

FRANCHISE DISCLOSURE DOCUMENT



La Madeleine Franchising Company, Inc.
A Delaware Corporation
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www.lamadeleine.com

We offer franchises for bakery and express LA MADELEINE® restaurants (collectively, "Cafés") specializing in the sale of fresh bakery goods, French-themed entrées, sandwiches, soups, salads, pastries, gourmet coffees, wine, and privately-labeled retail items such as soups, salad dressings and gourmet coffees.

The total investment necessary to begin operation of a LA MADELEINE® franchise, broken down by prototype, is as follows:

Bakery Café	\$1,212,560 to \$2,204,095 (excluding real estate and landlord allowances). This includes \$42,860 that must be paid to us or our affiliates.
Express Café	\$430,077 to \$853,144 (excluding real estate and landlord allowances). This includes between \$20,000 and \$42,860 that must be paid to us or our affiliates.

The total investment necessary to begin operation of an existing Café under our refranchising program will be the purchase price you negotiate with us for the existing Café you acquire, plus estimated remodeling costs of \$200,000 and the cost of real estate and landlord allowances. All of this amount except the remodeling cost must be paid to us and our affiliates.

New franchisees of Cafés, and purchasers of company-owned Cafés under the refranchising program, may sign a Development Agreement, under which you must develop and operate at least 2 Cafés. The total investment for the Development Agreement ranges from \$60,000 for 2 outlets to \$315,000 for 20 outlets. All of this amount is payable to us.

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 us or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this disclosure 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 Christine Johnson, our Chief Operating Officer, at the address and telephone number listed above.

The terms of your written contract (*i.e.*, your Development Agreement and Franchise Agreements) 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, 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.

Date of Issuance: April 15, 2024

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
How much can I earn?	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 G.
How much will I need to invest?	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.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit J includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only La Madeleine business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a La Madeleine franchisee?	Item 20 or Exhibit G lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	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.

What You Need To Know About Franchising *Generally*

Continuing responsibility to pay fees. You may have to pay royalties and other fees even if you are losing money.

Business model can change. The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

Supplier restrictions. You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

Operating restrictions. The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

Competition from franchisor. Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

Renewal. Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

When your franchise ends. The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit H.

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution**. The franchise agreement and development agreement require you to resolve disputes with the franchisor by mediation, arbitration and/or litigation only in the franchisor's home state (currently, Texas). Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with the franchisor in its home state (currently, Texas) than in your own state.

2. **Spousal Liability**. Your spouse must sign a document that makes your spouse liable for all financial obligations under the franchise agreement even though your spouse has no ownership interest in the franchise. This guarantee will place both your and your spouse's marital and personal assets, perhaps including your house, at risk if your franchise fails.

3. **Supplier Control**. You must purchase all or nearly all of the inventory or supplies that are necessary to operate your business from the franchisor, its affiliates, or suppliers that the franchisor designates, at prices the franchisor or they set. These prices may be higher than prices you could obtain elsewhere for the same or similar goods. This may reduce the anticipated profit of your franchise business.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

INFORMATION REQUIRED BY THE STATE OF MICHIGAN

THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU:

(A) A PROHIBITION ON THE RIGHT OF A FRANCHISEE TO JOIN AN ASSOCIATION OF FRANCHISEES.

(B) A REQUIREMENT THAT A FRANCHISEE ASSENT TO A RELEASE, ASSIGNMENT, NOVATION, WAIVER, OR ESTOPPEL WHICH DEPRIVES A FRANCHISEE OF RIGHTS AND PROTECTIONS PROVIDED IN THIS ACT. THIS SHALL NOT PRECLUDE A FRANCHISEE, AFTER ENTERING INTO A FRANCHISE AGREEMENT, FROM SETTLING ANY AND ALL CLAIMS.

(C) A PROVISION THAT PERMITS A FRANCHISOR TO TERMINATE A FRANCHISE PRIOR TO THE EXPIRATION OF ITS TERM EXCEPT FOR GOOD CAUSE. GOOD CAUSE SHALL INCLUDE THE FAILURE OF THE FRANCHISEE TO COMPLY WITH ANY LAWFUL PROVISION OF THE FRANCHISE AGREEMENT AND TO CURE SUCH FAILURE AFTER BEING GIVEN WRITTEN NOTICE THEREOF AND A REASONABLE OPPORTUNITY, WHICH IN NO EVENT NEED BE MORE THAN 30 DAYS, TO CURE SUCH FAILURE.

(D) A PROVISION THAT PERMITS A FRANCHISOR TO REFUSE TO RENEW A FRANCHISE WITHOUT FAIRLY COMPENSATING THE FRANCHISEE BY REPURCHASE OR OTHER MEANS FOR THE FAIR MARKET VALUE AT THE TIME OF EXPIRATION, OF THE FRANCHISEE'S INVENTORY, SUPPLIES, EQUIPMENT, FIXTURES, AND FURNISHINGS. PERSONALIZED MATERIALS WHICH HAVE NO VALUE TO THE FRANCHISOR AND INVENTORY, SUPPLIES, EQUIPMENT, FIXTURES, AND FURNISHINGS NOT REASONABLY REQUIRED IN THE CONDUCT OF THE FRANCHISE BUSINESS ARE NOT SUBJECT TO COMPENSATION. THIS SUBSECTION APPLIES ONLY IF: (i) THE TERM OF THE FRANCHISE IS LESS THAN 5 YEARS; AND (ii) THE FRANCHISEE IS PROHIBITED BY THE FRANCHISE OR OTHER AGREEMENT FROM CONTINUING TO CONDUCT SUBSTANTIALLY THE SAME BUSINESS UNDER ANOTHER TRADEMARK, SERVICE MARK, TRADE NAME, LOGOTYPE, ADVERTISING, OR OTHER COMMERCIAL SYMBOL IN THE SAME AREA SUBSEQUENT TO THE EXPIRATION OF THE FRANCHISE OR THE FRANCHISEE DOES NOT RECEIVE AT LEAST 6 MONTHS ADVANCE NOTICE OF FRANCHISOR'S INTENT NOT TO RENEW THE FRANCHISE.

(E) A PROVISION THAT PERMITS THE FRANCHISOR TO REFUSE TO RENEW A FRANCHISE ON TERMS GENERALLY AVAILABLE TO OTHER FRANCHISEES OF THE SAME CLASS OR TYPE UNDER SIMILAR CIRCUMSTANCES. THIS SECTION DOES NOT REQUIRE A RENEWAL PROVISION.

(F) A PROVISION REQUIRING THAT ARBITRATION OR LITIGATION BE CONDUCTED OUTSIDE THIS STATE. THIS SHALL NOT PRECLUDE THE FRANCHISEE FROM ENTERING INTO AN AGREEMENT, AT THE TIME OF ARBITRATION, TO CONDUCT ARBITRATION AT A LOCATION OUTSIDE THIS STATE.

(G) A PROVISION WHICH PERMITS A FRANCHISOR TO REFUSE TO PERMIT A TRANSFER OF OWNERSHIP OF A FRANCHISE, EXCEPT FOR GOOD CAUSE. THIS SUBDIVISION DOES NOT PREVENT A FRANCHISOR FROM EXERCISING A RIGHT OF FIRST REFUSAL TO PURCHASE THE FRANCHISE. GOOD CAUSE SHALL INCLUDE, BUT IS NOT LIMITED TO:

(i) THE FAILURE OF THE PROPOSED TRANSFEREE TO MEET THE FRANCHISOR'S THEN CURRENT REASONABLE QUALIFICATIONS OR STANDARDS.

(ii) THE FACT THAT THE PROPOSED TRANSFEREE IS A COMPETITOR OF THE FRANCHISOR OR SUBFRANCHISOR.

(iii) THE UNWILLINGNESS OF THE PROPOSED TRANSFEREE TO AGREE IN WRITING TO COMPLY WITH ALL LAWFUL OBLIGATIONS.

(iv) THE FAILURE OF THE FRANCHISEE OR PROPOSED TRANSFEREE TO PAY ANY SUMS OWING TO THE FRANCHISOR OR TO CURE ANY DEFAULT IN THE FRANCHISE AGREEMENT EXISTING AT THE TIME OF THE PROPOSED TRANSFER.

(H) A PROVISION THAT REQUIRES THE FRANCHISEE TO RESELL TO THE FRANCHISOR ITEMS THAT ARE NOT UNIQUELY IDENTIFIED WITH THE FRANCHISOR. THIS SUBDIVISION DOES NOT PROHIBIT A PROVISION THAT GRANTS TO A FRANCHISOR A RIGHT OF FIRST REFUSAL TO PURCHASE THE ASSETS OF A FRANCHISE ON THE SAME TERMS AND CONDITIONS AS A BONA FIDE THIRD PARTY WILLING AND ABLE TO PURCHASE THOSE ASSETS, NOR DOES THIS SUBDIVISION PROHIBIT A PROVISION THAT GRANTS THE FRANCHISOR THE RIGHT TO ACQUIRE THE ASSETS OF A FRANCHISE FOR THE MARKET OR APPRAISED VALUE OF SUCH ASSETS IF THE FRANCHISEE HAS BREACHED THE LAWFUL PROVISIONS OF THE FRANCHISE AGREEMENT AND HAS FAILED TO CURE THE BREACH IN THE MANNER PROVIDED IN SUBDIVISION(C).

(I) A PROVISION WHICH PERMITS THE FRANCHISOR TO DIRECTLY OR INDIRECTLY CONVEY, ASSIGN, OR OTHERWISE TRANSFER ITS OBLIGATIONS TO FULFILL CONTRACTUAL OBLIGATIONS TO THE FRANCHISEE UNLESS PROVISION HAS BEEN MADE FOR PROVIDING THE REQUIRED CONTRACTUAL SERVICES.

THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

As to any state law described in this Addendum that declares void or unenforceable any provision contained in the Franchise Agreement, the Franchisor reserves the right to challenge the enforceability of the state law by, among other things, bringing an appropriate legal action or by raising the claim in a legal action or arbitration that you have initiated.

NOTIFICATIONS TO THE MICHIGAN ATTORNEY GENERAL TO:

**Department of the Attorney General
Consumer Protection Division
Franchise Section
G. Mennen Williams Building, 1st Floor
525 W. Ottawa Street
Lansing, MI 48909
517-373-7117**

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EXHIBITS

- A. Franchise Agreement
- B. Development Agreement
- C. Non-Traditional Addendum to the Franchise Agreement
- D. Letter of Intent, Asset Purchase Agreement, and Re-Franchising Addendum to Franchise Agreement
- E. Table of Contents of Operations & Training Manuals
- F. Sample of Release to be signed when you develop, renew, or transfer a Café
- G. Franchisees as of December 26, 2023
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- J. Financial Statements

ITEM 1
THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES

This disclosure document describes LA MADELEINE® franchises. To simplify the language in this disclosure document:

"LMFC" or "we," "us" or "our" means La Madeleine Franchising Company, Inc., the Franchisor.

"You" means the individual or company that signs a Franchise Agreement or Development Agreement with us.

"Owners" means the individuals identified in the Franchise Agreement or Development Agreement as owners of your company; it also includes any other persons whom we may subsequently approve to acquire an interest in your business.

If the franchisee is a corporation, limited partnership, limited liability company, or other business entity, certain provisions of the Franchise Agreement and Development Agreement will apply to some or all of the Owners by virtue of the requirement that they personally guarantee the franchisee's obligations and agree to be personally bound. The personal obligations of the Owners are addressed in this disclosure document where appropriate. Except as specifically stated otherwise, "you" does not include the Owners of a franchisee that is a corporation, general or limited partnership, limited liability company or limited liability partnership.

LMFC is a Delaware corporation incorporated on September 19, 2011. We do business under our corporate name and the name LA MADELEINE®. Our principal place of business is at 12201 Merit Drive, Suite 900, Dallas, Texas 75251. [Exhibit H](#) to this disclosure document lists our agents for service of process, to the extent that we have appointed agents in other states.

Our predecessor for purposes of this disclosure document is our direct parent company, La Madeleine, Inc. ("LMI"), whose business address is the same as ours. LMI is a subsidiary of Le Duff America, Inc. ("LDA"), which in turn is owned by our ultimate parent company in North America, LDA Holding Company, Inc. ("LDA Holding"). LDA and LDA Holding are both Delaware corporations with the same business address as ours. LDA Holding is owned by Le Duff, Restauration, a French company whose affiliates also own several other restaurant and retail bakery concepts, as well as the Bridor commercial baking business.

Neither LMFC nor LMI operate any Cafés, but as of the date of this Disclosure Document, we have affiliates that operate Cafés in Texas, Virginia, and Maryland. We refer to the Cafés operated by our affiliates as "company-owned" outlets for purposes of this disclosure document.

We began offering LA MADELEINE® franchises in October 2011. Neither we nor LMI has offered franchises in any other line of business. However, we have affiliates that offer other franchises and licenses around the world, as summarized in the table below:

Name and Address of Affiliate	Type of Business/Year Began Offering Franchises	Number of Franchises as of December 26, 2023
Holding Le Duff, S.A. 105A Avenue Henri Freville, 35200 Rennes, France	BRIOCHE DORÉE French Style Casual Food/1982	354
	LE FOURNIL DE PIERRE Traditional French Bakery and Pastry Shop/2007	11
	DEL ARTE Italian and Pizza Restaurant/2000	194
BD, LLC 12201 Merit Drive, Suite 900 Dallas, TX 75251	BRIOCHE DORÉE French Style Casual Food/2004	8
Threecaf Brands Canada, Inc. 3075 rue de Rouen, Montreal, QC H1W 3Z2	MICHEL'S BAKERY CAFÉ Continental Bakery Café/2002	1
	AU PAIN DORE French Style Casual Food/2017	8
	BRIOCHE DORÉE French Style Casual Food/2011	1

The LE FOURNIL DE PIERRE and DEL ARTE concepts have not been franchised in the USA.

Our affiliate, Gourmet Cuisine, Inc. ("GCI"), sells various products, including but not limited to, soups and salad dressings to a nationwide independent foodservice distributor, currently Sysco Corporation, for resale to our franchisees for use and resale in the Cafés. GCI's principal address is 214 S. Town East Boulevard, Mesquite, Texas 75149. Our affiliate, Bridor, Inc. ("Bridor"), sells bread products to Sysco Corporation for resale of those products to our franchisees for use and resale in the Cafés. Bridor's principal address is 2260 Industrial Way, Vineland, New Jersey 08360. We may use other distributors as well.

Our affiliate, LDA Management Company, Inc. ("LDAMC"), defines the technology strategy, designs technology architecture, negotiates contracts with vendors on behalf of all LDA stores and franchisees, provides consolidated invoicing for franchisees monthly where applicable, provides ongoing administration services for all systems (menu changes, new store setup), tests and deploys system upgrades ongoing, provides helpdesk and technical support services, provides new restaurant opening services (ordering, installation, scheduling, go-live) and provides information technology support and help desk services to our franchisees. You must use and pay for these services unless we specifically exempt you from this requirement. LDAMC has the same business address as us. You are required to enter into the Administrative Services Agreement with LDAMC to govern LDAMC's provision of these technology services, the current form of which is attached to the Franchise Agreement (the "ASA").

Other than as described above, we do not have any affiliates that (i) provide products or services directly to our franchisees, or (ii) offer or have offered franchises for Cafés or franchises in any other line of business.

The la Madeleine® Franchise

We offer franchises only to persons and business entities that meet our qualifications and are willing to undertake the investment and effort necessary to operate and grow the LA MADELEINE® business. We particularly seek existing successful multi-unit foodservice operators.

We offer two types of Café prototypes: (i) "Bakery Cafés" and (ii) "Express Cafés". Bakery Cafés provide our full menu offering and are generally located in suburban malls, strip centers, or mixed-use developments. Our Bakery Cafés also offer a drive-thru option. Express Cafés are similar in concept to Bakery Cafés, but they differ in that they offer a limited menu and often operate in smaller-sized locations, sometimes in a multi-brand environment. Express Cafés do not have a drive-thru option. Cafés may, but need not, operate from Non-Traditional Facilities. A "Non-Traditional Facility" means a facility where the primary function is not a restaurant business, such as (but not limited to) a performing arts center, arena, stadium, shopping mall, department store, retail store, including wholesale club, grocery store, supermarket, casino, amusement park, fairground, college or university, factory, hospital, penal institution, military base, airport, turnpike, limited access highway rest stop, or other transportation facility. When operated from a Non-Traditional Facility, the needs of the host institution may have a substantial impact upon the operation of a Café. Unless otherwise specified in this disclosure document, references to "Cafés" include Bakery Cafés and Express Cafés.

We offer qualified persons and entities the right to develop a Café at a site we approve (the "Premises") under our standard form of Franchise Agreement. Our current form of Franchise Agreement appears in Exhibit A to this disclosure document. To operate a Café from a Non-Traditional Facility, we require that you sign a Franchise Agreement along with a Non-Traditional Addendum. Our current form of Non-Traditional Addendum appears in Exhibit C to this disclosure document.

We also offer qualified persons and entities the right to develop more than 1 Café within a specified geographic area (the "Development Area") under our standard form of Development Agreement. Our current form of Development Agreement appears in Exhibit B to this disclosure document. Under the Development Agreement, you must develop a specified number of Cafés by certain deadlines. We must agree on the number of Cafés, which must be at least 2 Cafés, and the deadlines for developing and opening the agreed number of Cafés. If you do not have the required number of Cafés open and in operation by the agreed-upon deadlines, we can terminate the Development Agreement entirely or reduce the Development Area. You must also enter into our then-current form of Franchise Agreement for each Café that you develop under

the Development Agreement. The version that you must sign when you are ready to enter into a Franchise Agreement for each Café may differ from the version in Exhibit A.

Refranchising program. We and our affiliates also offer a refranchising program under which our affiliates may sell existing company-owned Cafés to qualified buyers for operation as a franchise. The form of Asset Purchase Agreement for the sale of a company-owned Café appears in Exhibit D to this disclosure document. You and our affiliate may also sign a Letter of Intent before signing the Asset Purchase Agreement; the form of the Letter of Intent is also in Exhibit D.

As a condition of purchasing one or more company-owned Cafés, we may require you to sign a Development Agreement in which you commit to open additional Cafés in the same geographic area or in another market that we approve. If we require, you will sign the Development Agreement at the closing of your purchase of the company-owned stores, along with our standard form of Franchise Agreement for each acquired Café. Because some of the terms of the standard Franchise Agreement do not apply to a business that is already open and operating, you will also sign an addendum to the Franchise Agreement ("Refranchising Addendum") for each Café purchased which modifies the inapplicable terms. The form of the Refranchising Addendum is also in Exhibit D.

We may also require agreement on a remodeling plan as a condition of purchasing a company-owned Café. If applicable, the remodeling requirements that you and we agree upon will be in an attachment to the Letter of Intent that you sign. The Refranchising Addendum will include the agreed deadline for completion of the remodeling.

As noted in the Asset Purchase Agreement, you will also sign other documents in connection with closing on the purchase of company-owned Café, such as a lease assignment or sublease for each Café and a bill of sale for tangible assets. These documents may vary from transaction to transaction.

* * *

All Cafés operate according to a distinctive format, appearance, and set of specifications and operating procedures that we and our affiliates have developed and continue to develop (collectively, the "System"). Our mandatory and recommended standards, policies and procedures are represented in our confidential and proprietary training systems and materials (the "Manuals") which may be available in hard copy, electronic or web based. We will give you access to the Manuals for the term of your franchise. We may change the Manuals and the elements of the System at any time without consultation with you.

You will sell food and beverage items at retail to the public for carry out and consumption on the premises of the Café. In addition, we have established programs for catering, take-out, delivery, retail and wholesale food and beverage sales, which are mandatory for franchisees unless we expressly authorize you not to participate (collectively, "Off-Premises Programs"). Off-Premises Programs may include online, digital, mobile, and telephone ordering features some of which may be operated by third parties. You must pay any fees and costs associated with participating in programs and comply with all other rules and procedures that we specify for each program.

Industry-Specific Laws

You must comply with all applicable federal, state and local laws and regulations when operating a Café, including those regulating the privacy and security of credit and debit card information and other sensitive consumer and employee information. We are not aware of any laws applicable to a Café that would not apply to restaurant and franchised businesses generally. You must obtain various permits and licenses and operational licenses which may include permits for patio seating, awnings, boilers and signage. You must also obtain an alcoholic beverage license in order to serve wine. In constructing and operating each Café, you must comply with all applicable local, state, and federal laws, including health, sanitation, no smoking, service of alcohol, the sale and administration of gift cards, discrimination, employment, and sexual harassment laws. The Americans with Disabilities Act ("ADA") requires that public accommodations, including restaurants, be readily accessible to disabled persons. The ADA may affect your building construction, site elements, entrance ramps, doors, seating, bathrooms, drinking facilities, and the like. It is your responsibility to investigate, satisfy and stay current on all local, state, and federal laws and regulations since they vary from place to place and can change over time. You should consult with your attorney concerning these and other laws and ordinances that may affect your operations.

Market and Competition

The market for the retail sale of food and beverage items like those offered in the Cafés is highly competitive. You will compete with other bakery-café concepts, coffee bars, quick-service restaurants, fast food restaurants, and grocery stores, including both local businesses and units of regional and national chains. Your competitors may include outlets of the brands operated by our affiliates, as described above in this item.

Although we carefully evaluate persons who wish to become our franchisees, no screening process that we implement can conclusively determine whether you will succeed as a Café operator. Similarly, completion of our training program does not provide assurance of success. You must rely on your own assessment of your suitability (in terms of energy, business skill, desire, temperament, people skills, and financial capability, among other things) and your own advisors in deciding whether to become a la Madeleine® franchisee.

ITEM 2 BUSINESS EXPERIENCE

CEO – Lionel Ladouceur

Mr. Ladouceur has been the CEO of LMFC and LMCI since February 2019, and of LDA and LDAMC since May 2018. From May 2017 to April 2018, he was the Director General of Right Management, Inc., a business consultancy and transitional management business in Montreal, Canada.

CFO – Donna Marie Howell

Ms. Howell has been the CFO of LMFC, LDA and LDAMC since October 2020. She was Vice President of Accounting of LDA and LDAMC from January 2016 to October 2020. Ms. Howell's positions were all based in Dallas, Texas.

COO, Vice President and Secretary – Christine Johnson

Mrs. Johnson has been the Chief Operating Officer of LMCI since January 2022. She has been the Vice President and Secretary of LMFC, LDA, LDAMC, and LMCI since September 2018. She was the General Counsel of LMFC, LDA, LDAMC and LMCI from September 2018 to December 2021.

Vice President of Information Technology of LDAMC – Patty Nash

Mrs. Nash has been the Vice President of Information Technology of LDAMC since January 2019. From August 2016 to January 2019, she was the Senior Sales Consultant for Oracle in Frisco, Texas.

Vice President of Marketing of LMCI – Kerri McLeroy

Ms. McLeroy has been the Vice President of Marketing of LMCI since January 2022. She was Sr. Director of Marketing for LMCI from November 2020 to December 2021. Prior to that, she was Senior Manager of Marketing for YUM! Brands/Pizza Hut from July 2017 to November 2020 in Plano, Texas.

Vice President of Operations of LMCI – Chad Hawkes

Mr. Hawkes has been the Vice President of Operations for LMCI since September 2022. Prior to that, he spent 21 years with a large Dallas-Ft. Worth, Texas based Sonic Drive-In franchisee, Encore Restaurants, most recently as Vice President of Operations (from September 2018 to September 2022).

Vice President of Purchasing of LDAMC – Michael Cobern

Mr. Cobern has been the Vice President of Purchasing for LDAMC since March 2018.

Senior Director of Franchise Development – Mark Ramage

Mr. Ramage has been the Senior Director of Franchise Development for LDAMC since March 2023. From August 2018 to March 2023, he founded and served as the Chief Development Officer & Sales for 1Franchise Group, a franchise development consulting company located in Granbury, Texas. Mr. Ramage also served as the Vice President of Franchise Development & Sales for Chicken Guy (a Guy Fieri brand), from January 2022 to September 2022, and was located in Orlando, Florida. From July 2019 to April 2021, he was the Director of Franchise Sales/Development for Twin Peaks, and was located in Dallas, Texas.

ITEM 3 LITIGATION

No litigation is required to be disclosed in this item.

ITEM 4 BANKRUPTCY

No bankruptcy is required to be disclosed in this item.

**ITEM 5
INITIAL FEES**

Development Fee and Initial Franchise Fee

Cafés that are not at Non-Traditional Facilities

If we grant you a franchise for a Café that is not located at a Non-Traditional Facility, then you will pay us an initial franchise fee ("Initial Franchise Fee") of \$40,000. The Initial Franchise Fee is payable in full when you sign the Franchise Agreement.

Cafes at Non-Traditional Facilities.

If we grant you a franchise for a Café located at a Non-Traditional Facility, then you will enter into a Franchise Agreement with a Non-Traditional Addendum with us and will pay us an Initial Franchise Fee of \$20,000. The Initial Franchise Fee is payable in full when you sign the Franchise Agreement and Non-Traditional Addendum.

Development Fee under Development Agreement

If you sign a Development Agreement under which you must develop and operate at least 2 Cafés, then when you sign the Development Agreement, you will pay us a non-refundable fee ("Development Fee") in an amount determined from the chart below:

Number of Cafés in Development Commitment	Development Fee
2 Cafés - 10 Cafés	\$40,000 for 1 st Café and \$20,000 for each additional Café
11 Cafés - 19 Cafés	\$40,000 for 1 st Café, \$20,000 per Café for Cafés 2–10, and \$10,000 per Café for Cafés 11–19
20 Cafés or more	\$40,000 for 1 st Café, \$20,000 per Café for Cafés 2–10, \$10,000 per Café for Cafés 11–19, and \$5,000 for Café 20 and each Café over 20

You will sign our then-current form of Franchise Agreement for the operation of each Café as you develop them under the Development Agreement. We will apply the Development Fee to cover the Initial Franchise Fee in full for the first Café that you open under your Development Agreement. For each subsequent Café that you open under your Development Agreement, the Development Fee will be applied to subsequent Initial Franchise Fees when you sign each subsequent Franchise Agreement at the rate corresponding to the per- Café amounts in the chart above, with the balance of the Initial Franchise Fee payable when you sign the Franchise Agreement.

Refranchising program.

If you sign an Asset Purchase Agreement to acquire company-owned Cafés, you will pay the purchase price for the acquired assets at the time and in the manner specified in the Asset Purchase Agreement. The purchase price will include the Initial Franchise Fees for the acquired Cafés. You will sign a Franchise Agreement for each acquired Café at the closing of the transaction. We may also require you to sign a Development Agreement and pay the Development Fee at the closing, in the amount determined from the chart above.

The Development Fee and the Initial Franchise Fee are fully earned upon receipt and are

nonrefundable, even if you do not open the Café, if you do not satisfactorily complete the requisite training, if contingencies in your lease are not satisfied, if you later close the Café, or if the Franchise Agreement or Development Agreement is terminated for any reason.

The Development Fee chart and the Initial Franchise Fees are uniform for franchisees; however, in certain unique circumstances in which we receive other consideration, we may reduce or waive a fee for a particular transaction. During our last fiscal year, we waived the Initial Franchise Fee due as part of one Asset Purchase Agreement, but otherwise did not reduce or waive any Development Fee or Initial Franchise Fee as part of an Asset Purchase Agreement.

Initial Technology Administrative Fee

You must pay LDAMC for each of your Cafés approximately \$2,860 as a one-time initial technology administrative fee for setting up technology services under the ASA (the "Initial Technology Administrative Fee"). The Initial Technology Administrative Fee is fully earned and non-refundable upon signing the ASA.

A Café operating at a Non-Traditional Facility is not currently required to enter into the ASA and pay the Initial Technology Administrative Fee listed above if the host facility has an equivalent technology suite, although we may require the Café operating at a Non-Traditional Facility to use our required Technology Suite in the future.

**ITEM 6
OTHER FEES**

Type of Fee	Amount	Date Due	Remarks
Standard Royalty ⁽¹⁾	5% of Gross Sales	Weekly	See note (2) for the definition of "Gross Sales." See note (3) for an explanation of our direct debit program and Accounting Week.
Royalty for company-owned Cafés acquired from our affiliates under the refranchising program	0%-5% of Gross Sales	Weekly	We may predetermine an adjusted royalty rate for the company-owned Cafés being offered for sale by our affiliates. These Cafés have not previously been subject to a royalty. The reduced royalty rate may be in effect for a predetermined timeframe from the closing of your purchase of the Café, after which the royalty rate will revert to the standard rate of 5%.
Weekly Advertising Obligation ("WAO")– Cafés	For Cafés not at Non-Traditional Facilities, a maximum of 4.0% of Gross Sales, currently including: 2.0% of Gross Sales	Weekly	Subject to certain limitations, we may allocate the WAO among: (i) contributions to a fund that we administer for advertising and promotion of the LA MADELEINE brand (the "Brand Marketing Fund" or "BMF"); (ii) expenditures for Local Store Marketing;

Type of Fee	Amount	Date Due	Remarks
	<p>for Brand Marketing Fund ("BMF")</p> <p>1.0 % of Gross Sales for Local Store Marketing ("LSM")</p> <p>For Cafés at Non-Traditional Facilities, a maximum of 1.0% of Gross Sales, which currently includes 0.5% of Gross Sales to the BMF.</p>		<p>and (iii) contributions to an advertising cooperative (but we have no cooperatives as of the date of this disclosure document). We can change the allocation on reasonable notice to franchisees. Cafés operating at Non-Traditional Facilities are not required to make any Local Store Marketing Expenditures and will not contribute to any advertising cooperative (if applicable).</p>
Ongoing Fees for Technology Suite	Estimated \$2,500 per Café	Monthly	<p>LDAMC requires that you pay these recurring fees for the Technology Suite directly to the vendors of the Technology Suite where direct billing and/or ACH payments are available. If a vendor does not allow for direct billing and/or ACH payments or otherwise charges LDAMC an ongoing fee, LDAMC will pay that vendor on your behalf and you must reimburse LDAMC for those amounts. Costs may vary based on the prototype of the Café. A Café operating at a Non-Traditional Facility typically does not purchase the Technology Suite (unless the host facility does not maintain an equivalent technology suite) and is not required to reimburse LDAMC for these ongoing fees.</p>
Administrative Fee	Estimated \$395 per month.	Monthly	<p>This estimate reflects the monthly service fees currently charged by LDAMC under the ASA for certain technology support services. If components of a New Technology Suite (as defined in Item 11) are implemented, LDAMC may terminate the ASA and require you to sign a new agreement for the new solutions and services. The actual service fees may be higher or lower than what is reflected in this Item. This fee generally does not apply to Cafés operating at Non-Traditional Facilities unless the host facility does not maintain a technology suite that is equivalent to the Technology Suite, but there is a \$10.00 monthly fee for Non-Traditional Cafes to support management of user log-ins and services</p>

Type of Fee	Amount	Date Due	Remarks
			for accessing LDAMC training and communication, and labeling system platforms.
Late Fee and Interest	\$100 per week plus interest at the rate of one and one-half percent (1.5%) per month or the maximum rate permitted by state law, whichever is less ("Default Rate")	Upon demand, and if no demand, with payment of overdue amount	We can charge a late fee to compensate us for our administrative costs incurred in enforcing your obligation to pay us. We calculate interest from the date the payment was due until paid in full. Payments will be applied to any late fee first, then interest due, then the principal amount due.
Audit Fee	Actual cost of audit, including travel, lodging, wages and reasonable accounting and legal costs, plus interest on any underpayment at the Default Rate.	Upon demand	Payable only if examination or audit reveals an underpayment of Royalties of 2% or more. This is in addition to applicable interest and late fees.
Inspection Fee	Our actual costs and out-of-pocket expenses if we choose to conduct a quality assurance audit or inspection of the Café.	Upon demand	You must pay any out-of-pocket costs incurred by us, our affiliates or our agents if we require an inspection or quality assurance audit of the Café, including any costs related to re-inspecting the Café to confirm that all deficiencies have been corrected.
Alternative Supplier	Varies	Upon demand	If you obtain items from an alternative supplier (other than those approved by us) we may charge you a reasonable fee for testing and evaluating the products from such alternative supplier. These costs are payable whether or not we approve the supplier.
Transfer Fee ⁽⁴⁾	<p>Under the Franchise Agreement, 50% of the then-current initial franchise fee for each Café being transferred</p> <p>Under the Development Agreement, 50% of the then-current initial franchise fee for a Café</p>	10 days before the Transfer closing date	Payable if you propose to sell or transfer your business (or a partial ownership interest).

Type of Fee	Amount	Date Due	Remarks
	Under the Non-Traditional Addendum, \$500		
Renewal Fee	50% of the then-current Initial Franchise Fee for Cafés.	Upon the signing of the then-current form of Franchise Agreement	Upon expiration of your Franchise Agreement, if you choose to and are approved to continue operating the Café, you must sign our then current form of Franchise Agreement. The Development Agreement is not renewable.
Tech Checks	Our, LDAMC's or our designee's actual costs and out-of-pocket expenses to complete an audit	As incurred	Our, LDAMC's or our designee's personnel will perform an annual audit of the technical stack requirements under the ASA, and you are responsible for reimbursing our, LDAMC's or our designee's actual costs and out-of-pocket expenses as a result of the audit.
Costs, Attorneys' Fees and Expenses	Varies	Upon demand	The prevailing party to a suit or proceeding is entitled to recover its reasonable attorneys' fees, court costs and certain expenses from the other party.
Insurance	Actual cost of the insurance and our reasonable expenses	As incurred	Payable if you do not obtain required insurance and we elect to obtain it on your behalf. Our minimum insurance requirements are more fully described in Item 8.
Additional Training ⁽⁵⁾	\$600 per week (training class fee)	Upon completion of training	If you request us to train additional persons in addition to those we train as provided for in Item 11, or if you fail to meet quality assurance standards, or we believe you and/or your employees need additional training, we will charge this additional operations training fee. Where additional training is provided on site you must pay for all travel expenses of the trainers. See note 5 and Item 11 for more information.
Indemnification	Varies	As incurred	You must reimburse us and our affiliates for any liability, loss, cost, threat, suit or expense, including attorneys' fees, investigative fees and court costs which may arise out of the operation of your Café, or your performance under any agreement with us without regard to our actions (other than our intentional and willful acts or omissions.)
Liquidated	3 years' worth of	Upon	Payable only if we terminate the

Type of Fee	Amount	Date Due	Remarks
Damages	projected royalty fees	demand	Franchise Agreement based on your default.
Leadership Conference and/or quarterly meetings	Varies	As incurred	We may require that you, your general managers and other employees we designate attend our annual or bi-annual conference. In addition, you or your designee may be asked to attend quarterly meetings in our offices at your expense.

NOTES TO CHART:

Except as otherwise indicated, you pay all fees and other continuing payments listed above to us. We refund no fees or other continuing payments. The table shows the fees that apply under our current Development Agreement, Franchise Agreement and where applicable, the Non-Traditional Addendum. The obligations payable to us are uniform as to all franchisees who receive this disclosure document, although some of the amounts may vary because of the nature of the obligation. The amounts stated may be subject to increases based on changes in market conditions, our cost of providing services and future policy changes. We may negotiate the amount of certain fees in our sole discretion. In determining whether an adjustment is warranted, we consider such relevant factors as the size and experience of the franchisee, whether we have previously dealt with the franchisee, and market forces.

- (1) Royalty Fee. The royalty fee is nonrefundable and must be paid weekly to us via the mandatory direct debit program we establish with your bank to allow for the electronic transfer of the royalty fee and your weekly BMF contribution. The 5% royalty rate applies to all Cafés, except for company-owned Cafés sold through the refranchising program, as described in the chart.
- (2) Gross Sales. "Gross Sales" is defined as all sales generated through the Café, including fees for any products or goods you sell, whether for cash or credit (regardless of collectability, except as provided below) and income of every kind or nature related to the Café, including, without limitation, revenues from the sale of branded or retail merchandise and food products, whether from sales on the Premises, by delivery (including GrubHub, Uber Eats, Postmates, Favor and DoorDash), from catering if the Café provides the product, by on-line, internet or phone-app ordering (including ezCater and Dinoa) if picked up at the Café or at wholesale (whether the sales method is permitted or not) and from the use of vending machines or similar arcade-like machines. In the event your business operations are interrupted and you receive business interruption insurance proceeds, then the amount of Gross Sales used by you to determine your loss will be deemed the Gross Sales for that period and deemed made when you receive the insurance proceeds. But, "Gross Sales" does not include any sales tax or other taxes you collect from customers for transmittal to the appropriate taxing authority. Gross Sales includes the retail value of all products sold in connection with the redemption of coupons, gift certificates, gift cards or vouchers; however, at the time such coupons, gift certificates, gift cards or vouchers are purchased, the retail price may be excluded from Gross Sales for the purpose of determining the amount of Gross Sales upon which fees are due. When calculating Gross Sales, you may deduct that portion of the normal full menu price of any item that you do not collect as a result of LMFC approved promotions (whether local or system-wide, including

coupons) and manager discounts (collectively, "Sales Discounts"), as well as discounted employee meals. Sales Discounts and discounted employee meals must be fully disclosed on all reports you submit to LMFC, and LMFC reserves the right, in its sole discretion, to disallow any Sales Discounts not meeting the requirements we set forth. We may modify our policies consistent with restaurant industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from "Gross Sales" as circumstances, business practices, and technology change.

Gross Sales - Cafés at Non-Traditional Facilities. "Gross Sales" from Cafés operating at Non-Traditional Facilities means the amount received by a franchisee for all sales of any food, beverages (including alcoholic beverages where permitted by law), or other products sold by the franchisee or any other person or entity in, or from the Café for cash, credit or otherwise, including but not limited to sales and services where the order originated in, at or from the Café regardless of where delivery or performance is made, minus (i) non-branded, non-proprietary merchandise (e.g., newspapers); (ii) refunds to customers that were previously included in Gross Sales, (iii) coupons and other forms of discounts, the issuance of which have been pre-approved by us, such that only the cash or credit charge amount received in a sale will be included, (iv) sales, excise or similar taxes imposed by any governmental authority and collected from customers and paid out by the franchisee, and (v) the value of meals provided to employees working at the Café, incident to their employment. In the event there is an interruption to your business operations and you receive business interruption insurance proceeds, then the amount of Gross Sales used by you to determine your loss will be deemed the Gross Sales for that period and deemed made when you receive the insurance proceeds. "Gross Sales" does not include any sales tax or other taxes you collect from customers. We may modify our policies consistent with restaurant industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from "Gross Sales" as circumstances, business practices, and technology change.

