorporated in 1961. We do business under the names “7-Eleven, Inc.” and “7-Eleven.” We maintain our principal place of business at 1722 Routh Street, Suite 1000, Dallas, Texas 75201, Phone: (972) 828-7011 (our “Store Support Center”). We have no predecessors that are required to be disclosed in this disclosure document.

Exhibit C to this disclosure document lists our agents for service of process.

Our direct parent is SEJ Asset Management & Investment Company (“SAM”), a Delaware corporation formed in 2012 with its principal place of business at [1209 Orange Street, Wilmington, DE 19801](#). SAM is wholly controlled by Seven-Eleven Japan Co., Ltd. (“Seven-Eleven Japan”). Seven-Eleven Japan is a Japanese corporation formed in 1973, with its principal place of business at 8-8, Nibancho, Chiyoda-ku, Tokyo 102-8452, Japan, and is the largest convenience store chain in Japan. It is a wholly owned subsidiary of Seven and i Holdings Co. Ltd. (“Seven and i”), whose stock is publicly traded on the Tokyo Stock Exchange. Seven-Eleven Japan began operating and franchising 7-Eleven stores in 1973 after signing an area license agreement with us, and as of December 31, 2014 operated 17,206 7-Eleven stores in Japan, of which 16,729 were franchised and 477 were company operated. Seven-Eleven Japan’s wholly owned subsidiary, Seven-Eleven China Co., Ltd. (“SE China”), is our master licensee for all areas in the People’s Republic of China not already subject to an area license agreement. SE China owns a controlling stake in a joint venture called Seven-Eleven (Beijing) Co., Ltd. (“SE Beijing”), which as of December 31, 2014 operated 175 7-Eleven stores in Beijing under a separate area license agreement with us. SE China owns all of the equity in Seven-Eleven (Chengdu) Co., Ltd., which is the regional franchisee of SE China for the greater Chengdu market area and as of December 31, 2014 operated 66 7-Eleven stores in Chengdu. Seven-Eleven Japan owns an interest in Shandong Zhongdi Convenience Co., Ltd., which is the regional franchisee of SE China for the greater Shandong market area and as of December 31, 2014 operated 25 7-Eleven stores in Shandong. SE Beijing owns all of the equity in 7-Eleven Tianjin Commercial Co., Ltd., a wholly owned indirect subsidiary of Seven and i and which, as of December 31, 2014, operated 60 7-Eleven stores in Tianjin under a separate area license agreement with us. SE China owns 10% of New Nine Business Development Co., Ltd., which is the regional licensee of SE China for the Chongqing market and as of December 31, 2014 operated 10 stores in Chongqing. Seven-Eleven Japan has not offered franchises in any other line of business.

Our ultimate parent, Seven and i, is a Japanese corporation formed in 2005, with its principal place of business at 8-8, Nibancho, Chiyoda-ku, Tokyo 102-8452, Japan.

#### Our Affiliates

Our affiliate Seven-Eleven (Hawaii), Inc., was formed in 1989, has its principal place of business at 1755 Nuuanu Avenue, 2nd Floor, Honolulu, HI 96817 and as of December 31, 2014 operated 60 corporate 7-Eleven stores in Hawaii under a separate area license agreement with us. Seven-Eleven (Hawaii), Inc. has not offered franchises in any line of business.

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