



FRANCHISE DISCLOSURE DOCUMENT

WILLIAMS LICENSING COMPANY, INC.

A Texas Corporation

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The franchise is for a quick service restaurant specializing in fried chicken and complementary side dishes and beverages that will operate as a (a) standard Williams Chicken® restaurant for standard table seating and take-out (“Williams Restaurant”) or (b) Williams Chicken® restaurant operating inside a service station or convenience store (“Williams C-Store”).

The total investment necessary to begin operation of a (a) Williams Restaurant is \$290,800 to \$834,400 (excluding real estate purchase and construction costs). This includes approximately \$40,000 to \$59,400 that must be paid to the franchisor and (b) Williams C-Store is \$79,300 to \$299,900 (excluding real estate purchase and construction costs). This includes approximately \$27,500 to \$46,900 that must be paid to the franchisor. 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 franchised sale. **NOTE, HOWEVER, THAT NO GOVERNMENTAL AGENCY HAS VERIFIED THE INFORMATION CONTAINED IN THIS DOCUMENT.**

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 adviser, 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, N.W., 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: July 24, 2017

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT REQUIRES ANY DISPUTE TO BE SUBMITTED TO NONBINDING MEDIATION AT OUR CORPORATE HEADQUARTERS AND, IF NONBINDING MEDIATION IS UNSUCCESSFUL, TO LITIGATION IN THE COURTS IN DALLAS COUNTY, TEXAS AND THE FEDERAL DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS, DALLAS DIVISION. YOU UNDERSTAND THAT OUT OF STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR LITIGATE WITH US AT OUR CORPORATE HEADQUARTERS AND SUE US IN TEXAS THAN IN YOUR HOME STATE.

2. THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS THE FRANCHISE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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