- (3) Bank Account. You must designate an account at a commercial bank for payment of weekly royalty fees and BMF contributions, along with any other amounts you may owe us. We will obtain payment by electronic debit to your account each week. Our Accounting Week currently begins on Wednesday and ends on Tuesday of each week, so we will debit your designated bank account on Wednesday for the royalties due for Gross Sales generated the prior seven (7) days, BMF contributions, and any other amounts you may owe us. You must keep the designated account balance sufficient to pay all royalty fees, BMF contributions, and other amounts you may owe us. Failure to do so will be subject to the default provisions of your Franchise Agreement. You must reimburse any costs or expenses we incur as a result of your designated account being insufficient.
- (4) Transfer Fee. The transfer fee will not apply if the transfer is to a corporation or other business entity you form solely for the convenience of ownership. The transfer fee is non-refundable and must be fully paid before the closing of the transfer. If you or any Owner desires to offer securities in a private offering, in addition to the regular transfer fee, you must pay a non-refundable fee of up to \$10,000 to reimburse us for our costs and expenses associated with reviewing the proposed offering materials.

- (5) Additional Training. This fee is payable if your training does not meet our training standards, if you require our assistance for new Café opening associate training beyond your second opening, if you request that we train additional persons, if you request refresher training, if you request additional training, and/or if you fail to meet quality assurance standards and we require that you and/or your employees complete additional training. See Item 11 under "Training" for further information about our training program.

**ITEM 7
ESTIMATED INITIAL INVESTMENT**

YOUR ESTIMATED INITIAL INVESTMENT – "Bakery Café" Prototype				
Type of Expenditure⁽¹⁾	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee⁽²⁾	\$40,000	Lump sum	Upon signing the Franchise Agreement	Us
Real Property⁽³⁾	Variable	Variable		Lessor
Design, Permitting Fees & Liquor License⁽⁴⁾	\$56,000 to \$75,000	As Arranged	As Incurred	Contractors and Government Agencies
Building and Leasehold Improvements⁽⁵⁾	\$705,000 to \$833,000	As Arranged	As Incurred	Contractors and Vendors
Security Camera System⁽⁶⁾	\$0 to \$10,000	As Arranged	As Incurred	Contractors and Vendors
Signage and Awnings	\$22,000 to \$43,000	As Arranged	As Incurred	Vendors
Furniture, Fixtures & Equipment⁽⁷⁾	\$271,000 to \$407,000	As Arranged	As Incurred	Vendors
Technology Suite⁽⁸⁾	\$43,000 to \$100,735	As Arranged	As Incurred	Vendors
Initial Technology Administrative Fee⁽⁹⁾	\$2,860	As Arranged	As Incurred	Our Affiliate
Site Work⁽¹⁰⁾	\$0 to \$300,000	As Arranged	As Incurred	Vendors
Start-up Inventory & Supplies⁽¹¹⁾	\$31,700 to \$51,500	As Arranged	As Incurred	Sysco and Various Distributors

YOUR ESTIMATED INITIAL INVESTMENT – "Bakery Café" Prototype

Type of Expenditure⁽¹⁾	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Grand Opening Advertising⁽¹²⁾	\$10,000 to \$30,000	As Arranged	As Arranged	Vendors, Printers, Media
Insurance⁽¹³⁾	\$3,000 to \$25,000	As Arranged	As Arranged	Insurance Company
Training & Managers' Salary⁽¹⁴⁾	\$5,000 to \$51,000	As Arranged	As Incurred	Hotels, Airlines, Vendors, etc., Your Manager
Utility Deposits/ Licenses⁽¹⁵⁾	\$3,000 to \$5,000	Lump Sum	As Incurred	Utility Companies, Government Agencies
Legal and Accounting⁽¹⁶⁾	\$5,000 to \$30,000	As Arranged	As Incurred	Attorney, Accountant
Additional Funds – 3 months⁽¹⁷⁾	\$15,000 to \$200,000	As Arranged	As Incurred	Vendors, Suppliers, Labor, Utilities, Landlord, etc.
Total (excluding real estate)	\$1,212,560 to \$2,204,095			

EXPLANATORY NOTES – FRANCHISED BAKERY CAFÉ:

- (1) The estimates are based on costs and expenses for 3 franchised Bakery Cafés and 1 company-owned Bakery Café that opened in 2022 and 2023 and are located in Lake Jackson, Conroe, Prosper and Dallas, Texas, respectively. All 4 Bakery Cafes detailed in these estimates were built at an existing building (rather than a ground-up new build). These estimates also reflect anticipated changes to the prototype for Bakery Cafes. Costs included are based on open shop bidding practices with no premium built in for the cost of union labor. The estimated costs are for a new Bakery Café, and some items are therefore not applicable to a Bakery Café acquired under the refranchising program. If you acquire a company-owned Bakery Café from our affiliate, your initial investment may be higher; it will include the purchase price that you agree to pay for the assets (which will include the Initial Franchise Fee and also may include a component for goodwill and/or going concern value), insurance costs, training costs and additional funds. In addition, as noted in Item 1, you may be required to remodel the acquired Bakery Café as a condition of the acquisition. We estimate that the cost of remodeling an acquired Bakery Café will be approximately \$350,000 to \$750,000, depending on the specific location.
- (2) See Item 5 for details concerning the Initial Franchise Fee and the portions of the Development Fee credited toward Initial Franchise Fees, if applicable.
- (3) We expect that you will lease a location for the Bakery Café, which will vary in size between 2,500 to 4,000 square feet, generally for a facility located in a suburban mall, strip center, or mixed-use development. The locations for the Cafés contained in this estimate range from 2,500 to 4,000 square feet and are located in a suburban mall, strip center, or mixed-use development. We will consider on a case-by-case basis a franchisee's request to convert an existing facility to a Bakery Café, as well as sites that may be larger or smaller than our prototype, provided that the site can be transformed to meet the standards and specifications of the System. The cost of purchasing or leasing and developing a suitable site varies widely depending on the size, type, and location of the Bakery Café and the local real estate market.
- (4) This range is representative of architectural design fees and building permit cost only and is only an average estimate. Additional construction fees such as tap/pro-rata fees, the costs of which are distributed to participants based on the authority of each city for items such as water and sewer usage fees, meter fees, environmental impact fees, electrical service fees, utility deposit fees, etc. and liquor license fees are not included. These costs vary too widely to provide an accurate range. You should contact your state and local governmental agencies to inquire as to the amount and requirements of these items. You must comply with federal, state and local licensing requirements for the sale of alcoholic beverages and for the operation, if any, of gaming and lottery equipment. This range applies only to the average locality; however, some areas operate under a quota system for permits and the costs associated with obtaining a license in these areas can be extremely expensive and time consuming. Other permits may be required before you open your Bakery Café.
- (5) The estimate is for a typical Bakery Café developed in a suburban shopping center with the premises delivered in "vanilla box" condition (that is, primed drywall ready to be painted, but without improvements). Typical improvements required include floor covering, wall covering, electrical modifications, partitions, installation of heating and cooling systems, painting, lighting, and other components typical of our trade dress. For your first two Cafés, you must engage an architect from our approved list to

prepare preliminary and final architectural drawings and specifications for your Cafés consistent with our representative plans for a Café. In addition, for your first two Cafés, you must use a general contractor from our approved list or receive our written approval of your general contractor. After your second Café is built and operational, you can choose your own architect and general contractor, but we must approve the final drawings and specifications before you begin the permitting process. Your lessor may offer, or you may be able to negotiate, a tenant improvement allowance to reduce your cost of site improvements; our estimate reflects the allowances we obtained on recently-opened company-owned Bakery Cafés, which averaged \$35 to \$75 per square foot or \$140,000 to \$300,000 based on 4,000 square feet. Costs are likely to vary and to be much higher if you wish to establish your Bakery Café in an area or building where special requirements of any kind will apply (such as historical or architectural preservation). Costs are likely to vary and be much higher in urban settings or where the lessor provides a building in as-is condition. If you choose or are required to add specific design elements, these costs may increase beyond the estimate.

- (6) This estimate does not include security camera equipment that we may require to monitor the outside of your drive-thru should you chose to have a drive-thru at the Bakery Café.
- (7) This estimate includes both exterior and interior signage. Also included in the signage estimate are the costs for exterior awnings. The cost varies depending on the size and location of the signs and awnings.
- (8) This estimate includes the associated equipment typically needed for a franchised Bakery Café with a drive-thru, including point of sale terminals/tablets, menu boards, loop, headsets and other related hardware, foodservice equipment and smallwares.
- (9) This estimate includes the Technology Suite (including Managed Infrastructure, NCR Aloha Point of Sale and Kitchen Display System Platform, FreedomPay Credit Card Payment Platform, CrunchTime Back Office Platform, Transact BOHA Technologies, drive-thru-required technologies and equipment including point of sale terminals/tablets, menu boards, loop(s), headsets and other related hardware, and the Digital Platform, including Loyalty, Mobile App, Online & Mobile Ordering, Catering and Delivery). This estimate does not include tax and freight of the equipment.
- (10) LDAMC charges you the Initial Technology Administrative Fee under the ASA in consideration of its initial set-up costs of the Technology Suite. A detailed description of the Technology Suite is included in Item 11.
- (11) This estimate includes the costs for site preparation and site improvements relative to free standing locations built between 2020 and 2023. These costs may vary greatly depending on the condition of the land, environmental factors and whether or not you will buy or lease the site.
- (12) This estimate is for inventory and supplies in quantities typically sufficient for pre-opening and training operations of a franchised Bakery Café.

- (13) You must conduct a grand opening of your Bakery Café during the period beginning no less than 45 days before and ending 90 days after opening. The grand opening must adhere to our prescribed grand opening marketing plan. You may have additional expenses for promotional materials. The minimum required grand opening expenditure is currently \$10,000, but you may exceed the minimum required expenditure. This expenditure is in addition to the WAO described in Item 6.
- (14) This estimate is for the first year's premiums for insurance meeting our current requirements. Insurance costs will vary depending upon the size and location of the Bakery Café, your claims history, and other factors. See Item 8 for further information about your obligations with respect to insurance.
- (15) Within 30 days before your first Café opens for business, you (or your approved Lead Operator), your general manager, and up to three other management personnel must complete our management training program to our satisfaction. This is an estimate of the cost of your and your trainees' lodging, meals, travel expenses, wages and uniforms and includes an estimate for the Managers' salary during training and before opening your Café. Please see Item 11 for further details on training.
- (16) Some utility companies may require you to provide deposits or pay installation charges for utility services, including electrical, gas, water, sanitation, and telephone service. Local, municipal, county and state regulation may require that you obtain licenses and permits to operate.
- (17) We strongly recommend that you engage the services of an attorney and/or accountant to assist you in evaluating this franchise. You may also wish to use an attorney to assist you in lease negotiations and/or to form an entity to own the franchise. This is the estimated cost of basic legal and accounting services.
- (18) This is an estimate of the additional funds you will need during the initial period of operation, which we define as three months from the opening of the Bakery Café. The estimate includes items such as rent, payroll costs, food costs, utilities, licenses and permits. The estimate does not include royalties, Brand Fund contributions, or any compensation that you may choose to pay yourself. These figures are estimates; we cannot guarantee that you will not have additional expenses starting the business. We relied on the experience of our affiliates in formulating the estimate of additional funds.

YOUR ESTIMATED INITIAL INVESTMENT – "Express Café" Prototype

Type of Expenditure ⁽¹⁾	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee⁽²⁾	\$20,000 to \$40,000	Lump Sum	Upon signing the Franchise Agreement (and, if applicable, Non-Traditional Addendum)	Us
Real Property⁽³⁾	Variable	Variable		Lessor

YOUR ESTIMATED INITIAL INVESTMENT – "Express Café" Prototype

Type of Expenditure⁽¹⁾	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Design, Permitting Fees & Liquor License⁽⁴⁾	\$18,135 to \$26,713	As Arranged	As Incurred	Contractors and Government Agencies
Building and Leasehold Improvements⁽⁵⁾	\$119,166 to \$160,793	As Arranged	As Incurred	Contractors and Vendors
Signage⁽⁶⁾	\$5,350 to \$6,368	As Arranged	As Incurred	Vendors
Furniture, Fixtures & Equipment⁽⁷⁾	\$221,426 to \$294,410	As Arranged	As Incurred	Vendors
Technology Suite⁽⁸⁾	\$0 to \$43,000	As Arranged	As Incurred	Vendors
Initial Technology Administrative Fee⁽⁹⁾	\$0 to \$2,860	As Arranged	As Incurred	Our Affiliate
Site Work⁽¹⁰⁾	\$0 to \$5,000	As Arranged	As Incurred	Vendors
Start-up Inventory & Supplies⁽¹¹⁾	\$10,000 to \$13,000	As Arranged	As Incurred	Sysco and Various Distributors
Grand Opening Advertising⁽¹²⁾	\$5,000 to \$10,000	As Arranged	As Arranged	Vendors, Printers, Media
Insurance⁽¹³⁾	\$3,000 to \$25,000	As Arranged	As Arranged	Insurance Company
Training & Managers' Salary⁽¹⁴⁾	\$5,000 to \$51,000	As Arranged	As Incurred	Employees, Hotels, Airlines, Vendors, etc., Your Manager
Utility Deposits/ Licenses⁽¹⁵⁾	\$3,000 to \$5,000	Lump Sum	As Incurred	Utility Companies, Government Agencies
Legal and Accounting⁽¹⁶⁾	\$5,000 to \$30,000	As Arranged	As Incurred	Attorney, Accountant
Additional Funds – 3 months⁽¹⁸⁾	\$15,000 to \$140,000	As Arranged	As Incurred	Vendors, Suppliers, Employees, Utilities,

YOUR ESTIMATED INITIAL INVESTMENT – "Express Café" Prototype

Type of Expenditure ⁽¹⁾	Amount	Method of Payment	When Due	To Whom Payment is to be Made
				Landlord, etc.
Total (excluding real estate)	\$430,077 to \$853,144			

EXPLANATORY NOTES – EXPRESS CAFÉ:

- (1) The estimates are based on costs and expenses for 8 company-owned Express Cafés that opened in 2021 as part of a pilot program in various Walmart stores, all of which we closed during our 2022 fiscal year, as well as anticipated changes to the prototype used in future openings. Express Cafés operate using a fast-casual format and offer limited menus and cooking platforms that rely on a large grab and go design for suburban, urban or Non-Traditional Facilities where the focus of the menu is a grab and go format. The estimates for Express Cafés are based on our bids for the equipment, buildout and construction of spaces of approximately 986 to 2,327 square feet.
- (2) See Item 5 for details concerning the Initial Franchise Fee. Depending on the location of the Express Café, you may be required to sign our Non-Traditional Addendum, which would reduce the Initial Franchise Fee from \$40,000 to \$20,000.
- (3) We expect that Express Cafés will vary in size between 600 and 2,500 square feet. The cost of leasing a suitable site varies widely depending on the size, type, and location of the Express Café and the local real estate market.
- (4) This range is representative of architectural design fees and building permit cost only and is only an average estimate. Additional construction fees such as tap/pro-rata fees, the costs of which are distributed to participants based on the authority of each city for items such as water and sewer usage fees, meter fees, environmental impact fees, electrical service fees, utility deposit fees, etc. and liquor license fees are not included. These costs vary too widely to provide an accurate range. You should contact your state and local governmental agencies to inquire as to the amount and requirements of these items. You must comply with federal, state and local licensing requirements for the sale of alcoholic beverages and for the operation, if any, of gaming and lottery equipment. This range applies only to the average locality; however, some areas operate under a quota system for permits and the costs associated with obtaining a license in these areas can be extremely expensive and time consuming. Other permits may be required before you may open your Café.
- (5) The estimate for an Express Café developed in a host facility is based on an Express Café developed in a Walmart facility with the premises delivered in "vanilla box" condition (that is, primed drywall ready to be painted, but without improvements). Typical improvements required include floor covering, wall

covering, electrical modifications, partitions, installation of heating and cooling systems, painting, lighting, and other components typical of our trade dress. Unless we waive the requirement, you must engage an architect from our approved list to prepare preliminary and final architectural drawings and specifications for your Express Cafés. In addition, for your first two Cafés, you must use a general contractor from our approved list or receive our written approval of your general contractor. After your second Café is built and operational, you can choose your own architect and general contractor, but we must approve the final drawings and specifications before you begin the permitting process. Your lessor may offer, or you may be able to negotiate, a tenant improvement allowance to reduce your cost of site improvements. Costs are likely to vary and to be much higher if the host facility is in an area or building where special requirements of any kind will apply (such as historical or architectural preservation). Costs are likely to vary and be much higher in urban settings or where the lessor provides premises in as-is condition. If you choose or are required to add specific design elements, these costs may increase beyond the estimate.

- (6) This estimate includes both exterior and interior signage. The cost varies depending on the size and location of the signs.
- (7) This estimate includes the equipment typically needed for an Express Café, including foodservice equipment and smallwares. This estimate includes the cost of walk-in coolers, freezers, and HVAC equipment which are required when operating an Express Café with an average cost of \$80,000 to \$120,000.
- (8) This estimate includes the Technology Suite (including Managed Infrastructure, NCR Aloha Point of Sale and Kitchen Display System Platform, FreedomPay Credit Card Payment Platform, CrunchTime Back Office Platform, Transact BOHA Technologies, and the Digital Platform, including Loyalty, Mobile App, Online & Mobile Ordering, Catering and Delivery). A Café operating at a Non-Traditional Facility is not currently required to purchase the Technology Suite if the host facility has an equivalent technology suite, although we may require the Café to use our required technology suite in the future. If the host facility does not have an equivalent technology suite, we may require the Express Café to purchase the Technology Suite. If you are required to purchase the Technology Suite, this estimate does not include tax and freight of the equipment.
- (9) A Café operating at a Non-Traditional Facility is not currently required to enter into the ASA and pay the Initial Technology Administrative Fee listed above if the facility has a technology suite equivalent to the Technology Suite, although we may require the Café to use our required technology suite in the future. If the facility does not have an equivalent technology suite, we may require the Express Café to purchase the Technology Suite and pay the Initial Technology Administrative Fee listed above.
- (10) This estimate is to allow for atypical site conditions or restrictions that you may encounter in a facility.
- (11) This estimate is for inventory and supplies in quantities typically sufficient for the first week of operation of an Express Café.
- (12) You must conduct a grand opening of your Express Café during the period beginning no less than 45 days before and ending 90 days after opening. If you

operate the Café from a Non-Traditional Facility, the minimum grand opening expenditure is reduced from \$10,000 to \$5,000.

- (13) This estimate is for the first year's premiums for insurance meeting our current requirements. Insurance costs will vary depending upon the size and location of the Express Café, your claims history, and other factors. See Item 8 for further information about your obligations with respect to insurance.
- (14) Within 30 days before your Express Café opens for business, you (or your approved Lead Operator), your general manager, and up to three other management personnel must complete our management training program to our satisfaction. This is an estimate of the cost of your and your trainees' lodging, meals, travel expenses, wages and uniforms and includes an estimate for the Managers' salary during training and before opening your Express Café. Please see Item 11 for further details on training.
- (15) Some utility companies may require you to provide deposits or pay installation charges for utility services, including electrical, gas, water, sanitation, and telephone service. Local, municipal, county and state regulation may require that you obtain licenses and permits to operate.
- (16) We strongly recommend that you engage the services of an attorney and/or accountant to assist you in evaluating this franchise. You may also wish to use an attorney to assist you in lease negotiations and/or to form an entity to own the franchise. This item is the estimated cost of basic legal and accounting services.
- (17) This is an estimate of the additional funds you will need during the initial period of operation, which we define as three months from the opening of the Express Café. The estimate includes items such as rent, payroll costs, food costs, utilities, licenses and permits. The estimate does not include royalties, Brand Fund contributions, or any compensation that you may choose to pay yourself. These figures are estimates; we cannot guarantee that you will not have additional expenses starting the business. We relied on the experience of our operating company affiliates in formulating the estimate of additional funds.

YOUR ESTIMATED INITIAL INVESTMENT – Development Agreement				
Type of Expenditure	Amount⁽¹⁾	Method of Payment	When Due	To Whom Payment is to be Made
Development Fee⁽²⁾	2 - 10 Cafés: \$40,000 for first Café plus \$20,000 for each additional Café you commit to open 11 – 19 Cafés: \$40,000 for 1 st Café, \$20,000 for Cafés 2-10 and \$10,000 for Cafés 11-19 20+ Cafés: \$40,000 for 1 st Café, \$20,000 for Cafés 2-10, \$10,000 for Cafés 11-19, and \$5,000 for all Cafés over 19	Lump sum	Upon signing the Development Agreement	Us
Total (excluding real estate)⁽³⁾	\$60,000 (2 Cafés) to \$315,000 (20 Cafés)			

EXPLANATORY NOTES – DEVELOPMENT AGREEMENT:

(1) You may incur additional legal, accounting and other fees for reviewing the Development Agreement. The table does not include an estimate for this.

(2) For each Café you develop under the Development Agreement, you will also incur the initial investment described in the table above for Bakery Cafés and/or Express Cafés, as applicable.

* * *

The amounts noted in Item 7 as payable to us are not refundable. Estimated figures are estimates only and we cannot and do not guarantee that your costs will fall within the stated ranges.

ITEM 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

You must purchase your food and beverage products, ingredients, packaging materials, menus, signs, fixtures, Technology Suite, equipment, furniture, smallwares, décor items, and other products and services in accordance with our specifications and quality standards and, if applicable, only from suppliers we have designated or approved (which may include us or our affiliates). We and our affiliates may earn a profit on products and services sold to you and other Café franchisees or receive rebates or other consideration from unaffiliated suppliers with respect to their sales of products or services to you or other Café franchisees, whether or not the product or service is presently mentioned in this Item. As of the issuance date of this disclosure document, except for LDAMC, Bridor and GCI as described below, neither we nor any of our affiliates is an approved supplier of any products or services to our franchisees. We may designate ourselves and/or our affiliates as an approved supplier, or as the only approved supplier, for additional products and services in the future.

If we do not require you to use a designated source or approved supplier for a particular item, you may purchase the item from any vendor you choose, so long as your purchases conform to our standards and specifications. We may restrict the sourcing of current and future items.

Foodservice Distributor. We and our affiliates have contracted with Sysco, a nationwide foodservice distributor, to act as the distributor for most of your food and supplies, including all of our proprietary products and required products described below. We have also contracted with NPC (National Produce Consultants) and its produce distributor network to supply Cafés with their produce requirements. You must use Sysco for all products that Sysco carries related to operating your Café, and you must use NPC and its designated distributors for your produce needs. We are not affiliated with Sysco or NPC. We can change to a different distributor and, if we do so, you must begin using the new distributor.

Smallwares Distributor. We and or our affiliates have contracted with Ed Don, an international smallwares distributor, to act as the distributor of all of your smallwares, including any and all proprietary smallwares and disposables.

Proprietary Food Items. Certain food and beverage items in the Café are proprietary. We may develop other proprietary food items in the future besides those described below. If we do so, you must begin purchasing and using only the proprietary items, even if you have previously purchased similar items from another source. As of the date of this disclosure document, our proprietary food items are:

Bread Products. The Cafés have a history in baking and bread products in particular. There is a wide range of quality and consistency available in the bread category. To protect the proprietary recipes and manufacturing methods owned by our affiliates and to ensure the quality, uniformity, and distinctiveness of our product offerings, you must obtain all of your bread products from a supplier that we approve. Our affiliate, Bridor, is one of the approved suppliers of bread products.

Soups and Salad Dressings. The Cafés sell soups and salad dressings made in accordance with the proprietary recipes and manufacturing methods owned by our affiliates. You may not sell any other kind of soups or dressings in your Cafés. To protect the recipes and to ensure the quality, uniformity, and distinctiveness of the products associated with our brand, you must purchase all soups and dressings from a supplier we approve. As of the date of this disclosure document, our affiliate, GCI, is the only approved supplier of these products.

Coffee. The Cafés sell coffee and espresso blends made in accordance with the proprietary recipes and manufacturing methods owned by our affiliates. You may not sell any other kind of coffee in your Cafés. To protect the recipes and to ensure the quality, uniformity, and distinctiveness of products served in our Cafés, you must purchase all coffee and espresso from a supplier we approve. Currently, Royal Cup Coffee is the only approved supplier of these products. Royal Cup Coffee is not one of our affiliates.

Pastries and Viennoiserie. The Cafés display pastries and viennoiserie (Vien) products, which often create the first impression of our Cafés for new guests. You must comply with our specifications for these categories, including Limited Time Offer (LTO) items throughout the year. To protect the recipes and to ensure the quality, uniformity, and distinctiveness of the products, you must purchase these items from a supplier we approve. We currently divide the production of these items between multiple vendors. Our affiliate, Bridor, is one of the approved suppliers of bread products.

Soft Drinks and Bottled Beverages. We and our affiliates have an exclusive contract with Coca-Cola for all fountain-based beverages. You must participate in the program, which allows one valve for Dr. Pepper and prohibits the sale of competitive soft drinks. Any soft drinks you serve in cans or bottles must be a Coca-Cola product only. We are not affiliated with Coca-Cola.

Lease. If you lease the site for your Café, you must submit the proposed lease to us for approval before you sign it. We will require the landlord to sign an agreement with us providing us certain rights. A template of this agreement is attached to the Development Agreement as Exhibit E. See Item 11 under the heading "Site Selection" for more details. If you or an affiliate owns the site for your Café, you must execute a written lease agreement and execute Exhibit E.

Design and Construction. For your first two Cafés, you must engage an architect from our approved list to prepare preliminary and final architectural drawings and specifications for your Cafés consistent with our representative plans for a Café. In addition, for your first two Café, you must use a general contractor from our approved list or receive our written approval of your general contractor. After your second Café is open and operational, you can choose your own architect and general contractor, but we must approve the final drawings and specifications before you begin the permitting process.

Equipment and Fixtures. We have identified specific brands and preferred suppliers for all of the foodservice equipment and fixture items required for a Café. For your first two Cafés, we require you to purchase equipment through an approved consolidator. After your second Café is open and operational, if we do not require you to use a consolidator, you may purchase the recommended brands from any wholesaler or distributor that LMFC has approved.

Technology Suite and Help Desk. You must purchase and install the Technology Suite that we specify for Cafés only from our designated vendors. For a new Café opening, the contents of the Technology Suite that you must purchase will be determined at the time you order the systems.

The following systems comprise the current Technology Suite:

- Managed Infrastructure (network, internet, telecom, WIFI, Secured managed firewall, and network switch), which you must purchase from our current designated vendor, MetTel Inc.;
- Point of Sale (POS) and Kitchen Display System (KDS), which you must purchase from our current designated vendor, NCR Corporation;

- Credit Card Payment Platform, which you must purchase from our current designated vendor, FreedomPay, Inc.;
- Digital Menu Boards (interior and exterior drive-thru locations), which you must purchase from our current designated vendor, Embed Digital;
- Back Office System platform used for food and labor management, which you must purchase from our current designated vendor, CrunchTime! Information Systems, Inc. Transact BOHA Technologies, and fully-managed, standardized la Madeleine Café level email;
- Transact BOHA Technologies used for product labeling detailing nutritional information; as well as product shelf life;
- LDAMC's designated email system, including email addresses;
- Drive-thru required technologies, including point of sale terminals/tablets, menu boards, loop(s), timers, speaker post(s), headsets and other related hardware;
- Digital Platform including Loyalty, Mobile App, Online & Mobile Ordering, Catering, Carry-out, Delivery, which you must purchase from our current designated vendors, Thanx, Inc. Grubhub Inc., MonkeySoft Solutions Incorporated, Olo, DoorDash, Uber Eats, Postmates and other integrated third-party software and vendors that will represent the la Madeleine menu to Café guests and take orders for entry into the on-site POS system;
- Hardware Depot Maintenance Support Services, which you must purchase from our current designated vendor, Retail Technology Group (RTG); and
- La Madeleine Technology Support Services, which included comprehensive technical support with the LDAMC IT Help Desk Team.

For new Cafés, you must purchase and install our Technology Suite before opening the Café or, in the case of an existing Café you acquire from our affiliate under the refranchising program, within an agreed time after the transaction closes. LDAMC provides specific requirements for technology solutions to all of the affiliated brands identified in Item 1 in order to achieve scale for volume discounts and to centralize implementation, optimize support and administration.

You must sign the ASA with LDAMC for technology support services for the Technology Suite. If new components of the Technology Suite are implemented in the future, LDAMC may terminate the ASA and require you to sign an amendment or new agreement for the new solutions and services.

The foregoing requirements do not apply to a Café operating at a Non-Traditional Facility, unless the host facility does not have a technology suite equivalent to the Technology Suite, although we may require the Café to use our required technology suite in the future. If the host facility does not have an equivalent technology suite, we may require the Express Café to purchase the Technology Suite and sign the ASA.

Gift Card Processing. You must use a designated vendor for gift card processing. Our current vendor is Paytronix. We are not affiliated with Paytronix.

Wi-Fi Network. You must provide complimentary Wi-Fi access for customers at the Café. The Wi-Fi network is part of the LDAMC managed infrastructure suite. LDAMC is the only approved vendor of the Wi-Fi network.

Background Music. You must use a designated media system for your background music and you may only broadcast soundtracks that we have approved for use in Cafés. We will evaluate audio specifications for new Cafés on a case-by-case basis, but each must provide an experience that is substantially similar to sound levels in our affiliates' existing restaurants. Our current vendor is Ambiance Radio. We are not affiliated with Ambiance Radio.

Insurance. At a minimum, you must maintain, at your sole expense, general liability insurance against all types of liability, including bodily injury, property damage, advertising and personal injury coverage and products/completed operations coverage, (\$1,000,000 per occurrence with general aggregate of \$2,000,000). This includes a medical payments coverage that must have a per occurrence liability limit of \$5,000 per Café location. You must also maintain crime and employee dishonesty insurance (minimum per occurrence of \$10,000 per Café for crime related portion and \$50,000 per Café for the employee dishonesty related portion). As more fully described in the Manuals provided to you, you must also comply with statutory workman's compensation insurance, and any other compulsory employer-employee deductions, and will, upon request, provide evidence of the same. You must also maintain automobile liability insurance at a single limit of not less than \$1,000,000. If you sell alcoholic beverages from a Café, you must obtain liquor liability insurance in the amount of \$1,000,000 per occurrence per Café. You must also obtain an umbrella policy with minimum limits of \$1,000,000 million per occurrence and an aggregate limit of \$1,000,000 per Café. You must also obtain employment practices liability insurance at a single limit of not less than \$1,000,000. You must also maintain data privacy/cyber liability insurance, including first party coverage (forensics, investigation, notification, credit monitoring, loss of business income, crisis management) and third-party coverage, with coverage limits of no less than \$1,000,000 per occurrence. We and our affiliates must be named as additional insureds under your policies. You must also carry sufficient other insurance to maintain the continuity of the Café and protect our and our affiliates' interests including the building, leasehold improvements, inventory, equipment and business interruption. You must submit proof of insurance to us at the start of each renewal period and on any request by us.

We may increase the amounts of coverage required and require different or additional kinds of insurance at any time, including excess liability insurance, to reflect inflation, new risks, changes in the law or standards of liability, higher damage awards or other relevant changes in circumstances.

All public liability and property damage policies must contain a waiver by the insurance company of subrogation rights against us and our affiliates, officers, directors, owners, employees, successors and assigns. If you fail to maintain the required coverage, we may obtain insurance on your behalf. If we do so, you must reimburse us for the cost of insurance, plus a reasonable fee for our services.

All insurance policies or policies must be written by an insurance carrier or insurance carriers with a Best's Insurance Guide rating of "A" or better.

Guest Satisfaction Program. You must offer a guest satisfaction survey on your guest receipts and catering invoices. The current program, which we may change with reasonable

notice, is administered by Service Management Group, a vendor based in Kansas City, Missouri. The program offers one free pastry per guest who completes the retail survey and \$10 credit per client who completes the catering survey. SMG is not one of our affiliates.

Accounting Services. Your annual financial statements must be reviewed by an independent certified public accountant. We do not designate or approve suppliers of accounting services.

Quality Assurance Audits. You must submit to culinary, administrative, quality of operations, and sanitation audits and safety inspections by us and third-party auditors that we may select, if applicable. We and our third-party auditors may, at any time, access your Cafés for the purpose of assessing compliance with our standards, specifications, requirements and instructions or for any other reason. We will attempt to minimize any disruptions to the operation of the Cafés during these audits. We may change the vendor and the inspection schedule at any time. This is in addition to our own right to inspect the premises and operations at any time. We or our designee may re-inspect your Café to confirm that all deficiencies have been corrected.

Pest Control and Cleaning Chemicals. You must contract for monthly interior and exterior pest service by a certified (licensed and bonded) company and purchase all cleaning chemicals in your restaurant from our approved vendor, which is currently Ecolab (not an affiliate).

Supplier Approval Process

If we require you to use an approved supplier or distributor for a particular item, but you wish to purchase the item from a source that we have not approved, you may submit a written request for approval of the supplier or distributor, unless it is an item for which we have designated a specific vendor. We will furnish a copy of the relevant standards and specifications to the proposed supplier, provided that the proposed supplier signs a confidentiality agreement. To obtain approval, proposed suppliers must demonstrate the ability to meet our standards and must possess adequate quality controls and capacity to supply your needs promptly and reliably. However, we have no obligation to approve any specific supplier or any minimum number of suppliers for any item, and any proposed supplier relationship must not jeopardize the availability of any special pricing or other benefits offered by existing suppliers based on system-wide purchases. We may require you to pay a reasonable fee to cover our costs of reviewing a proposed supplier, which you must pay whether or not we approve the supplier. We may require that the proposed supplier allow our representatives to inspect the supplier's facilities.

We generally will give you written notice of approval or disapproval of the proposed supplier within 90 days after receiving your request and completion of evaluation and testing, if required. You may not sell or offer for sale any products or services of the proposed supplier until you receive our written approval.

We may revoke approval of particular vendors if we determine that the vendor or its products or services no longer meet our standards. Upon receipt of written notice of revocation, you must stop buying from the disapproved vendor. In addition, if we revoke our approval of the products because they fail to meet our standards, you may be required not to use your remaining inventory of those products.

Revenue from Required Purchases

Our affiliate, LDAMC, will derive revenue from (i) service fees paid by franchisees for technology support services under the ASA, and (ii) payments made by franchisees to reimburse LDAMC for fees LDAMC pays directly to the vendors of the Technology Suite.

For the fiscal year ending December 26, 2023, LDAMC received (i) \$232,403.90 from required service fees for technology support services under the ASA, (ii) \$411,160.63 from franchisees' reimbursements for ongoing costs charged by vendors of the Technology Suite, and (iii) \$15,961.31 from franchisees' reimbursements for Technology Suite equipment charged by vendors of the Technology Suite. LDAMC collected the payments referenced in (ii) and (iii) as a pass through for suppliers of the Technology Suite and did not earn a profit.

Our affiliates, Bridor and GCI, derive revenue from the sale of food products to our national foodservice distributor for resale to franchisees. Franchisees pay the same freight on board ("FOB") price and delivered price into distribution for Bridor and GCI products as the company-owned Cafés pay. For the fiscal year ending December 26, 2023, our affiliate Bridor had revenue of \$2,639,313 and our affiliate GCI had revenue of \$5,896,331, in each case from franchisees' required purchases of goods and services. Our affiliates received this revenue either directly from franchisees or from third party suppliers.

We and our affiliates have negotiated FOB and delivered pricing into distribution on a majority of our core and peripheral items. Our franchisees can participate in these programs on the same basis as company-owned locations.

Certain approved suppliers currently or may in the future pay to us and/or an affiliate compensation or otherwise provide us and/or an affiliate with sales incentives or rebates in amounts based on our franchisees' purchases. Currently, approved suppliers pay us and our affiliates sales incentives and payments for food and beverage items as either (i) a flat amount per pound, gallon or case (or other specified measure) purchased by franchisees or (ii) a flat amount based on increases to sales volume percentages of the suppliers' total sales to our franchisees.

During the 2023 fiscal year, we received a total of \$394,151 in contributions to our annual leadership conference as well as other conferences and meetings attended by franchisees from these vendors, which constituted 4% of our overall revenue of \$9,851,924.

We may direct any unrestricted vendor payments into the Brand Marketing Fund, although we may also use them to support an annual leadership conference or we may allocate funds among franchisees based on their purchases or other criteria. Subject to applicable state law, we have no obligation to use vendor payments in a particular fashion or to pass them through to you. We may retain any or all rebates, commissions, fees, and other economic benefits received from unaffiliated suppliers based on franchisees' purchases.

None of our officers owns an interest in any supplier.

We estimate that 90% to 100% of your total purchases and leases in establishing a Café and 65% to 80% of your total purchases and leases in operating a Café will be subject to at least one of the restrictions described in this item.

As of the date of this disclosure document, there are no purchasing cooperatives or distribution cooperatives in our franchise system. We do not provide material benefits to

franchisees based on their purchases of particular products or services or use of particular suppliers.

ITEM 9 FRANCHISEE'S OBLIGATIONS

This table lists your principal obligations under the franchise and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this disclosure document.

