

FRANCHISE DISCLOSURE DOCUMENT



eMax's, LLC
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As a franchisee, you will operate a business specializing in a full-service, casual, family-oriented restaurant facility featuring Filipino-style cuisine.

The total investment necessary to begin operation of one Flagship Format MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® ranges from \$707,000 to \$1,516,000, which includes \$50,000 that must be paid to the franchisor. The total investment necessary to begin operation of your first Flagship Format MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® under an Area Development Agreement ranges from \$807,000 to \$1,616,000, which includes \$150,000 that must be paid to the franchisor. For franchisees with one Flagship Format MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® in operation or development, the total investment necessary to begin operation of one Fast Casual Format MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® ranges from \$356,200 to \$494,000, which includes \$25,000 that must be paid to the franchisor. The total investment necessary to begin operation of your first Fast Casual Format MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® under an Area Development Agreement ranges from \$456,200 to \$594,000, which includes \$125,000 that must be paid to the franchisor. The total investment necessary for any subsequent MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® business under an Area Development Agreement varies based on the number and format of MAX'S RESTAURANT CUISINE OF THE PHILIPPINES® businesses you commit to develop and includes \$25,000 to \$50,000 that must be paid to the franchisor.

This Franchise Disclosure Document summarizes certain provisions of your Franchise Agreement, Area Development 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. **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 William E. Rodgers at 1113 Spruce Street, Suite 400, Boulder, CO 80302, (303) 907-7971.

The terms of your contract will govern your franchise relationship. Do not rely on this Franchise 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 Franchise Disclosure Document, is available from the Federal Trade Commission (the "FTC"). 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.

Issuance Date: April 19, 2018

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 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 AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN COLORADO EXCEPT FOR CERTAIN DISPUTES, WHICH MUST BE LITIGATED IN COLORADO. 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 COLORADO THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT REQUIRE THAT COLORADO LAW 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. THE PRIMARY TRADEMARK THAT YOU WILL USE IN YOUR BUSINESS IS NOT FEDERALLY REGISTERED. IF THE FRANCHISOR'S RIGHT TO USE THIS TRADEMARK IN YOUR AREA IS CHALLENGED, YOU MAY HAVE TO IDENTIFY YOUR BUSINESS AND PRODUCTS OR SERVICES WITH A NAME THAT DIFFERS FROM THAT USED BY OTHER FRANCHISEES AND FRANCHISOR. THIS CHANGE CAN BE EXPENSIVE AND MAY REDUCE BRAND RECOGNITION OF THE PRODUCTS OR SERVICES YOU OFFER.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Registration States Effective Dates: See following page.

FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES IN DESIGNATED STATES

The following states require that the 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, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity*) laws as of the dates listed:

California	Effective Date:	
Florida	Effective Date:	
Hawaii	Effective Date:	
Illinois	Effective Date:	
Indiana	Effective Date:	Not registered
Kentucky	Effective Date:	Not registered
Maryland	Effective Date:	Not registered
Michigan	Effective Date:	Not registered
Minnesota	Effective Date:	Not registered
Nebraska	Effective Date:	
New York	Effective Date:	
North Dakota	Effective Date:	Not registered
Rhode Island	Effective Date:	Not registered
South Dakota	Effective Date:	Not registered
Texas*	Effective Date:	October 5, 2009
Utah	Effective Date:	Not registered
Virginia	Effective Date:	
Washington	Effective Date:	
Wisconsin	Effective Date:	Not registered

In all other states, the effective date of this Franchise Disclosure Document is **April 19, 2018**.

*Denotes one-time filing

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