

URBAN BRICKS PIZZA FRANCHISE DISCLOSURE DOCUMENT

Dough Nation Headquarters, LLC
A Nevada limited liability company
26254 IH-10, Suite 140
Boerne, TX 78006
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www.urbanbrickspizza.com



The franchise that we offer is for an Urban Bricks Pizza restaurant featuring and serving fresh made to order personalized artisanal pizza, salads, menu items and deserts for on-premises dining, carryout and delivery (the "Urban Bricks Pizza Restaurant"). We offer individual unit Urban Bricks Pizza franchises and area development franchises for the development of multiple Urban Bricks Pizza Restaurants within a designated territory.

Single Unit Urban Bricks Pizza Restaurant Franchise Agreement

The total investment necessary to begin operation of a Urban Bricks Pizza Restaurant is \$340,401 to \$832,418. This includes \$25,000 that must be paid to the Franchisor or Franchisor's affiliate for the initial franchise fee and between \$6,800 to \$10,700 for Urban Bricks Products that we designate as representing a portion of the initial opening minimum inventory for your Urban Bricks Pizza Restaurant.

Multi-Unit Urban Bricks Pizza Restaurant Development Agreement

The total investment necessary to begin operation of a Urban Bricks Pizza Restaurant under a Development Agreement is \$355,401 to \$847,418. This includes \$15,000 that must be paid to the Franchisor or Franchisor's affiliate for the exclusive development territory fee, \$25,000 that must be paid to the Franchisor or Franchisor's affiliate for the initial franchise fee for your first Urban Bricks Pizza Restaurant, and between \$6,800 to \$10,700 that must be paid to the Franchisor or Franchisor's affiliate for Urban Bricks Products that we designate as representing a portion of the initial opening minimum inventory for your first Urban Bricks Pizza Restaurant. Under a Development Agreement you will be granted the right and obligation to develop, open and operate a total of three Urban Bricks Pizza Restaurants within a specified Exclusive Development Territory.

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 form that is more convenient for you. To discuss the availability of disclosures in different forms, contact Wessam Aldeeb, Dough Nation Headquarters, LLC at 26254 IH-10, Suite 140, Boerne, TX 78006.

The terms of your contract will govern your franchise relationship. Do not 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, DC 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.

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STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administration 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 to this Franchise Disclosure Document for information about the franchisor, about other franchisors, 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN TEXAS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN TEXAS THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS THE AGREEMENTS. TEXAS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$340,401 TO \$847,418. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2015 WHICH IS \$27,516.
4. THERE MAY BE OTHER RISK FACTORS CONCERNING THIS FRANCHISE.

Effective Date: See below for state effective dates.

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