Obligation	Section in Agreement	Disclosure document item
a. Site selection and acquisition/lease	Section 4 of Franchise Agreement; Section 4 of Development Agreement	Items 5, 7, 8, 11 and 12
b. Pre-opening purchases/ leases	Sections 7 and 9 of Franchise Agreement	Items 5, 7, 8, 11 and 12
c. Site development and other pre-opening requirements	Sections 4, 7, 9 and 15 of Franchise Agreement	Items 5, 6, 7, 8, 11 and 12
d. Initial and ongoing training	Section 5 of Development Agreement; Section 8 of Franchise Agreement; Paragraph 8 of Refranchising Addendum	Items 6, 7 and 11
e. Opening	Section 7 of Franchise Agreement; Paragraphs 4, 7 and 11 of Refranchising Addendum	Item 11
f. Fees	Sections 3 and 8 of Development Agreement; Sections 3, 6, 14, and 16 of Franchise Agreement; Paragraphs 5 and 6 of Refranchising Addendum; and Paragraph C(2), C(3), and C(6) of the Non-Traditional Addendum	Items 5, 6 and 7
g. Compliance with standards and policies/Operating Manuals	Section 6 of Development Agreement; Sections 9, 10 and 11 of Franchise Agreement	Items 11 and 14

Obligation	Section in Agreement	Disclosure document item
h. Trademarks and proprietary information	Sections 10, 11 and 12 of Franchise Agreement; Paragraphs 3 and 9 of Refranchising Addendum	Items 13 and 14
i. Restrictions on products/ services offered	Section 9 of Franchise Agreement	Items 8 and 16
j. Warranty and guest service requirements	Section 9 of Franchise Agreement	Not applicable
k. Territorial development and sales quotas	Section 1 and Exhibits A and B of Development Agreement	Item 1 and 12
l. Ongoing product/service purchases	Section 9 of Franchise Agreement	Items 6, 7 and 8
m. Maintenance, appearance and remodeling requirements	Sections 3 and 9 of Franchise Agreement; Paragraph 12 of Refranchising Addendum	Item 11
n. Insurance	Section 15 of Franchise Agreement	Items 6, 7 and 8
o. Advertising	Section 14 of Franchise Agreement; Paragraph 10 of Refranchising Addendum; Paragraph C(5) of the Non-Traditional Addendum	Items 6 and 11
p. Indemnification	Section 15 of Development Agreement; Section 23 of Franchise Agreement	Item 6
q. Owner's participation/ management/staffing	Section 12 of Development Agreement; Sections 9 and 20 and <u>Exhibit A</u> of Franchise Agreement	Items 11 and 15

Obligation	Section in Agreement	Disclosure document item
r. Records and reports	Sections 9 and 13 of Franchise Agreement	Item 6
s. Inspections and audits	Sections 9 and 13 of Franchise Agreement	Items 6 and 11
t. Transfer	Section 8 of Development Agreement; Section 16 of Franchise Agreement; Section C(6) of the Non-Traditional Addendum	Item 17
u. Renewal	Section 3 of Franchise Agreement; Section C(2) of the Non-Traditional Addendum	Item 17
v. Post-termination obligations	Sections 10 and 12 of Development Agreement; Sections 12, 18 and 19 of Franchise Agreement	Item 17
w. Non-competition covenants	Section 10 and 11 of Development Agreement; Section 19 of Franchise Agreement	Item 17
x. Dispute resolution	Section 20 of Development Agreement; Sections 27, 28 and 29 of Franchise Agreement	Item 17
y. Other – Personal Guarantee	<u>Exhibit D</u> of the Development Agreement; <u>Exhibit B</u> to Franchise Agreement	Item 15

ITEM 10 FINANCING

We do not offer direct or indirect financing to franchisees. We will not guarantee your promissory note, lease, or other obligation.

ITEM 11 FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, MANUALS AND TRAINING

Except as listed below, we are not required to provide you with any assistance.

Pre-Opening obligations

Before your first Café opens, we will:

- a) Provide site selection guidelines and criteria. (Section 4 of the Development Agreement; Section 4 of the Franchise Agreement)
- b) Review sites you propose for the Café, as described in more detail below. (Section 4 of the Development Agreement; Section 4 of the Franchise Agreement)
- c) Provide on-site evaluations, if we deem them advisable, in response to your request for our acceptance of a proposed site. (Section 4.2.2 of the Franchise Agreement)
- d) Provide one set of our prototypical plans for the construction and layout of a Café. (Section 5.1 of the Franchise Agreement)
- e) Review your complete set of preliminary and final drawings and specifications, and notify you of our approval or rejection of them. (Section 7.1 of the Franchise Agreement)
- f) Provide access to the Manuals for the term of the Agreement. (Section 5.2 of the Franchise Agreement)
- g) As discussed in Item 8, identify the food and beverage products, ingredients, packaging materials, menus, signs, fixtures, Technology Suite, equipment, furniture, supplies, opening inventory, smallwares, wall art, décor items, and other products and services that you must use to develop and operate the Café, the minimum standards and specifications that you must satisfy, and the designated and approved suppliers from whom you must or may buy or lease these items (which may be limited to and/or include us, our affiliates, and/or other specified exclusive sources). (Sections 9.1 and 9.5 – 9.9 of the Franchise Agreement)
- h) Provide La Madeleine Café Management Training. See below under “Training.” (Sections 5.3 and 8 of the Franchise Agreement). In addition, for a Café operating at a Non-Traditional Facility, upon reasonable request, we will provide a reasonable amount of training or assistance to additional personnel at your sole cost and expense. (Section 4 of the Non-Traditional Addendum)

- i) For the first two Cafés you develop, provide our then-current on-site opening assistance for all hourly associate positions. Thereafter, we will provide pre-opening and opening supervision and assistance as we deem advisable. (Section 5.4 of the Franchise Agreement).

We will have no pre-opening obligations with respect to any company-owned Cafés you purchase from our affiliates, because the Café will be in operation at the time you sign the Franchise Agreement.

Continuing obligations

After your Café opens, we will:

- a) Administer the Brand Marketing Fund, as described below in this Item 11 in the section entitled “Advertising.” (Section 14.3 of the Franchise Agreement; Section 5 of the Non-Traditional Addendum)
- b) Make available to you for purchase any advertising and promotional materials that we may produce independently from the Brand Marketing Fund. (Section 5.6 of the Franchise Agreement)
- c) Provide advice and written materials concerning techniques of managing and operating the Cafés. (Section 5.7 of the Franchise Agreement)
- d) At your request, review any proposed supplier to determine whether the supplier and its products or services meet our standards. (Section 9.7 of the Franchise Agreement)
- e) Defend you against any claim that your use of the Proprietary Marks (as defined in Item 13) or the Works (as defined in Item 14) infringes the rights of third parties. (Section 10.5 of the Franchise Agreement)

Site Selection

The procedure for securing a location for each Café is outlined in Section 4 of the Franchise Agreement and Section 4 of the Development Agreement. We do not generally own and lease the premises to you. Before acquiring a site by lease or purchase and within 60 days of signing the Franchise Agreement, you must submit any information that we reasonably request to evaluate the proposed site. In order to accomplish this, you will provide us with information regarding your potential site, together with fully executed site control documentation, related addenda, a preliminary site plan and a site investigation report (SIR). The criteria that we evaluate in the site approval process includes, but is not limited to accessibility, visibility, traffic counts, traffic patterns, demographics, available parking, limitations on alcohol licensing and local competition. We will provide the standard site selection assistance for the Café. We may physically review your proposed sites and provide on-site evaluations, if we deem them advisable. Within 30 days after we receive all requested information for a proposed site, we will accept or reject the proposed site in writing. The site that we approved will be designated as the “Premises” in Exhibit A to the Franchise Agreement. If we reject your proposed site, we will encourage you to submit alternative site(s).

At your own expense, you must identify and obtain a site for each new Café developed under a Development Agreement. Before acquiring a site by lease or purchase, you must submit to us information and materials about the proposed site including the lease and the lease terms,

the landlord's contact information, the land acquisition terms, demographic criteria and preliminary site plans showing building orientation, pad size, parking layout and other information, as we request to evaluate the site. Information for each Café and the request for acceptance should be submitted to us by the date listed in the Development Schedule. Within 30 days after we receive all requested information and materials, we will accept or reject the proposed site.

If we accept the proposed site, after we receive all of the required information from you necessary to prepare the Franchise Agreement, including the physical address of the site, we will issue the Franchise Agreement and the site will be known as the "Premises" referred to in the Franchise Agreement. You must return the executed Franchise Agreement, along with a completed set of all required exhibit documents within 30 days of your receipt of the Franchise Agreement or we can withdraw our acceptance of the site. The terms of the Franchise Agreement will govern the development, build-out and opening of each Café. We will use our then-current standards for sites when evaluating a proposed site for each Café, including the Protected Area (as defined in Item 12) for each Café.

Any binding commitment to purchase or lease the site must be made contingent upon our acceptance of the site and the preliminary site drawings. You must submit a copy of the proposed lease or purchase agreement for the site to us for approval. If applicable, you must also obtain a fully executed current version of the Agreement Regarding Leased Location by Tenant/Franchisee (see Attachment G to the Franchise Agreement) and submit a copy of the fully signed lease and an originally signed Agreement Regarding Leased Location by Tenant/Franchisee to us within 10 days after its execution (Franchise Agreement Section 4.4.). Failure to obtain and deliver to us an original fully signed Agreement Regarding Leased Location by Tenant/Franchisee may be treated by us as a default.

We will have no site selection obligations with respect to any company-owned Cafés you purchase from our affiliate, because the Café will be in operation at the time you sign the Franchise Agreement.

Time to Opening

The procedure for constructing and opening a Café is outlined in Section 5 of the Franchise Agreement. We will provide you with one set of our then prototypical plans for the construction and layout of a Café. Within 30 days after receipt of the complete set of drawings and specifications, we will review them and either approve or reject them. For your first two Cafés, you must engage an architect from our approved list to prepare preliminary and final architectural drawings and specifications for your Cafés consistent with our representative plans for a Café. In addition, for your first two Cafés, you must use a general contractor from our approved list or receive our written approval of your general contractor. After your second Café is built and operational, you can choose your own architect and general contractor, but we must approve the final drawings and specifications before you begin the permitting process. You cannot start the permitting process for the Café until we have approved the drawings and specifications, and once they have been approved they cannot be changed without our written consent. You must construct the Café and install all furniture, fixtures, equipment and signs in accordance with the plans and specifications that we have approved. You are responsible for obtaining all zoning, operational, health, and any other necessary permits or licenses at your own expense.

The typical time for a new Café to open is 16 months after we sign the Franchise Agreement. The actual time will vary depending on the availability of financing, the type of retail development in which the Café is to be located, and the time you need to obtain the necessary permits and licenses for the construction and operation of the Café. None of these factors are within our control.

We will provide our then-current on-site opening assistance for the first two Cafés you develop, which typically lasts 2 weeks at each Café. For a Café operating at a Non-Traditional Facility, we will provide on-site support for a period of one week preceding the grand opening. We will not provide opening assistance with respect to any company-owned Cafés you purchase from our affiliate, because the Café will be in operation at the time you sign the Franchise Agreement.

We may terminate the Franchise Agreement if you do not open the Café within 16 months after signing the Franchise Agreement. If you sign a Development Agreement, failure to open the Café may also affect whether you meet your Development Schedule. If you have not opened the required number of Cafés by the deadlines set out in the Development Schedule, we can terminate the Development Agreement (or reduce the Development Area). If we terminate a Development Agreement or Franchise Agreement, by cross-default, we can also terminate any other agreements you have with us, or any of our affiliated companies (subject to applicable state law).

Advertising

Other than administering the Brand Marketing Fund as described below, we do not have an obligation to conduct advertising on your behalf or to spend any amount on advertising in an area or territory where you or the Café is located. As noted in Item 6, franchised Cafés have a WAO (as defined in Item 6) in an amount not to exceed 4.0% of Gross Sales (1.0% of Gross Sales for franchised Cafés operating at Non-Traditional Facilities). Subject to the limitations described below, we will allocate the WAO among: (i) contributions to the Brand Marketing Fund (“BMF”); (ii) expenditures for Local Store Marketing; and (iii) contributions to a Cooperative (no Cooperative currently exists) We can change the allocation on reasonable notice to franchisees.

Brand Marketing Fund. The Brand Marketing Fund (including any earnings on unspent funds) will be used to maximize general public recognition, acceptance, and patronage of Cafés. We are not obligated to make Brand Marketing Fund expenditures for you which are equivalent or proportional to your contribution, or to ensure that any particular franchisee benefits directly or pro rata from expenditures by the Brand Marketing Fund. The Brand Marketing Fund is not a trust or deposit and we have no fiduciary or depository obligation in collecting payments, maintaining the bank account, bookkeeping, or disbursement of monies from the Brand Marketing Fund.

Franchisees must contribute a portion of the WAO to the Brand Marketing Fund. As of the date of this disclosure document, the required contribution is 2.0% of Gross Sales for Cafés not operating at Non-Traditional Facilities and 0.5% of Gross Sales for Cafés operating at Non-Traditional Facilities. We may increase the percentage by up to one quarter of one percent (0.25%) per calendar year, but the required contribution will not exceed 4.0% of Gross Sales for Cafés not operating at Non-Traditional Facilities and 1.0% of Gross Sales for Cafés operating at Non-Traditional Facilities during the initial term of your Franchise Agreement.

We may direct all advertising, media placement, marketing and public relations programs and activities financed by the Brand Marketing Fund, with final discretion over strategic direction, creative concepts, materials and endorsements used, and the geographic, market and media placement and allocation. We may use the Brand Marketing Fund to pay various costs and expenses as we determine, including: preparation and production of video, audio, written, and online advertising materials; production of promotional materials; sponsorship of sporting, charitable, or similar events; design, establishment, and maintenance of websites and mobile app sites, search rankings, social media profiles, guest relations, and other online and mobile presence; endorsement contracts; reasonable salaries and expenses of our and our affiliates' employees working for or on behalf of the Brand Marketing Fund or on advertising, marketing,

public relations, materials, programs, guest relations, activities or promotions prepared, planned or undertaken on behalf of the Brand Marketing Fund; professional fees and administrative costs and overhead incurred in activities reasonably related to the administration and activities of the Brand Marketing Fund (including accounting fees, legal fees, and interest on monies borrowed by the Brand Marketing Fund); implementation of advertising programs, including purchasing direct mail and media advertising and employing advertising agencies to assist us; and other public relations, marketing, consumer research, and promotional activities, including testing and test marketing programs, fulfillment charges, and development and implementation and testing of trade dress and design prototypes. We do not use any Brand Marketing Fund expenditures to specifically develop materials and programs that will be used principally to solicit franchise owners.

We may seek the advice of franchisees by formal or informal means with respect to the creative concepts and media used for programs financed by the Brand Marketing Fund. However, we retain final authority on all programs financed by the Brand Marketing Fund. We may change or dissolve the Brand Marketing Fund. Currently, we do not have an advertising council composed of franchisees.

Our affiliates that operate company-owned Cafés contribute to the Brand Marketing Fund at the same rate as franchisees. We are not required to have the Brand Marketing Fund audited, and we do not currently plan to do so. We will provide you with an annual accounting of the receipts and disbursements of the Brand Marketing Fund if you request it in writing, but we are not required to provide an accounting as to amounts spent for any individual franchisee or Café location. Funds not spent in the year contributed remain in the Brand Marketing Fund for use in subsequent years.

During the fiscal year that ended December 26, 2023, 12% of the expenditures from the Brand Marketing Fund were for production, 30% were for media, digital, social and loyalty, 15% were for administrative expenses, 5% were for insights, brand tracking and consumer research, 38% were for public relations and agency services.

Local Store Marketing by Cafés Not Operating at Non-Traditional Facilities. As part of the WAO, franchisees must spend a percentage of Gross Sales weekly for local advertising and promotion of the Café (“Local Store Marketing” or “LSM”). As of the date of this disclosure document, the spending requirement is 1.0% of Gross Sales for franchised Cafés not operating at Non-Traditional Facilities. We do not currently require Cafés operating at Non-Traditional Facilities to spend a minimum amount for Local Store Marketing. We may increase the required spending percentage by up to one quarter of one percent (0.25%) per calendar year, but the required expenditure for Local Store Marketing will not exceed two percent (2.0%) of Gross Sales during the initial term of your Franchise Agreement. Discounts, promotional items and food products that you give away in order to promote the Café will count toward your LSM obligation, but only at your cost (not the retail value) of the item. The maximum that we will count toward Local Store Marketing for discounts, promotional items and giveaways combined is one percent (1%) of Gross Sales. At our request, you must provide us supporting documentation evidencing your Local Marketing expenditures. We must approve all Local Store Marketing as described below.

Joint Marketing Programs and Cooperatives. We may establish: (1) co- marketing programs in which we and franchisees will join with suppliers or other third parties to cross-promote goods and services; (2) joint marketing efforts in which multiple franchisees contribute to a specific ad or event; and/or (3) local or regional marketing co-operatives (“Cooperatives”) that pool funds of franchisees on an ongoing basis to jointly promote the Proprietary Marks and the Cafés of the members. You must participate in each applicable joint marketing program and

comply with the rules of the program. There are currently no Cooperatives or other joint marketing programs. However, we may require that local or regional advertising cooperatives be formed, changed dissolved or merged. The following provisions will apply to Cooperatives:

- We may designate any geographic area or set of common characteristics for purposes of establishing a Cooperative. If a Cooperative is applicable to your Café, you must become a member and begin contributing (in addition to the Brand Marketing Fund contribution). You will not have to contribute to more than one Cooperative for the same Café at the same time. We (or our affiliates, as the case may be) will become a member of any Cooperative that is applicable to a Café owned by us or our affiliates.
- Each Cooperative will adopt a cooperative agreement governing the organization and operation of the Cooperative, subject to our approval. If the members of the Cooperative do not sign an agreement within a reasonable time, you will sign our recommended form of Cooperative Agreement. We may change the form of organization, governing documents, and manner of operation of any Cooperative. No changes in the bylaws or other governing documents of a Cooperative may be made without our prior written consent.
- Each Cooperative will be organized for the exclusive purpose of developing, administering, and executing advertising programs for the members of the Cooperative. No advertising or promotional plans or materials may be used by a Cooperative or furnished to its members without our prior approval as described below.
- You and each other member of the Cooperative must contribute weekly to the Cooperative all or a portion of the required Local Store Marketing expenditure, as determined by the membership. The required contribution will not exceed two percent (2%) of Gross Sales unless approved by a unanimous vote of eligible members of the Cooperative. Your obligation for Local Store Marketing will be reduced by the amount of your contributions to the Cooperative.

We may grant any franchisee an exemption for any length of time from the requirement of membership in a Cooperative, and/or from the obligation to contribute (including a reduction, deferral or waiver of the contribution), upon written request stating reasons that we deem sufficient to support the exemption. Our decision concerning any request for exemption will be final. If we grant an exemption to a franchisee, the franchisee will be required to spend on Local Store Marketing the amount the franchisee otherwise would have been required to contribute to the Cooperative.

Grand Opening. Franchisees must conduct grand opening marketing activities during the period beginning no less than 45 days before and ending 90 days after the Café opens. You must spend a minimum of \$10,000 (\$5,000 for a Café operating at a Non-Traditional Facility) to conduct grand opening marketing activities.

Approval Requirement. All advertising and promotion by you and by any Cooperative must be in the type of media and format that we approve, must be conducted in a dignified manner, and must conform to our standards and requirements. You or the Cooperative must submit written samples of all proposed advertising and promotional plans and materials for our approval at least 30 days before their intended use, unless the plans and materials were prepared by us or have been approved by us within the last twelve months.

Corporate Names, Proprietary Marks, Electronic Marketing and Electronic Communications. Unless we have agreed to it in writing, you may not use, register, maintain, or sponsor any URL, domain name, social networking platform, blog, messaging system, email account, user name, corporate name, assumed name, text address, mobile application, loyalty program, or other electronic or non-electronic, mobile or Internet presence that uses or displays any of the Proprietary Marks (or any derivative or abbreviation thereof) or that promotes any products or services of the Café. The use of any electronic medium constitutes advertising and promotion subject to our approval as described above. You may not transmit or cause any other party to transmit advertisements or solicitations by broadcast media, telephone, e-mail, text message, instant message, social network, local listing sites, VoIP, streaming media, or other electronic media without first obtaining our written consent as to: (a) the content of the advertisements or solicitations; and (b) the type of media intended to be used. All telephone answering messages, email auto-signatures, and other identifiers of the Café must be in the form we prescribe. If we approve the use of an electronic medium, our approval will be conditioned on your compliance with any standards and procedures we issue with respect to that type of electronic medium, including the use of any disclaimers, warnings, and other statements that we may prescribe. In all cases, we will have sole discretion and control over any profile(s) using or relating to the Proprietary Marks, or that display the Proprietary Marks, that are maintained on social/digital media outlets, including without limitation Facebook/Meta, Twitter, LinkedIn, Google+, Foursquare, YouTube, Pinterest, TikTok and Instagram or other similar outlets that may exist in the future. We may use part of the advertising fund monies it collects to pay or reimburse the costs associated with the development, maintenance and update of such profiles. We have established guidelines under which you may establish profiles or otherwise establish a presence on the social/digital media outlets. You must comply with our standards, protocols and restrictions and we may, in our sole discretion, change these guidelines.

You must use the email address that we assign to you for all business communications. You may not independently market on the Internet or use any domain name, address, locator, link, metatag or search technique with words or symbols the same or similar to the Proprietary Marks. We intend that any franchisee Web site be accessed only through our home page. All Internet marketing must be coordinated through and approved by us.

Pricing and Promotional Activities. To the extent permitted by applicable law where each Café is located, we may establish maximum and/or minimum prices that you must follow for menu items, merchandise, and other products and services sold in the Café. You must participate in and comply with the terms of special promotional events and activities that we prescribe for Café franchisees generally or in specific geographic areas or for specific types of venues. These events and activities may include value menu, special offer, limited time offer, and other pricing promotions and the featured price(s) may be less than your cost for the promoted item(s). If required by our agreement with a supplier, you may have to purchase a certain number of products from the supplier in connection with a promotion and you might not be able to use or sell all of the products. You must bear your own costs of participating in these promotional events and activities. You must display promotional signs and materials and otherwise participate in the manner we specify.

Computer System and Cash Register Requirements

Other than as provided below, you must purchase and install in your Café, at your own expense, the Technology Suite that we specify in writing from time to time. Our specifications may evolve over time and, in some cases, required items may only be available through us and/or designated suppliers.

The following systems comprise the current Technology Suite:

- Managed Infrastructure (network, internet, telecom, WIFI, Secure management firewall and network switch);
- Point of Sale (POS) and Kitchen Display System (KDS) Platform;
- Credit Card Payment Platform;
- Digital Menu Boards (interior and exterior drive-thru locations);
- Back Office System platform used for food and labor management, and fully-managed, standardized la Madeleine Café level email;
- LDAMC's designated email system, including email addresses;
- Drive-thru required software and hardware;
- Digital Platform, including Loyalty, Mobile App, Online & Mobile Ordering, Catering, Carry-Out, Delivery and other integrated third-party software that will represent the La Madeleine menu to Café guests and take orders for entry into the on-site POS system (we will routinely review and may modify our selection of these solutions);
- Hardware Depot Maintenance Support Services; and
- La Madeleine Technology Support Services, which includes comprehensive technical support with the LDAMC IT Help Desk Team.

The Technology Suite collects transaction data used to generate pertinent information, including transaction counts, product mix, and average check. You must transmit data to us at the times we specify and give us independent access to your systems (and provide us with any user names and passwords necessary for that purpose). There are no contractual limitations on our ability to access the information and data contained in your systems. We and our affiliates may retain the information and use it internally without restriction. We also may share it with other franchisees, our investors, lenders, and suppliers.

The estimated cost of the Technology Suite is \$43,000 to \$100,735 per Café for software, hardware, configuration, installation, and cabling of the POS, KDS, back office, drive-thru and payment systems. We estimate recurring fees for each system to be \$2,500 per month. LDAMC requires that you pay these recurring fees for the Technology Suite directly to the vendors of the Technology Suite where direct billing and/or ACH payments are available. If a vendor does not allow for direct billing and/or ACH payments or otherwise charges LDAMC an ongoing fee, LDAMC will pay that vendor on your behalf and you must reimburse LDAMC for those amounts. These fees include hosting, maintenance, administration, hardware lease (for the managed network), and support services. You must promptly update and upgrade your computer hardware and software systems as we require, at your expense. There is no contractual limitation on the frequency and cost of this obligation.

Other than as provided below, all franchisees must sign the ASA with LDAMC, the current form of which is attached to the Franchise Agreement in [Exhibit A](#) to this disclosure document. Under the ASA, LDAMC provides technical support, administration of data content (including menu items, prices, kitchen routing, inventory products, location address, and hours of operation), and help desk services for the Technology Suite used in Cafés. LDAMC will charge you a monthly

Administrative Fee for these services of approximately \$395. Our, LDAMC's and/or our designee's representatives will also conduct annual audits of your technical stack to ensure you are in compliance with the ASA. You will be responsible to reimburse us, LDAMC or our designee's out-of-pocket expenses to conduct such annual audits. If we implement a new technology suite in the future (the "New Technology Suite"), you must purchase and install the new systems when they are made available. If a New Technology Suite is implemented, LDAMC may terminate the ASA and require you to sign a new agreement for the new solutions and services (see Items 5, 6, 7, 8 and 11).

The foregoing requirements do not apply to an Express Café operating at a Non-Traditional Facility, unless the host facility does not have a technology suite equivalent to the Technology Suite, although we may require the Café to use our required technology suite in the future. If the host facility does not have an equivalent technology suite, we may require the Express Café to purchase the Technology Suite and sign the ASA.

We established a secure SharePoint site for franchisees that we require you to use for training, reference materials, communications, or other purposes as we direct from time to time. Participation in the Learning Management System is mandatory unless we expressly authorize you not to participate. Your user license to the SharePoint site will be covered by the LDA.

We have several vendor partners we use to support our customer loyalty program and online ordering platform (Thanx, Inc.) and catering program (MonkeyMedia). We built out an integration utilizing Olo to connect third-party delivery service providers including Grubhub, Uber Eats, Postmates and DoorDash (were available or supported by the vendor). You must pay service fees directly to Thanx, MonkeyMedia, Olo, Grubhub, Uber Eats, Postmates, Favor (if applicable) and DoorDash and other integrated third-party software and vendors that will represent the la Madeleine menu to Café guests and take orders for entry into the on-site POS system. The POS/KDS system is a prerequisite to the new Digital Platform systems. You must participate in these programs and any other online guest engagement programs we specify.

You must use our standard email address and email system. At no time should you use any back-office computers to store data or information that is not related to your Café. All back office machines are configured to support data related to your Café only.

Manuals

The table of contents for the Manuals or training and operations portal appears in Exhibit E of this disclosure document. The Manuals contain a total of 70 pages.

Training

We require that all Cafés be staffed by at least 3 trained and certified individuals who have completed, to our satisfaction, our approved management training program ("Management Training"). Management Training requires 6 weeks to complete. One of these individuals must be a general manager who must be on site the majority of the working days in a month. Other management personnel may include assistant managers, associate managers, shift leaders or any other individual who may be responsible for running daily operations at the Café and who has completed Management Training.

A minimum of 3, but up to 5 total individuals are permitted to attend our Management Training at no additional fee, including your Lead Operator, general manager and other management personnel that you designate and we approve. You must pay all expenses of your trainees to come to our certified training Café. Your expenses will include the cost of travel,

lodging, meals, and the wages of your employees. Training will take place in a Café that we select at our discretion as a certified training facility in the Dallas/Fort Worth Metroplex (“DFW”).

You may send additional individuals to our Management Training on a space-available basis, but we may charge a training fee for additional trainees and/or for individuals who we may require to re-take training due to failure of our certification program. The current fee for this additional training is \$600 per week, plus expenses (transportation, lodging and meals).

MANAGEMENT TRAINING – Bakery Café

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
WEEK 1 Franchisee orientation <ul style="list-style-type: none"> • History/Culture • Hospitality • Service Style • Food Safety 	16	34	Café and /or Corporate Office in DFW
WEEK 2 Back of House Training <ul style="list-style-type: none"> • Prep/Bake • Sandwich • Sauté 	0	50	Certified Training Cafés in DFW
WEEK 3 Front of House Training <ul style="list-style-type: none"> • Salad • Cashier • Bakery/To Go • Dish/Bus 	0	50	Certified Training Cafés in DFW

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
WEEK 4 Administrative <ul style="list-style-type: none"> • Office Management Tools • Food Management • Labor Management 	16	34	Café and/or Corporate Office in DFW
WEEK 5 Shift Management & Catering <ul style="list-style-type: none"> • Local Store Marketing • Monkey Media • Catering 	16	34	Café and/or Corporate Office in DFW
WEEK 6 Shift Management <ul style="list-style-type: none"> • Shift management in café with similar service style 	0	50	Certified Training Cafés in DFW
Total	48*	252	
<p>* If you request or we require, a seventh week of training may be added at no additional cost to you. Any additional training beyond 7 weeks will be at our additional training fee and will be discussed prior to completion of week 5.</p>			

MANAGEMENT TRAINING– Express Café

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
<p>WEEK 1</p> <p>Franchisee orientation</p> <ul style="list-style-type: none"> • History/Culture • Hospitality • Service Style 	16	34	Café and /or Corporate Office in DFW
<p>WEEK 2</p> <p>Back of House Training</p> <ul style="list-style-type: none"> • Prep/Bake • Sandwich • Sauté 	0	50	Certified Training Cafés in DFW
<p>WEEK 3</p> <p>Front of House Training</p> <ul style="list-style-type: none"> • Salad • Cashier • Bakery/To Go • Dish/Bus 	0	50	Certified Training Cafés in DFW
<p>WEEK 4</p> <p>Shift Management</p> <ul style="list-style-type: none"> • Shift management in café with similar service style 	0	50	Certified Training Cafés in DFW

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
WEEK 5 Administrative (if necessary) <ul style="list-style-type: none"> • Office management tools • Food Management • Labor Management 	16	34	Café and/or Corporate Office in DFW
WEEK 6 Shift Management & Catering (if necessary) <ul style="list-style-type: none"> • Local Store Marketing • Catering • Monkey Media 	16	34	Café and/or Corporate Office in DFW
Total	16/48*	184/252*	
<p>* Express/Non-Traditional Venue locations require 4 weeks of field training in DFW. We may require an additional 2 weeks of training depending on the needs of the Express/Non-Traditional Venue location that we will arrange prior to the beginning of training.</p>			

Management training is led by Chad Hawkes, Vice President of Operations and Robert Sebree, Director of Training. Mr. Hawkes has 26 years of restaurant operations experience, and joined our brand in 2022. Mr. Sebree has over 21 years of restaurant operations experience, including 13 with our brand. Our certified training Cafés are also staffed with certified training managers and hourly associates.

We will schedule initial Management Training as needed for new franchisees, to be completed at least 60 days before opening your first Café. Your Lead Operator, general manager, and at least one other individual must complete and become certified in Management Training prior to opening your first Café. We will also offer Management Training at least 30 days prior to opening your second Café in the same manner as described above. Management Training is offered only in English. The instructional materials may include handouts, the Manual, quizzes, and checklists, as well as online learning materials.

Beginning with the opening of your third Café, the training of your general managers and assistant managers will be your responsibility. You can fulfill this obligation by paying us to train your management personnel at one of our certified training Cafés, or you can train them in one of your Cafés that we have approved as a certified training Café. Assuming that you train these individuals, you must confirm to us in writing that you have trained these individuals, except for any personnel who have previously completed and have been certified in our Management Training. Your training programs must be led by a general manager that we have certified to administer a training program. The content and administration of your training program must adhere to the standards of our certified Management Training. We or a third-party designee, may, from time to time, perform audits to ensure that your management team is adhering to our standards.

If your training program does not meet our training standards, and you do not cure the situation in a timely manner, we may send a trainer to train your employees or we may require that you send your employees to one of our certified training Cafés. Your cost for this additional training is \$600 per week, plus expenses (transportation, lodging and meals).

We may require your management personnel to attend and pass additional training programs at your expense. If any of the preceding individuals ceases active management or employment, a qualified replacement must complete Management Training as outlined above before commencing employment. We must approve your replacement Lead Operator. We may implement a program to certify a minimum of 1 person in each Café that would be trained at an expert level of baking of our proprietary signature items. This program may require annual re-certification, which could include online or in-person training. We may require travel to a certified training Café for such training, but do not anticipate the annual cost to exceed \$1,000 annually.

We may designate employees who must attend and complete, to our satisfaction, additional training programs that we require from time to time. In addition, if you fail to adhere to the standards and procedures prescribed in the Manuals for a specific quality assurance program (including but not limited to such things as guest satisfaction surveys, mystery shopper reports, observation of food preparation areas and processes), we may require you and/or your employees at your expense to complete additional training at your Café or at a location that we designate, at your expense, including our trainer's fee of \$600 per week, plus travel, meals and lodging.

ITEM 12 TERRITORY

Franchise Agreement. Each Franchise Agreement is granted for a specific site that we approve (the "Premises"). You must operate the Café only at the Premises. You may not relocate the Café without our prior written approval to relocate, which we may withhold in our sole discretion. We will consider a variety of factors, including the viability of the existing location, demographics of the proposed new location, the proximity of other Cafés and competitors to the proposed new location, and your record of compliance with your obligations.

You do not receive an exclusive territory under the Franchise Agreement. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control. However, so long as you are in compliance with the Franchise Agreement, we will not establish within the "Protected Area" defined in the Franchise Agreement, or franchise others to establish, new Cafés of the same type that you will operate. We expect that the Franchise Agreement typically will define the Protected Area as a

radius of three (3) miles from the front door of the Premises. In urban areas, however, the Protected Area may be smaller.

Except for the rights expressly granted to you under the Franchise Agreement, we and our affiliates, retain all our rights and discretion anywhere in the world with respect to the Proprietary Marks, Cafés and the System, including the following:

- a) the right to operate, and to grant others the right to operate Cafés located anywhere outside the Protected Territory under any terms and conditions we deem appropriate and regardless of proximity to the Café and the Protected Area;
- b) the right to establish and operate, and to grant to others the right to establish and operate businesses offering similar or dissimilar products and services through similar or alternative channels of distribution, at any locations inside or outside the Protected Area under trademarks or service marks other than the Proprietary Marks and on any terms and conditions we deem appropriate;
- c) the right to provide, offer and sell and to grant others the right to provide, offer and sell products and services that are identical or similar to and/or competitive with those products and services provided at Cafés, whether identified by the Proprietary Marks or other trademarks or service marks, through alternative distribution channels (including, without limitation, the internet or similar electronic media, supermarkets specialty food stores, convenience stores, wholesale clubs, retail food stores, and department stores) both inside and outside the Proprietary Marks and on any terms and conditions we deem appropriate;
- d) the right to operate, and to grant others the right to operate, at Non-Traditional Facilities under the LA MADELEINE® name or any other name, within and outside of the Protected Area on any terms and conditions we deem appropriate;
- e) the right to acquire the assets or ownership interests of one or more businesses providing products and services the same as or similar to those provided Cafés, and franchising, licensing or creating similar arrangements with respect to these businesses once acquired, wherever these businesses (or the franchisees or licensees of these businesses) are located or operating (including in the Protected Area);
- f) the right to be acquired (whether through acquisition of assets, ownership interests or otherwise, regardless of the form of transaction), by a business providing products and services similar to those provided at Cafés, or by another business, even if such business operates, franchises and/or licenses competitive businesses in the Protected Area; and
- g) the right to use the LA MADELEINE® brand in other lines of business besides the operation of restaurants, anywhere in the world.

We have no obligation to compensate you in connection with any of the activities listed above.

You receive the right to sell food and beverage items at retail to the public for carry-out and/or consumption on the Premises. Your customers can come from outside of the Protected Area, but the Franchise Agreement does not authorize you to sell products through other channels of distribution, such as grocery and other retail stores, the Internet, catalog sales, telemarketing,

or other direct marketing outside of the Protected Area. We may permit you to market through the Internet and other electronic means, but we may approve and control any electronic, mobile or Internet presence that uses or displays any of our Proprietary Marks or any derivative thereof.

The Protected Area does not depend on your achievement of a minimum sales volume or other contingency. We do not grant you any options, rights of first refusal, or similar rights to acquire additional franchises under the Franchise Agreement.

Development Agreement. The Development Agreement is granted for a specific geographic area within which you may develop Cafés (the "Development Area") at sites that we approve based on our then-current standards. Other than the Protected Area under the Franchise Agreement, we do not provide you any territory. We will negotiate the boundaries of the Development Area with you. We focus on various factors, including natural and political boundaries, population density, advertising markets, the proximity of other Cafés and/or development areas, and other relevant geographic and demographic factors in negotiating the Development Area. The Development Agreement will include, as an exhibit, a description of the negotiated Development Area. You may not modify the Development Area without our prior written approval, which we may withhold in our sole discretion. You and we will also agree on the number of Cafés that you will develop in your Development Area and the pace at which you must build them.

You do not receive an exclusive territory under the Development Agreement. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control. However, while the Development Agreement is in effect, we will not establish within the Development Area, or franchise others to establish, new Cafés of the type that you may develop within the Development Area.

Except for the rights expressly granted to you under the Development Agreement, we and our affiliates retain all our rights and discretion anywhere in the world with respect to the Proprietary Marks, Cafés and the System, including the following:

- (a) To own, acquire, establish, operate and franchise or license others to operate Cafés located outside of the Development Area;
- (b) To own, acquire, establish, operate, and franchise or license others to operate outlets at Non-Traditional Facilities under the LA MADELEINE® name or any other name, whether inside or outside of the Development Area;
- (c) To develop, manufacture, have manufactured, market, sell and distribute, at retail or wholesale, and license others to manufacture, sell or distribute, packaged food products or any other goods or services under the LA MADELEINE® mark or any other name or mark, through any channel of distribution other than a Café, including but not limited to the Internet, supermarkets, specialty food stores, convenience stores, wholesale clubs and retail food stores, anywhere in the world; and
- (d) To use the LA MADELEINE® brand in other lines of business besides the operation of restaurants, anywhere in the world.

We have no obligation to compensate you in connection with any of the activities listed above. Your right to develop Cafés in the Development Area is contingent on satisfaction of the development schedule attached to your Development Agreement (the "Development Schedule"). The Development Schedule sets out the number of Cafés that you must develop and the dates

by which they must be open. If you fail to meet the Development Schedule, we can terminate your right to develop new Cafés in the Development Area or reduce the size of the Development Area.

If the Development Agreement is terminated or expires, we can own, operate, franchise, and license others to operate Cafés in the Development Area.

Off-Premises Programs. We have established Off-Premises Programs, either on our own or in conjunction with one or more outside vendors. Off-Premises Programs may be mandatory or optional for franchisees and may include online and telephone ordering features. If we establish a mandatory Off-Premises Program or you choose to participate in a voluntary program, you agree to pay the fees and costs associated with participation and to comply with all other rules and procedures that we specify for the program in the Manual or otherwise in writing. You may have to purchase equipment, including a delivery vehicle, in order to participate in an Off-Premises Program. We may define service areas for Off-Premises Programs that differ from your Protected Area.

Unless we have expressly authorized it, you may not sell products or services through any channel or facility other than to retail customers for consumption on the Premises or for personal carry-out consumption, including any Off-Premises Programs, food trucks, carts, kiosks, or temporary locations. We impose no other restrictions on you concerning the guests you may serve from your Café, but you may not sell to competitors, warehouses or to any entity or at wholesale without our written permission.

Catering Program. We have established an Off-Premises Program for catering. Participation in this program is mandatory unless we expressly authorize you not to participate. Under the current rules of this program, you will have the exclusive right to provide catering services from the Café to locations within the Protected Area. You may also provide catering services outside of the Protected Area on a non-exclusive basis, provided that your Café is located within the distance limits that we set for catering services based on quality and safety parameters and it doesn't interfere with another franchisee's exclusive rights. If multiple Cafés are able to provide catering services in the same non-exclusive area, we may establish rules and policies to coordinate their activities and prevent customer confusion.

Although you can provide catering services outside of the Protected Area under the above conditions, you may not directly solicit catering customers outside of the Protected Area without our permission. "Direct solicitation" includes, but is not limited to, solicitation in person, by telephone, by mail, by e-mail, through the Internet or other electronic means, and by distribution of brochures, business cards or other materials. If any direct solicitation of catering customers within the Protected Area is in media that will or may reach a significant number of persons outside of the Protected Area, you must notify us in advance and obtain our consent.

