

## FRANCHISE DISCLOSURE DOCUMENT



FLORAL IMAGE (USA) LLC  
 A Delaware Limited Liability Company  
 34 Beulah Road  
 Norwood SA 5067 Australia  
 Telephone +61-884-680-664  
 E-mail [ben@floralimage.com](mailto:ben@floralimage.com)  
[http //www.floralimage.com](http://www.floralimage.com)

The franchisee will operate a business that specializes in renting out high-quality artificial floral arrangements to customers primarily businesses

The total investment necessary to begin operation of a Floral Image franchise ranges from \$77 532 to \$441 652 This includes \$38 182 to \$345 952 that you must pay to us and our 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 Ben Trussell at 34 Beulah Road Norwood South Australia 5067 tel +61-413-206-860

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

The issuance date of this Franchise Disclosure Document is March 13 2014 as amended December 11 2014

## 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 THIS DISCLOSURE DOCUMENT.

Call the state franchise administrators listed in Exhibit C 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 LITIGATE WITH US IN SOUTH AUSTRALIA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH US IN SOUTH AUSTRALIA THAN IN YOUR HOME STATE.
- \*2 THE FRANCHISE AGREEMENT STATES THAT THE LAW OF SOUTH AUSTRALIA 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 FRANCHISEES WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$77,532 TO \$441,652. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF FEBRUARY 24, 2014, WHICH IS \$10,000.
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Local law may supersede these franchise agreement provisions. Certain states require the superseding provisions to appear in an addendum in this disclosure document (See Exhibit H).

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

| STATE        | EFFECTIVE DATE |
|--------------|----------------|
| CALIFORNIA   |                |
| HAWAII       | Not filed      |
| ILLINOIS     | Not filed      |
| INDIANA      | Not filed      |
| MARYLAND     | Not filed      |
| MICHIGAN     | Not filed      |
| MINNESOTA    | Not filed      |
| NEW YORK     | Not filed      |
| NORTH DAKOTA | Not filed      |
| RHODE ISLAND | Not filed      |
| SOUTH DAKOTA | Not filed      |
| VIRGINIA     | Not filed      |
| WASHINGTON   |                |
| WISCONSIN    | Not filed      |

In all other states the effective date of this Franchise Disclosure Document is the issuance date of March 13 2014 as amended December 11 2014

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