

FRANCHISE DISCLOSURE DOCUMENT

MAPPERARTI FRANCHISE, INC
dba MAPPERARTI
a California Corporation
2600 East Coast Highway, Suite 240
Corona Del Mar, California 92625
(949) 718-0904

MARKED TO SHOW CHANGES

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RECEIVED

MAY 09 2014

Dept of Business Oversight

 **M**APPERARTI

As a Mapperarti franchisee you will operate in a defined territory providing proprietary custom-designed and printed maps, guest service applications and other authorized luxury marketing products to qualifying hotels ("4 or 5 Star" rated, based on the European Hotelstars Union classification system) and other authorized business customers

The total investment necessary to begin operation of a Mapperarti franchised business ranges from \$61,350 to \$116,600 This includes from \$50,200 to \$80,400 that must be paid to the franchisor and its affiliates

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 government 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 Christina Ketula Paul Radford~~ at Mapperarti Franchise, Inc , 2600 East Coast Highway, Suite 240, Corona Del Mar, California 92625, telephone (949) 718-0904 ~~9757~~

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, DC 20580 You can also visit the FTC's homepage 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 issuance date is ~~October 8, 2013~~ April 17, 2014

CA

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with the 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 administrator listed in Exhibit E 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

WE WERE FORMED ON SEPTEMBER 17, 2013 AND ARE A DEVELOPMENT STAGE COMPANY IN ITS LAST FISCAL YEAR ENDING DECEMBER 31, 2013, THE FRANCHISOR EXPERIENCED A NET LOSS OF \$50,912 AND AS OF DECEMBER 31, 2013, THE FRANCHISOR HAD ONLY \$3,335 IN ASSETS

YOUR FRANCHISE IS NOT EXCLUSIVE

AT FRANCHISOR'S DISCRETION, YOUR PROTECTED TERRITORY MAY BE LOST IF YOU DO NOT FULFILL MATERIAL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT

THE FRANCHISOR MAY CANCEL THE FRANCHISE AGREEMENT IF A SITE IS NOT AGREED UPON WITHIN 90 DAYS OF YOUR SIGNING THE FRANCHISE AGREEMENT

WE DO NOT YET HAVE A FEDERAL REGISTRATION FOR OUR PRINCIPAL TRADEMARK THEREFORE, THIS TRADEMARK WILL NOT HAVE THE SAME LEGAL BENEFITS AND RIGHTS AS A FEDERALLY REGISTERED TRADEMARK IF OUR RIGHT TO USE THIS TRADEMARK IS CHALLENGED, YOU MAY HAVE TO CHANGE TO AN ALTERNATIVE TRADEMARK, WHICH MAY INCREASE YOUR EXPENSES

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

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 is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

California _____ ~~October 17, 2013~~

In all states that do not have franchise registration and disclosure laws, the effective date is ~~October 10, 2013~~ April 28, 2014

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