As noted above, we can change these rules and/or define service areas and solicitation restrictions for catering that differ from the Protected Area. Upon receipt of notice from us of a change in the service area, you must stop providing catering services outside of the newly defined area and turn over all customer information that you have acquired relating to that area.

As noted in Item 8, we currently use the MonkeyMedia™ off premise platform. This platform selects a list of Cafés to fulfill each order based on the address input by the customer. Customers have the ability to override the automatic selection and to send the order to a different Café, provided that the chosen Café is located within the distance limits that we set for catering services based on quality and safety parameters. We may change to a different platform at any time.

Non-Traditional Facilities. The Non-Traditional Addendum is granted for a Café operating from specific site at a Non-Traditional Facility that we approve (the "Premises"). You must operate the Café only at the Premises. You may not relocate the Café without our prior written approval to relocate, which we may withhold in our sole discretion.

We do not grant you a protected territory or similar rights under the Non-Traditional Addendum. Your rights under are non-exclusive, and you will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

Acquisition Sites. If we acquire the shares or substantially all of the assets (for example, furniture, fixtures, equipment, leasehold improvements and/or leasehold interest) of any business operating within the Development Area or Protected Area (an "Acquisition Site"), and we decide to convert the Acquisition Site to a Café, we will offer to sell the Acquisition Site to you for the price we paid for it plus any improvements on terms and a timetable acceptable to us. Our obligation to sell the Acquisition Site to you is contingent on our being satisfied that the sale will not, in our judgment: (a) conflict with any of our existing legal obligations or of the business being acquired; (b) preclude the completion of the acquisition on the terms we have agreed to; or (c) interfere with any other legal agreement, arrangement or combination or create adverse federal or state income tax consequences. The price that we charge you will include the direct and indirect costs and liabilities which we incurred or assumed in making the acquisition and have allocated to the Acquisition Site. These liabilities may include amounts paid or owed to the seller of the Acquisition Site or to third parties. You must also pay us any other expenses which we allocate to, or which otherwise result from, our purchasing the Acquisition Site (including, for example, losses, whether from continuing operations or closing acquired units). We may also charge you interest, at our cost of money, on the balance of these amounts.

If we offer and you exercise the option to purchase the Acquisition Site, you must, concurrently with your purchase, execute our then current form of the Franchise Agreement, as modified for use with the Acquisition Site; agree to convert the Acquisition Site to a Café as soon as practicable (but not later than the date we specify) in accordance with our standards and specifications; and agree to close or sell within a reasonable time period, which we will specify, any acquired sites which are not suitable for conversion to Cafés.

If you reject or fail to timely accept our offer to sell an Acquisition Site, or if we are unable to extend an offer for any of the reasons stated above, we can operate, alter, modify, refurbish, remodel, promote and market or franchise others to operate that Acquisition Site as a Café or any other business and establish a Protected Area for it. Any Acquisition Site for which you execute a Franchise Agreement will count toward your Development Schedule as set out in the Development Agreement. We will not acquire an Acquisition Site within the Protected Area of a specific Café unless we provide evidence to you that reasonably demonstrates that the acquisition will not have a material adverse effect on that Café's Net Sales.

Competitive Businesses. As noted in Item 1, our affiliates own and franchise certain businesses, including the following:

Name and Address of Affiliate	Type of Business/Year Began Offering Franchises
Holding Le Duff, S.A. 105A Avenue Henri Freville, 35200 Rennes, France	BRIOCHE DORÉE French Style Casual Food/1982
	LE FOURNIL DE PIERRE Traditional French Bakery and Pastry Shop/2007
	DEL ARTE Italian and Pizza Restaurant/2000
BD, LLC 12201 Merit Drive, Suite 900 Dallas, TX 75251	BRIOCHE DORÉE French Style Casual Food/2004
Threecaf Brands Canada, Inc. 3075 rue de Rouen, Montreal, QC H1W3Z2	MICHEL'S BAKERY CAFÉ Continental Bakery Café/2002
	AU PAIN DORE French Style Casual Food/2017
	BRIOCHE DORÉE French Style Casual Food/2011






The above-mentioned businesses owned, operated, or franchised by our affiliates may be located and/or may solicit sales and accept orders in your Protected Area or Development Area. We have no established procedure for resolving conflicts that may develop between our restaurant franchisees in our restaurant systems.

ITEM 13 TRADEMARKS

The Franchise Agreement grants you the right to use certain trademarks, trade names, service marks, symbols, emblems, logos and indicia of origin designated by or licensed to la Madeleine (collectively, the "Proprietary Marks"), only in the manner authorized by la Madeleine and only for the operation of the Café at the location specified in the Franchise Agreement. The Development Agreement does not grant you any right to use or any interest in the Proprietary Marks.

Our affiliate, LMI, is the owner of the "Proprietary Marks". LMI has granted us a license to use the Proprietary Marks and the Works (as defined in Item 14) and to license others to use

them. LMI has registered the principal marks on the Principal Register of the United States Patent and Trademark Office, as follows:

Trademark or Service Mark	Registration Date	Registration Number
la Madeleine	9/18/1990	1614450
la Madeleine	10/4/2005	3003267
BONJOUR REWARDS	8/9/2022	6816507
	4/2/2013	4311973
	4/2/2013	4311932
	11/3/2020	6190081
	6/16/2020	6077512
	8/24/2021	6464825
	4/26/2022	6714590

LMI has filed or intends to file an affidavit of use and an affidavit of incontestability, when due, for each of the marks listed above.

The license between LMI, its successors and assigns, and us will remain in effect as long as we have a Franchise Agreement in effect. LMI can stop us from using the Proprietary Marks only if we fail to maintain standards for products or services sold or provided under any of the Proprietary Marks. LMI can also license others to use the Proprietary Marks for any business activities allowed under the contract provisions described in Item 12. Otherwise, the license from LMI does not limit our right to use, or to license you to use, the Proprietary Marks. Other than the license from LMI, there are no agreements that limit our rights to use or license the use of the Proprietary Marks.

Neither the United States Patent and Trademark Office, the Trademark Trial and Appeal Board, the trademark administrator of any state, nor any court, has made any adverse determination or ruling involving the Proprietary Marks, nor are we aware of any pending infringement, opposition, or cancellation proceedings or material litigation involving the Proprietary Marks. We are not aware of any infringing uses that could materially affect your use of the Proprietary Marks. Other than LMI's ownership rights described above, we are not aware of any superior rights that could affect your use of the Proprietary Marks.

You must notify us of any unauthorized use of the Proprietary Marks. You must also notify us of any challenge to the validity of, or the right to use, any of the Proprietary Marks. We and LMI may control any administrative proceeding or litigation that involves the Proprietary Marks. This right includes the right to settle any of those disputes. We and LMI may, but are not required to, try to stop other people from using the Proprietary Marks.

We will defend you against any infringement claims that arise from your proper use of the Proprietary Marks or the Works (as defined in Item 14) at our expense, including the cost of any judgment or settlement, if your use of the Proprietary Marks and the Works complied with the Franchise Agreement, but at your expense if your use of the Proprietary Marks and the Works was not properly or did not comply with the Franchise Agreement. You must assist us in any action we take to protect the Proprietary Marks. Unless this action results from your improper use of the Proprietary Marks or violation of the Franchise Agreement, we will reimburse you for your out-of-pocket costs in assisting us.

You must follow our rules when you use the Proprietary Marks. You may not use any of the Proprietary Marks as part of your corporate name, Internet domain name, or e-mail address, or with modifying words, designs or symbols. You may not use the Proprietary Marks for the sale of an unauthorized product or in any other manner not authorized by the Franchise Agreement.

We can modify the Proprietary Marks and/or substitute different proprietary marks for use in identifying our restaurants and the System. You must promptly implement any modification or substitution at your own cost and expense. We will have no obligation or liability to you as a result of the modification or substitution.

ITEM 14 PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION

There are no patents or patent applications that are material to the franchise.

We and our affiliates claim copyright protection for certain materials (the "Works"), which include, but are not limited to, the Manuals, training materials, advertisements, promotional materials, labels, menus, posters, coupons, gift certificates, signs, websites, store designs, and prototype plans and specifications. Neither we nor our affiliates have registered the copyrights in any of the Works. You can use the Works only for the purpose of developing and operating Cafés.

As noted in Item 8, our affiliates claim proprietary rights in certain food and beverage items associated with the Cafés. Currently these items include bread products, soups and dressings, coffee, and certain pastries. Our affiliates protect the recipes and manufacturing processes for these items as trade secrets.

You must maintain strict secrecy of the recipes and manufacturing processes, the Manuals, our training materials, our approved suppliers and supply arrangements, advertising and promotional plans, sales performance, financial records, and other information and materials that we designate as confidential. You may not reproduce any portion of the confidential information or make it available to any unauthorized person. You may reveal confidential information only to those of your employees who must have access to it in order to operate the Café, and to your contractors and landlord with our prior written approval. The Manuals and all other confidential materials remain our and our affiliates' property. You must keep the Manuals in a secure place on the Premises of the Café or if held electronically, in a secure and protected system. You must promptly tell us when you learn about unauthorized copying or use of any confidential information or the Works. We have no obligation to take any action, but we will respond to this information as we think appropriate.

At our request, you must require your employees, landlord, contractors, and any other person to whom you wish to disclose any of our confidential information to agree in writing not to disclose that information to others or to use it for their own benefit. We must approve these agreements.

We and our affiliates claim joint ownership with you regarding the customer data of your Cafés. This includes all databases (whether in print or electronic form) including names, addresses, phone numbers, e-mail addresses and customer purchase data. We may use or transfer these records as we deem appropriate and to provide the information to our affiliates. Furthermore, we may contact customers of the Cafés, as well as your employees, suppliers and other service providers, for purposes of conducting quality control, market research and for other business reasons as we deem appropriate.

All ideas, concepts, techniques, or materials relating to a Café, whether adaptations, translations and works derived from the Works, or otherwise (including, but not limited to, advertisements, promotional materials, labels, menus, posters, **or** and Web sites), whether or not protectable intellectual property, created by or for you or your owners or employees and whether or not authorized by us, must be promptly disclosed to us and will be our sole and exclusive property, part of the System, and works made-for-hire for us. To the extent that any item does not qualify as a "work made-for-hire" for us, you will assign ownership of that item, and all related rights to that item, to us, and waive all moral rights in that item, and will take whatever action (including signing assignment or other documents) we request to evidence our ownership or to help us obtain intellectual property rights in the item (including signing assignment or other documents, and causing your owners, employees and contractors to do the same). You may not use any such idea, concept, technique or material in connection with the Café without our prior approval.

ITEM 15
OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

If the franchisee is a corporation, partnership, limited liability company or other legal entity, the franchisee must designate an individual approved by us (the "Lead Operator") who must: (a) directly or indirectly, own and control, or may own and control (subject to conditions reasonably acceptable to us), not less than 10% percent of the equity of the franchisee; (b) have the authority to bind the franchisee regarding all operational decisions with respect to the Cafés; (c) have completed our Management Training to our satisfaction; and (d) have at least three (3) years of multi-restaurant management experience.

If the franchisee is a corporation, partnership, limited liability company or other legal entity, all Owners must personally guarantee all of the franchisee's obligations under the Development Agreement or Franchise Agreement. The Owners must also agree to certain non-competition provisions contained in either the guaranty or in a separate agreement. In States where community property laws apply, we also require the spouses of these individuals to sign personal guaranties and non-competition agreements.

The Lead Operator must personally participate in the actual operation of the Cafés, including spending time daily on site at the Cafés, and must oversee operations of the Cafés. You must obtain our approval before designating anyone to serve as Lead Operator of your Café operations.

In addition to the general manager, for each Café, you must designate at least one other individual as a manager or supervisor that has attended and been certified in our Management Training. There must always be at least one general manager or supervisor on duty during operating hours of the Café. So long as a person has completed and been certified in our Management Training, you need not obtain our approval before designating a person for positions other than the Lead Operator.

We may require that you have the Lead Operator, general manager, and other employees sign an agreement not to reveal confidential information they obtain in the course of their employment with you. These agreements must be in a form we approve and specifically identify us as a third-party beneficiary with the independent right to enforce the agreement. See Items 14 and 17 for further information.

ITEM 16
RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

You must offer for sale in each Café all products and services that we designate as "Required Items." You may also offer for sale any items that we designate as "Optional Items" approved for sale in a Café. You may not offer or sell any products or services not listed without obtaining our prior written consent. You must sell products only in the weights, sizes, forms, and packages that we have approved. You must cease selling or offering for sale any products or services that we disapprove at any time. We may change the types of authorized products and services, and there are no limits on our right to make changes.

You must participate in programs we establish relating to gift cards, gift certificates, stored value cards, online or mobile coupons or credits, online or mobile ordering systems, and other electronic money programs. Participation includes both issuing program benefits or credits and accepting them for payment by customers and may require you to purchase additional equipment. We will coordinate the crediting and debiting of funds among Cafés based on customer purchases

and redemption of stored value. You must also participate in any "frequent guest" or customer loyalty programs we prescribe. You may not offer your own gift card, electronic money, or loyalty program for the Café without our prior approval.

**ITEM 17
RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

THE FRANCHISE RELATIONSHIP

The tables list some of the important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this Franchise Disclosure Document.

Provision	Section in Franchise Agreement or Addenda	Summary
a. Length of the franchise term	Section 3.1 of the Franchise Agreement; Paragraph 2 of Re-Franchising Addendum; and C(2) of Non-Traditional Addendum	The later of (i) 10 years from the date the Café opens for business to the public at the Premises as stated in the Café Opening Date letter (the form is attached as Exhibit E of the Franchise Agreement) or (ii) the expiration of the lease agreement governing the Premises. For a Café acquired under the refranchising program, the term ends on the earlier of: (a) 10 years from the date of the closing of the acquisition; or (b) the end of the lease term in effect for the acquired store as of the closing. The earlier of ten (10) years thereafter or when the Lease terminates with the facility (the "Term") as stated in the Café Opening Date Letter (in the form attached to the Franchise Agreement as Exhibit "E") that you are to sign and send to us within five (5) days of the Café Opening date.
b. Renewal or extension of the term	Section 3.2 of the Franchise Agreement	Provided we are still franchising and have not made a decision to withdraw from the geographic market of the Café, and if you are in good standing, you can obtain a successor franchise agreement for a term of the lesser of 10 years or the remaining term of your lease.
c. Requirements for you to renew or extend	Section 3.2 of the Franchise Agreement; and	Written notice, sign successor agreement, remodel, sign general release and pay one- half of the then-current applicable

Provision	Section in Franchise Agreement or Addenda	Summary
	C(2) of Non-Traditional Addendum	Initial Franchise Fee. The Successor Franchise Agreement may contain terms that are materially different from your expiring Franchise Agreement, such as different fee requirements.
d. Termination by you	Not applicable	Not applicable (subject to state law).
e. Termination by LMFC without cause	Not applicable	Not applicable.
f. Termination by LMFC with cause	Section 17 of the Franchise Agreement	See g. and h. below. If we deliver a notice of termination of the Franchise Agreement, we may also terminate your Development Agreement and other agreements with us (see line h. of the Development Agreement chart below).
g. "Cause" defined - defaults which can be cured	Sections 17.3, 17.4 and 17.5 of the Franchise Agreement	<p>You have 7 days to cure non-payment of fees or non-submission of reports; 24 hours to cure unsafe products/practices; and 30 days to cure other defaults, except for those described in h. below.</p> <p>In addition, your default under any other agreement that you or an affiliate has with us or our affiliates will constitute a default, subject to any applicable provisions for notice and cure set forth in the other agreement.</p>
h. "Cause" defined – non-curable defaults	Section 17.1 and 17.2 of the Franchise Agreement	<p>Non-curable defaults: includes insolvency, bankruptcy; failure to complete training; failure to submit a proposed site and lease within 60 days of signing the Franchise Agreement; failure to open; abandonment; commission of felony; threat to public safety; unapproved transfers; operating Competing Business (see q. below); disclosure of trade secrets; filing false reports; repeated defaults even if cured; refusing access to records; and termination of your Development Agreement or any other agreements between you or your affiliates and us or our affiliates.</p>
i. Your obligations on termination/non-renewal	Section 18 of the Franchise Agreement	Obligations include complete de-identification, payment of amounts due and return of all of our materials (also see o. and r. below).
j. Assignment of contract by	Section 16.1 of	No restriction on our right to assign.

Provision	Section in Franchise Agreement or Addenda	Summary
LMFC	the Franchise Agreement	
k. "Transfer" by you – definition	Section 16.4 and 16.6 of the Franchise Agreement; C(6) Non-Traditional Addendum	Restrictions apply to transfer of any direct or indirect interest in the Franchise Agreement, in you (if you are a corporation or other entity), or in the assets of the Café.
l. LMFC's approval of transfer by franchisee	Section 16.2 of the Franchise Agreement	We may approve all transfers.
m. Conditions for LMFC approval of transfer	Section 16.5 of the Franchise Agreement	We can impose any reasonable conditions, including: new franchisee qualifies; accrued fees paid; no default exists; transfer fee paid; assignment agreement approved; training arranged; you sign release; no adverse effect from price and terms.
n. LMFC's right of first refusal to acquire your business	Section 16.5 and 16.4.1 of the Franchise Agreement	We may match any offer.
o. LMFC's option to purchase your business	Section 16.4 and 16.4.1 of the Franchise Agreement	Upon expiration or termination of a franchise, we can take assignment of your lease and purchase your furniture, fixtures, etc.
p. Your death or disability	Section 16.6 of the Franchise Agreement	Executor or personal representative must assign your interest to approved party within 1 year. If the deceased or incapacitated person is the Lead Operator, we may manage operation of the Café until the transfer is completed. If we exercise this right, we can charge a reasonable management fee for our services.
q. Non-competition covenants during the term of the franchise	Section 19.1 of the Franchise Agreement	No involvement in a "Competing Business," defined as any entity or café that derives 15% or more of its gross revenue from the sale of: 1) freshly-baked bakery goods including but not limited to breads, bagels, muffins, scones, Danishes or other pastries; 2) café items including but not limited to French-themed entrees, sandwiches, salads, soups, quiches, pastas, desserts, gourmet coffees and wines; and/or 3) privately-labeled retail items including but not limited to soups,

Provision	Section in Franchise Agreement or Addenda	Summary
		salad dressings and gourmet coffees. Competing Businesses include the following: Atlanta Bread Company, Au Bon Pain, Café Express, Camille’s Sidewalk Café, Corner Bakery, Cosi, Eatzi’s Market & Bakery, Einstein Brothers, First Watch, Keke’s Breakfast Café, Le Pain Quotidien, Manhattan Bagels, McAlister’s Deli, Newk’s Eatery, Panera Bread, Paradise Bakery, Paris Baguette, Paul Bakery, Starwood Café, Tatte Bakery & Café, and other similar café concepts.
r. Non-competition covenants after the franchise is terminated or expires	Section 19.2 of the Franchise Agreement	No involvement with Competing Business for 1 year within 10 miles of the Premises or within 5 miles of any other Café (subject to state law).
s. Modification of the agreement	Section 26 of the Franchise Agreement	Modifications must be in writing, except that the Manuals are subject to change by LMFC.
t. Integration/merger clause	Section 26 of the Franchise Agreement	Only the terms of the Franchise Agreement are binding (subject to state law); the parties may not enforce any other promises. However, this clause will not be treated as a disclaimer of our representations in this disclosure document.
u. Dispute resolution by mediation/arbitration	Section 29.1 and 29.2	All controversies, disputes or claims will first proceed to mediation, and if unsuccessful, the parties will proceed to arbitration (subject to state law).
v. Choice of forum	Section 29.5 of the Franchise Agreement	If dispute is not arbitrated, then Texas state and federal courts (subject to state law).
w. Choice of law	Section 29.5 of the Franchise Agreement	The laws of the state of Texas (subject to state and federal law).

DEVELOPMENT AGREEMENT

Provision	Section in Development Agreement	Summary
a. Length of the franchise term	Section 2	Term expires on the last deadline specified in your Development Schedule.
b. Renewal or extension of the term	Not applicable	Not applicable
c. Requirements for you to renew or extend	Not applicable	Not applicable
d. Termination by you	Not applicable	Not applicable (subject to state law).
e. Termination by LMFC without cause	Not applicable	Not applicable
f. Termination by LMFC with cause	Section 9	See g. and h. below. If we deliver a notice of termination of the Development Agreement, we also may terminate your Franchise Agreement (see line h. of the Franchise Agreement chart).
g. "Cause" defined – defaults which can be cured	Section 10.4	You have 30 days to cure defaults. In addition, your default under any other agreement that you or an affiliate has with us or our affiliates will constitute a default, subject to any applicable provisions for notice and cure set forth in the other agreement.
h. "Cause" defined – non-curable defaults	Section 1.3 and 9.2	Non-curable defaults include: failure to develop the minimum number of Cafés required; termination of your Franchise Agreement or any other agreement with us or our affiliates; unapproved transfer; and repeated defaults, even if cured
i. Your obligations on termination/non-renewal	Section 10	See r. below
j. Assignment of contract by LMFC	Section 8.1	No restriction on our right to assign
k. "Transfer" by you – definition	Section 8.2	Restrictions apply to any transfer of any direct or indirect interest in the Development Agreement or in the Developer (if a corporation or other entity)
l. LMFC's approval of transfer by you	Section 8.2	We may approve all transfers

Provision	Section in Development Agreement	Summary
m. Conditions for LMFC's approval of transfer	Section 8.5	We can impose any reasonable conditions, including: New developer qualifies; accrued fees paid; no default exists; transfer fee paid; assignment agreement approved; you sign release; training arranged; no adverse effect from price and terms.
n. LMFC's right of first refusal to acquire your business	Section 8.4	We may match any offer
o. LMFC's option to purchase your business	Not applicable	Not applicable
p. Your death or disability	Section 7.6	Franchise must be assigned by estate to approved party within 1 year.
q. Non-competition covenants during the term of the franchise	Section 11.1	No involvement in Competing Business (subject to state law).
r. Non-competition covenants after the franchise is terminated or expires	Section 11.2	No involvement with Competing Business for 1 year within the Development Area or within 5 miles of any Café (subject to state law).
s. Modification of the agreement	Section 18	Modifications must be agreed in writing
t. Integration/merger clause	Section 18	Only the terms of the Development Agreement are binding (subject to state law); the parties may not enforce any other promises. However, this clause will not be treated as a disclaimer of our representations in this disclosure document.
u. Dispute resolution by arbitration	Sections 21.1 and 21.2	All controversies, disputes or claims will first proceed to mediation, and if unsuccessful, the parties will proceed to arbitration (subject to state law).
v. Choice of forum	Section 21.5	If dispute is not arbitrated, then Texas state and federal courts (subject to state law).
w. Choice of Law	Section 21.5	The laws of the state of Texas (subject to state and federal law).

**ITEM 18
PUBLIC FIGURES**

We do not use any public figures to promote our franchises.

**ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC's Franchise Rule permits a Franchisor to provide information about the actual or 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.

In this Item, we provide certain historical operating results of company-owned Bakery Cafés in Table 1; certain historical operating results of franchised Bakery Cafés in Table 2; and certain historical operating results of Bakery Cafés operating at Non-Traditional Facilities in Table 3. In total, 58 of our 63 franchised Cafés are represented in this Item 19. Express Cafés, all of which are franchisee-owned, are included in this Item 19 in Table 3. The explanatory notes following each table are an important part of the information presented.

**TABLE 1 – 2023 AVERAGE GROSS SALES, OPERATING EXPENSES,
AND EBITDA FOR COMPANY-OWNED BAKERY CAFÉS**

	Gross Sales	COGS	Labor	Rent	Other Costs	EBITDA	Royalties	Adjusted EBITDA
Top 50%	\$2,675,468	\$741,219	\$747,767	\$218,236	\$509,414	\$406,361	\$131,150	\$275,211
Bottom 50%	\$1,773,237	\$495,070	\$521,409	\$192,500	\$384,671	\$138,702	\$86,618	\$52,084
Total	\$2,206,308	\$613,221	\$630,061	\$204,853	\$444,548	\$267,178	\$107,993	\$159,185
Median	\$2,271,676	\$636,022	\$655,666	\$220,910	\$472,636	\$314,355	\$110,821	\$203,534
Top 50%		28.3%	28.5%	8.3%	19.4%	15.5%	5.0%	10.5%
Bottom 50%		28.6%	30.1%	11.1%	22.2%	8.0%	5.0%	3.0%
Total		28.4%	29.2%	9.5%	20.6%	12.4%	5.0%	7.4%
Top 25%	\$2,917,068	\$819,172	\$790,446	\$253,348	\$522,834	\$477,153	\$143,148	\$334,006
Bottom 25%	\$1,448,818	\$412,681	\$449,746	\$167,630	\$338,222	\$49,749	\$70,901	\$(21,153)
Top 25%		28.6%	27.6%	8.8%	18.3%	16.7%	5.0%	11.7%
Bottom 25%		29.1%	31.7%	11.8%	23.9%	3.5%	5.0%	-1.5%

Notes to Table 1:

1. The figures in Table 1 are based on 25 company-owned Bakery Cafés that were open throughout our fiscal year ending December 26, 2023. Table 1 does not include 3 Bakery Cafés that were not open the entire year, one of which closed permanently, and one of which was sold to a new franchisee during 2023. The 1 company-owned Bakery Café we permanently closed during our last fiscal year had been open for more than 12 months. The Bakery Cafés in Table 1 have been open for an average of more than 21 years. The Bakery Cafés in Table 1 range between 2,002 and 6,581 square feet and may be larger in size than your Café. Company-owned Bakery Cafés do not pay royalties, but do contribute to the Brand Marketing Fund. Other than royalty payments and contributions to the Brand Marketing Fund, we do not anticipate any material financial or operational differences between our company-owned Bakery Cafés and franchised Bakery Cafés.

2. Top 50% means the company-owned Bakery Cafés that achieved Gross Sales that ranked in the top half of the reporting company-owned Bakery Cafés and bottom 50% means the company-owned Bakery Cafés that achieved Gross Sales that ranked in the bottom half of the reporting company-owned Bakery Cafés. There are 12 Bakery Cafés in the top 50% and there are 13 Bakery Cafés in the bottom 50%. “Total” means the average of all the reporting company-owned Bakery Cafés included in Table 1.

3. Top 25% means the company-owned Bakery Cafés that achieved Gross Sales that ranked in the top quarter of the reporting company-owned Bakery Cafés and bottom 25% means the company-owned Bakery Cafés that achieved Gross Sales that ranked in the bottom quarter of the reporting company-owned Bakery Cafés. There are 6 Bakery Cafés in the top 25% and there are 7 Bakery Cafés in the bottom 25%.

4. “Gross Sales” means all sales generated through the Bakery Cafés including fees for any products or goods sold, whether for cash or credit (regardless of collectability, except as provided below) and income of every kind or nature related to the Bakery Cafés, including, without limitation, revenues from the sale of branded or retail merchandise and food products, whether from sales on the Premises, by delivery (including GrubHub, Uber Eats, Postmates and Doordash), from catering if the Bakery Cafés provide the product, by on-line, internet or phone-app ordering (including ezCater and Dinova) if picked up at the Bakery Cafés or at wholesale (whether the sales method is permitted or not), and from the use of vending machines or similar arcade-like machines. The Franchise Agreement further defines “Gross Sales,” specifically identifying those inclusions and exclusions from Gross Sales.

5. “COGS” means Cost of Goods Sold and represents food, beverage, and paper products used when serving guests in company-owned Bakery Cafés. Our affiliates have negotiated contracts with vendors of certain products under which company-owned Cafés and franchised Cafés may qualify for volume discounts based on total purchases by the group. There is no assurance that these discounts will continue to be available. Without these discounts, the COGS in Table 1 would have been higher. The cost of items that must be purchased locally, such as fresh produce, will vary according to the location of the Café.

6. “Labor” includes the actual salaries, wages, and related expenses incurred by the company-owned Bakery Cafés. This includes the costs of the general manager, assistant managers, crew, payroll taxes, vacation benefits, the employer portion of group health benefits, workers’ compensation expenses, and bonuses for Bakery Café personnel. Salaries, wages and related payroll expenses vary substantially depending on the geographic location of the Bakery Café, demands on the local labor pool, state and federally mandated minimum wage laws,

changes in state and federal laws affecting benefits and the level of benefits (i.e., medical insurance, vacation and bonuses) provided.

7. “Rent” means the cost of renting the Premises for the Bakery Café. Rental amounts can vary significantly due to local market factors.

8. “Other Costs” include costs of utilities (e.g. gas, electric and telephone), restaurant supplies, repairs and maintenance, uniforms, smallwares, security, accounting and legal fees, third-party delivery fees and other fees (including DoorDash, Uber Eats, Grubhub, ezCater and Dinova); general insurance; outside service contracts (e.g., trash collection, equipment service, music rental, cleaning supplies, and janitorial and linen services); taxes; operating contracts and leases (including fees for call center systems); and other fixed costs. These costs are subject to local market conditions and vary depending on the geographic location of the Bakery Café. “Other Costs” also includes marketing expenses. While marketing expenses varied, overall company-owned Bakery Cafés incur marketing expenses equivalent to the marketing fees that franchised Bakery Cafés are required to pay. Company-owned Bakery Cafés pay the same 2.0% Brand Marketing Fund Contribution that franchised Bakery Cafés are also required to pay, but do not pay royalties. Accordingly, no figures have been separately imputed in Table 1 for the Brand Marketing Fund Contribution.

9. “EBITDA” means Earnings Before Interest, Taxes, Depreciation and Amortization.

10. Bakery Cafés are required to pay Royalties that company-owned Bakery Cafés do not have to pay. “Royalties,” therefore, means imputed Royalties of 5% that the company-owned Bakery Cafés would have paid if they were franchised Bakery Cafés.

11. “ADJ EBITDA” means EBITDA (see note 8) minus imputed Royalties (see Note 9).

12. The company-owned Bakery Cafés in Table 1 had Gross Sales ranging from \$3,553,074 on the high end to \$720,631 on the low end during the 52-week period ending on December 26, 2023. 15 (or 60%) of the company-owned Bakery Cafés met or exceeded the total average Gross Sales of \$2,206,308 reported in Table 1. 13 (or 52%) of the company-owned Bakery Cafés met or exceeded the total average COGS of \$613,221 reported in Table 1. 15 (or 60%) of the company-owned Bakery Cafés met or exceeded the total average Labor expense of \$630,061 reported in Table 1. 13 (or 52%) of the company-owned Bakery Cafés met or exceeded the total average Other Cost expenses of \$444,548 reported in Table 1. 13 (or 52%) of the company-owned Bakery Cafés met or exceeded the total average Rent expense of \$204,853 reported in Table 1. 14 (or 56%) of the company-owned Cafés met or exceeded the total average EBITDA of \$267,178 reported in Table 1.

13. The bottom three rows of Table 1 express the various expense items as a percentage of the reported total average Net Sales.

TABLE 2 – 2023 AVERAGE GROSS SALES FOR FRANCHISED BAKERY CAFÉS

	Average Gross Sales	Number and percentage that attained or surpassed Average Gross Sales	High Gross Sales	Low Gross Sales	Median Gross Sales
Top 50%	\$2,984,976	8 or 32%	\$5,328,979	\$2,381,501	\$2,781,324
Bottom 50%	\$1,870,772	12 or 46%	\$2,366,016	\$1,174,680	\$1,819,126

Notes to Table 2:

1. The figures in Table 2 are based on 51 franchised Bakery Cafés that were open throughout the 52-week period ending December 26, 2023. Table 2 excludes 4 franchised Bakery Cafés that were not open for the entire 52-week period, 1 of which permanently closed during our last fiscal year while the other 3 were opened during our last fiscal year. Table 2 excludes all 10 franchised Bakery Cafés operating at Non-Traditional Facilities, 7 of which are detailed below in Table 3. The 1 franchised Bakery Café that permanently closed during our last fiscal year had been open for more than 12 months. None of the Bakery Cafés included in this table have a drive-thru. The franchised Bakery Cafés in Table 2 range between 1,795 and 7,200 square feet and may be larger in size than your Café.

2. Top 50% means the franchised Bakery Cafés that achieved Gross Sales that ranked in the top half of the reporting franchised Bakery Cafés and bottom 50% means the franchised Bakery Cafés that achieved Gross Sales that ranked in the bottom half of the reporting franchised Bakery Cafés. There are 25 cafes in the top 50% and 26 cafes in the bottom 50%. “Gross Sales” has the same definition as set forth in note 4 to Table 1.

TABLE 3 – 2023 AVERAGE GROSS SALES FOR FRANCHISED BAKERY CAFÉS AT NON-TRADITIONAL FACILITIES

	Average Gross Sales	Number and percentage that attained or surpassed Average Gross Sales	High Gross Sales	Low Gross Sales	Median Gross Sales
All Market Cafes operating at Non-Traditional Facilities	\$2,260,541	3 or 43%	\$5,195,372	\$273,048	\$2,221,139

Notes to Table 3:

1. The figures in Table 3 are based on the 7 franchised Bakery Cafés operating at Non-Traditional Facilities that were open throughout the 52-week period ending December 26, 2023. We have included 2 grab-and-go kiosk outlets that have only

a display wall, even though the operation of those outlets are highly atypical. We have excluded 3 Bakery Café that was not open the entire 52-week period. No franchised Bakery Cafés operating at Non-Traditional Facilities closed during our last fiscal year.

2. "Gross Sales" for Cafés at Non-Traditional Facilities means the amount received by a franchisee for all sales of any food, beverages (including alcoholic beverages where permitted by law), or other products sold by the franchisee or any other person or entity in, or from the Café for cash, credit or otherwise, including but not limited to sales and services where the order originated in, at or from the Café regardless of where delivery or performance is made, minus (i) non-branded, non-proprietary merchandise (e.g., newspapers); (ii) refunds to customers that were previously included in Gross Sales, (iii) coupons and other forms of discounts, the issuance of which have been pre-approved by us, such that only the cash or credit charge amount received in a sale will be included, (iv) sales, excise or similar taxes imposed by any governmental authority and collected from customers and paid out by the franchisee, and (v) the value of meals provided to employees working at the Café, incident to their employment. In the event there is an interruption to your business operations and you receive business interruption insurance proceeds, then the amount of Gross Sales used by you to determine your loss will be deemed the Gross Sales for that period and deemed made when you receive the insurance proceeds. "Gross Sales" does not include any sales tax or other taxes you collect from customers. We may modify our policies consistent with restaurant industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from "Gross Sales" as circumstances, business practices, and technology change.

* * *

We obtained the data for the company-owned Bakery Cafés in Table 1 from the internal operating records of our affiliates. We obtained the data for the franchised Bakery Cafés in Table 2 and the franchised Bakery Cafés operating at Non-Traditional Facilities in Table 3 from the sales reports submitted to us by those outlets. Neither the raw data nor the figures in Tables 1-3 have been audited.

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you'll sell as much.

Written substantiation for the financial performance representations in Tables 1-3 is available to you upon reasonable request. We strongly encourage you to consult a financial advisor or an accountant to help you determine how to interpret the information contained in this Item.

Other than the preceding financial performance representations, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing Café, however, we may provide you with the actual records of that Café. If you receive any other financial performance information or projections of your future income, you should report it the franchisor's management by contacting Christine Johnson at 12201 Merit Drive, Suite 900, Dallas, TX 75251 (214) 696-6962, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

**Table 1
SYSTEM-WIDE OUTLET SUMMARY
For Years 2021 to 2023⁽¹⁾**

Outlet Type	Year	Outlets at Start of Year	Outlets at the End of the Year	Net Change
Franchised ⁽²⁾	2021	59	59	0
	2022	59	60	+1
	2023	60	63	+3
Company ⁽³⁾	2021	27	37	+10
	2022	37	27	-10
	2023	27	26	-1
Total	2021	86	96	+10
	2022	96	87	-9
	2023	87	89	+2

Note 1: The figures in Tables 1-5 are as of the end of each calendar year. Our last fiscal year was a 52-week period ending on December 26, 2023.

Note 2: The figures for Franchised outlets include Cafés operating at Non-Traditional Facilities.

Note 3: As noted in Item 1, we treat the Cafés operated by our affiliates as "company-owned" for purposes of this item.

**Table 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (NOT FRANCHISOR)
For Years 2021 to 2023**

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Texas	2021	0
	2022	2
	2023	0
Total	2021	0
	2022	2
	2023	0

Table 3
STATUS OF FRANCHISED
OUTLETS⁽¹⁾
For Years 2021 to 2023

State/Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - other reason	Outlets at the End of the Year ⁽¹⁾
Arizona							
2021	4	0	0	0	0	0	4
2022	4	0	0	0	0	0	4
2023	4	0	1	0	0	0	3
Florida							
2021	1	0	0	0	0	0	1
2022	1	0	0	0	0	0	1
2023	1	0	0	0	0	0	1
Georgia							
2021	6	0	0	0	0	0	6
2022	6	0	0	0	0	0	6
2023	6	0	0	0	0	0	6
Louisiana							
2021	7	0	0	0	0	0	7
2022	7	0	0	0	0	0	7
2023	7	0	0	0	0	0	7
New Mexico							
2021	1	0	0	0	0	0	1
2022	1	0	0	0	0	0	1
2023	1	0	0	0	0	0	1
Oklahoma							
2021	2	0	0	0	0	0	2
2022	2	0	0	0	0	0	2
2023	2	0	0	0	0	0	2
South Carolina							
2021	1	0	0	0	0	0	1
2022	1	0	0	0	0	0	1
2023	1	0	0	0	0	0	1
Texas							
2021	37	0	0	0	0	0	37
2022	37	1	0	0	0	0	38
2023	38	3	0	0	0	0	41

Totals (U.S. Only)							
2021	59	0	0	0	0	0	59
2022	59	1	0	0	0	0	60
2023	60	3	1	0	0	0	62
India							
2021	0	0	0	0	0	0	0
2022	0	0	0	0	0	0	0
2023	0	1	0	0	0	0	1
Totals (U.S. and International)							
2021	59	0	0	0	0	0	59
2022	59	1	0	0	0	0	60
2023	60	4	1	0	0	0	63

Note 1: The figures for Franchised outlets include Cafés operating at Non-Traditional Facilities.

