



FRANCHISE DISCLOSURE DOCUMENT

Mongolian Management and Investment Company, L.L.C.

A Michigan Limited Liability Company
200 East Travelers Trail, Suite 235
Burnsville, Minnesota 55337
(952) 288-2363
www.gomongo.com

As a franchisee, you will operate a bd's Mongolian Grill®-branded Restaurant that offers an interactive restaurant experience featuring a "create your own stir-fry" concept, dessert items, and other food and beverage products, including alcoholic beverages. We offer a Franchise Agreement for the development of one Restaurant in a single specified location, as well as an Area Development Agreement for the right to develop more than one Restaurant in a defined territory.

The total investment necessary to begin operation of a bd's Mongolian Grill® Restaurant ranges from \$881,000 to \$2,301,500. This includes from \$45,000 to \$65,000 that must be paid to us or our affiliate(s). Development Fees for Area Development Agreements are \$45,000 for the first Restaurant plus \$10,000 for each additional Restaurant that you agree to develop under the terms of your Development Schedule (these amounts will be credited against the payment of your Initial Franchise Fees for each Restaurant that you develop).

This Disclosure Document summarizes certain provisions of your Franchise Agreement or Area Development 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 of ours in connection with the proposed sale of a Restaurant or Area Development Agreement. **Note, however that no government 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 Mark Leach, our Director of Franchise Operations, at 200 East Travelers Trail, Suite 235, Burnsville, Minnesota 55337; (952) 288-2363 or (847) 519-7582.

The terms of your contracts will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contracts. Read all of your contracts 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, DC 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: July 25, 2013, as amended September 30, 2013

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 THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THE DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in the State Agency Exhibit 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 ARBITRATION OR LITIGATION ONLY IN THE STATE WHERE OUR HEADQUARTERS IS LOCATED, CURRENTLY IN MINNESOTA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT OF DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN MINNESOTA THAN IN YOUR OWN STATE.
2. WE MAY, IF WE CHOOSE, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE DISCLOSURE DOCUMENT. HOWEVER, WE CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS DISCLOSURE DOCUMENT.
3. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$881,000 to \$2,301,500. THIS AMOUNT EXCEEDS THE GUARANTOR'S STOCKHOLDERS' EQUITY AS OF DECEMBER 30, 2012, WHICH IS REPORTED TO BE A DEFICIT OF \$4,461,661.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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

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