

4/19/18

FRANCHISE DISCLOSURE DOCUMENT

(Single-Unit Franchise and Area Development Rights)



HEW Franchising, LLC
661 Maplewood Drive
Unit 18
Jupiter, FL 33458
Phone: (561) 339-9035
franchise@hardexerciseworks.com
www.hardexerciseworks.com

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The Franchise Business you will own and operate is a fitness business that offers nutrition accountability programs, group training programs and other fitness services (based on similar principles as U.S. Navy S.E.A.L. workouts) to get members into shape operating under the trade name “Hard Exercise Works®”.

The total investment necessary to begin operation of a Hard Exercise Works Franchise ranges from \$136,273 to \$466,483. This includes \$25,475 to \$56,300 that must be paid to us or our affiliate.

If you own and operate a fitness facility and desire to convert to a Hard Exercise Works Franchise, the total investment necessary to begin operation is from \$64,523 to \$196,233. This includes \$25,224 that must be paid to us or our affiliate.

We also offer to certain qualified persons rights to develop 3 Hard Exercise Works Franchises (the “Franchise Businesses”) within a Development Area under a Hard Exercise Works Area Development Agreement. You must pay us a Development Fee of \$99,500 representing the Initial Franchise Fees for all 3 Franchise Businesses.

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, us or an affiliate in connection with the proposed franchise sale or grant. **Note, however, that no governmental agency has verified the information contained in this Franchise Disclosure Document.**

You may wish to receive this Franchise Disclosure Document in another format that is more convenient for you. To discuss the availability of this Franchise Disclosure Document in different formats, contact Matthew B. Hunt at 661 Maplewood Drive, Unit 18, Jupiter, FL 33458 and (561) 339-9035.

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, 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.

The date of issuance of this Franchise Disclosure Document is April 19, 2018.

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