Table 4
STATUS OF COMPANY-OWNED OUTLETS
For Years 2021 to 2023

State/Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
Louisiana						
2021	1	0	0	0	0	1
2022	1	0	0	0	0	1
2023	1	0	0	1	0	0
Maryland						
2021	2	0	0	0	0	2
2022	2	0	0	0	0	2
2023	2	0	0	0	0	2
Texas						
2021	20	10	0	0	0	30
2022	30	0	0	10	0	20
2023	20	1	0	0	1	20
Virginia						
2021	4	0	0	0	0	4
2022	4	0	0	0	0	4
2023	4	0	0	0	0	4
Totals						

State/Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
2021	27	10	0	0	0	37
2022	37	0	0	10	0	27
2023	27	1	0	1	1	26

Table 5
PROJECTED OPENINGS AS OF DECEMBER 26, 2023⁽¹⁾

State	Franchise Agreement Signed but Outlet not Open as of December 26, 2023	Projected New Café Openings in 2024	Projected New Company-Owned Café Openings in 2024
Texas	1	6	0
TOTAL	1	6	0

Note 1: Projected openings do not include the anticipated sale of company-owned Cafés for operation by independent franchisees.

Exhibit G to this disclosure document is a list of franchised Cafés as of December 26, 2023.

Exhibit G also lists each franchisee who had an outlet terminated, canceled, or not renewed, or otherwise voluntarily or involuntarily ceased to do business under a Franchise Agreement during our last fiscal year. There are no franchisees who have not communicated with us within 10 weeks of the date of this disclosure document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

We have not signed any agreements with current or former franchisees during the last three years that contain confidentiality clauses that would restrict the franchisee's ability to speak openly about their experiences as a franchisee in our franchise system.

We have created a Franchisee Advisory Council associated with the franchise system. The purpose of the Council is to promote constructive, open and two-way communications between all of the franchisees and LA MADELEINE leadership. In addition, it is our desire to make the Council an integral part of our planning as we grow and develop our franchise system. We selected the initial three members of the Council, who will serve for a two-year term. Thereafter, each member will be elected by the franchisee community for a three-year term of office. Each Franchise Group in good standing will be eligible to cast one vote for each Café the Franchise Group has in operation. The Council will serve in an advisory capacity only. The Council does not have its own address, telephone number, email address, or Web address.

No independent franchisee organizations have asked to be included in this disclosure document.

ITEM 21 FINANCIAL STATEMENTS

Exhibit J to this disclosure document contains LMFC's audited balance sheets as of December 26, 2023, December 27, 2022 and December 28, 2021 and the related statements of income, stockholder's equity, and cash flows for the 52/53-week periods then ended.

Our fiscal year is a 52/53-week period ending on the last Tuesday in December and normally consists of 13 four-week periods. The 2023 fiscal year ended December 26, 2023 and consisted of 52 weeks. The years ended December 27, 2022 and December 28, 2021 were both 52-week periods.

ITEM 22 CONTRACTS

Attached as Exhibits to this disclosure document are the following contracts:

- Exhibit A Franchise Agreement (including the following agreements as Exhibits: Guaranty; Confidentiality and Non-Competition Agreement; Disclosure Acknowledgement Statement; the ASA; and Agreement Regarding Leased Location by Tenant)

- Exhibit B Development Agreement (including the following agreements as Exhibits: Guaranty & Undertaking, Confidentiality and Non-Competition Agreement, Disclosure Acknowledgement Statement, and Liability Waiver by Developer)

- Exhibit C Non-Traditional Addendum to the Franchise Agreement

- Exhibit D Letter of Intent, Asset Purchase Agreement, and Re-Franchising Addendum to Franchise Agreement for sale of company-owned Café

- Exhibit F Sample of Release to be signed when you develop, renew or transfer a Café

- Exhibit I Additional State-Required Information and State-Required Contract Addenda

You must sign a Disclosure Acknowledgement Statement before signing the Development Agreement or Franchise Agreement. The Disclosure Acknowledgement Statement is part of Exhibits A and B.

ITEM 23 RECEIPTS

Two copies of a receipt form appear at the end of this disclosure document. Please fill out and sign both receipts, return one copy to us and keep the other for your records.

EXHIBIT A

Franchise Agreement

(Attachments: Premises, Management and Ownership; Guaranty; Confidentiality and Non-Competition Agreement; Disclosure Acknowledgement Statement; Café Opening Date Letter; Administrative Services Agreement; and Agreement Regarding Leased Location by Tenant)

Location: _____

Franchisee Name: _____

Agreement Date: _____



FRANCHISE AGREEMENT

LA MADELEINE® FRANCHISE AGREEMENT

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EXHIBIT A - PREMISES, MANAGEMENT AND OWNERSHIP
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LOCATION BY TENANT

LA MADELEINE® FRANCHISE AGREEMENT

THIS AGREEMENT is entered into as of _____ (the “**Agreement Date**”) by and between:

- (i) LA MADELEINE FRANCHISING COMPANY, INC., a Delaware corporation (“**We**”, “**Us**” or “**Franchisor**”); and
- (ii) the person(s) or entity identified immediately below (“**You**” or “**Franchisee**”):

Name: _____

Principal Address: _____

If Franchisee is a corporation, partnership, or limited liability company, the owner(s) of Franchisee identified on Exhibit A to this Agreement must execute our standard form of Guaranty.

BACKGROUND

A. We and our affiliates (being any person or entity that directly or indirectly owns or controls us or that is directly or indirectly owned or controlled by us or is under common control with us), through significant expenditures of time, skill and money have developed a proprietary system relating to the establishment and operation of restaurants specializing in the sale of various French-themed entrées, pastas, French pastries, hot and cold sandwiches, soups, salads, and other food and beverage items (the “System”).

B. The distinguishing characteristics of the System include French cuisine, French pastries, baked goods and other food and beverage items prepared in accordance with secret and proprietary recipes and manufacturing processes owned by us and our affiliates; distinctive exterior and interior Café design, décor, color scheme, fixtures, and furnishings; standards and specifications for ingredients, food preparation, equipment, supplies, and Café operations, as well as uniform standards, specifications, methods, policies and procedures for Café operations, proprietary inventory and management control, training and assistance; and advertising and promotional programs; all of which may be changed, improved, and further developed by us and our affiliates from time to time.

C. Through our dedicated operations, marketing methods, and merchandising policies, we have developed the reputation, public image and goodwill of the System in the United States and established a firm foundation for our franchised and corporate owned Café operations consisting of the highest standards of training, management, supervision, appearance, services and quality of products.

D. We identify the System and the restaurants operating under it (“Cafés”) by means of certain trade names, service marks, trademarks, logos, emblems, and indicia of origin, including but not limited to the mark LA MADELEINE® and such other trade names, service marks, and trademarks as we may hereafter designate for use in connection with the System (the “Proprietary Marks”).

E. Franchisee hereby acknowledges that it has read this Agreement and Franchisor’s Franchise Disclosure Document, and that it has no knowledge of any representations about the Café or about Franchisor or its franchising program or policies made by Franchisor or by its officers, directors, shareholders, employees or agents which are contrary to the statements in Franchisor’s Franchise Disclosure Document or to the terms of this Agreement, and that it understands and accepts the terms, conditions and covenants contained in this Agreement as being reasonably necessary to maintain Franchisor’s high standards of quality and service and the uniformity of those standards at all facilities which operate pursuant to the System and thereby to protect and preserve the goodwill of the Proprietary Marks.

E. Franchisee understands and acknowledges the importance of Franchisor’s uniformly high standards of quality and service and the necessity of operating the Cafés in strict conformity with Franchisor’s quality control standards and specifications.

F. Franchisee wishes to obtain the right to establish and operate a LA MADELEINE® restaurant at the Premises (as defined below);

NOW, THEREFORE, the parties agree as follows:

1. DEFINITIONS

The terms defined in the “Background” section and this Section 1 have the meanings set forth in those Sections. Other capitalized terms used in this Agreement are defined where they appear within the text of the Agreement.

1.1 “Café” means a café restaurant operated by us, our affiliate or an authorized franchisee using the System and the Proprietary Marks.

1.2 “Brand Marketing Fund” means the common pool of funds for advertising and promotion to which LA MADELEINE® franchisees contribute and which we administer as provided in Section 14.

1.3 “Designated Supplier” means a manufacturer, wholesaler, distributor, dealer, retailer, or other vendor or source that we designate as the source for particular for products or services.

1.4 “Development Agreement” means the LA MADELEINE® Development Agreement in effect between you and us, if any.

1.5 “Franchisee Affiliate” means any business entity that controls, is controlled by, or is under common control with Franchisee.

1.6 “Gross Sales” means all sales generated through the Café including fees for any products or goods you sell, whether for cash or credit (regardless of collectability, except as provided below), and income of every kind or nature related to the Café, including, without limitation, revenues from the sale of branded or retail merchandise and food products, whether from sales on the Premises, by delivery (including GrubHub, Uber Eats, Postmates, Favor and Doordash), from catering if the Café provides the product, by on-line, internet or phone-app ordering (including ezCater and Dinova) if picked up at the Café or at wholesale (whether the sales method is permitted or not) and from the use of vending machines or similar arcade-like machines. In the event your business operations are interrupted and you receive business interruption insurance proceeds, then the amount of Gross Sales used by you to determine your loss will be deemed the Gross Sales for that period and deemed made when you receive the insurance proceeds. “Gross Sales” does not include any sales tax or other taxes you collect from customers for transmittal to the appropriate taxing authority. Gross Sales includes the retail value of all products sold in connection with the redemption of coupons, gift certificates, gift cards or vouchers; however, at the time such coupons, gift certificates, gift cards or vouchers are purchased, the retail price may be excluded from Gross Sales for the purpose of determining the amount of Gross Sales upon which fees are due. When calculating Gross Sales, you may deduct that portion of the normal full menu price of any item that you do not collect as a result of LMFC- approved promotions (whether local or system-wide, including coupons) and manager discounts (collectively, “Sales Discounts”), as well as discounted employee meals. Sales Discounts and discounted employee meals must be fully disclosed on all reports you submit to LMFC, and LMFC reserves the right, in its sole discretion, to disallow any Sales Discounts not meeting the requirements we set forth. Sales Discounts and discounted employee meals each may not exceed 3% of Gross Sales (as calculated before the deduction for Sales Discounts and discounted employee meals). We reserve the right to modify our policies consistent with restaurant industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from “Gross Sales” as circumstances, business practices, and technology change. We reserve the right to modify our policies consistent with restaurant industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from “Gross Sales” as circumstances, business practices, and technology change.

1.7 “Lead Operator” means the individual whose role is defined in Section 9.22 and who is identified in Exhibit A.

1.8 “Non-Traditional Location” means a facility where the primary function is not a restaurant business, such as (but not limited to) a performing arts center, arena,

stadium, shopping mall, department store, retail store, including wholesale club, grocery store, supermarket, casino, amusement park, fairground, college or university, factory, hospital, penal institution, military base, airport, turnpike, limited access highway rest stop, or other transportation facility.

1.9 “**Premises**” means the location that we have approved for the Café, as specified in Exhibit A.

1.10 “**Protected Area**” means the area determined by drawing a circle, with the front door of the Premises as its center, having a radius of three (3) miles, unless a different area is specified in Exhibit A to this Agreement.

2. FRANCHISE GRANT AND TERRITORIAL PROTECTION

2.1 Grant. We grant you the right, and you undertake the obligation, on the terms and conditions set forth in this Agreement, to establish and operate a Café at the Premises and to use the Proprietary Marks and the System in strict conformity with our quality control standards and specifications which are a material part of the System, solely in connection with the Café.

2.2 Territorial Protection. While this Agreement is in effect, as long as you are not in default beyond any applicable cure period, we will not establish a Café or franchise or license anyone other than you to establish a Café within the Protected Area, subject to the rights reserved in Sections 2.3 and 2.4 below.

2.3 Rights Reserved. Except as expressly limited by Section 2.2 above, we and our affiliates retain all rights with respect to Cafés, the Proprietary Marks, the sale of identical, similar or dissimilar products and services, and any other activities we deem appropriate whenever and wherever we desire. Specifically, but without limitation, we reserve the following rights:

2.3.1 the right to operate, and to grant others the right to operate Cafés located anywhere outside the Protected Territory under any terms and conditions we deem appropriate and regardless of proximity to the Café and the Protected Area;

2.3.2 the right to establish and operate, and to grant to others the right to establish and operate businesses offering similar or dissimilar products and services through similar or alternative channels of distribution, at any locations inside or outside the Protected Area under trademarks or service marks other than the Proprietary Marks and on any terms and conditions we deem appropriate;

2.3.3 the right to provide, offer and sell and to grant others the right to provide, offer and sell products and services that are identical or similar to and/or competitive with those products and services provided at Cafés, whether identified by the Proprietary Marks or other trademarks or service marks, through alternative distribution

channels (including, without limitation, the internet or similar electronic media, supermarkets specialty food stores, convenience stores, wholesale clubs, retail food stores, and department stores) both inside and outside the Proprietary Marks and on any terms and conditions we deem appropriate;

2.3.4 the right to operate, and to grant others the right to operate, at Non-Traditional Locations under the LA MADELEINE® name or any other name, within and outside of the Protected Area on any terms and conditions we deem appropriate;

2.3.5 the right to acquire the assets or ownership interests of one or more businesses providing products and services the same as or similar to those provided Cafés, and franchising, licensing or creating similar arrangements with respect to these businesses once acquired, wherever these businesses (or the franchisees or licensees of these businesses) are located or operating (including in the Protected Area);

2.3.6 the right to be acquired (whether through acquisition of assets, ownership interests or otherwise, regardless of the form of transaction), by a business providing products and services similar to those provided at Cafés, or by another business, even if such business operates, franchises and/or licenses competitive businesses in the Protected Area;

2.3.7 the right to use the LA MADELEINE® brand in other lines of business besides the operation of restaurants, anywhere in the world.

2.4 Acquisition Sites. While this Agreement is in effect, if we acquire the ownership or assets of any business operating at one or more sites located within the Protected Area, which we determine in our sole discretion to convert to a Café (an “Acquisition Site”), we will offer to sell you the Acquisition Site for the price we paid for the Acquisition Site (plus the amount indicated in Section 2.4.1), provided that, in our judgment: (1) the sale would not conflict with any existing legal obligation of ours or of the business being acquired; (2) the sale would not preclude the completion of the acquisition on the terms agreed to by us; and (3) the sale would not interfere with any other agreement, arrangement or combination or affect federal or state income tax consequences arising from the acquisition in a manner adverse to any of the parties thereto; and provided further, that you agree: (a) to execute, concurrently with your purchase, a Franchise Agreement as modified for use in connection with each Acquisition Site; (b) to convert each Acquisition Site to a Café as soon as practicable thereafter (but in no event later than the date specified by us) in accordance with our standards and specifications; and (c) to close or sell within a reasonable time period specified by us any Acquisition Sites which are not suitable for conversion to Cafés. Notwithstanding anything to the contrary in this Section 2.4, we will not acquire an Acquisition Site that is within the Protected Area unless we provide evidence to you to reasonably demonstrate that the acquisition will not have a material adverse effect on the Gross Sales of the Café.

2.4.1 The purchase price you pay will include that portion of the direct and indirect costs and liabilities we incur or assume in making the acquisition and allocate to the Acquisition Site, whether paid or owed to the seller of the Acquisition Site, us, our affiliates, or third parties, plus any improvements we have made and other expenses allocated or otherwise related to the Acquisition Site (including losses, whether from continuing operations or closing acquired units) plus interest at our cost of money on the balance of such amounts from time to time.

2.4.2 You will have sixty (60) days after receipt of our offer in which to accept or reject the offer by written notice to us. If accepted, you will have thirty (30) days from the date of acceptance to complete the acquisition.

2.4.3 If you reject or fail to timely accept our offer to sell the Acquisition Site, or if we are not obligated to extend you an offer for any of the reasons stated in this Section 2.4, we may operate, alter, modify, refurbish, remodel, promote and market or franchise others to operate the Acquisition Site as a Café or any other business. For purposes of this Section, all references to us will be deemed to include our affiliates.

3. TERM AND SUCCESSOR FRANCHISE AGREEMENT

3.1 Initial Term. The initial term of this Agreement (the “Agreement Term”) begins on the date hereof and expires at the later of: (1) ten (10) years from the date the Café opens for business to the public at the Premises (the “Commencement Date”) as stated in the Café Opening Date Letter (in the form attached hereto as Exhibit “E”) that you are to sign and send to us within five (5) days of the Commencement Date, or (2) the expiration of the lease agreement governing the Premises; unless terminated sooner as provided in this Agreement.

3.2 Successor Agreement. You will have an option, exercisable upon expiration of the Agreement Term, to obtain a successor Franchise Agreement for the Café for a term of the lesser of ten (10) years or the remaining term (including any extensions) of the lease for the Premises, subject to the following conditions:

3.2.1 You must give us written notice of your desire to exercise your option at least six (6) months nor more than nine (9) months before the end of the Agreement Term;

3.2.2 At least six (6) months prior to the expiration of the Agreement Term or one month after the date of notice pursuant to Section 3.2.1, whichever is later, Franchisor may inspect the Premises and give notice of all required modifications to the nature and quality of the products and services offered at the Café, Franchisee’s advertising, marketing and promotional programs, its financial and inventory control systems, and the maintenance, refurbishing, equipment upgrade and replacement, renovating and remodeling necessary to comply with Franchisor’s then current standards and specifications and with the requirements of a lease, if any, for the Premises. If

Franchisee elects to obtain a successor Franchise Agreement, then Franchisee shall complete, to Franchisor's satisfaction, all such required modifications, as well as adopt and implement any new methods, programs, modifications, techniques or operational systems required by Franchisor's notice no later than two (2) months prior to expiration of the Agreement Term.

3.2.3 You must not be in default of this Agreement or any other agreement with us or our affiliates, either at the time of giving the notice in Section 3.2.1 or during the remainder of the Agreement Term, and you must have substantially complied with your agreements throughout their respective terms;

3.2.4 You must satisfy all monetary obligations you owe to us and our affiliates, and must have timely met those obligations throughout the Agreement Term;

3.2.5 You must renovate and modernize the Café as we may reasonably require, which may include installation of new equipment, signs, furnishings, fixtures, and décor to reflect the then-current standards and image of the System;

3.2.6 You must sign our then-current form of Franchise Agreement, which will supersede this Agreement in all respects and your owners must sign our current form of Guaranty;

3.2.7 You and your owners must sign a general release, in a form we prescribe, of any and all claims against us, our affiliates, and their respective past and present officers, directors, shareholders, and employees, in their corporate and individual capacities;

3.2.8 You must comply with our qualification and training requirements for new Café franchisees; and

3.2.9 You must pay us a successor franchise fee equal to one-half of the then- current franchise fee that a new franchisee would be required to pay us for a new Café.

4. SITE SELECTION AND ACCEPTANCE

4.1 At your own expense, you must identify and obtain a site for the Café to be developed hereunder. Before acquiring a site by lease or purchase, you must submit to us information and materials about the proposed site including, without limitation, the lease and the lease terms, the landlord's contact information, the land acquisition terms, demographic criteria and preliminary site plans showing building orientation, pad size, parking layout and other information, as we may reasonably request to evaluate the site. Information for the Café and the request for acceptance should be submitted to us within 60 days of the Agreement Date. Within 30 days after we receive all requested information and materials, we will accept or reject the proposed site in our sole discretion. Our

acceptance of this site does not guarantee that a Café operated at the site will be successful or that it will achieve a certain sales volume or level of profitability. Our acceptance means only that the proposed site meets our minimum criteria for a la Madeleine Café.

4.2 We will furnish you with the following:

4.2.1 Site selection guidelines and criteria, and site selection counseling and assistance as we may deem advisable; and

4.2.2 Such on-site evaluations, if any, as we may deem advisable in response to your request for our review of a proposed site.

4.3 If you will occupy the Premises of the Café under a lease, before signing the lease, you must submit the lease to us for our written approval. As a condition of our approval, we will require that you and the lessor execute an Agreement Regarding Leased Location by Tenant in the form substantially the same as Exhibit G to this Agreement.

4.4 You must furnish us with a copy of the executed lease and Agreement Regarding Leased Location by Tenant for the Café within 10 days of its execution. Failure to obtain and deliver to us an original fully signed Agreement Regarding Leased Location by Tenant/Franchisee may be treated by us as a default under this Agreement.

5. DUTIES OF FRANCHISOR

5.1 Plans and Specifications. We will furnish you with one set of our representative plans and specifications for construction of a Café, including exterior and interior design and layout plans. These plans are for informational purposes only and shall not be relied upon by Franchisee in the construction of its Café. Franchisee agrees and acknowledges that the prototypical plans, designs and drawings are designated as Franchisor's trade dress, and are intellectual property protected by the Lanham Act. As between Franchisee and Franchisor, Franchisor's building design, including both exterior and interior colors, paint, look and appearance, carpet, and any and all interior and exterior design elements and the like, are owned by Franchisor, and are proprietary and confidential in nature. Franchisor has incurred significant expense to prepare and create such trade dress, and any unauthorized use of same, without the consent of Franchisor, shall be prohibited.

5.2 Manuals. We will provide to you, on loan, one (1) set of our confidential systems manuals (the "Manuals") that shall include specifications for management and operations, equipment, supplies, and inventory. The Manuals are confidential and remain the property of Franchisor. Franchisor may modify and update the Manuals from time to time in its sole discretion to ensure the highest level of quality in the System. These may

be in written form, electronic or obtained via access to a Website designated by Franchisor.

5.3 Training. We will provide a training program for the persons that we require or permit to attend training under Section 8 of this Agreement.

5.4 Opening Supervision. If this Agreement is for your first or second Café, we will provide our then-current on-site opening assistance for all hourly associate positions. Otherwise, we will provide pre-opening and opening supervision and assistance as we deem advisable.

5.5 Suppliers. We will name Designated Suppliers as we deem appropriate and review suppliers that you nominate, subject to the limitations in Section 9.6.

5.6 Marketing Materials. In addition to the advertising and promotional materials produced by the Brand Marketing Fund, we will make available to you any advertising and promotional materials that we produce with our own funds. We may charge you a reasonable purchase price for non-Brand Marketing Fund materials.

5.7 Operational Advice. We will provide to you from time to time, as we deem appropriate, advice and written materials concerning techniques of managing and operating a Café.

6. FEES

6.1 Franchise Fee. In consideration of the rights granted herein, you must pay us a non-refundable initial franchise fee of Forty Thousand Dollars (\$40,000). The Initial Franchise Fee, minus \$_____ of the Development Fee applied thereto (if applicable), for a net amount due of \$_____, is payable when you execute the Franchise Agreement. The Initial Franchise Fee is deemed fully earned upon receipt by Franchisor, and is non-refundable.

6.2 Royalty. You must pay us a weekly royalty fee in an amount equal to five percent (5%) of the Gross Sales of the Café for the preceding Accounting Week. Unless otherwise designated by us in writing, an “Accounting Week” begins on Wednesday and ends on the following Tuesday.

6.3 Brand Marketing Fund Contribution. You must contribute weekly to the Brand Marketing Fund the amount specified in Section 14.3 below.

6.4 Payment Method. You must designate an account at a commercial bank of your choice (the “Account”) for the payment of amounts due to us or our affiliates, including but not limited to weekly royalty fees and Brand Marketing Fund contributions. You must furnish us and the bank with authorizations as necessary to permit us to make withdrawals from the Account by electronic funds transfer. Each week, we will transfer

from the Account an amount equal to the royalty fees and Brand Marketing Fund contribution due from you based on Gross Sales for the preceding week, as well as any other fees due to us or our affiliates. You agree to maintain sufficient funds in the Account at all times to cover all royalty fees, Brand Marketing Fund contributions and other fees payable to us or our affiliates. If funds in the Account are insufficient to cover the amounts payable at the time we make our weekly electronic funds transfer, the amount of the shortfall will be deemed overdue.

6.5 Interest and Late Fees. If any sums required to be paid by you to us under this Agreement are not received in full by us when due, we will assess a late fee of one hundred dollars (\$100) for each week that any payment is delinquent. In addition, if any payment to us is overdue, you must pay us, in addition to the overdue amount, daily interest on the overdue amount from the date it became overdue until paid, at the rate of one and one-half percent (1.5%) per month or the maximum rate permitted by law, whichever is less. Interest shall be calculated on a daily basis. Interest charges are non-refundable. Such interest shall be in addition to any other remedies we may have. Your failure to have sufficient funds available in the Account to pay any amount then due or your failure to pay all amounts when due, constitutes grounds for termination of the Agreement, as provided in Section 17.3.

7. CONSTRUCTING AND OPENING THE CAFE

7.1 Construction. You must construct and equip the Café at your own expense. Before starting construction, you must engage a qualified architect or engineer to prepare preliminary and final architectural and engineering drawings and specifications consistent with the representative plans furnished by us pursuant to Section 5.1. For your first two Cafes, you must engage an architect from our approved list to prepare preliminary and final architectural drawings and specifications for your Cafés consistent with our representative plans for a Café. In addition, for your first two Cafes, you must use a general contractor from our approved list or receive our written approval of your general contractor. After your second Café is built and operational, you can choose your own architect and general contractor, but we must approve the final drawings and specifications before you begin the permitting process. Once approved by us, the drawings and specifications may not be changed or modified without our prior written consent.

7.2 Permits. You must obtain, at your expense, all zoning approvals, clearances, building and other operational permits, including your alcoholic beverage license and including, but not limited to, certificates of occupancy and mall or strip center clearances, which may be required by federal, state, or local laws, ordinances, or regulations and you are solely responsible for constructing your Café in compliance with them.

7.3 Approval to Open. During the entire period of construction of the Café, you must permit us and our agents to inspect the site at all reasonable times. You must

complete construction and installation of all furniture, fixtures, equipment, and signs in accordance with the final plans and specifications approved by us under Sections 7.1 and 7.2 above. You must notify us of the anticipated construction completion date. You agree not to open the Café for business until we notify you in writing that: (1) all of your obligations under this Section 7 have been fulfilled; (2) at least three (3) individuals have completed and been certified in our Management Training (as defined in Section 8.1.1) as required by Section 8; and (3) we have been furnished with copies of all certificates of insurance required by Section 15.

7.4 Opening Deadline. You must open the Café within sixteen (16) months after we sign this Agreement. The parties agree that time is of the essence.

8. TRAINING

8.1 Pre-Opening Management Training.

8.1.1 We require that all Cafés be staffed by at least three (3) trained and certified individuals who have completed our approved management training program ("Management Training"). Management training requires six (6) weeks to complete. If requested by you or required by us, a seventh week of training may be added at no additional cost to you. Any additional training beyond seven (7) weeks will be at our additional training fee and will be discussed prior to completion of week five (5) of Management Training. One of these individuals must be a general manager who must be on site the majority of the working days in a month. Other management personnel may include assistant managers, associate managers, shift leaders or any other individual who may be responsible for running daily operations at the Café and who has completed Management Training. A minimum of three (3) but up to five (5) total individuals are permitted to attend our Management Training at no additional fee, including your Lead Operator, general manager and other management personnel that you designate and we approve. You must pay all expenses of your trainees to come to our certified training Café. Your expenses will include the cost of travel, lodging, meals, and the wages of your employees. Management Training will take place in a Café that we select at our discretion as a certified training facility. You may send additional individuals to Management Training on a space-available basis, but we may charge a training fee for additional trainees and/or for individuals who we may require to re-take Management Training if they fail to become certified. The current fee for this additional training is \$600 per week, plus expenses (transportation, lodging and meals).

8.1.2 We will schedule Management Training as needed for new franchisees, to be completed at least sixty (60) days before opening your first Café. Your Lead Operator and general manager must complete and become certified in Management Training prior to opening your first Café. We will also offer Management Training at least thirty (30) days prior to opening your second Café in the same manner as described in this Section 8.1. The program is offered only in English. The instructional materials may include handouts, the Manual, quizzes, and checklists, as well as online learning

materials. Our certified training Cafés are staffed with certified training managers and hourly associates.

8.1.3 Beginning with the opening of your third Café, the training of your general managers and assistant managers will be your responsibility. You can fulfill this obligation by paying us to train your management personnel at one of our certified training Cafés, or you can train them in one of your Cafés that we have approved as a certified training Café. Assuming that you train these individuals, you must confirm to us in writing that you have trained these individuals, except for any personnel who have previously completed and have been certified in our Management Training. Your training programs must be led by a general manager that we have certified to administer a training program. The content and administration of your training program must adhere to the standards of our certified Management Training. We, or a third-party designee, may, from time to time, perform brand audits to ensure that your management team is adhering to our standards. The content and administration of your training program must be at least equal to those of our Management Training and must be approved in advance by us. We will provide you with materials and, to the extent we deem it necessary or appropriate, assistance in designing and developing your training program. We have the right to review your training program periodically to ensure its quality and to verify that all management personnel are being trained in a timely and satisfactory manner. We will notify you of any deficiencies in the training program. You must promptly cure the deficiencies. If you fail to cure the deficiencies in a timely manner time, we may send a trainer to train your employees or we may require that you send your employees to one of our certified training Cafés. Your cost for this additional training is \$600 per week, plus expenses (transportation, lodging and meals).

8.1.4 Notwithstanding the foregoing, if the Café is not your first Café, the general manager of the Café must attend and complete a Café general manager training program conducted by us.

8.2 Additional Training. After the Café opens for business:

8.2.1 Any person you employ to serve as general manager, assistant manager, or Lead Operator (any change of whom requires our approval) before starting his or her duties, must complete the training program referred to in Section 8.1 to our satisfaction. If any of the preceding individuals cease active management or employment, a qualified replacement must complete the training program referred to in Section 8.1 before starting his or her duties. Pursuant to Section 9.22, a replacement Lead Operator must be approved by us.

8.2.2 Such of your employees as we may reasonably designate must attend and complete, to our satisfaction, additional training programs as we may reasonably require from time to time. Besides attending these additional training courses, you agree to attend an annual or bi-annual leadership conference if we organize and plan (at our option) such a meeting for La Madeleine Café franchisees as well as quarterly

meetings for franchisees, which may take place at our headquarters. You agree to pay all costs to attend these online or in-person training courses and meetings. If we require additional training as a result of your failure to comply with the quality assurance program under Section 9.19, you must pay us a reasonable training fee (plus travel, meals and lodging expenses for our representatives, if we conduct the training at your Café). We may implement a program to certify a minimum of one (1) person in each Café that would be trained at an expert level of baking of our proprietary signature items. This program may require annual re-certification, which could include online or in-person training. We may require travel to a certified training Café for such training and you would be responsible for all related expenses (transportation, lodging and meals).

8.3 Training Methods; Expenses. Except for the initial training program, we have the right to provide training programs in person, by video, via the Internet, or by other means, as we determine. All training that we conduct in person will be held at a location that we designate. Except as provided in Section 8.2.2 above, we will provide instructors and training facilities for all mandatory training at no charge to you. You are responsible for all other expenses of your trainees, including but not limited to the costs of transportation, lodging, meals, and wages. You may also be required to purchase training materials and uniforms.

8.4 Learning Management System. We have established a secure website for franchisees, (currently Joie Connect / www.joieconnect.com) and we may require you to use this for training, reference materials, communication or other purposes as we direct from time to time. Participation in the Learning Management System is mandatory unless we expressly authorize you not to participate. We may change the platform for the Learning Management System in our sole discretion.

9. OPERATION OF THE CAFÉ

9.1 Compliance with System Standards. In order to protect our reputation and goodwill and to maintain high standards of operation under the System, you must operate the Café in strict conformance with the methods, standards, and specifications we prescribe from time to time in the Manuals or otherwise in writing. You acknowledge that the System standards may relate to any aspect of the appearance, function, cleanliness, and operation of the Café. Any material failure to comply with the mandatory System standards or to pass our periodic quality control audits will constitute a material breach of this Agreement. You at no time will engage in deceptive, misleading or unethical practices or conduct any other act which may have a negative impact on the reputation and goodwill of Franchisor or any other franchisee operating under the System. You acknowledge that we have the right to vary our standards and specifications, in our reasonable judgment, to accommodate the individual circumstances of different franchisees.

9.2 Use of Premises; Hours of Operation. You must use the Premises solely for the operation of the Café, must keep the Café open and in normal operation for the minimum hours and days specified in the Manuals and as permitted by applicable laws,

and must refrain from using or permitting the use of the Premises for any other purpose or activity at any time without first obtaining our written consent.

9.3 Employer Responsibilities. You have sole responsibility for all employment decisions and functions of the Café, including but not limited to those related to recruiting, hiring, firing, scheduling, training (other than the brand-specific training in Section 8, including Management Training), compensation, benefits, payroll taxes, overtime, break times, recordkeeping, supervision, safety, security, and discipline of employees. In compliance with applicable federal and state law, it is solely your responsibility to maintain and implement written policies prohibiting unlawful harassment, discrimination and retaliation by any person in connection with the operation of the Café and to display all required employment-related notifications in compliance with applicable federal and state law. Any information we provide about employment matters, whether voluntarily or in response to your request, and whether directly or by means of any technology tools, is a recommendation only and not intended to exercise control over your employees, their wages, hours or working conditions, or the means and manner by which they carry out their duties. You alone will direct and control all employees of the Café, subject only to applicable legal requirements, the terms of this Agreement, and the standards that we prescribe for the preservation of the goodwill associated with the Proprietary Marks. You may not use any of the Proprietary Marks in connection with any employee documents (such as employment applications, paychecks, pay stubs, benefits materials, employee handbooks, and employment agreements) without a prominent notice on the document that you are a franchisee of LMFC and that neither LMFC nor its affiliates is the employer of anyone working in the Café. At our request, made not more often than once every six months, you must communicate by a means reasonably calculated to reach all of your current employees a reminder that LMFC is not their employer, and that LMFC and its affiliates do not assume and will not accept any employer, co-employer or joint employer obligations. You agree to indemnify us and our affiliates against any claims by your employees and any claims by government agencies relating to workers employed at the Café, as provided in Section 23.

9.4 Customer Relations. You must maintain a competent, conscientious, trained staff with enough workers to operate the Café in conformance with our standards. You must take such steps as are necessary to ensure that your employees preserve good customer relations and render competent, prompt, courteous, and knowledgeable service.

9.5 Approved Products and Services. You must offer for sale in the Café all products and services that we designate as required items. You may also offer for sale any optional items and services that we have approved in writing for sale in a Café, but you may not offer or sell any unapproved products or services without our prior written consent. You must sell products only in the weights, sizes, forms, and packages we have approved. You must discontinue selling or offering for sale any products or services which we, in our sole discretion, disapprove in writing at any time.

9.6 Sourcing of Products and Services. We have the right to require that all current and future food and beverage items, ingredients, supplies, equipment, furnishings, smallwares, wall art, décor items, merchandise, promotional items, information technology services, third-party audits for food quality and safety, credit card processing services, and other products and services that you purchase for operation of or sale in the Café: (a) meet specifications that we establish from time to time; and/or (b) be purchased only from suppliers that we have expressly approved; and/or (c) be purchased only from a Designated Supplier (which may be us or an affiliate or a buying cooperative that we organize). To the extent that we have established specifications, require approval of suppliers, and require you to use our named Designated Suppliers for particular items, we will provide the requirements to you in writing. If we elect to name ourselves or an affiliate as the Designated Supplier for a particular item, you must purchase all of your requirements of the item from us or the affiliate. You must submit orders in accordance with the terms and procedures we specify from time to time. Any conflicting terms and conditions of sale stated in your purchase order will have no effect. In case of shortages, we will have complete discretion to allocate products among Cafés (and, at our option, other channels of distribution). If because of shortages or an event of force majeure we are not able to supply your Café with its requirements, you are authorized to purchase from other sources for use at the Café until we are again able to meet the Café's requirements, provided that the alternative supplies meet our specifications and that we have given prior written approval.

9.7 Supplier Review Process. Except as otherwise provided in Section 9.5, you must purchase all products and services solely from suppliers who demonstrate to our continuing reasonable satisfaction the ability to meet our standards and specifications; possess adequate quality controls and capacity to supply your needs promptly and reliably; and have been approved by us in the Manuals or otherwise in writing. If we require you to use an approved supplier for a particular item, but you wish to purchase the item from a supplier that we have not approved, you may submit a written request for approval of the supplier, unless it is an item for which there is a Designated Supplier. We have no obligation to review or approve a greater number of suppliers for an item than the number we deem reasonable, and any proposed supplier relationship must not jeopardize the availability of any special pricing or other benefits offered by our existing suppliers based on system-wide purchases. We will provide our standards and specifications to you or to the proposed supplier, subject to the supplier's execution of a confidentiality agreement in a form acceptable to us. We have the right to inspect the proposed supplier's facilities and to require delivery of product samples either to us or to an independent laboratory designated by us for testing. Upon completion of our analysis, we will notify you in writing of approval or disapproval of the proposed supplier within 90 days of your written request for us to review the proposed supplier. You agree to pay a charge not to exceed our reasonable costs incurred in evaluating the supplier, whether or not the supplier is approved. You may not purchase, sell, or offer for sale any products or services of the proposed supplier until you receive our written approval of the proposed supplier. We have the right to re-inspect the facilities and products of any approved

supplier and to revoke approval upon the supplier's failure to meet any of our then-current criteria. If you receive a notice of revocation of approval, you agree to cease purchasing products from the disapproved supplier and, in the case of revocation based on failure of products to meet our standards, you agree to dispose of your remaining inventory of the disapproved supplier's products as we direct.

9.8 Information Systems. You must acquire and install in the Café, at your own expense, the point of sale (POS) system, back office computer, and other computer equipment, digital menu boards, communications devices, audio/visual equipment and software systems that we specify in writing from time to time. You must sign the Administrative Services Agreement attached to this Agreement as Exhibit F. You must maintain an electronic connection between your systems and our systems; must use the systems in accordance with all policies and operational procedures we issue from time to time; must transmit data to us at the times we specify; must give us independent access to your systems and provide us with any user names and passwords necessary for that purpose; must maintain your systems in good working order at all times; must promptly install upgrades, additions, changes, modifications, substitutions and/or replacements of hardware, software, data connectivity, electrical power, and other computer-related facilities, as we direct; and must ensure that your employees are adequately trained in the use of such systems and our related policies and procedures. You must bear all costs of installation, operation, maintenance and upgrade of your systems.

9.9 Furnishings and Equipment. You must acquire and install in the Café at your expense, such fixtures, furnishings, equipment, décor, and signs as we may reasonably direct from time to time. You must not install or permit to be installed on or about the Premises, without our prior written consent, any fixtures, furnishings, equipment, décor, signs, or other items not previously approved by us.

9.10 Access for Inspections and Audits. The Café products sold and the services rendered by Franchisee pursuant to this Agreement shall at all times be sold and rendered with the highest level of courtesy and with a view to complete customer satisfaction, and shall be consistent with Franchisor's standards. Franchisor may, but shall not be obligated to, and Franchisee must permit Franchisor and its agents to, enter the Café at any time during normal business hours to conduct inspections and audits of the Café operations, to determine if Franchisee is complying with its obligations under this Agreement and to interview employees and customers. Franchisee must cooperate with such inspections by rendering such assistance as Franchisor's representatives may reasonably request. Upon notice from Franchisor or its agents, Franchisee must immediately begin such steps as may be necessary to correct any deficiencies noted during any such inspection. Franchisee must pay any out-of-pocket costs incurred by Franchisor, its affiliates or its agents that carry out such inspections, including any costs related to re-inspecting the Café to confirm that all deficiencies have been corrected. Franchisor shall publish the criteria for quality audits in the Manuals provided to Franchisee, which may be modified from time to time at the Franchisor's sole discretion.

