

BLACKLINE

FRANCHISE DISCLOSURE DOCUMENT



Allen Carr's Easyway (US) Ltd.
an English Private Limited Company
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Raynes Park
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England, United Kingdom
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www.allencarr.com

The franchise offered is an Allen Carr's Easyway® business that will offer stop smoking center sessions in the English language.

The total investment necessary to begin operation of an Allen Carr's Easyway franchise is between \$48,550 and \$122,550. This includes between \$40,050 and \$100,050 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 John Dicey at Park House, 14 Pepys Road, Raynes Park, London SW20 8NH, England, United Kingdom and at 011-44-20-8944-7761.

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, N.W., 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: ~~October 16, 2014~~ March 5, 2015

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. **REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.**

Call the state franchise administrator listed in **Exhibit A** for information about the franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION PRIMARILY BY VIDEOCONFERENCE BUT ALSO IN LONDON, ENGLAND AND BY ARBITRATION ONLY IN LONDON, ENGLAND. OUT OF STATE MEDIATION AND/OR ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE WITH US IN LONDON, ENGLAND AND/OR ARBITRATE WITH US IN LONDON, ENGLAND THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT REQUIRES THAT ENGLISH AND WELSH LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. WE ARE AN ENGLISH COMPANY AND OUR KEY MANAGEMENT PERSONNEL IS LOCATED IN ENGLAND.
4. THE FRANCHISE AGREEMENT CONTAINS MINIMUM SALES TARGETS. IF THOSE TARGETS ARE NOT ATTAINED WE HAVE THE RIGHT TO TERMINATE THE FRANCHISE AGREEMENT.
5. WE ARE A NEW FRANCHISE SYSTEM IN THE U.S. MARKET. ~~THE ONLY FINANCIAL STATEMENT INCLUDED IN THE FDD IS OUR OPENING BALANCE SHEET AS OF OCTOBER 2, 2014. THE OPENING OUR~~ BALANCE SHEET REFLECTS TOTAL ASSETS OF \$162,379,156,452 AS OF DECEMBER 31, 2014.
6. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date: See the next page for state effective dates.

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, 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 Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws with the following effective dates:

California	November 18, 2014 , <u>2015</u>
Hawaii	December 30, 2014 , <u>2015</u>
Illinois	November 17, 2014 , <u>2015</u>
Indiana	November 5, 2014 , <u>2015</u>
Maryland	February 24, <u>2015</u>
Michigan	November 5, 2014 , <u>2015</u>
Minnesota	January 8, 2015, as amended _____, <u>2015</u>
New York	[Application , Pending] <u>2015</u>
North Dakota	January 8, <u>2015</u>
Rhode Island	November 5, 2014 , <u>2015</u>
South Dakota	November 4, 2014 , <u>2015</u>
Virginia	February 25, <u>2015</u>
Washington	January 8, <u>2015</u>
Wisconsin	November 4, 2014 , <u>2015</u>

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