



# FRANCHISE DISCLOSURE DOCUMENT



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Franchisor:

PRIMROSE SCHOOL FRANCHISING SPE, LLC  
(a Delaware limited liability company)  
3200 Windy Hill Road SE, Suite 1200E  
Atlanta, GA 30339  
770.529.4100  
[www.primroseschools.com](http://www.primroseschools.com)

Primrose School Franchising SPE, LLC offers franchises for the establishment, development, and operation of facilities operating under the Primrose Schools® mark, which provide learning and educational oriented activities, including child care services, to children from six weeks to twelve years old (each, a “**Facility**”).

The total investment necessary to begin ownership of a Primrose® franchise ranges from \$4,557,400 to \$6,771,000 assuming your real estate affiliate purchases the premises for your Facility (under our Real Estate Affiliate Development Program). This includes approximately \$140,000 to \$235,500 that must be paid to the franchisor or an affiliate. If you engage a developer or independent third party unaffiliated with you to develop the facility and lease both the real estate and improvements back to you under our Build-to-Suit program, the total investment necessary to begin ownership of a Primrose® franchise ranges from \$651,900 to \$1,279,000. This includes approximately \$110,000 to \$315,500 that must be paid to the franchisor or an affiliate. If you choose to develop the Facility in a building or space leased from an independent third party under our Permanent Lease Program, the total initial investment necessary to begin ownership of a Primrose® franchise ranges from \$3,146,900 to \$4,560,700. This includes approximately \$140,000 to \$360,500 that must be paid to the franchisor or an affiliate. If you have extensive real estate development and construction experience and we permit you to develop the Facility under our Independent Development Program, the total investment necessary to begin ownership of a Primrose® franchise ranges from \$4,527,400 to \$6,726,000. This includes approximately \$110,000 to \$190,500 that must be paid to the franchisor or an affiliate. These different Programs for the development of a Facility are described in more detail in Item 1 of this Disclosure Document.

We may offer you the option to sign an “**Option Addendum**” that will give you the option to develop additional Facilities within a specific geographic area during a specified development period. When you sign the Option Addendum, you must pay us an option fee of \$30,000 for each additional Facility that can be developed under the Option Addendum, and upon exercising each option, you must pay us our then-current initial franchise fee minus the portion of the option fee paid for the option on the Facility.

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 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 Franchise Administration at 3200 Windy Hill Road SE, Suite 1200E, Atlanta, GA 30339 (Tel. 770-529-4100).

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read your entire 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, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://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.

We issued this Disclosure Document on May 14, 2020, as amended on August 14, 2020.

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