9.11 Condition of Premises. You must maintain the Premises (including adjacent public areas) in a clean, orderly condition and in excellent repair. At your own expense, you must make such additions, alterations, repairs, and replacement as may be required for that purpose (but no others without our prior written consent). Upon our request, you must provide us with copies of any report of inspection conducted by a third party.

9.12 Remodeling. At our request (which will not be made more often than once every five (5) years), or as sooner required by your lease, you must refurbish the Café to conform to our then-current design and service system, trade dress, and color schemes for a new Café. Refurbishment may require you to make expenditures on, among other things, structural changes, installation of new equipment, remodeling, redecoration, and modifications to existing improvements. We will consider the useful life of the capital improvements in developing our standards for regular refurbishment.

9.13 Catering, Take Out and Other Off-Premises Programs. We have established delivery, catering, take out, retail and/or wholesaling programs (“Off-Premises Programs”) either on our own or in conjunction with one or more outside vendors. Off-Premises Programs may be mandatory or optional for franchisees and may include online and telephone ordering systems. If we establish a mandatory Off-Premises Program or you choose to participate in a voluntary program, you agree to pay the fees and costs associated with participating and to comply with all other rules and procedures that we specify for the program in the Manual or otherwise in writing. You acknowledge that you may have to purchase equipment, including a delivery vehicle, in order to participate in an Off-Premises Program. We may define service areas for Off-Premises Programs that differ from your Protected Area. We can modify or terminate an Off-Premises Program by notice to the participating Cafés.

9.13.1 As of the Agreement Date, we have a mandatory Off-Premises Program for catering and take out services. As part of our catering and take out program, you must use our designated vendor(s) for online ordering which includes a use of our designated vendor’s software online ordering platform. We have the right, in our sole discretion, to change to a different catering and take out vendor at any time. Under the rules of this program as of the Agreement Date, you have the exclusive right to provide catering services from the Café to locations within the Protected Area. You may also provide catering and take out services outside of the Protected Area on a non-exclusive basis, provided that your Café is located within the distance limits that we set for catering services based on quality and safety parameters. If multiple Cafés are able to provide catering services in the same non-exclusive area, we may establish rules and policies to coordinate their activities and to prevent customer confusion.

9.13.2 Although you can provide catering services outside of the Protected Area under the conditions stated in Section 9.13.1, you may not directly solicit catering and take out customers outside of the Protected Area without our permission. “Direct solicitation” includes, but is not limited to, solicitation in person, by telephone, by mail, by e-mail, through the Internet or other electronic means, and by distribution of brochures,

business cards or other materials. If any direct solicitation of catering customers within the Protected Area is in media that will or may reach a significant number of persons outside of the Protected Area, you must notify us in advance and obtain our consent.

9.13.3 We can change the rules of the catering and take out program and/or define service areas and solicitation restrictions for catering that differ from the Protected Area. Upon receipt of notice from us of a change in the service area, you must stop providing catering services outside of the newly-defined area and turn over all customer information that you have acquired relating to that area.

9.14 No Other Sales Channels. Unless expressly authorized by us under Section 9.13, you may not sell products or services through any channel or facility other than to retail customers for consumption on the Café premises, or for personal carry-out consumption, (including any Off-Premises Programs, food trucks, carts, kiosks, or temporary locations.) If we approve any one or more activities, we will not be deemed to have given our approval, or waived our right to approve or disapprove, any other activities that you may later propose. We will consider the factors that we deem appropriate, which may include the period of time you have been operating the Café, your sales volume, whether you have met certain quality standards and other benchmarks, and other standards that we may determine are applicable.

9.15 Credit Cards and/or Debit Cards. You must comply with the then current Payment Card Industry Data Security Standards (PCI/DSS) as those standards may be revised by the PCI Security Standards Council, LLC (see www.pcisecuritystandards.org) or successor organization. Among other things, you agree to implement the security requirements that the PCI Security Standards Council (or its successor) requires of a merchant that accepts payment by credit and/or debit cards. You must implement and maintain an approved Payment Card Industry (PCI) compliance program for the Café. We may suggest third party PCI compliance vendors from time to time, but you are free to submit alternative PCI compliance vendors for our approval or seek approval to perform your own PCI compliance. You must submit PCI compliance reports to us in the manner and frequency that we request, which may include having an independent third party conduct a PCI/DSS audit. Your failure to comply with section will be a material default under this Agreement.

9.16 Electronic Money Programs and Loyalty Programs. You must participate in programs relating to gift cards, gift certificates, stored value cards, online or mobile coupons or credits, online or mobile ordering systems, and other electronic money programs as we may prescribe from time to time. Participation includes both issuing program benefits or credits and accepting them for payment by customers and may require you to purchase additional equipment. We will coordinate the crediting and debiting of funds among Cafés based on customer purchases and redemption of stored value. You must also participate in any “frequent guest” or customer loyalty programs that we prescribe from time to time. You may not offer your own gift card, electronic money, or loyalty program for the Café without our prior approval.

9.17 Pricing and Promotional Activities. To the extent permitted by applicable law, we have the right to establish maximum and/or minimum prices that you must follow for menu items, merchandise, and other products and services sold in the Café. You must participate in and comply with the terms of special promotional activities that we prescribe for Cafés generally or in specific geographic areas or for specific types of venues. You acknowledge that these activities may include value menu, special offer, limited time offer and other pricing promotions and that the featured price(s) may be less than your cost for the promotional item(s). If required by our agreement with a Designated Supplier, you may have to purchase a certain amount of products from the Designated Supplier in connection with a promotion and you might not be able to use or sell all of the products. You agree to bear your own costs of participating in these activities. You must conspicuously display for customers the promotional signs and materials and otherwise participate in the manner we specify.

9.18 System Changes. We may unilaterally supplement, improve, and modify the System from time to time. You agree to comply with all reasonable requirements in that regard, including selling new types of products or services as specified by us. You may not implement any change in the System without our prior written consent. You must notify us in writing of any change in the System that you desire to implement, and provide any information we request regarding the proposed change. You acknowledge and agree that we have the right to incorporate the change into the System and thereupon obtain from you all right, title, and interest therein, without compensation to you.

9.19 Quality Assurance Program. You must comply fully with our quality assurance program. The program may include, among other things, customer satisfaction surveys, mystery shopper reports, employee satisfaction and perception surveys, health and safety reviews, product and ingredient testing, and observation of food preparation areas and processes. You must pay any out-of-pocket costs incurred by us, our affiliates or third parties to carry out our quality assurance program activities, including an on-site inspection at your Café. If you fail to achieve the minimum score prescribed in the Manuals for a specific quality assurance category, we may require you and/or your employees to complete additional training at the Café or a location that we designate, at your expense. If you fail to achieve the prescribed minimum score on two consecutive assessment occasions or on three or more assessment occasions in any five (5) year period, we will have the right to terminate this Agreement under Section 17.2.17.

9.20 Compliance with Lease and Financing Agreement. You must comply with all terms of the lease or sublease for the Premises and all other agreements, including without limitation financing agreements, affecting the operation of the Café. You must undertake best efforts to maintain a good working relationship with your landlord and lender and must refrain from any activity which may jeopardize your right to remain in possession of, or to renew the lease or sublease for, the Premises and all furniture, fixtures and equipment necessary for operating the Café.

9.21 Compliance with Laws. You must operate the Café in full compliance with all applicable municipal, county, state and federal laws, rules, regulations and ordinances. You have sole responsibility for compliance despite any information or advice that we may provide. You are prohibited from taking any actions that would jeopardize our ability to comply with the United States Foreign Corrupt Practices Act and the International Money Laundering Abatement and Anti-Terrorist Financing Act, otherwise known as the Patriot Act. Franchisee represents and warrants to Franchisor that neither Franchisee, nor any of its respective affiliates is identified, either by name or an alias, pseudonym or nickname, on the lists of “Specially Designated Nationals” or “Blocked Persons” maintained by the U.S. Treasury Department’s Office of Foreign Assets Control (texts currently available at <http://www.treasury.gov/resource-center/sanctions/Programs/Pages/Programs.aspx>). Further, Franchisee represents and warrants that neither it nor any of its affiliates has violated, and agrees not to violate, any law prohibiting corrupt business practices, money laundering or the aid or support of persons or entities who conspire to commit acts of terror against any person, entity or government, including acts prohibited by the U.S. Patriot Act, U.S. Executive Order 13224, or any similar law. The foregoing constitutes continuing representations and warranties, and Franchisee shall immediately notify Franchisor in writing of the occurrence of any event or the development of any circumstance that might render any of the foregoing representations and warranties false, inaccurate or misleading.

9.22 Lead Operator. If you are, or at any time become, a business corporation, partnership, limited liability company or other legal entity, you must designate a “Lead Operator” in Exhibit A. The Lead Operator must be an individual approved by us who must (a) own and control, or have the right to own and control (subject to terms and conditions reasonably acceptable to us), not less than a 10% interest in your equity directly or indirectly; (b) have the authority to bind you regarding all operational decisions with respect to your Cafés; (c) have completed Management Training to our satisfaction; and (d) have at least three (3) years of multi-restaurant management experience.

9.23 On-Site Management. You (or your Lead Operator, if you are a corporation or other entity) or an individual who has been approved by us as the “Operator,” who may or may not be an owner and who has completed Management Training, must personally participate in the operation of the Café, including spending time daily on site at the Premises, and must oversee operations of all of your Cafés. In addition, you must at all times employ a general manager who must devote his or her full time and best efforts to the operation of the Café and who has been trained in accordance with Section 8 of this Agreement. In addition to a general manager, you must designate at least one other individual as a manager or supervisor that has attended and been certified in our Management Training. There must always be at least one general manager or supervisor on duty during operating hours of the Café.

10. PROPRIETARY MARKS AND COPYRIGHTS

10.1 Identification of the Café. You must operate, advertise, and promote the Café only under the Proprietary Marks. In conjunction with any use of the Proprietary Marks, you must identify yourself to the public as an independent franchisee and licensee of the Proprietary Marks, and not the owner of the Proprietary Marks and shall make any necessary filings under state law to reflect such status. In addition, you will identify yourself as a licensee of the Proprietary Marks on all invoices, order forms, receipts, business stationery and contracts, as well as at the Café on any signage, which shall be conspicuously displayed, to customers.

10.2 Proprietary Materials. You acknowledge and agree that we and/or our affiliates are the owners of certain copyrighted or copyrightable works (the “Works”) and that the copyrights in the Works are valuable property. We authorize you to use the Works on the condition that you comply with all of the terms and conditions of this Section 10.2. You acknowledge and agree that we may create, acquire or obtain licenses for certain additional copyrights in various works of authorship used in connection with the operation of a Café, including, but not limited to, all categories of works eligible for protection under the United States copyright law, all of which will be deemed to be part of the Works, as that term is defined herein. The Works include, but are not limited to, the Manuals, advertisements, promotional materials, labels, menus, posters, coupons, gift certificates, signs, World Wide Web and other Internet sites, and store designs, plans and specifications. The Works may incorporate all or part of the Proprietary Marks or other trade dress used as part of the System. You acknowledge that this Agreement does not confer any interest in the Works on you, other than the right to use them in the operation of the Café in compliance with the terms of this Agreement. All ideas, concepts, techniques, or materials relating to a Café, whether adaptations, translations and works derived from the Works or otherwise (including, but not limited to, advertisements, promotional materials, labels, menus, posters and Web sites), whether or not protectable intellectual property, created by or for you or your owners or employees and whether or not authorized by us, must be promptly disclosed to us and will be deemed to be our sole and exclusive property, part of the System, and works made-for-hire for us. To the extent that any item does not qualify as a “work made-for-hire” for us, by this paragraph you hereby assign ownership of that item, and all related rights to that item, to us, hereby waive all moral rights in that item, and hereby agree to take whatever action (including signing assignment or other documents) we request to evidence our ownership or to help us obtain intellectual property rights in the item (including signing assignment or other documents, and causing your owners, employees and contractors to do the same). You may not use any such idea, concept, technique or material in connection with the Café without our prior approval.

10.3 Limitations on Use. Your right to use the Proprietary Marks and the Works is limited to the uses we authorize under this Agreement and any unauthorized use will constitute an infringement of our rights. Therefore, you agree to:

10.3.1 Use only the Proprietary Marks that we designate and use them only in the manner we authorize;

10.3.2 Use the Proprietary Marks and Works only for the operation of the Café and only at the Premises or in advertising for the Café;

10.3.3 Operate and advertise the Café only under the name “la Madeleine”, and use all Proprietary Marks without prefix or suffix, and not use the Proprietary Marks as part of your corporate or legal name;

10.3.4 Ensure that all advertising and promotional materials, packaging, signs, decorations, websites, and other items that we may specify, bear the Proprietary Marks in the form, color, size, and location we prescribe;

10.3.5 Identify yourself as a licensee of the Proprietary Marks, and not the owner of Proprietary Marks in conjunction with any use of the Proprietary Marks, including but not limited to on invoices, order forms, receipts, check stock, payroll forms, business stationery, websites, email auto-signatures, and other electronic media, as well as at such conspicuous locations on the Premises;

10.3.6 Not use the Proprietary Marks to incur any obligation or indebtedness on behalf of us or our affiliates;

10.3.7 Comply with our instructions in filing and maintaining any requisite trade name or fictitious name registrations, and execute any documents we deem necessary to obtain protection for the Proprietary Marks and the Works or to maintain their continued validity and enforceability;

10.3.8 Not use the Proprietary Marks as part of your corporate or other legal entity name;

10.3.9 Not directly or indirectly contest the validity of, or take any other action which tends to jeopardize our or our affiliates’ rights to the ownership of or right to use and to license others to use the Proprietary Marks; and

10.3.10 Ensure that the Proprietary Marks and the Works bear the “®”, “TM”, “SM” or copyright notice, respectively, as we may prescribe from time to time.

10.4 Your Acknowledgments. You acknowledge that:

10.4.1 The Proprietary Marks are valid and serve to identify the System and those who are authorized to operate under the System;

10.4.2 Your use of the Proprietary Marks and Works pursuant to this Agreement does not give you any ownership interest or other interest in the Proprietary Marks or the Works;

10.4.3 Any and all goodwill arising from your use of the Proprietary Marks and the Works will inure exclusively to the benefit of us and our affiliates, and upon expiration or termination of this Agreement, no monetary amount will be assigned as attributable to any goodwill associated with your use of the System, the Proprietary Marks, or the Works; and

10.4.4 The license granted hereunder to use the Proprietary Marks and the Works is nonexclusive.

10.5 Third Party Challenges. You must promptly notify us in writing and verbally of any unauthorized use or reproduction of the Proprietary Marks or the Works, any challenge to the validity of the Proprietary Marks or the Works, the ownership by us and our affiliates of the Proprietary Marks and the Works, our right to use and to license others to use the Proprietary Marks and the Works, or your right to use the Proprietary Marks or Works. You acknowledge that we and our affiliates have the right to direct and control any administrative proceeding or litigation involving the Proprietary Marks or Works, including any settlement thereof. We and our affiliates have the right, but not the obligation, to take action against uses by others that may constitute infringement of the Proprietary Marks or Works. We will defend you against any third-party claim that your use of the Proprietary Marks or the Works infringes the rights of the third party. We will bear the cost of defense (including the cost of any judgment or settlement) if you have used the Proprietary Marks and the Works in accordance with the terms of this Agreement, but otherwise you must bear the cost of the defense (including the cost of any judgment or settlement). You must execute any and all documents and do such acts as we deem necessary to carry out the defense or prosecution of any litigation involving the Proprietary Marks or the Works, including, but not limited to, becoming a nominal party to any legal action. Except to the extent that such litigation is the result of your use of the Proprietary Marks or the Works in a manner inconsistent with the terms of this Agreement, you agree to reimburse us for our out-of-pocket costs in doing such acts.

10.6 Changes to the Proprietary Marks. We reserve the right to modify or require you to discontinue use of any of the Proprietary Marks or the Works and/or to substitute different service marks, trademarks or copyrighted material for use in identifying the System and the businesses operating thereunder. When required by us, you must promptly discontinue use of designated Proprietary Marks or Works or implement any modification or substitution at your own cost and expense. We will have no obligation or liability to you as a result of such modification or substitution.

11. MANUALS

11.1 Confidentiality. You must treat the Manuals which includes all information conveyed via written or electronic access through an on-line system and all information contained in them as confidential. You must not misuse, copy, duplicate, record, or otherwise reproduce the Manuals or any other materials containing our confidential information, in whole or in part, or otherwise make them available to any unauthorized person.

11.2 Security. The Manuals remain exclusively our property and you must keep them at all times in a secure place in the Café.

11.3 Updates. We may, from time to time, revise the contents of the Manuals. You agree to update your copies of the Manuals and to comply with each new or changed standard upon reasonable notice from us. In the event of a dispute about the contents of the Manuals, the master copies maintained by us at our principal offices will be controlling.

12. CONFIDENTIAL INFORMATION

12.1 Nondisclosure. You must not, during the term of this Agreement or at any time thereafter, communicate, divulge, or misuse for your benefit or for the benefit of any other person or entity any confidential information, knowledge, trade secrets, or know-how which may be communicated to you or of which you may be apprised by virtue of your activities under this Agreement. You may divulge such confidential information only: (i) to your employees who must have access to it in order to operate or develop the Café; and (ii) to your contractors and the landlord of the Premises with our prior written approval. All information, knowledge, trade secrets, know-how, techniques, and other data which we designate as confidential will be deemed confidential for purposes of this Agreement, except information which you can demonstrate came to your attention by lawful means prior to disclosure thereof by us, or which, at or after the time of disclosure by us to you, had become or later becomes a part of the public domain, through publication or communication by others.

12.2 Owners and Employees. At our request, you must require your general manager and assistant managers (if applicable) to execute agreements that they will maintain the confidentiality of our information. The agreements must be in a form satisfactory to us and identify us as a third-party beneficiary with the independent right to enforce the agreement. At our request, you must use your best efforts to obtain similar agreements from your landlord, contractors, and any other person to whom you wish to disclose any of our confidential information.

13. ACCOUNTING AND RECORDS

13.1 Books and Records. You must prepare, and must preserve for at least three (3) years from the dates of their preparation, complete and accurate books, records, and

accounts, in accordance with generally accepted accounting principles. You must record all Gross Sales, net sales, sales tax, and any other charges collected on behalf of third parties in accordance with the procedures prescribed in the Manuals, on the point of sale system that we specify.

13.2 Financial Reports. You must submit to us, at your expense, in the form we prescribe:

13.2.1 By no later than Friday of each week, a complete and accurate report of Gross Sales for the preceding week, and such other weekly data as we may reasonably require;

13.2.2 By the 15th of each month, an unaudited income statement for the prior month and year to date, specifically reflecting, among other things, cost of goods sold and labor costs for the Café;

13.2.3 Within forty-five (45) days after the end of each quarter, an unaudited balance sheet as of the end of the quarter; and

13.2.4 Within ninety (90) days after the end of each of your fiscal years, an income statement showing the results of your operations during the fiscal year and a balance sheet as of the end of the fiscal year, both of which must be prepared in accordance with generally accepted accounting principles and reviewed by an independent certified public accountant. If, however, the foregoing income statements and balance sheets are audited by an independent certified public accountant, then you must furnish the audited income statements and balance sheets rather than the reviewed income statements and balance sheets. We reserve the right to require that your financial statements be audited, at your expense, by an independent certified public accountant approved by us.

13.3 Intranet / Extranet. You agree to participate in any Extranet or Intranet that we may from time to time establish in our sole discretion. We may require you to obtain specified computer hardware, software and/or an Internet connection (collectively, "Computer Facilities") and may periodically modify specifications for same, all at Franchisee's expense.

13.3.1 Franchisor may charge Franchisee a reasonable fee if Franchisor develops or has developed (and, once developed, for modifying and enhancing) proprietary software, an Extranet or an Intranet and for other computer maintenance and support services that Franchisor or any of its affiliates provides to Franchisee, and Franchisee agrees to sign any software license agreement or similar document that Franchisor or any of its affiliates prescribes to regulate Franchisee's use of, and the respective rights and responsibilities of Franchisor, Franchisee, and others with respect to, the software, the Intranet and the Extranet, as applicable.

13.3.2 Franchisee shall have sole and complete responsibility for: (1) the acquisition, operation, monitoring, maintenance and upgrading of the Computer Facilities, including data related readiness of the system; (2) the manner in which Franchisee's Computer Facilities interface with Franchisor's computer system, Intranet and Extranet and those of third parties; and (3) any and all consequences that may arise if the Computer Facilities are not properly installed, operated, monitored, maintained and upgraded.

13.4 Parent and Guarantor Financial Statements. At our request, you agree to furnish a statement of financial condition as of the end of the fiscal quarter for each individual or corporate guarantor of your obligations to us and, if applicable, for each of your direct and indirect corporate parents.

13.5 Right to Examine or Audit. We and our designated agents will have the right to examine and copy, at our expense, on reasonable notice and during normal business hours, your books, records, accounts, and sales tax returns. We will also have the right, at any time, to have an independent audit made of your books. If an inspection or audit reveals that any payment to us has been understated, you must immediately pay to us the amount owed, together with applicable interest and late fees as provided in Section 6.5. If an inspection or audit reveals any underpayment of two percent (2%) or more, you must, in addition to payment of monies owed with interest, reimburse us for all costs connected with the inspection or audit (including expenses for travel, lodging and wages, and reasonable accounting and legal costs). The foregoing remedies are in addition to any other remedies we may have.

13.6 Customer Data. You agree that all data that you collect from customers in connection with the Café ("Customer Data") is deemed to be jointly owned by us and our affiliates, and you agree to furnish the Customer Data to us at any time that we request it. You have the right to use Customer Data while this Agreement or a Successor Agreement is in effect, but only in accordance with the policies that we establish from time to time. You may not sell, transfer, or use Customer Data for any purpose other than marketing and operating the Café. You must at all times comply with all laws and regulations applicable to the collection, retention, and use of Customer Data in the operation of the Café.

14. ADVERTISING AND PROMOTION

14.1 Advertising Programs. You acknowledge the value of and the need to develop, enhance, and promote the System and the Proprietary Marks. You also acknowledge the importance of the standardization of advertising programs to the furtherance of the goodwill and public image of the System and the Proprietary Marks. This Section 14 describes our marketing, public relations and advertising programs and our right to modify these programs and the manner in which the marketing and advertising funds are used from time to time.

14.2 Your Weekly Advertising Obligation. During the Agreement Term, you will have a weekly advertising obligation (“WAO”) in an amount not to exceed 4.0% of your Gross Sales. Subject to the limitations in this Section 14, we have the right to allocate the WAO among: (i) contributions to the Brand Marketing Fund as described in Section 14.3; (ii) expenditures for Local Store Marketing as described in Section 14.5; and (iii) contributions to a Cooperative as described in section 14.6. We can change the allocation on reasonable notice to franchisees.

14.3 Brand Marketing Fund. You must contribute a percentage of your Gross Sales weekly to the Brand Marketing Fund. As of the Agreement Date, the required contribution is two percent (2.0%) of Gross Sales. We may increase the percentage of Gross Sales that franchisees are required to contribute, at our sole discretion, by up to one quarter of one percent (0.25%) per calendar year, but the required contribution will not exceed three percent (4.0%) of Gross Sales during the Agreement Term. Contributions must be made in the manner specified in Section 6.4. We may use Brand Marketing Funds received from you in any manner consistent with Section 14.3.1 below.

14.3.1 We have the right to direct all advertising, media placement, marketing and public relations programs and activities financed by the Brand Marketing Fund, with final discretion over the strategic direction, creative concepts, materials and endorsements used and the geographic, market and media placement and allocation. We may use the Brand Marketing Fund to pay various costs and expenses as we determine in our sole discretion, including, without limitation: preparation and production of video, audio, written, online and mobile advertising materials; production of promotional materials; sponsorship of sporting, charitable, or similar events; design, establishment, and maintenance of web sites, search rankings, social media profiles, insights and other online and mobile presence; endorsement contracts; reasonable salaries and expenses of our and our affiliates’ employees who work on advertising, marketing, public relations materials, programs, insights, activities or promotions prepared, planned or undertaken on behalf of the Brand Marketing Fund; professional fees and administrative costs and overhead that we or our affiliates incur in activities reasonably related to the administration and activities of the Brand Marketing Fund (including accounting fees, legal fees, and interest on monies borrowed by the Brand Marketing Fund); implementation of advertising programs, including, without limitation, purchasing direct mail and other media advertising and employing advertising agencies to assist us; and other public relations, marketing, consumer research, and promotional activities, including testing and test marketing programs, fulfillment charges, and development and implementation and testing of trade dress and design prototypes. We will not use any of the Brand Marketing Fund expenditures specifically to develop materials and programs that will be used principally to solicit franchise owners.

14.4 We may seek the advice of LA MADELEINE® franchisees by formal or informal means with respect to the creative concepts and media used for programs financed by the Brand Fund. We retain the final authority on all programs financed by the

Brand Marketing Fund. We have the right to change or dissolve the Brand Marketing Fund.

14.4.1 You acknowledge that the Brand Marketing Fund and any earnings thereon will be used to maximize general public recognition, acceptance, and patronage of LA MADELEINE® restaurants, and that we are not obligated, in administering the Brand Marketing Fund, to make expenditures for you which are equivalent or proportional to your contribution, or to ensure that any particular franchisee benefits directly or pro rata from expenditures by the Brand Marketing Fund. Your failure to derive any such benefit will not serve as a basis for a reduction or elimination of your obligation to contribute to the Brand Marketing Fund. The failure (whether with or without our permission) of any other franchisee to make the appropriate amount of contributions to the Brand Marketing Fund will not release you from or reduce your obligation.

14.4.2 Nothing in this Agreement will be construed to create a trust or fiduciary relationship of any kind or nature whatsoever among the parties as it relates to the Brand Marketing Fund or our actions with respect thereto, including, but not limited to, collection of payments, maintenance of the bank account, bookkeeping, and disbursement of monies from the Brand Marketing Fund. Except as expressly provided in this Section 14, we assume no direct or indirect liability or obligation to you with respect to maintenance, direction, or administration of the Brand Marketing Fund.

14.5 Local Store Marketing. You must spend a percentage of your Gross Sales weekly for local advertising and promotion of the Café (“Local Store Marketing”). As of the Agreement Date, the spending requirement is 1.0% of Gross Sales. We may increase the required spending percentage by up to one quarter of one percent (0.25%) per calendar year, but the required expenditure for Local Store Marketing will not exceed two percent (2.0%) of Gross Sales during the Agreement Term. Discounts, promotional items, and food products that you give away in order to promote the Café will count toward your obligation in this Section, but only at your cost (not the retail value) of the items, and the maximum that we will count toward Local Store Marketing for discounts, promotional items and give-aways combined is one percent (1%) of Gross Sales. All Local Store Marketing must be approved by us pursuant to Section 14.8 below. Upon our request, you shall furnish to us supporting documentation evidencing your Local Store Marketing expenditures.

14.6 Joint Marketing Programs and Cooperatives. We have the right at any time and from time to time to establish, and thereafter modify (1) co-marketing programs in which we, franchisees and licensees join with suppliers or other third parties to cross-promote goods and services; (2) joint marketing efforts in which multiple franchisees and/or licensees contribute to a specific ad or event; and/or (3) local or regional marketing co-operatives (“Cooperatives”) that pool funds of franchisees on an ongoing basis to jointly promote the Proprietary Marks and the Cafés of the Cooperative members. You must participate in each applicable joint marketing program and comply with the rules of the program. The following provisions apply to Cooperatives:

14.6.1 We have the right to designate any geographic area or set of common characteristics for purposes of establishing a Cooperative. If a Cooperative is applicable to your Café at the time the Café opens for business, you must join the Cooperative. If a Cooperative applicable to the Café is established during the Agreement Term, you must become a member and begin contributing (in addition to the Brand Marketing Fund contribution) no later than thirty (30) days after we approve the Cooperative to begin operation. You will not have to contribute to more than one Cooperative for the same Café at the same time. We (or our affiliates, as the case may be) will become a member of any Cooperative that is applicable to a Café owned by us or our affiliates.

14.6.2 Each Cooperative will adopt a Cooperative agreement governing the organization and operation of the Cooperative, subject to our approval. If the members of the Cooperative do not sign an agreement within a reasonable time, you agree to sign our recommended form of Cooperative Agreement. We reserve the right to change the form of organization, governing documents, and manner of operation of any Cooperative, and you and the other members agree to implement any such change promptly after notice from us. No changes in the bylaws or other governing documents of a Cooperative may be made without our prior written consent.

14.6.3 Each Cooperative will be organized for the exclusive purpose of developing, administering and executing advertising programs for the members of the Cooperative.

14.6.4 No advertising or promotional plans or materials may be used by a Cooperative or furnished to its members without our prior approval pursuant to Section 14.8 below.

14.6.5 You and each other member of the Cooperative must contribute weekly to the Cooperative all or any portion of the Local Store Marketing expenditure required under Section 14.5 above, as determined by the membership. The required contribution will not exceed two percent (2%) of Gross Sales unless approved by a unanimous vote of eligible members of the Cooperative. Your obligation for Local Store Marketing under Section 14.5 will be reduced by the amount of your contributions to the Cooperative (but the offset cannot reduce the local advertising obligation below zero or result in a credit back to you).

14.6.6 We may grant to any franchisee an exemption for any length of time from the requirement of membership in a Cooperative and/or from the obligation to contribute (including a reduction, deferral or waiver of the contribution), upon written request of the franchisee stating reasons which we deem sufficient to support the exemption. Our decision concerning any request for exemption will be final. If an exemption is granted to a franchisee, the franchisee will be required to spend on Local Store Marketing the amount the franchisee otherwise would have been required to contribute to the Cooperative.

14.6.7 We and our designated agents will have the right to examine and copy, at our expense, on reasonable notice and during normal business hours, the books, records, and accounts of any Cooperative. We will also have the right, at any time, to have an independent audit made of the books of any Cooperative.

14.7 Grand Opening. In addition to the WAO, you must conduct grand opening marketing activities during the period beginning no less than 45 days before and ending 90 days after the Café opens. You must expend a minimum of ten thousand dollars (\$10,000) to conduct grand opening marketing activities pursuant to a grand opening marketing plan developed by us. We reserve the right to require you to deposit with us the funds required under this Section 14.7, so we may distribute the funds as necessary to conduct the grand opening marketing plan.

14.8 Approval Requirement. All advertising and promotion by you and by any Cooperative must be in the type of media and format that we approve, must be conducted in a dignified manner, and must conform to our standards and requirements. You or the Cooperative must submit written samples of all proposed advertising and promotional plans and materials to us for our approval at least thirty (30) days before their intended use, unless the plans and materials were prepared by us or have been approved by us within the last twelve (12) months. Proposed advertising plans or materials will be deemed to have been approved if we have not disapproved them within fifteen (15) days after receipt.

14.9 Electronic Marketing and Electronic Communications. Unless we have agreed to it in writing, you may not use, register, maintain, or sponsor any URL, domain name, social networking platform, blog, messaging system, email account, user name, corporate name, assumed name, text address, mobile application, loyalty program, or other electronic or non-electronic, mobile or Internet presence that uses or displays any of the Proprietary Marks (or any derivative thereof) or that promotes any products or services of the Café. The use of any electronic medium constitutes advertising and promotion subject to our approval as described above. You acknowledge that the use of any electronic medium constitutes advertising and promotion subject to our approval under Section 14.8. You agree not to transmit or cause any other party to transmit advertisements or solicitations by broadcast media, telephone, e-mail, text message, instant message, social network, local listing sites, VoIP, streaming media, or other electronic media without first obtaining our written consent as to: (a) the content of the advertisements or solicitations; and (b) the type of media intended to be used. All telephone answering messages, email auto-signatures, and other identifiers of the Café must be in the form we prescribe. If we approve the use of an electronic medium, our approval will be conditioned on your compliance with any standards and procedures we issue with respect to that type of electronic medium, including the use of any disclaimers, warnings, and other statements that we may prescribe.

In all cases, we will have sole discretion and control over any profile(s) using or relating to the Proprietary Marks, or that display the Proprietary Marks, that are maintained on social/digital media outlets, including without limitation Facebook/Meta, Twitter, Linked In®, Google+, Foursquare, YouTube, Pinterest, TikTok and Instagram or other similar outlets that may exist in the future. We may use part of the advertising fund monies it collects to pay or reimburse the costs associated with the development, maintenance and update of such profiles. We have established guidelines under which you may establish profiles or otherwise establish a presence on the social/digital media outlets. You must comply with our standards, protocols and restrictions and we may, in our sole discretion, change these guidelines.

You must use the email system and address that we assign to you for all business communications. You may not independently market on the Internet or use any domain name, address, locator, link, metatag or search technique with words or symbols the same or similar to the Proprietary Marks. We intend that any franchisee Web site be accessed only through our home page. All Internet marketing must be coordinated through and approved by us. All telephone answering messages, email auto-signatures, and other identifiers of the Café must be in the form we prescribe. If we approve the use of an electronic medium, our approval will be conditioned on your compliance with any standards and procedures we issue with respect to that type of electronic medium, including the use of any disclaimers, warnings, and other statements that we may prescribe.

15. INSURANCE

15.1 Maintenance of Insurance & Approved Insurance Agent. You shall obtain, within thirty (30) days after the execution of the lease for the Café, and shall maintain in full force and effect at all times during the term of this Agreement, at your expense, all of the insurance policies in Section 15.2 (“Coverages”) (except for liquor liability insurance if you do not sell alcoholic beverages at your Café). You shall obtain all Coverages solely from insurance agents/brokers or other provider approved by Franchisor (which Franchisor may limit to an exclusive source, including a Franchisor affiliate or subsidiary). Franchisor may or may not receive compensation or other economic benefits from these approved insurance agents/brokers or other providers. If you desire to purchase the required Coverages from an unapproved insurance agent/broker or provider, you shall submit to Franchisor a written request for such approval prior to procuring the Coverages. If approval is granted by Franchisor for the use of an unapproved insurance agent/broker or other provider, you shall pay to Franchisor a \$350 fee to cover the costs of reviewing the Coverages procured by the proposed vendor. Should Franchisor review of the procured Coverages determine that the proposed vendor procured insufficient Coverages, you must procure the Coverages identified by Franchisor within 7 business days upon receiving notification from Franchisor. Additionally, you shall pay Franchisor an additional \$150 fee to review these subsequent changes (and a \$150 fee to review in the event that any additional changes are necessary).

15.2 Coverages. Such policy or policies shall be written by an insurance carrier or insurance carriers with a Best's Insurance Guide rating of "A" or better, and shall include, at a minimum, the following:

15.2.1 Commercial general liability insurance:

A. The commercial general liability insurance policy shall include bodily injury, property damage, advertising and personal injury, and medical payments coverage parts, written on an occurrence reporting basis. However, such coverage shall not include an insured versus insured exclusion or any exclusion that prevents coverage of a claim by one insured against another. The bodily injury, property damage, and advertising and personal injury coverage parts shall have a minimum per occurrence liability limit of \$1,000,000.00 per Café location and a general aggregate liability limit of \$2,000,000.00 per Café location. The medical payments coverage part shall have a per occurrence liability limit of \$5,000.00 per Café location. The coverage shall include a separation of insureds provision.

B. The commercial general liability policy shall have a products/completed operations coverage part under ISO form CG 24 07 or equivalent coverage. Additionally, the commercial general liability policy shall have a minimum per occurrence liability limit of \$1,000,000.00 per Café location and a general aggregate liability limit of \$2,000,000.00 per Café location.

C. The commercial general liability policy shall also have the following endorsements:

i. An endorsement listing Franchisor, its subsidiaries, affiliates, successors and assigns as additional named insureds on all coverage parts. The additional insured coverage shall include premises-operations, contractual liability, independent contractors, and products and completed operations. Also, the additional insured coverage shall be primary and non-contributory to any other insurance that Franchisor its subsidiaries, affiliates, successors and assigns has procured themselves. The additional insured coverage shall not be limited to Franchisor vicarious liability, and shall include coverage for liability arising out of or occurring upon or in connection with the condition, operation, use or occupancy of the franchised business. It is understood and agreed that the insurance coverages and limits required above shall not limit, and are independent of, the indemnification obligations.

ii. A waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns.

iii. An endorsement requiring the commercial general liability insurance carrier(s) to provide at least thirty (30) days' notice of any intent to cancel the commercial general liability policy, regardless of the reason for cancellation.

15.2.2 Crime (inside/outside) and employee dishonesty insurance:

A. Crime (moneys and securities) inside/outside coverage shall have a minimum per occurrence liability limit of \$10,000.00 per Café location for inside crime and a minimum per occurrence liability limit of \$10,000.00 per Café location for outside crime.

B. Employee dishonesty coverage shall have a minimum per occurrence liability limit of \$50,000.00 per Café location.

15.2.3 Worker's compensation insurance in amounts provided by applicable law or, if permissible under applicable law, any legally appropriate alternative providing substantially similar compensation for injured workers satisfactory to Franchisor, provided that you (i) maintain an excess indemnity or "umbrella" policy covering employer's liability and a medical disability policy covering medical expenses for on the job accidents, which policy or policies shall contain such coverage amounts as you and Franchisor shall mutually agree upon and (ii) conduct and maintain a risk management and safety program for your employees as you deem appropriate. Such policies shall also include, if available, an "alternate employer endorsement" in favor of Franchisor, its subsidiaries, affiliates, successors and assigns, and a waiver of subrogation in favor of Franchisor, its directors, officers, shareholders, partners, employees, servants, representatives, agents, subsidiaries, affiliates, successors and assigns. The workers compensation insurance and employer's liability/medical disability policies must provide Coverage Part A for claims made by the injured worker and Coverage Part B for claims made by the injured worker's family members, including wrongful death claims.

15.2.4 Automobile liability insurance coverage for owned, non-owned, and hired vehicles with a liability limit of not less than \$1,000,000.00 combined single limit (which shall include, without limitation, coverage for your delivery, including home delivery, if applicable, and catering operations). The automobile liability insurance shall also have an endorsement listing Franchisor, its subsidiaries, affiliates, successors and assigns as additional named insured. The automobile liability insurance shall contain a waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns. Such coverage shall not include an insured versus insured exclusion or any exclusion that prevents coverage of a claim by one insured against another. The coverage shall include a separation of insureds provision.

