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Department of
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FRANCHISE DISCLOSURE DOCUMENT
Casey Hawkins, Inc , an Oregon corporation
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Medford, OR 97501
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The franchise offered is to operate an espresso drive-thru branded THE HUMAN BEAN, specializing in the preparation and sale of espresso coffee and related products and services

The total investment necessary to begin operation of this franchise ranges from \$200,625 to \$676,175 This includes \$89,000 to \$107,000 that must be paid to franchisor or an affiliate Area developers pay \$7,500 per location, applied to the initial franchise fees as units open in the area

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 payment to, the franchisor or an affiliate in connection with the proposed franchise sale **No governmental agency has verified the information contained in this document**

You may wish to receive your disclosure document in electronic form or another format that is more convenient for you To discuss the availability of disclosures in different formats, contact Casey Hawkins, Inc at 545 Rossanley Drive, Suite A, Medford, OR 97501 and (888) 262-2215

The terms of your contract will govern your franchise relationship Do not 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, such as 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 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 on franchising

There may also be laws on franchising in your state Ask your state agencies about them

DATE OF ISSUANCE APRIL 11~~25~~, 2017

Effective Dates – State Registrations and Filings

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|--------------|--|
| | |
| California | 5 ¹⁷ April 2016 (renewal pending) 2017 |
| Florida | 12 November 2017 |
| Michigan | 25 November 2016 |
| New York | 30 April 2016 (pending) |
| South Dakota | 5 December 2016 |
| Utah | 19 July 2016 |
| Washington | 20 June 2016 |

Item 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual and potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if (1) a franchisor provides the actual records of an existing outlet you are considering buying, or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The following table provides historical financial performance data based on the unaudited financial statements of thirteen (13) affiliate-owned stores for the 12-month period ending December 31, 2016. The data we used in calculating the table below is only from our affiliate-owned stores, and does not include data from franchised outlets not owned by affiliates. During the fiscal year ending December 31, 2016, a total of 65 HUMAN BEAN drive thrus were in operation. Of those, 13 were affiliate-owned outlets and 52 were franchised outlets. Written substantiation of the data used in preparing this table will be made available to you on reasonable request.

Two of the affiliate-owned locations underwent premises remodeling during 2016, resulting in temporary closures: the Biddle Road location was closed for 17 days and the Ashland location was closed for 31 days. Your franchised location will not undergo this kind of planned closure during the initial term of your franchise. In determining the 2016 financial performance of these two locations, we estimated how they would have performed during the renovations if they had remained open, based on their actual average sales and costs, and for purposes of this Item 19 we treated those two locations as if they had not closed for renovations in 2016.

We present total costs and average net profits *exclusive* of owner income and owner expenses, meaning owner travel expenses and owner use of a company car. We do not treat these as expenses a franchisee should expect to incur for purposes of this Item 19. Expenses for bookkeeping, owner payroll and accounting are likewise excluded. As our franchisee, you will choose how you treat owner expenses (if any) and how to account for and pay any tax on owner income from your outlet.

Some affiliate-owned outlets have sold or earned as much as in the table. Your individual results may differ. There is no assurance you'll sell or earn as much.

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