

FRANCHISE DISCLOSURE DOCUMENT



LONDON DAY SCHOOL FRANCHISING LLC

A New Jersey Limited Liability Company

10 Ridgedale Avenue

Florham Park NJ 07932

(973) 377-0311

franchise@londondayschool.com

www.londondayschool.com

RECEIVED LOS ANGELES OFFICE

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The franchisee will operate a preschool and kindergarten under the name and mark The London Day School® that provides a curriculum incorporating a holistic and scaffolding approach to learning with a focus on academics and character education for children aged eighteen months to six years with pre-school and kindergarten classes and summer camps in an eco-friendly environment (London Day School)

The total amount necessary to begin operation of a London Day School franchise ranges from approximately \$253 850 to \$363 975 This amount includes \$50 000 that must be paid to us

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 us or our affiliates in connection with the proposed franchise sale or sooner if required by applicable state law **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 our Chief Executive Officer Danielle Lindner at London Day School Franchising LLC 10 Ridgedale Avenue Florham Park NJ 07932 or (973) 377-0311

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 (FTC) You can contact the FTC by calling 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

Issuance Date February 25, 2015

LDS FDD – 02/15

STATE COVER PAGE

Your state may have a franchise law that requires us to register or file with a state administrator before offering or selling franchises 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 administrator listed in Exhibit A for information about us 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 LITIGATION ONLY IN THE STATE WHERE OUR PRINCIPAL OFFICES ARE LOCATED, WHICH CURRENTLY IS NEW JERSEY. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST YOU MORE TO SUE US IN NEW JERSEY THAN IN YOUR OWN STATE.
- 2 THE FRANCHISE AGREEMENT PROVIDES THAT NEW JERSEY LAW GOVERNS THE AGREEMENT. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
- 3 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Certain states require franchisors to make additional disclosures related to the information contained in this disclosure document. Those disclosures are contained in Exhibit E to this disclosure document.

Effective Dates: See the next page for the 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

Illinois

Maryland

New York

Virginia

In all other states the effective date of this Franchise Disclosure Document is the issuance date of February 25 2015

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