15.2.5 Liquor liability insurance:

A. If you sell alcoholic beverages at the Café, you shall carry liquor liability insurance with a minimum per occurrence liability limit of \$1,000,000.00 per Café location.

B. The liquor liability insurance shall also have the following endorsements:

i. An endorsement listing Franchisor, its subsidiaries, affiliates, successors and assigns as additional named insureds. The additional insured coverage shall not be limited to Franchisor vicarious liability, and shall include coverage for liability arising out of or occurring upon or in connection with the condition, operation, use or occupancy of the franchised business. Also, the liquor liability insurance shall contain a waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns. The coverage shall include a separation of insureds provision.

ii. An endorsement making the liquor liability insurance policy issued in your name primary insurance coverage on a non-contributory basis with any other insurance available to Franchisor.

iii. An endorsement requiring the liquor liability insurance carrier(s) to provide at least thirty (30) days' notice of any intent to cancel the liquor liability policy, regardless of the reason for cancellation.

15.2.6 Building and personal property insurance coverage:

A. Property coverage for physical loss or damage to personal property and real property including the leasehold improvements, at each Café location. This coverage shall include all risk replacement cost property insurance for your Café and its contents, awnings, equipment, signs, glass, additions under construction, outdoor fixtures, personal property, as well as business interruption insurance for income loss, food spoilage endorsements, equipment breakdown coverage, business ordinance coverage, debris removal, preservation of property, fire department service charges, pollutant clean up and removal, newly acquired or constructed property, property of others, property off premises, and stock. The coinsurance percentage shall not be less than eighty percent (80%).

B. The building and personal property insurance shall also have the following endorsements:

i. An endorsement requiring the building and personal property insurance carrier(s) to provide at least thirty (30) days' notice of

any intent to cancel the building and personal property insurance coverage, regardless of the reason for cancellation.

ii. A loss payable endorsement listing Franchisor as the loss payee for equipment and supplies financed by Franchisor either by a loan, line of credit, or an open account.

iii. A waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns.

15.2.7 Umbrella liability insurance:

A. Umbrella coverage over the above described general commercial liability, liquor liability, automobile liability, products/completed operations, and employer's liability insurance coverage parts with a per occurrence limit of \$1,000,000.00 and an aggregate limit of \$1,000,000 per Café location (i.e., if you have 2 Café locations, you must purchase an umbrella policy with a per occurrence limit of \$1,000,000 and an aggregate limit of \$2,000,000 million; if you have 3 Café locations, you must purchase an umbrella policy with a per occurrence limit of \$1,000,000 and an aggregate limit of \$3,000,000 million). The umbrella policy shall be written on an occurrence reporting basis. Such coverage shall not include an insured versus insured exclusion or any exclusion that prevents coverage of a claim by one insured against another. The coverage shall include a separation of insureds provision.

B. The umbrella liability insurance shall also have the following endorsements:

i. An endorsement listing Franchisor, its subsidiaries, affiliates, successors and assigns as additional named insureds. The additional insured coverage shall not be limited to Franchisor vicarious liability, and shall include coverage for liability arising out of or occurring upon or in connection with the condition, operation, use or occupancy of the franchised business. Also, the umbrella insurance shall contain a waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns.

ii. An endorsement requiring the umbrella liability insurance carrier(s) to provide at least thirty (30) days' notice of any intent to cancel the umbrella policy, regardless of the reason for cancellation.

15.2.8 Employment practices liability insurance ("EPLI") coverage with coverage limits of \$1,000,000.00 or more. The policy must include coverage for third party claims. In addition, the policy must have a sublimit for defense costs relating to wage and hour claims. The EPLI Policy shall also have an endorsement listing Franchisor, its

subsidiaries, affiliates, successors and assigns as additional named insureds. In the event that an additional insured endorsement is not available, you shall have a vicarious liability endorsement protecting Franchisor, its subsidiaries, affiliates, successors and assigns. Such additional insured coverage (or alternatively, vicarious liability protection), shall be primary and non-contributory to any other insurance that Franchisor its subsidiaries, affiliates, successors and assigns has procured themselves.

15.2.9 Data Privacy/Cyber Liability Insurance (“Cyber Policy”), including first party coverage (forensics investigation, notification, credit monitoring, loss of business income, crisis management) and third party coverage, with coverage limits of no less than \$1,000,000. The Cyber Liability Policy shall also have an endorsement listing Franchisor, its subsidiaries, affiliates, successors and assigns as additional named insureds. The additional insured coverage shall not be limited to Franchisor vicarious liability, and shall include coverage for liability arising out of the operations of the franchised business. Also, the additional insured coverage shall be primary and non-contributory to any other insurance that Franchisor its subsidiaries, affiliates, successors and assigns has procured themselves. Further, the Cyber Policy shall contain a waiver of subrogation in favor of Franchisor, its subsidiaries, affiliates, successors and assigns.

15.2.10 Any insurance which may be required by statute or rule of the state or locality in which your Café will be operated.

15.2.11 Additional insurance coverages that may reasonably be specified by Franchisor from time to time, in accordance with standards and specifications set forth in the Manuals or otherwise in writing.

15.3 Deductibles. The coverages required under Sections 15.2.1, 15.2.4, 15.2.5, and 15.2.7 shall not have any deductible, self-insured retention, self-funded retention, or any similar provision unless prior written consent is given by Franchisor. Should consent be given by Franchisor for a deductible or similar provision to be included for the required coverages under Sections 15.2.1, 15.2.4, 15.2.5, or 15.2.7, the deductible or other similar provision amount may not exceed twenty thousand dollars (\$20,000). With respect to all other required coverages where deductible are permitted, the deductible may not exceed twenty thousand dollars (\$20,000). To the extent that Franchisor, its subsidiaries, affiliates, successors and assigns are additional insureds for a loss or lawsuit covered by an insurance policy required under Sections 15.2.1, 15.2.4, 15.2.5, and 15.2.7 and the policy contains a deductible, self-insured retention or any similar provision, you are responsible for payment of this amount. Also, in such a scenario, you shall assume and fully pay for our legal defense, and that of our subsidiaries, affiliates, successors and assigns from any lawsuit or claim. This defense obligation shall begin immediately upon the filing of any lawsuit or claim that would be defended by the insurance required hereunder. The defense obligation shall continue until such time as the deductible, self-insured retention, self-funded retention, or any similar provision has been satisfied, or the insurer provides a defense to Franchisor, its subsidiaries, affiliates, successors and

assigns. Finally, Franchisor, its subsidiaries, affiliates, successors and assigns, shall have the right to select the counsel of its choosing in defending itself from any lawsuit.

15.4 Builder's Risk. In connection with any finish-out, renovation, refurbishment or remodeling of your Café, you or your approved contractor shall maintain builder's all risk insurance and performance/completion and payment bonds in forms and amounts, and written by a carrier or carriers, reasonably satisfactory to Franchisor.

15.5 No Reliance Upon Franchisor Insurance. Your obligation to obtain and maintain the above policies and bonds in the amounts specified or agreed to by Franchisor shall not be limited in any way by any insurance which may be maintained by Franchisor, nor shall your performance of that obligation relieve you of liability under the indemnity provisions set forth in Section 23. Moreover, you shall not claim, or authorize anyone on your behalf to claim (such as your own insurers), additional insured status on any policies purchased or maintained by Franchisor.

15.6 Release Regarding Insurance. YOU ACKNOWLEDGE THAT THE COVERAGES REQUIRED BY FRANCHISOR ARE THE MINIMUM AMOUNTS OF COVERAGE THAT YOU MUST PROCURE UNDER THIS AGREEMENT. YOU FURTHER ACKNOWLEDGE THAT YOU ARE FREE TO BUY ADDITIONAL INSURANCE COVERAGE OR INCREASE THE AMOUNTS OF COVERAGE AS YOU DEEM FIT BASED ON YOUR OWN INVESTIGATION AS TO WHETHER ADDITIONAL COVERAGES OR HIGHER AMOUNTS ARE NECESSARY. YOU FURTHER AGREE THAT YOU ARE NOT RELYING UPON FRANCHISOR TO DETERMINE THE AMOUNT OR TYPE OF INSURANCE COVERAGE NECESSARY FOR YOU. YOU RELEASE FRANCHISOR FROM ANY AND ALL CLAIMS RELATING TO THE PROCUREMENT OF INSURANCE, INCLUDING CLAIMS THAT FRANCHISOR DID NOT REQUIRE YOU TO PROCURE ADEQUATE INSURANCE.

15.7 Evidence of Insurance. Within thirty (30) days after the execution of the lease for the Café and, thereafter, at least sixty (60) days prior to the expiration of any such policy, you shall deliver to Franchisor certificates of insurance indicating the contracted for insurance coverages as well as the description of special provisions (e.g. additional named insured status). You shall also provide a binder, declarations page, or confirmation of insurance, describing and confirming the coverages afforded by the required policies described in Section 15. Upon our request, you shall provide to Franchisor any information requested within ten (10) business days, including, but not limited to, complete copies of the policies, certificates of insurance, declaration pages, and confirmations of insurance.

15.8 Remedies. Should you, for any reason, fail to obtain or maintain the insurance required by this Agreement, as such requirements may be revised from time to time by Franchisor in the Manuals or otherwise in writing, Franchisor shall have the right (without the obligation) immediately to obtain such insurance and to charge same to you, which charges, together with a reasonable fee for Franchisor expenses, shall be payable

by you immediately upon notice. These remedies shall be in addition to any other remedies at law or in equity that Franchisor may have.

16. SALE OR ASSIGNMENT

16.1 By Us. We have the right to transfer or assign this Agreement or any part of our rights or obligations under this Agreement to any person or legal entity. You agree that we will have no liability after the effective date of the transfer or assignment for the performance of any obligations hereunder. You acknowledge that we can sell our assets; sell securities in a public offering or in a private placement; merge with, acquire, or be acquired by another company; or undertake a refinancing, recapitalization, leveraged buy-out, or other economic or financial restructuring, without restriction and without affecting your obligations under this Agreement.

16.2 By You. You acknowledge that the rights and duties set forth in this Agreement are personal to you and that we have granted these rights in reliance on your business skill, financial capacity, and personal character (or, if Franchisee is a business entity, on the business skill, financial capacity, and personal character of Franchisee's owners and management). Accordingly, except as provided in Section 16.3, neither you nor any immediate or remote successor to any interest in this Agreement, nor any individual, partnership, corporation, or other legal entity which directly or indirectly owns any interest in you, will sell, assign, transfer, convey, pledge, encumber or give away any direct or indirect interest in this Agreement, in you, or in substantially all of the assets of the Café, without our prior written consent as provided in Sections 16.5 and 16.7, which will not be unreasonably withheld. You must notify us in writing of any proposed transfer at least thirty (30) days before the transfer is to take place, and must provide all information and documentation relating to the proposed transfer that we reasonably request.

16.3 Employee Ownership Plan. If Franchisee is a business entity, your owner or owners may, without our prior written consent, sell, assign, transfer or give away to employees of Franchisee an aggregated amount of not more than twenty percent (20%) of Franchisee's outstanding equity, including the equity interest granted to the Lead Operator as required under Section 9.22 above provided: (i) we receive written notice of each transfer at least thirty (30) days before the transfer, which notice must identify the transferee, describe the transferee's position of employment, and include a calculation demonstrating that the planned transfer complies with this Section 16.3; and (ii) the transfer, when combined with all prior transfers of equity in Franchisee, does not result in a transfer of more than twenty percent (20%) of the outstanding equity or in a change of control of Franchisee.

16.4 Our Right of First Refusal. We have the right, exercisable within thirty (30) days after receipt of a written request for our approval of a proposed transfer pursuant to Section 16.2, to purchase the interest proposed to be transferred. The request for approval of transfer must include a true and complete copy of the term sheet, letter of

intent, proposed purchase agreement, assignment document, or any other document necessary to implement the transfer, and not be subject to financing or any other contingencies. Our thirty (30) day period for determining whether or not to exercise our right of first refusal will not begin until the transferor has provided all information and documentation required hereunder in a form and substance satisfactory to us. If we desire to exercise our right of first refusal, we will do so by providing written notice (the "Purchase Notice") to the transferor, as follows:

16.4.1 If the transfer is proposed to be made pursuant to a sale, we may purchase the interest proposed to be transferred on the same financial terms and conditions offered by the third party. Closing on our purchase will occur within sixty (60) days after the date of the transferor's receipt of the Purchase Notice. If the consideration, terms, and/or conditions offered by the third party are such that we may not reasonably be required to furnish the same consideration, terms, and/or conditions, then we may purchase the interest proposed to be sold for the reasonable equivalent in cash. If, within thirty (30) days of the transferor's receipt of the Purchase Notice the parties cannot agree as to the reasonable equivalent in cash consideration, an independent appraiser will be appointed by mutual agreement and the determination of the appraiser will be binding. Any material change in the terms of the offer from a third party after we have elected not to purchase the interest sought to be transferred will constitute a new offer subject to the same rights of first refusal by us as in the case of the third party's initial offer.

16.4.2 If the transfer is proposed to be made by gift, you and we will jointly designate, at our expense, an independent appraiser to determine the fair market value of the interest proposed to be transferred. We may purchase the interest at the fair market value determined by the appraiser. Closing on the purchase will occur within 45 days after our notice to the transferor of the appraiser's determination of fair market value.

16.5 Conditions of Our Consent. If we elect not to exercise our right of first refusal under Section 16.4, the proposed transferor may complete the transfer after obtaining our written consent as required under Section 16.2. We may withhold our consent on any reasonable grounds, or may give our consent subject to reasonable conditions, which may include, but are not limited to, the following:

16.5.1 That all of your accrued monetary obligations and all other outstanding obligations to us and our affiliates have been satisfied;

16.5.2 That you are not in default of any provision of this Agreement, any amendment hereof or successor hereto, or any other agreement between you and us or our affiliates;

16.5.3 That the transferor executes a general release, in a form satisfactory to us, of any and all claims against us, our affiliates and their respective past, present, and future officers, directors, shareholders, and employees, in their corporate and individual capacities;

16.5.4 That the transferee (and if the transferee is a corporation, partnership, or limited liability company, such owners of a beneficial interest in the transferee as we may request) enter into a written assignment, in a form satisfactory to us, assuming and agreeing to discharge all of your obligations under this Agreement; or, at our option, enter into our then current form of Franchise Agreement; and, if the transferor guaranteed your obligations under this Agreement, that the transferee guarantee the performance of all such obligations in writing in a form satisfactory to us;

16.5.5 If the transferee is an existing LA MADELEINE® developer or franchisee, that the transferee is not in default under its agreements with us and has a good record of customer service and compliance with our operating standards;

16.5.6 That the transferee, whether or not an existing LA MADELEINE® developer or franchisee, demonstrates to our satisfaction that he or she meets (or, if the transferee is a business entity, that its owners and management team meet) our educational, managerial, and business standards; possesses a good moral character, business reputation, and credit rating; has the aptitude and ability to conduct the business contemplated hereunder (as may be evidenced by prior related business experience or otherwise); and has adequate financial resources and capital to fulfill your obligations hereunder in a timely manner; and

16.5.7 That the transferor pays a transfer fee equal to 50% of the then current initial franchise fee.

16.5.8 That the transferee (if an entity, the Lead Operator) and any employees of the transferee who have not previously completed a training program approved by us complete any training programs then in effect for new franchisees, at their expense.

16.6 Death, Incapacity or Bankruptcy. If you or any Owner dies, becomes incapacitated, or enters bankruptcy proceedings, that person's executor, administrator, personal representative, or trustee must apply to us in writing within 3 months after the event (death, declaration of incapacity, or filing of a bankruptcy petition) for consent to transfer the person's interest. The transfer will be subject to the provisions of this Section 16, as applicable. In addition, if the deceased or incapacitated person is the Lead Operator, we will have the right (but no obligation) to take over operation of the Café upon giving notice to the executor, administrator, personal representative, or trustee and to manage the Café until the transfer is completed. If we exercise this right, we can charge a reasonable management fee for our services. For purposes of this Section, "incapacity" means any physical or mental infirmity that will prevent the person from performing his or her obligations under this Agreement (i) for a period of 30 or more consecutive days, or (ii) for 60 or more total days during a calendar year. In the case of transfer by bequest or by intestate succession, if the heirs or beneficiaries are unable to meet the conditions of Section 16.5, the executor may transfer the decedent's interest to another successor that

we have approved, subject to all of the terms and conditions for transfers contained in this Agreement. If an interest is not disposed of under this Section 16.6 within one (1) year after the date of death or appointment of a personal representative or trustee, we can terminate this Agreement under Section 17.2.9.

16.7 Private Securities Offering. If you or any Owner desires to offer securities in a private offering, the offering will be subject to all of the conditions of Section 16, including our right of first refusal. All materials required for the offering by federal or state law must be submitted to us for review and consent before use. No offering may imply, by use of the Proprietary Marks or otherwise, that we are participating in underwriting, issuing, or offering the securities. Our review of the offering materials will be limited solely to the subject of the relationship between you and us. All participants in the offering must fully indemnify us in connection with the offering. For each proposed offering, we may require you to pay, in addition to the transfer fee under Section 16.5, a non-refundable fee of up to \$10,000 to reimburse us for our costs and expenses associated with reviewing the proposed offering. You must give us written notice at least thirty (30) days before the commencement date of any offering for which we have completed our review and any consent of the offering materials.

16.8 Nonconforming Transfers Void. Any purported assignment or transfer that is not in compliance with this Section 16 will be null and void and will constitute a material breach of this Agreement, for which we may terminate this Agreement without opportunity to cure pursuant to Section 17.2 below. Our consent to a transfer will not constitute a waiver of any claims we may have against the transferor, nor will it be deemed a waiver of our right to demand exact compliance by the transferor, transferee or you with any of the terms of this Agreement.

17. DEFAULT AND TERMINATION

The terms and conditions regarding default and termination contained herein shall be subject to any applicable state statutes or regulations regarding the termination of a franchise.

17.1 Automatic Termination Without Notice. You will be deemed to be in default under this Agreement, and all rights granted to you herein will automatically terminate without notice to you, if you become insolvent or make a general assignment for the benefit of creditors; if a petition in bankruptcy is filed by you or is filed against you and not opposed by you; if you are adjudicated as bankrupt or insolvent; if a bill in equity or other proceeding for the appointment of a receiver or other custodian for your business or assets is filed and consented to by you; if a receiver or other custodian (permanent or temporary) of your assets or property, or any part thereof, is appointed by any court of competent jurisdiction; if proceedings for a composition with creditors under any state or federal law are instituted by or against you; if a final judgment against you remains unsatisfied or of record for thirty (30) days or longer (unless supersedeas bond is filed); if your company is dissolved; if execution is levied against your business or property; if a

suit to foreclose any lien or mortgage against you, the Premises or equipment of the Café is instituted and not dismissed within thirty (30) days or if you enter into any agreement that is in lieu of such foreclosure; or if the real or personal property of the Café is sold after levy thereupon by any sheriff, marshal, or constable.

17.2 Material Default With No Opportunity to Cure. You shall be deemed to be in material default (“Material Default”) and we may, at our option, terminate this Agreement and all rights granted hereunder, without affording you any opportunity to cure the default, effective immediately upon receipt of notice of such termination from us to you, upon the occurrence of any of the following events:

17.2.1 If you and/or your personnel fail to complete all required training under Section 8.1 to our satisfaction prior to the opening of the Café;

17.2.2 If you fail to locate, and submit for our approval, a lease for the Premises within the time period prescribed in Section 4.1 of this Agreement;

17.2.3 If you fail to construct and open the Café within the time specified in Section 7.4 of this Agreement;

17.2.4 If you cease to operate or otherwise abandon the Café, lose the right to possession of the Premises, or forfeit the right to do or transact business in the jurisdiction where the Premises are located. However, if, through no fault of your own, the Premises are damaged or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then you will have thirty (30) days after that event in which to apply for our approval to relocate and/or reconstruct the Café, which approval will not be unreasonably withheld;

17.2.5 If you or any owner or principal officer of Franchisee is convicted of or pleads guilty or no contest to a felony or other crime or offense that we believe is reasonably likely to have an adverse effect on the Café, the System, the Proprietary Marks, the goodwill associated therewith, or our interest therein;

17.2.6 If you, or any person or entity with an interest in you purports to transfer the interest other than in accordance with Section 16;

17.2.7 If you or if any entity, shareholder, member, partner, or other person controlling more than five percent (5%) of Franchisee’s stock, membership interest or partnership interest, by act or omission, permits or commits tortious conduct or a violation of any applicable law, ordinance, rule or governmental regulation (including, but not limited to, any applicable employment law (e.g., harassment, discrimination, retaliation, equal employment, treatment of disabled persons, child labor or wages and hour law)) constituting a felony, or constituting a misdemeanor, lesser criminal offense or a violation of law which in our sole judgment has, or is likely to have, an adverse effect upon the System, the Proprietary Marks, or the goodwill associated therewith;

17.2.8 If a threat or danger to public safety results from the negligence or willful misconduct of Franchisee related to the construction, maintenance or operation of the Café.

17.2.9 If, as required by 15.6, an approved transfer is not effected within one (1) year following death or declaration of mental incapacity, or if any transfer by bequest or intestate succession is made to an heir or beneficiary who is unable to meet the conditions of Section 16;

17.2.10 If you fail to comply with the restrictions on competition in Section 19.1 below;

17.2.11 If you disclose or divulge any contents of the Manuals or other confidential information of ours, except as permitted under Section 12;

17.2.12 If you knowingly maintain false books or records or knowingly submit any false reports to us;

17.2.13 If you refuse to permit us to inspect the Premises, books, records, or accounts of the Café, as provided herein;

17.2.14 If after curing a default pursuant to Section 17.3, Section 17.4, or Section 17.5 hereof, you commit the same default again within one (1) year, whether or not cured after notice;

17.2.15 If we have delivered a notice advising you that you are in default under Section 17.3, Section 17.4, and/or Section 17.5 three (3) times within any twelve-month period, whether such defaults are of a similar or different nature and whether or not any of them is cured after notice;

17.2.16 If any other franchise or development agreement issued by Franchisor to Franchisee, to companies affiliated with Franchisee, or to any company owned or controlled by a shareholder or partner of Franchisee, is terminated for any reason other than by mutual consent of the parties to the franchise agreement or the expiration of its term. A default under any other franchise or development agreement that you or an affiliate have with us will constitute a default under this Agreement without separate notice to you, but the cross-default under this Agreement will be subject to any applicable provisions for notice and cure of the default set forth in the other franchise or development agreement;

17.2.17 If you fail to achieve the prescribed minimum score for an audit or our quality assurance program on two consecutive assessment occasions, or on any three or more assessment occasions during any five (5) year period; or

17.2.18 If we have delivered a notice of termination of the Development Agreement or of any other agreement between us (or any of our affiliates) and you or any Franchisee Affiliate (except for termination with our prior written consent). A default under any other agreement that you or an affiliate have with us will constitute a default under this Agreement without separate notice to you, but the cross-default under this Agreement will be subject to any applicable provisions for notice and cure of the default set forth in the other agreement.

17.3 Termination for Non-Payment. If you fail, refuse, or neglect to pay any monies owing to us or our affiliates, or fail to submit financial or other information as required under this Agreement, within thirty (30) days after receipt of notice of default from us, this Agreement will terminate at the end of the thirty-day period without further notice from us.

17.4 Emergency Closing. If we in good faith believe that you are serving products or utilizing procedures at the Café that are unsafe to customers and/or employees, we have the right, without prior notice, to immediately close your Café until such time as the unsafe products or procedures are no longer served or used. You will have twenty-four (24) hours after the closing of the Café to prepare a written plan detailing the procedures that you will put in place to ensure that the unsafe practice has been fully remedied and will not recur. If you and we cannot agree on a plan, or if you intentionally fail to follow the plan agreed upon, then we will have the right to terminate this Agreement by written notice, with no further opportunity for you to cure the default.

17.5 Termination Following Expiration of Cure Period. Except as provided in Sections 17.1 through 17.4, we may terminate this Agreement only in the event of your default, and only by giving you written notice of termination stating the nature of the default at least thirty (30) days before the effective date of termination. If the default is not cured to our reasonable satisfaction within the thirty (30) day period (or such longer period as applicable law may require), we may terminate this Agreement upon further notice to you, effective as of the date stated in the notice. Any failure to comply with the requirements imposed by this Agreement (as it may from time to time reasonably be supplemented by the Manuals) will be a default under this Section 17.5 including, but not limited to, the following events: (i) You sell any unapproved products or otherwise fail to maintain or observe any of the standards or procedures prescribed by us in this Agreement, the Manuals, or otherwise in writing; (ii) with regard to any of our required suppliers, your landlord, or any other entity necessary for the operation of your Café, you fail to timely pay any invoice or if you remain in arrears for an uninterrupted period exceeding three (3) months, or you, or any of your affiliates, default under any agreement with any of these entities; or (iii) You misuse or make any unauthorized use of the Proprietary Marks, the Works, any other identifying characteristics of the System, or otherwise materially impair the goodwill associated therewith or our rights therein; or (iv) You fail, refuse, or neglect to obtain our prior written approval or consent as required by this Agreement (other than consent to a transfer under Section 16, the breach of which is addressed in Section 17.2);

or (v) You, or your Owner(s), with whom we are attempting to communicate, fails to adequately respond to our communication attempts within a one (1) week period.

17.6 Liquidated Damages. In the event of a termination of this Agreement by Franchisor based on a default by Franchisee, Franchisee agrees to pay Franchisor as fair and reasonable liquidated damages (but not as a penalty) an amount equal to the lesser of three (3) years of projected Royalty Fees or the balance of the Agreement Term of projected Royalty Fees three (3) years of projected Royalty Fees. Such projected Royalty Fees shall be computed using the average monthly Gross Sales during the last six (6) months that business was conducted at the Franchised Location (or if the Franchised Location has been operating for less than six (6) months, the System average over the last six (6) month period). Franchisee agrees that this amount is for Franchisor's lost revenues, and that it would be difficult to calculate with certainty the amount of damage Franchisor shall incur. Notwithstanding Franchisee's agreement to pay liquidated damages, if a court determines that the liquidated damages payment is unenforceable, then Franchisor may pursue all other available remedies, including recovery of consequential damages. Payment of the liquidated damages shall not in any way limit any other remedy Franchisor may have at law or in equity resulting from Franchisee's failure to perform its obligations. The liquidated damages are in addition to costs and expenses that you may owe us under Sections 18.1.6 and 18.3.7.

18. OBLIGATIONS UPON TERMINATION OR EXPIRATION

18.1 De-Identification. Except as provided in Section 18.2 below, upon termination or expiration of this Agreement, you must:

18.1.1 Cease to operate the Café;

18.1.2 Cease to use the confidential methods, procedures, and techniques associated with the System, the "la Madeleine" name and mark, all other Proprietary Marks, the Works, and all other distinctive forms, slogans, signs, symbols, Web sites, domain names, e-mail addresses, other electronic identifiers, and devices associated with the Café or the System; withdraw all advertising matter (including electronic marketing); remove from the Premises all signs, letterhead, and other articles which display the Proprietary Marks; and except as provided in Section 18.2 below not thereafter, directly or indirectly, represent yourself to the public or hold yourself out as a present or former franchisee of ours;

18.1.3 Deliver to us the Manuals and all other records, correspondence, and instructions in your possession or control, in any medium, that contain confidential information, trade secrets, or know-how relating to the System or the operation of a Café, all of which you acknowledge to be our property;

18.1.4 Take such action as may be necessary to cancel any assumed name registration or equivalent registration, and any e-mail address or domain name

registration, obtained by you which contains “la Madeleine” or any other Proprietary Marks, and furnish evidence satisfactory to us of compliance with this obligation within five (5) days after termination or expiration of this Agreement. You hereby appoint us your attorney-in-fact to carry out the requirements of this Section 18.1.4, if you fail to do so within such five (5) day period;

18.1.5 Not use any reproduction, counterfeit, copy, or colorable imitation of the Proprietary Marks or the Works in connection with any other business which, in our sole discretion, is likely to cause confusion, mistake, or deception or to dilute our and our affiliates’ rights in and to the Proprietary Marks and the Works. You must not use any designation of origin or description or representation which, in our sole discretion, falsely suggests or represents an association or connection with us.

18.1.6 Promptly pay all sums owing to us and our affiliates. In the event of termination for your default, the sums will include all damages, costs, and expenses incurred by us as a result of the default, including, but not limited to, reasonable attorneys’ fees.

18.1.7 Comply with all obligations that expressly or by their nature survive termination of this Agreement, including the restrictions on competition contained in Section 19.2.

18.2 Our Rights to Acquire the Premises and the Café Assets. Upon expiration or termination of this Agreement, at our option you must:

18.2.1 Assign to us your interest in the lease or sublease for the Premises (or provide us with a commercially reasonable lease in the event you own the Premises). If we elect not to exercise our option to acquire the lease or sublease, you must make such modifications or alterations to the Premises (including, without limitation, changing the telephone number) as may be necessary to comply with Section 18.1 and to distinguish the Premises from those of a Café. If you fail or refuse to comply with the requirements of this Section 18.2.1, we will have the right to enter the Premises without being guilty of trespass or any other tort, for the purpose of making or causing to be made such changes as may be required, at your expense, which expense you agree to pay on demand.

18.2.2 Sell to us such of the furnishings, equipment, signs, and fixtures of the Café as we may designate, at fair market value, and such of the inventory and supplies of the Café as we may designate, at fair market wholesale value. If the parties cannot agree on the price of any such items within a reasonable time, an independent appraiser will be appointed by us at our expense, and the appraiser’s determination will be binding on both parties. If we exercise our option to purchase any items, we will have the right to set off all amounts due from you against any payment for such items.

18.2.3 We may exercise either or both of our options under Sections 18.2.1 and 18.2.2: (a) at any time before the expiration of the Agreement Term, in the case of expiration of this Agreement; and (b) at any time between the date of delivery of written notice of termination and ninety (90) days after the effective date of termination, in the case of termination of this Agreement. If we deem such action desirable in order to preserve the value of such options, we may issue to you, and you must comply with, written instructions to refrain from, delay, or reverse any of the actions required of you under Section 18.1.

18.3 Continuing Obligations. After termination, or expiration, of this Agreement under any circumstances, you will remain liable to us for certain obligations. Among other things, you must:

18.3.1 Promptly pay all sums owing to us and our affiliates;

18.3.2 Permit access to, and examination of, books and records as provided in Section 13 to determine any amounts due:

18.3.3 Protect our confidential information as provided in Section 12;

18.3.4 Not make any statements about us or any of our franchisees or affiliates that may constitute trade disparagement;

18.3.5 Comply with the post-term restrictions on competition in Section 19;

18.3.6 Indemnify us with respect to the period through the effective date of expiration or termination as provided in Section 23; and

18.3.7 Pay us all damages, costs, and expenses (including, but not limited to, reasonable attorneys' fees) we incur in obtaining injunctive, declaratory, or other relief to enforce this Section 18.

19. RESTRICTIONS ON COMPETITION

19.1 During the Agreement Term. You specifically acknowledge that you will receive valuable, specialized training from us and access to confidential information regarding our operational, sales, promotional, and marketing methods and techniques of the System. You agree that, during the Agreement Term, except as we otherwise approve in writing, you will not, either directly or indirectly, for yourself or through, on behalf of, or in conjunction with any person or legal entity:

19.1.1 Own, maintain, operate, engage in, be employed by, provide any assistance to, or have any interest in any Competing Business, as defined below. "Competing Business" is any entity or café that derives fifteen (15%) or more of its gross revenue from the sale of: 1) freshly-baked bakery goods including but not limited to

bread, bagels, muffins, scones, Danishes or other pastries; 2) café items including but not limited to French-themed entrees, sandwiches, salads, soups, quiches, pastas, desserts, gourmet coffees and wines; and/or 3) privately-labeled retail items including but not limited to soups, salad dressings and gourmet coffees. Competing Businesses include but are not limited to the following: Atlanta Bread Company, Au Bon Pain, Café Express, Camille's Sidewalk Café, Corner Bakery, Cosi, Eatzi's Market & Bakery, Einstein Brothers, First Watch, Keke's Breakfast Café, Le Pain Quotidien, Manhattan Bagels, McAlister's Deli, Newk's Eatery, Panera Bread, Paradise Bakery, Paris Baguette, Paul Bakery, Starwood Café, Tatte Bakery & Café, and other similar café concepts; or

19.1.2 Divert or attempt to divert any present or prospective business or customer to any Competing Business by direct or indirect inducement or otherwise, or do or perform, directly or indirectly, any other act injurious or prejudicial to the goodwill associated with the Proprietary Marks and the System; or

19.2 After Expiration, Termination, or Transfer. You agree that, except pursuant to other Franchise Agreements with us or our affiliates, or as we otherwise approve in writing, you will not, for one (1) year after the expiration or termination of this Agreement or the approved transfer of this Agreement to a new franchisee, either directly or indirectly, for yourself or through, on behalf of, or in conjunction with any person or legal entity, own, maintain, operate, engage in, be employed by, provide assistance to, or have any interest in any Competing Business which is, or is intended to be, located within ten (10) miles of the Premises or within five (5) miles of any other Café.

19.3 Enforcement.

19.3.1 We have the right, in our sole discretion, to reduce the scope of any restriction in Sections 19.1 and 19.2 by giving you written notice.

19.3.2 You agree that the existence of any claims you may have against us, whether or not arising from this Agreement, will not constitute a defense to our enforcement of this Section 19.

19.3.3 You acknowledge that your violation of the terms of this Section 19 would result in irreparable injury to us for which no adequate remedy at law may be available, and you accordingly consent to the issuance of an injunction prohibiting any conduct by you in violation of the terms of this Section 19. Injunctive relief will be in addition to any other remedies we may have.

19.3.4 If you or any other person bound by this Section 19 fails or refuses to abide by any of the foregoing restrictions on competition, and we obtain enforcement in a judicial or arbitration proceeding, the obligations under the breached restriction will continue in effect for a period ending one (1) year after the date the person begins to comply with the order enforcing the restriction.

20. BUSINESS ENTITY REQUIREMENTS

20.1 Governing Documents. At our request, you must promptly furnish to us copies of your articles of incorporation, bylaws, partnership agreement, certificate of formation, limited liability company operating agreement, or other governing documents, as applicable. Your governing documents must at all times provide that your activities are confined exclusively to developing and operating Cafés. You must give us at least thirty (30) written days prior written notice of any proposed amendments to your governing documents.

20.2 Stop-Transfer Instructions. You must maintain stop-transfer instructions against the transfer on your records of any ownership interests in you. If such ownership interests are certificated, each certificate must conspicuously display on its face a printed legend in substantially the following form, adjusted as necessary if you are other than a corporation:

The transfer of any ownership represented by this certificate is subject to the terms and conditions of an Agreement with LA MADELEINE FRANCHISING COMPANY, INC. Reference is made to the provisions of the Agreement and to the governing documents of the Company.

20.3 Ownership Information. You represent and warrant that the ownership information on Exhibit A to this Agreement is correct and complete as of the Agreement Date. You must maintain a current list of all stockholders, general partners, limited partners, members, or other direct or indirect beneficial owners (as applicable) and furnish the list to us upon request.

20.4 Personal Obligations of Owners, Officers, Directors, Management Personnel and Spouses. Each person who is or becomes an owner, director or officer of Franchisee must execute a Guaranty in the form we prescribe, undertaking to be bound jointly and severally by the terms of this Agreement including but not limited to those provisions in Section 19 above. The current form of Guaranty is attached to this Agreement as Exhibit B. Each person who is, or becomes, an owner or executive officer of Franchisee must also execute a Confidentiality and Non-competition Agreement in a form we prescribe, the current form of which is attached to this Agreement as Exhibit C. If you are a publicly-held entity, the requirements in this Section will not apply to ownership by you of less than five percent (5%) beneficial interest. In addition, at our request, if the Guarantor resides in a community property state, the Guarantor will cause his or her spouse, if any, to execute a Guaranty and you must also obtain signed Confidentiality and Non-competition Agreements referred to above. Confidentiality and Non-competition Agreements must also be obtained from any manager who has received or will receive training from us.

20.5 Control Arrangements. Any voting trust, management agreement, or other arrangement affecting the power to direct and control your affairs requires our prior written consent. You must furnish such information and documentation as we may request concerning any proposed control arrangement.

21. TAXES; NOTICE OF SUIT

21.1 Taxes. You must promptly pay when due all taxes levied or assessed, including, without limitation, unemployment and sales taxes, and all accounts and other indebtedness incurred in the operation of the Café. You must pay to us an amount equal to any sales tax, gross receipts tax, or similar tax (other than income tax) imposed on us with respect to any payments to us required under this Agreement. In the event of any bona fide dispute as to your liability for taxes assessed or other indebtedness, you may contest the validity or the amount of the tax or indebtedness in accordance with procedures of the taxing authority or applicable law, but in no event will you permit a tax sale or seizure by levy or execution or similar writ or warrant, or attachment by a creditor, to occur against the Café.

21.2 Notice of Suit. You must immediately notify us in writing of the commencement of any action, suit, or proceeding and of the issuance of any order, writ, injunction, award, or decree of any court, agency, or other governmental instrumentality which may adversely affect the operation or financial condition of the Café.

22. INDEPENDENT CONTRACTOR

22.1 Nature of the Relationship. It is understood and agreed by the parties hereto that this Agreement does not create a fiduciary relationship between them, that you shall be an independent contractor, and that nothing in this Agreement is intended to make either party an agent, legal representative, subsidiary, joint venturer, partner, employee or servant of the other for any purpose whatsoever.

During the Agreement Term and any successor terms, you shall hold yourself out to the public as an independent contractor operating the Café pursuant to a license from us and as an authorized user of the System and the Proprietary marks which are owned by us or our affiliates. You agree to take such affirmative action as may be necessary to do so, including exhibiting to customers a sign provided by us in a conspicuous place on the premises of the Café.

We shall not have the power to hire or fire your employees. We may not control or have access to your funds or the expenditures thereof, or in any other way exercise dominion or control over the Cafés.

It is understood and agreed that nothing in this Agreement authorizes Franchisee to make any contract, agreement, warranty, or representation on Franchisor's behalf, or to incur any debt or other obligation in Franchisor's name, and that Franchisor shall in no

event assume liability for or be deemed liable hereunder as a result of any such action or by reason of any act or omission of Franchisee in Franchisee's conduct in the operation of the Café or any claim or judgment arising there from against Franchisor.

22.2 Identification. You shall conspicuously identify yourself and the Café and in all dealings with your clients, contractors, suppliers, public officials and others, as an independent Franchisee of us, and shall place such notice of independent ownership on all forms, business cards, stationery, advertising, signs and other materials and in such fashion as we may, in its sole discretion, specify and require from time to time, in our Manuals (as same may be amended from time to time) or otherwise.

