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**EUROPEAN
WAX
CENTER**

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FRANCHISE DISCLOSURE DOCUMENT

EWC FRANCHISE, LLC
The Village at Gulfstream Park
600 Silks Run, Suite 2270
Hallandale Beach, FL 33009
(954) 455-8000
www.waxcenter.com
jessica@waxcenter.com

If we (franchisor) approve you (franchisee), you will establish and operate a business offering hot wax hair removal services to women and men and other related goods.

The total investment necessary to begin operations of a European Wax Center franchise is \$296,300 to \$387,767. This includes a one-time lump franchise fee of \$45,000 for the initial European Wax Center franchise, or \$36,000 for subsequent European Wax Center franchises, that you pay to us, the franchisor. The initial investment also includes \$15,750 to \$18,000 that you pay to us, or our affiliate, for a start-up package of your initial supply of European Wax Center products and \$2,400 to \$3,100 for a start-up package of European Wax Center marketing materials that we currently refer to as a "New Store Launch Kit".

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 Ms. Jessica Coba, EWC Franchise, LLC, The Village at Gulfstream Park, 600 Silks Run, Suite 2270, Hallandale Beach, FL 33009, (954) 455-8000.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read your entire 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 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.

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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 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 THAT MOST DISPUTES BE SUBMITTED TO ARBITRATION IN MIAMI-DADE COUNTY, FLORIDA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND FLORIDA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE'S LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IN CONNECTION WITH THE FRANCHISE, WE MAY SET THE PRICE FOR THE PRODUCTS AND SERVICES YOU SELL, IF THE LAWS OF YOUR STATE ALLOW US TO DO SO.
4. AS OF MARCH 20, 2013, FRANCHISOR HAS AWARDED 433 EUROPEAN WAX CENTER FRANCHISE LICENSES, OF WHICH 256 ARE OPEN AND OPERATING. ACCORDINGLY, ONLY 59% OF OUR LICENSES ARE OPEN AND OPERATING AS OF MARCH 20, 2013. OF THE 177 LICENSES THAT HAVE NOT OPENED FOR BUSINESS, 44 ARE UNDER DEVELOPMENT AND THE REMAINING 133 ARE IN THE SITE SELECTION PROCESS.
5. YOUR ABILITY TO LOCATE A SITE FOR YOUR FRANCHISED CENTER MAY DEPEND ON A NUMBER OF FACTORS, INCLUDING DEMOGRAPHICS, INGRESS AND EGRESS, COMPETITION FROM AND PROXIMITY TO OTHER BUSINESSES, SIZE, APPEARANCE, TRAFFIC COUNT, THE NUMBER OF OTHER FRANCHISEES LOOKING FOR A SITE FOR THEIR FRANCHISED CENTER WITHIN YOUR REGION AND OTHER PHYSICAL AND COMMERCIAL CHARACTERISTICS OF THE REGION. BECAUSE PROTECTED TERRITORIES ARE NOT DETERMINED UNTIL A FRANCHISEE HAS LOCATED AN APPROVED SITE, THERE COULD BE OTHER FRANCHISEES WITHIN YOUR REGION LOOKING FOR A SITE AT THE SAME TIME AS YOU.
6. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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