

FRANCHISE DISCLOSURE DOCUMENT



ALLIANCE FRANCHISE BRANDS LLC
a Michigan Limited Liability Company
47585 Galleon Drive
Plymouth, Michigan 48170-2466
(800) 726-9050
www.alliancefranchisebrands.com

As a franchisee, you will market a full range of marketing and business communication services to businesses and the general public.

The total initial investment necessary to acquire an independent business and transition such business to an *Allegra* Center under our MatchMaker® program ranges from \$~~125,811~~ 128,194 to \$~~378,185~~ 410,695. This includes \$60,000 that must be paid to the franchisor or its affiliates.

We also offer a franchise to qualified candidates that own an independent business to retain ownership of the business and transition the existing business to an *Allegra* Center through our Advantage program. The total investment necessary to transition your existing business to an *Allegra* Center through our Advantage program ranges from \$~~27,861~~ 27,677 to \$~~249,382~~ 271,252. This includes \$17,500 that must be paid to the franchisor or its affiliates.

The total initial investment necessary to transition an existing *American Speedy Printing* center or an *Insty-Prints* center to an *Allegra* center ranges from \$10,000 to \$~~194,882~~ 208,107. No amount must be paid to the franchisor or its affiliates to transition an existing *American Speedy Printing* center or an *Insty-Prints* center to an *Allegra* center.

This Franchise Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Franchise Disclosure Document and all accompanying agreements carefully. You must receive this Franchise 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 the Legal & Franchise Compliance Department at Alliance Franchise Brands LLC, 47585 Galleon Drive, Plymouth, Michigan 48170-2466, (800) 726-9050.

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

Buying a franchise is a complex investment. The information in this Franchise 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 Franchise 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 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 ~~26~~²⁵, ~~2021~~²⁰²²

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits K and L and M .
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit NM includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Allegra business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be an Allegra franchisee?	Item 20 or Exhibits K and L and M lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in

	this disclosure document to better understand this franchise opportunity. See the table of contents.
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Alliance Franchise Brands LLC (Allegra)
3/2021-2022 FDD

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