

## FRANCHISE DISCLOSURE DOCUMENT



MOOYAH Franchising, LLC  
a Delaware limited liability company  
6865 Windcrest Drive, Suite 400  
Plano, Texas 75024  
214-310-0768  
franchiseinfo@MOOYAH.com  
www.MOOYAH.com

The franchise offered is for the establishment and operation of a fast casual restaurant offering high-quality hamburgers, other sandwiches, fries, shakes and related food and beverage items under the “MOOYAH®” name and marks. The total investment necessary to begin operation of a MOOYAH® restaurant ranges from \$403,750 to \$639,100. This includes \$40,000 to \$41,000 that must be paid to the franchisor and/or its affiliate.

On your request, the franchisor may also allow you to sign an area development agreement under which you will receive an exclusive development area in exchange for committing to acquire multiple franchises (by signing multiple franchise agreements) and to opening a MOOYAH® restaurant under each franchise agreement in accordance with a development schedule. If and when you sign an area development agreement, you must pay the franchisor a development fee of \$25,000 times the number of franchises (less one) that you agree to acquire. While the franchisor and you may agree to deviate from it, the franchisor’s standard area development program requires that you commit to acquiring either 3 or 5 franchises, in which case the development fee would be either \$50,000 (for a 3-franchise commitment) or \$100,000 (for a 5-franchise commitment). The development fee is the only investment you are required to make when signing the area development agreement (but see the 1<sup>st</sup> paragraph above for a description of the investment under each franchise agreement), and it is paid entirely to the franchisor. You must sign the franchise agreement and pay the initial franchise fee for the first franchise you agree to acquire at the same time you sign the area development agreement. As you sign each subsequent franchise agreement, the franchisor will apply the development fee, in \$25,000 increments, as a credit toward the initial franchise fee due under each such franchise agreement.

This Disclosure Document summarizes certain provisions of your franchise agreement, multi-unit 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 our Franchise Sales Department at 6865 Windcrest Drive, Suite 400, Plano, Texas 75024 and 214-310-0768.

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 home page at

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*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: March 26, 2020

MOOYAH Franchising, LLC  
2020 FDD

## HOW TO USE THIS FRANCHISE DISCLOSURE DOCUMENT

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit C.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit D includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only MOOYAH business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a MOOYAH franchisee?</b>	Item 20 or Exhibit C lists current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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