22.3 No False Representations. Except as otherwise expressly authorized by this Agreement, neither party hereto shall make any express or implied agreements, warranties, guarantees or representations or incur any debt in the name of or on behalf of the other party, or represent that the relationship between Franchisor and Franchisee is other than that of Franchisor and Franchisee. We do not assume any liability, and shall not be deemed liable, for any agreements, representations, or warranties made by you which are not expressly authorized under this Agreement, nor shall we be obligated for any damages to any person or property which directly or indirectly arise from or relate to the operation of the Café franchised hereby.

23. INDEMNIFICATION

23.1 YOU AND EACH OF YOUR OWNERS SHALL, AT ALL TIMES, DEFEND, INDEMNIFY, RELEASE AND HOLD HARMLESS TO THE FULLEST EXTENT PERMITTED BY LAW FRANCHISOR, ITS SUBSIDIARIES, AFFILIATES, SUCCESSORS AND ASSIGNS AND THEIR RESPECTIVE DIRECTORS, OFFICERS, SHAREHOLDERS, PARTNERS, SERVANTS, EMPLOYEES, AGENTS AND REPRESENTATIVES (COLLECTIVELY, THE "INDEMNIFIED PARTIES") FROM ALL "LOSSES AND EXPENSES" (AS DEFINED IN ARTICLE 22.4 BELOW) INCURRED IN CONNECTION WITH ANY ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INVESTIGATION OR INQUIRY (FORMAL OR INFORMAL), OR ANY SETTLEMENT THEREOF (WHETHER OR NOT A FORMAL PROCEEDING OR ACTION HAS BEEN INSTITUTED), WHICH ARISES OUT OF OR IS BASED UPON ANY OF THE FOLLOWING:

23.1.1 THE INFRINGEMENT, ALLEGED INFRINGEMENT, OR ANY OTHER VIOLATION, OR ALLEGED VIOLATION BY YOU OR ANY OF YOUR OWNERS OF ANY PATENT, MARK, COPYRIGHT OR OTHER PROPRIETARY RIGHT OWNED OR CONTROLLED BY THIRD PARTIES (EXCEPT AS SUCH MAY OCCUR WITH RESPECT TO ANY RIGHTS IN THE PROPRIETARY MARKS GRANTED TO YOU UNDER THIS AGREEMENT), INCLUDING WITHOUT LIMITATION MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, THE INFRINGEMENT OR

VIOLATION OF ANY PATENT, TRADEMARK OR COPYRIGHT BY THE INDEMNIFIED PARTIES;

23.1.2 THE VIOLATION, BREACH OR ASSERTED VIOLATION OR BREACH BY YOU OR ANY OF YOUR OWNERS OF ANY FEDERAL, STATE OR LOCAL LAW, REGULATION, RULING, STANDARD OR DIRECTIVE, OR ANY INDUSTRY STANDARD, INCLUDING WITHOUT LIMITATION MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, THE BREACH OR VIOLATION OF ANY REGULATION, RULING, STANDARD OR DIRECTIVE OR ANY INDUSTRY STANDARD BY THE INDEMNIFIED PARTIES;

23.1.3 LIBEL, SLANDER OR ANY OTHER FORM OF DEFAMATION OF FRANCHISOR OR THE SYSTEM, BY YOU OR BY ANY OF YOUR OWNERS;

23.1.4 THE VIOLATION OR BREACH BY YOU OR BY ANY OF YOUR OWNERS OF ANY WARRANTY, REPRESENTATION, AGREEMENT OR OBLIGATION IN THIS AGREEMENT OR IN ANY DEVELOPMENT AGREEMENT OR OTHER AGREEMENT BETWEEN YOU AND FRANCHISOR OR ITS SUBSIDIARIES OR AFFILIATES; AND

23.1.5 NEGLIGENT ACTS, ERRORS OR OMISSIONS, WILLFUL MISCONDUCT OR BREACH OF ANY CONTRACT OR WARRANTY BY YOU, ANY OF YOUR SUBSIDIARIES OR AFFILIATES AND ANY OF YOUR OWNERS AND THE OFFICERS, DIRECTORS, SHAREHOLDERS, PARTNERS, AGENTS, INDEPENDENT CONTRACTORS, SERVANTS, EMPLOYEES AND REPRESENTATIVES OF YOU AND YOUR SUBSIDIARIES AND AFFILIATES IN CONNECTION WITH THIS AGREEMENT AND THE OPERATION OF YOUR CAFE, INCLUDING BUT NOT LIMITED TO NEGLIGENT ACTS, ERRORS OR OMISSIONS OF ANY OF THE FOREGOING PARTIES IN THE OPERATION OF ANY MOTOR VEHICLE. THIS DEFENSE AND INDEMNITY OBLIGATION INCLUDES, WITHOUT LIMITATION, MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, ANY INDEMNIFIED PARTY'S OWN NEGLIGENT ACTS, ERRORS OR OMISSIONS, BREACH OF WARRANTY OR BREACH OF CONTRACT. YOUR OBLIGATION TO DEFEND AND INDEMNIFY ANY INDEMNIFIED PARTY FOR ITS OWN NEGLIGENCE APPLIES WHETHER SUCH NEGLIGENCE IS ALLEGED OR PROVEN TO BE SOLE, JOINT OR CONCURRENT, ACTIVE OR PASSIVE.

23.2 YOU AND EACH OF YOUR OWNERS AGREE TO GIVE FRANCHISOR IMMEDIATE NOTICE OF ANY SUCH ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION. AT THE EXPENSE AND RISK OF YOU AND EACH OF YOUR OWNERS, THE INDEMNIFIED PARTIES MAY ELECT TO CONTROL (BUT UNDER NO CIRCUMSTANCE IS OBLIGATED TO UNDERTAKE), AND ASSOCIATE COUNSEL OF THEIR OWN CHOOSING WITH RESPECT TO, THE

DEFENSE AND/OR SETTLEMENT OF ANY SUCH ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION. SUCH AN UNDERTAKING BY THE INDEMNIFIED PARTIES SHALL, IN NO MANNER OR FORM, DIMINISH THE OBLIGATION OF YOU AND EACH OF YOUR OWNERS TO INDEMNIFY FRANCHISOR AND TO HOLD IT HARMLESS.

23.3 IN ORDER TO PROTECT PERSONS OR PROPERTY OR ITS REPUTATION OR GOODWILL, OR THE REPUTATION OR GOODWILL OF OTHERS, AN INDEMNIFIED PARTY MAY, AT ANY TIME AND WITHOUT NOTICE, AS SUCH INDEMNIFIED PARTY, IN ITS JUDGMENT DEEMS APPROPRIATE, CONSENT OR AGREE TO SETTLEMENTS OR TAKE SUCH OTHER REMEDIAL OR CORRECTIVE ACTION AS SUCH INDEMNIFIED PARTY DEEMS EXPEDIENT WITH RESPECT TO ANY ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION IF, IN SUCH INDEMNIFIED PARTY'S SOLE JUDGMENT, THERE ARE REASONABLE GROUNDS TO BELIEVE THAT:

23.3.1 ANY OF THE ACTS OR CIRCUMSTANCES ENUMERATED IN ARTICLE 22.1 ABOVE HAS OCCURRED; OR

23.3.2 ANY ACT, ERROR OR OMISSION AS DESCRIBED IN ARTICLE 22.1. MAY RESULT DIRECTLY OR INDIRECTLY IN DAMAGE, INJURY OR HARM TO ANY PERSON OR ANY PROPERTY.

23.4 ALL LOSSES AND EXPENSES INCURRED UNDER THIS ARTICLE 22 SHALL BE CHARGEABLE TO AND PAID BY YOU OR ANY OF YOUR OWNERS PURSUANT TO ITS OBLIGATIONS OF INDEMNITY UNDER THIS ARTICLE, REGARDLESS OF ANY ACTION, ACTIVITY OR DEFENSE UNDERTAKEN BY AN INDEMNIFIED PARTY OR THE SUBSEQUENT SUCCESS OR FAILURE OF SUCH ACTION, ACTIVITY OR DEFENSE. AS USED IN THIS ARTICLE 22, THE PHRASE "LOSSES AND EXPENSES" SHALL INCLUDE, WITHOUT LIMITATION, ALL LOSSES, COMPENSATORY, EXEMPLARY OR PUNITIVE DAMAGES, FINES, CHARGES, COSTS, EXPENSES, LOST PROFITS, LEGAL FEES, COURT COSTS, SETTLEMENT AMOUNTS, JUDGMENTS, COMPENSATION FOR DAMAGES TO AN INDEMNIFIED PARTY'S REPUTATION AND GOODWILL, COSTS OF OR RESULTING FROM DELAYS, FINANCING, COSTS OF ADVERTISING MATERIAL AND MEDIA TIME/SPACE AND COSTS OF CHANGING, SUBSTITUTING OR REPLACING THE SAME, AND ANY AND ALL EXPENSES OF RECALL, REFUNDS, COMPENSATION, PUBLIC NOTICES AND OTHER SUCH AMOUNTS INCURRED IN CONNECTION WITH THE MATTERS DESCRIBED.

23.5 NO INDEMNIFIED PARTY ASSUMES ANY LIABILITY FOR ACTS, ERRORS OR OMISSIONS OF THOSE WITH WHOM YOU, ANY OF YOUR OWNERS OR YOUR SUBSIDIARIES AND AFFILIATES MAY CONTRACT, REGARDLESS OF THE PURPOSE.

23.6 UNDER NO CIRCUMSTANCES SHALL ANY INDEMNIFIED PARTY BE REQUIRED OR OBLIGATED TO SEEK RECOVERY FROM THIRD PARTIES OR OTHERWISE MITIGATE THEIR LOSSES TO MAINTAIN A CLAIM AGAINST YOU OR ANY OF YOUR OWNERS. YOU AND EACH OF YOUR OWNERS AGREE THAT THE FAILURE TO PURSUE SUCH RECOVERY OR MITIGATE LOSS WILL IN NO WAY REDUCE THE AMOUNTS RECOVERABLE FROM YOU OR ANY OF YOUR OWNERS BY ANY INDEMNIFIED PARTY PURSUANT TO THIS SECTION.

23.7 You and your Owners expressly agree that the terms of this Section 23 shall survive the termination, expiration or transfer of this Agreement or any interest herein.

24. APPROVALS AND WAIVERS

24.1 Approvals. Whenever this Agreement requires our prior approval or consent, you must make a timely written request to us, and our approval or consent must be obtained in writing and signed by one of our officers.

24.2 No Warranty. We make no warranties or guarantees upon which you may rely and assume no liability or obligation to you by providing any waiver, approval, consent, or suggestion to you in connection with this Agreement, or by reason of any neglect, delay, or denial of any request therefor.

24.3 No Implied Waiver. No delay or failure by us to exercise any right reserved to us under this Agreement or to insist upon strict compliance by you with any obligation or condition hereunder, and no custom or practice of the parties at variance with the terms hereof, will constitute a waiver of our right to exercise such right or to demand exact compliance by you with any of the terms hereof. Waiver by us of any particular default by you will not affect or impair our rights with respect to any subsequent default of the same, similar, or a different nature. Acceptance by us of any payments due to us hereunder will not be deemed to be a waiver by us of any preceding breach by you.

25. NOTICES

All notices pursuant to this Agreement must be in writing and delivered in person or sent by certified mail or by national commercial delivery service to the respective parties at the following addresses unless and until a different address has been designated by written notice to the other party:

Notices to us: LA MADELEINE FRANCHISING COMPANY, INC.
12201 Merit Drive
Suite 900
Dallas, Texas 75251
Attn: Legal Department

Notices to you: _____

26. ENTIRE AGREEMENT

This Agreement and the documents referred to herein constitute the entire agreement between us and you concerning the subject matter hereof and supersede all prior agreements, negotiations, representations, and correspondence concerning the same subject matter, except that nothing in this Agreement is intended to disclaim any representations made to you in any Franchise Disclosure Document that you received from us in connection with this Agreement. Except for those permitted to be made unilaterally by us hereunder, no amendment, change, or variance from this Agreement will be binding on either party unless agreed to by the parties in a writing executed by their authorized officers or agents.

27. SEVERABILITY AND CONSTRUCTION

27.1 Severability. If any provision of this Agreement is determined to be invalid or in conflict with any existing or future law or regulation by a court or agency having valid jurisdiction, the invalidity will not impair the operation of any other provisions which remain otherwise intelligible. The latter will continue to be given full force and effect, and the invalid provisions will be deemed not to be a part of this Agreement.

27.2 Business Judgment. Notwithstanding any contrary provisions contained in this Agreement, Franchisor and Franchisee acknowledge and agree that (a) this Agreement (and the relationship of the parties which arises from this Agreement) grants Franchisor the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Franchisee’s explicit rights and obligations hereunder that may affect favorably or adversely Franchisee’s interests; (b) Franchisor shall use its business judgment in exercising such discretion based on its assessment of its own interests and balancing those interests against the interests of the owners of Cafes generally (including Franchisor and its affiliates and other franchisees), and specifically without considering Franchisee’s individual interests or the individual interests of any other particular franchisee; (c) Franchisor shall have no liability to Franchisee for the exercise of its discretion in this manner; and (d) even if Franchisor has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification no trier of fact in any legal action shall substitute its judgment for Franchisor’s judgment so exercised, and such action or decision shall not be subject to challenge for

abuse of discretion. **IF FRANCHISOR TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN ITS DISCRETION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND SUCH ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES SHALL AGREE TO EXPRESSLY DIRECT THE TRIER OF FACT, IN ANY PLEADING FILED OR LEGAL PROCEEDING RESULTING THERETO, THAT FRANCHISOR'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF ITS DISCRETION UNDER THE BUSINESS JUDGMENT RULE IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF ITS DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR ITS DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.**

27.3 Survival of Obligations. All obligations that expressly or by reasonable implication are to be performed, in whole or in part, after the expiration, termination, or assignment of this Agreement will survive expiration, termination, or assignment.

27.4 No Implied Third Party Beneficiaries. Except as explicitly provided to the contrary herein, nothing in this Agreement is intended or will be deemed to confer any rights or remedies on any person or legal entity other than you, your owner(s), us, and our affiliates.

27.5 Lesser Included Obligations. You agree to be bound by any promise or covenant imposing the maximum duty permitted by law which is subsumed within any provision of this Agreement, as though it were separately articulated in and made a part of this Agreement, that may result from (i) striking any portion of a provision that a court or agency may hold to be unreasonable and unenforceable; or (ii) reducing the scope of any promise or covenant to the extent required to comply with a court or agency order.

27.6 Best Interests of System. Whenever we exercise a right and/or discretion to take or withhold an action, or to grant or decline to grant you a right to take or withhold an action, except as otherwise expressly provided in this Agreement, we can make our decision or exercise our discretion on the basis of our judgment of what is in our best interests. "Best interests" includes what we believe to be the best interests of the System at the time the decision is made or the right or discretion is exercised, even though (a) there may have been other alternative decisions or actions that could have been taken; (b) our decision or the action taken promotes our own financial interest; or (c) our decision or the action may apply differently to different franchisees and/or to any company- owned or affiliate-owned businesses. In the absence of an applicable statute, we will have no liability to you for any such decision or action. If applicable law implies a covenant of good faith and fair dealing in this Agreement, we and you agree that the covenant will not imply any rights or obligations that are inconsistent with a fair construction of the terms of this Agreement. Additionally, if applicable law will imply the covenant, you agree that: (i) this Agreement (and the relationship of the parties hereto that is inherent in this Agreement) grants us the judgment to make decisions, take actions and/or refrain from taking actions not inconsistent with our explicit rights and obligations under this Agreement that may

favorably or adversely affect your interests; (ii) any judgment we exercise will be based on our assessment of our own interests and balancing those interests against the interests of our La Madeleine Café franchisees generally, and specifically without considering your individual interests or the individual interests of any other particular La Madeleine Café franchisee; (iii) we will have no liability to you for the exercise of our judgment in this manner, so long as the judgment is not exercised in bad faith; and (iv) in the absence of bad faith, no trier of fact in any arbitration or litigation will substitute its judgment for our judgment so exercised.

27.7 Electronic Signatures. The counterparts of this Agreement and all ancillary documents executed or delivered in connection with this Agreement may be executed and signed by electronic signature by any of the parties to this Agreement, and delivered by electronic or digital communications to any other party to this Agreement, and the receiving party may rely on the receipt of such document so executed and delivered by electronic or digital communications signed by electronic signature as if the original has been received. For the purposes of this Agreement, electronic signature means, without limitation, an electronic act or acknowledgement (e.g., clicking an "I Accept" or similar button), sound, symbol (digitized signature block), or process attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record.

27.8 Limited Liability for our Related Parties. You agree that no past, present or future director, officer, employee, incorporator, member, partner, stockholder, subsidiary, affiliate, owner, entity under common control, ownership or management, vendor, service provider, agent, attorney or representative of ours will have any liability for (i) any of our obligations or liabilities relating to or arising from this Agreement; (ii) any claim against us based on, in respect of, or by reason of, the relationship between you and us, or (iii) any claim against us based on any alleged unlawful act or omission of ours.

27.9 Multiple Forms of Agreement. You acknowledge and agree that there may be more than one form of franchise agreement in effect between us and our various La Madeleine Café franchisees; those other agreements may contain provisions that may be materially different from the provisions contained in this Agreement; and you are not entitled to rely on any provision of any other agreement with other La Madeleine Café franchisees whether to establish course of dealing, waiver, or estoppel, or for any other purpose.

28. DISCLOSURE STATEMENT AND DISCLAIMER

28.1 Compliance with Applicable Laws. You acknowledge, by your signature hereto, that you received from Franchisor the Franchise Disclosure Document required by the Trade Regulation Rule of the Federal Trade Commission entitled Disclosure Requirements and Prohibitions Concerning Franchising, at least fourteen (14) calendar days prior to the date on which this Agreement was executed, and as required by the

State in which the Café shall be located, or Franchisee's place of residence, as appropriate.

28.2 Receipt of Agreement. You acknowledge that you received from us this Agreement and all applicable attachments with all blanks filled in at least seven (7) calendar days prior to the execution of this Agreement. You represent that you have read this Agreement in its entirety and that you have been given the opportunity to clarify any provisions that you did not understand and to consult with an attorney or other professional advisor. You further represent that you understand the terms, conditions and obligations of this Agreement and agree to be bound thereby.

29. DISPUTES

29.1 Subject only to Section 29.3, the parties agree to submit all disputes, controversies, claims, causes of action and/or alleged breaches or failures to perform arising out of or relating to this Agreement (and any attachments or addenda to this Agreement or any provision herein) or the relationship created by this Agreement (collectively, "Disputes") to non-binding mediation prior to filing any action in court or any in arbitration with respect to the Dispute. The mediation shall be conducted in Dallas County, Texas. The parties shall attempt to select a mediator by agreement of the parties so long as the mediator selected is experienced in the mediation of disputes in the franchise and food service businesses. If the parties are unable to agree upon such a mediator within a reasonable period of time (not to exceed fifteen (15) days, then the mediation of any Dispute shall be submitted by either party to the American Arbitration Association ("AAA") for resolution in accordance with its rules governing mediation, at the office of the AAA located nearest to Franchisor's corporate headquarters in Dallas, Dallas County, Texas. The costs and expenses of mediation, including compensation and expenses of the mediator, shall be borne by the parties equally. If the parties are unable to resolve the Dispute within ninety (90) days after the mediator has been appointed, then either party may submit such Dispute to binding arbitration in accordance with Section 29.2 below.

29.2 Subject only to Section 29.1 and 29.3, all Disputes that are not resolved through mediation in accordance with Section 29.1, including all disputes relating to the scope, validity, or enforceability of this Arbitration Agreement and any provision in this Section 29, shall be submitted for binding arbitration to the office of the AAA located nearest to Franchisor's corporate headquarters in Dallas, Dallas County, Texas, on demand of either party. Such arbitration proceedings shall be conducted by an arbitrator who is experienced in the arbitration of disputes in the franchise and food service businesses, if such an arbitrator is available, and in accordance with the then current commercial arbitration rules of the AAA. The arbitrator(s) shall have the right to award or include in their award any relief which they deem proper in the circumstances, including, without limitation, money damages (with interest on unpaid amounts from the due date), specific performance and injunctive relief. Provided, that, to the fullest extent permitted by law, the parties stipulate and agree that the arbitrators shall not provide for, and no

arbitration award shall include, any punitive or exemplary damages, all of which are hereby waived by the parties. The award and decision of the arbitrator(s) shall be conclusive and binding upon all parties and adjustment may be taken on the award notwithstanding the termination or expiration of this Agreement. Franchisor and you agree that arbitration shall be conducted on an individual, not a class-wide basis. Franchisor and you agree that any arbitration between Franchisor or its affiliates and you shall not be consolidated with any other arbitration that may be taking place between Franchisor and other party.

29.3 Notwithstanding anything herein to the contrary, either party may bring an action in any court having jurisdiction and without first submitting such action to mediation or arbitration (a) for injunctive relief or other extraordinary relief, (b) involving the possession or disposition of, or other relief relating to real property, or (c) in aid of enforcing the parties' obligations to arbitrate under Section 29.2 above.

29.4 You have signed this Agreement and submitted it to Franchisor for acceptance and execution by Franchisor at Franchisor's corporate headquarters in Dallas, Dallas County, Texas. You shall make all payments and perform other obligations arising hereunder at Dallas County, Texas, and this Agreement is made and entered into at Dallas County, Texas. The provisions of this Section 29.4 shall apply to the fullest extent permitted under applicable state law.

29.5 THIS AGREEMENT IS EXECUTED AND DELIVERED IN CONNECTION WITH A TRANSACTION NEGOTIATED AND CONSUMMATED IN DALLAS COUNTY, TEXAS. ALL MATTERS RELATING TO ARBITRATION WILL BE GOVERNED BY THE FEDERAL ARBITRATION ACT (9 U.S.C. §§ 1 ET SEQ.). EXCEPT TO THE EXTENT GOVERNED BY THE FEDERAL ARBITRATION ACT, THE UNITED STATES TRADEMARK ACT OF 1946 (LANHAM ACT, 15 U.S.C. SECTIONS 1051 ET SEQ.), OR OTHER FEDERAL LAW, THIS AGREEMENT AND ANY AND ALL CONTROVERSIES, DISPUTES, OR CLAIMS ARISING OUT OF THIS AGREEMENT OR THE RELATIONSHIP BETWEEN THE PARTIES (REGARDLESS OF THE FORM OF THE CAUSE OF ACTION ASSERTED) SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS. THE PARTIES AGREE THAT, WITH RESPECT TO ANY SUCH CONTROVERSIES, DISPUTES, OR CLAIMS ARISING OUT OF OR RELATED TO THIS AGREEMENT OR THE PARTIES' RELATIONSHIP CREATED BY THIS AGREEMENT, ANY SUCH CONTROVERSIES, DISPUTES, OR ACTIONS SHALL BE BROUGHT, MAINTAINED, AND CONCLUDED EXCLUSIVELY IN THE DISTRICT COURTS OF DALLAS COUNTY, TEXAS, OR THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS, DALLAS DIVISION. YOU, FOR YOURSELF AND YOUR SUCCESSORS AND ASSIGNS, HEREBY IRREVOCABLY (A) SUBMIT TO THE JURISDICTION OF THE DISTRICT COURTS OF DALLAS COUNTY, TEXAS, AND THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS, DALLAS DIVISION, (B) WAIVE, TO THE FULLEST EXTENT PERMITTED BY LAW, ANY OBJECTION THAT YOU MAY NOW OR IN THE FUTURE HAVE TO THE LAYING OF VENUE OF ANY

LITIGATION ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT SET FORTH ABOVE; AND, (C) WAIVE ANY OBJECTION YOU MAY NOW OR HEREAFTER HAVE AS TO THE VENUE OF ANY SUCH ACTION OR PROCEEDING BROUGHT IN SUCH COURT OR THAT SUCH COURT IS AN INCONVENIENT FORUM. YOU HEREBY IRREVOCABLY AGREE THAT SERVICE OF PROCESS MAY BE MADE UPON YOU IN ANY LEGAL PROCEEDING RELATING TO ANY DISPUTE BY ANY MEANS ALLOWED BY TEXAS LAW. You and Franchisor acknowledge that the parties' agreement regarding applicable state law and forum set forth herein provide each of the parties with the mutual benefit of uniform interpretation of this Agreement and any Dispute covered herein. You and Franchisor further acknowledge the receipt and sufficiency of mutual consideration for such benefit. Notwithstanding the foregoing, the parties acknowledge and agree that either party may institute legal action for injunctive relief in any court of competent jurisdiction as set forth in Section 29.3 above.

29.6 JURY TRIAL WAIVER. TO THE EXTENT PERMITTED UNDER APPLICABLE STATE LAW, YOU AND FRANCHISOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THEM AGAINST THE OTHER, WHETHER OR NOT THERE ARE OTHER PARTIES IN SUCH ACTION OR PROCEEDING.

29.7 WAIVER OF PUNITIVE AND EXEMPLARY DAMAGES. EXCEPT FOR YOUR INDEMNIFICATION OBLIGATIONS UNDER SECTION 23, YOUR OBLIGATION TO PAY US LIQUIDATED DAMAGES UNDER SECTION 17.6 AND YOUR FAILURE TO COMPLY WITH YOUR CONFIDENTIALITY AND NON-COMPETITION OBLIGATIONS UNDER SECTIONS 12, 19 AND 20.4, AND EXCEPT FOR PUNITIVE DAMAGES AVAILABLE TO EITHER PARTY UNDER FEDERAL LAW, THEN TO THE EXTENT PERMITTED UNDER APPLICABLE STATE LAW, THE PARTIES HEREBY WAIVE TO THE FULLEST EXTENT PERMITTED BY LAW ANY RIGHT TO OR CLAIM OF ANY PUNITIVE OR EXEMPLARY DAMAGES AGAINST THE OTHER, AND AGREE THAT IN THE EVENT OF A DISPUTE BETWEEN THEM EACH SHALL BE LIMITED TO THE RECOVERY OF COMPENSATORY DAMAGES SUFFERED BY THE PARTY.

29.8 You and Franchisor acknowledge that the parties' agreement regarding applicable state law and forum set forth in Section 29.5 provide each of the parties with the mutual benefit of uniform interpretation of this Agreement and any Dispute. You and Franchisor further acknowledge the receipt and sufficiency of mutual consideration for such benefit. Notwithstanding the foregoing, the provisions of this Section 29.8 shall only apply to the extent permitted under applicable state law.

29.9 Individual Capacity. In the event that an action in court is permitted, any legal action commenced by either party shall be brought in an individual capacity, and not on a class-wide basis. All parties waive their rights to initiate a class-action lawsuit in any court.

29.10 Statute of Limitations. Except where not permitted by law, any claim or cause of action asserted by either party arising out of or related to use of this Agreement or the relationship of the parties must be filed within 2 years after such claim or cause of action arose or be forever barred when the applicable statute of limitations is greater than 2 years. This provision does not affect or apply to any claim or cause of action where the applicable statute of limitations is less than 2 years.

30. ACKNOWLEDGMENTS

Franchisee acknowledges that it has conducted an independent investigation of all aspects relating to the Café and recognizes that the business venture contemplated by this Agreement involves business risks and that its success shall be largely dependent upon the skills and ability of Franchisee as an independent business person or organization. Franchisee acknowledges that it has received, read and understands this Agreement, the attachments hereto and agreements relating thereto, and that Franchisor has accorded Franchisee ample time and opportunity to consult with advisors of Franchisee's own choosing about the potential benefits and risks of entering into this Agreement. Franchisee acknowledges that this Agreement takes effect upon the acceptance and execution by Franchisor.

THE SUCCESS OF FRANCHISEE IN OPERATING A FRANCHISE IS SPECULATIVE AND SHALL DEPEND ON MANY FACTORS INCLUDING, TO A LARGE EXTENT, FRANCHISEE'S INDEPENDENT BUSINESS ABILITY. THIS OFFERING IS NOT A SECURITY AS THAT TERM IS DEFINED UNDER APPLICABLE FEDERAL AND STATE SECURITIES LAWS. THE OBLIGATION TO TRAIN, MANAGE, PAY, RECRUIT AND SUPERVISE EMPLOYEES OF THE CAFÉ RESTS SOLELY WITH FRANCHISEE. FRANCHISEE HAS NOT RELIED ON ANY WARRANTY OR REPRESENTATION, EXPRESSED OR IMPLIED, AS TO THE POTENTIAL SUCCESS OR PROJECTED INCOME OF THE BUSINESS VENTURE CONTEMPLATED HEREBY EXCEPT AS MAY BE DESCRIBED IN ITEM 19 OF THE DISCLOSURE DOCUMENT DELIVERED TO FRANCHISEE. NO REPRESENTATIONS OR PROMISES HAVE BEEN MADE BY FRANCHISOR TO INDUCE FRANCHISEE TO ENTER INTO THIS AGREEMENT EXCEPT AS SPECIFICALLY INCLUDED HEREIN AND IN THE DISCLOSURE DOCUMENT DELIVERED TO FRANCHISEE. FRANCHISOR HAS NOT MADE ANY REPRESENTATION (EXCEPT AS INCLUDED IN ITEM 19 OF THE DISCLOSURE DOCUMENT), WARRANTY OR GUARANTY, EXPRESS OR IMPLIED, AS TO THE POTENTIAL REVENUES, PROFITS OR SERVICES OF THE BUSINESS VENTURE TO FRANCHISEE AND CANNOT, EXCEPT UNDER THE TERMS OF THIS AGREEMENT, EXERCISE CONTROL OVER FRANCHISEE'S BUSINESS. FRANCHISEE ACKNOWLEDGES AND AGREES THAT IT HAS NO KNOWLEDGE OF ANY REPRESENTATION MADE BY FRANCHISOR OR ITS REPRESENTATIVES OF ANY INFORMATION THAT IS CONTRARY TO THE TERMS CONTAINED IN THIS SECTION 30.

[Signature page follows]

**LA MADELEINE FRANCHISING
COMPANY, INC.**

By: _____

Title: _____

FRANCHISEE: If a corporation,
partnership, or limited liability company,
print name of business entity on the line
below:

By: _____

Print Name: _____

Title: _____

**If Franchisee is one or more
individuals:**

(Print Name)

(Print Name)

**EXHIBIT A TO THE FRANCHISE AGREEMENT
PREMISES, MANAGEMENT AND OWNERSHIP**

PREMISES: _____

LEAD OPERATOR: _____

Franchisee is a _____ (Corporation/limited liability company/partnership)

FRANCHISEE: _____

You were organized/formed on _____, 20__ under the laws of the State of _____

Your Federal Identification Number is _____.

If Franchisee is a corporation, partnership, or limited liability company, the following persons constitute all owners of a legal and/or beneficial interest:

<u>Name</u> Ownership	<u>Type of Interest</u>	Percentage
_____	_____	_____ %
_____	_____	_____ %
_____	_____	_____ %
_____	_____	_____ %

The following persons constitute all of your officers, directors and the management personnel that is or will receive training of the System:

<u>Name</u>	<u>Position</u>
_____	_____
_____	_____
_____	_____

THIS INFORMATION IS ACCURATE AS OF THE ___ DAY OF ___, 20__.

EXHIBIT B TO THE FRANCHISE AGREEMENT

GUARANTY

As an inducement to LA MADELEINE FRANCHISING COMPANY, INC. (“Franchisor”), a Delaware corporation, to execute a Franchise Agreement (the “Agreement”) with _____ (“Company”), a _____, the undersigned individuals (collectively, the “Guarantors”), jointly and severally, hereby unconditionally guarantee to Franchisor, its affiliates, and their successors and assigns (collectively, “LMFC”) that all of the Company’s obligations under the Agreement, and under other agreements or arrangements between the Company and LMFC, will be punctually paid and performed.

Upon demand by LMFC, the Guarantors will immediately make each contribution or payment required of the Company under the Agreement and under other agreements or arrangements between the Company and MFC. Each Guarantor waives any right to require LMFC to: (a) proceed against the Company or any other Guarantor for any contribution or payment required under the Agreement; (b) proceed against or exhaust any security from the Company or any other Guarantor; or (c) pursue or exhaust any remedy, including any legal or equitable relief, against the Company or any other Guarantor. Without affecting the obligations of the Guarantors under this Guaranty, LMFC may, without notice to the Guarantors, extend, modify, or release any indebtedness or obligation of the Company, or settle, adjust, or compromise any claims against the Company. The Guarantors waive notice of amendment of the Agreement and notice of demand for contribution, performance or payment by the Company and agree to be bound by any and all such amendments and changes to the Agreement.

The Guarantors agree to hold harmless and indemnify LMFC against any and all losses, damages, liabilities, costs, and expenses (including reasonable attorneys’ fees, reasonable costs of investigation, court costs, and arbitration fees and expenses) arising out of or in connection with any failure by the Company to perform any obligation under the Agreement or any other agreement between the Company and LMFC.

The Guarantors acknowledge and agree to be bound personally by all covenants not to compete, confidentiality provisions, governing law and dispute resolution provisions, and restrictions on transfer of interest contained in the Agreement. Except as expressly authorized by the Agreement, the Guarantors may not make use of any of the intellectual property rights licensed under the Agreement or of LMFC’s goodwill. The Guarantors may not disclose to any third party or make use of any trade secrets, know-how, systems or methods of which Guarantors may acquire knowledge by virtue of training they may have received from LMFC, their involvement in the business, or their ownership interest in the Company.

This Guaranty will terminate upon the termination or expiration of the Agreement, except that all obligations and liabilities of the Guarantors arising from events which

occurred on or before the effective date of termination will remain in full force and effect until satisfied or discharged by the Guarantors, and all covenants which by their terms continue in force after the expiration or termination of the Agreement will remain in force according to their terms.

Upon the death of a Guarantor, the Guarantor's estate will be bound by this Guaranty, but only for obligations existing at the time of death. The obligations of the surviving Guarantors will continue in full force and effect.

If the Guarantor resides in a community property state, the Guarantor will cause his or her spouse, if any, to execute this Guaranty.

GUARANTOR:

Spouse: _____

Print Name: _____

Print Name: _____

Date: _____

Date: _____

GUARANTOR:

Spouse: _____

Print Name: _____

Print Name: _____

Date: _____

Date: _____

GUARANTOR:

Spouse: _____

Print Name: _____

Print Name: _____

Date: _____

Date: _____

EXHIBIT C TO THE FRANCHISE AGREEMENT

CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

In conjunction with your investment in _____ (“**Franchisee**”) a _____, the undersigned individual or business entity (“**you**”) acknowledges and agrees as follows:

1. Franchisee owns and operates, or is developing, a LA MADELEINE® restaurant pursuant to a Franchise Agreement (the “**Franchise Agreement**”) with LA MADELEINE FRANCHISING COMPANY, INC. (“LMFC”). The Franchise Agreement requires persons with legal or beneficial ownership interests in Franchisee to be personally bound by Franchisee’s obligations under the Franchise Agreement, including restrictions on competition, confidentiality obligations, restrictions on ownership changes, and dispute resolution provisions.
2. All capitalized terms used in this document have the same meaning as in the Franchise Agreement.
3. You own or intend to own a legal or beneficial ownership interest in Franchisee. You acknowledge and agree that: (a) your execution of this Agreement is a condition of acquiring and holding your ownership interest in the Franchisee, and (b) you have received good and valuable consideration for executing this Agreement. LMFC may enforce this Agreement directly against you.
4. If a business entity signs this Agreement, all persons who have a legal or beneficial ownership interest in that business entity must also execute this Agreement and if your owners reside in a community property state we may require their spouse to execute this Confidentiality and Non-Competition Agreement.
5. You may gain access to confidential information and trade secrets of LMFC and its affiliates as a result of investing in Franchisee. You agree that while you have a legal or beneficial ownership interest in Franchisee and thereafter you: (a) will not use the confidential information in any other business or capacity (such use being an unfair method of competition); (b) will exert best efforts to maintain the confidentiality of the confidential information; and (c) will not make unauthorized copies of any portion of the confidential information disclosed in written, electronic or other form. If you cease to have an interest in Franchisee, you must deliver to LMFC any such confidential information in your possession or control.
6. During the term of the Franchise Agreement and for as long as you have any legal or beneficial ownership interest in Franchisee, you agree that you will not, without LMFC’s consent (which consent may be withheld at LMFC’s discretion) directly or indirectly (such as through an Affiliate or family members) own any legal or beneficial interest in, or render services or give advice in connection with: (a) any Competing

Business located anywhere; or (b) any entity located anywhere that grants franchises or licenses interests to others to operate any Competing Business.

7. For a period of one (1) year after the expiration or termination of the Franchise Agreement or the approved transfer of the Café to a new owner, you will not directly or indirectly own, maintain, operate, engage in, be employed by, provide assistance to, or have any interest in any Competing Business which is, or is intended to be, located within ten (10) miles of the Premises or within five (5) miles of any other LA MADELEINE® restaurant, except for any business operated pursuant to a valid Franchise Agreement with us or as we otherwise approve in writing. If you fail or refuse to abide by any of the foregoing restrictions and LMFC obtains enforcement in a judicial or arbitration proceeding, the obligations under the breached restriction will continue in effect for one (1) year after the date you begin to comply with the order enforcing the restriction.

8. You acknowledge that you possess skills and abilities of a general nature and the opportunity to exploit your skills in other ways, so that enforcement of the restrictions contained in Sections 6 and 7 will not deprive you of your personal goodwill or ability to earn a living. If any restriction in this document is deemed unenforceable by virtue of its scope, geographic area, type of business activity prohibited, and/or length of time, but the restriction could be rendered enforceable by reducing any part or all of it, you and we agree that it will be enforced to the fullest extent permissible under applicable law and public policy. LMFC may obtain in any court of competent jurisdiction any injunctive relief, including temporary restraining orders and preliminary injunctions, against conduct or threatened conduct for which no adequate remedy at law may be available or which may cause it irreparable harm. You acknowledge that any violation of Sections 5, 6 or 7 would result in irreparable injury for which no adequate remedy at law may be available. If LMFC files a claim to enforce this Agreement and prevails in such proceeding, you agree to reimburse LMFC for all its costs and expenses, including reasonable attorneys' fees.

OWNERS OF FRANCHISEE:

If an Individual:

Signature: _____

Print name _____

Date: _____

Signature: _____

Print name _____

If any Owner of Franchisee is another business entity:

Name of entity _____

Type of Business entity: _____

State of Organization: _____

By: _____

Title: _____

Date: _____

Date: _____

Signature: _____	Shareholders/partners/members of Business Entity named immediately above:
Print name _____	
Date: _____	_____
Spouse: _____	Print name _____
Print name _____	Date: _____
Date: _____	_____
Spouse: _____	Print name _____
Print name _____	Date: _____
Date: _____	_____

(add pages if necessary)

EXHIBIT D TO THE FRANCHISE AGREEMENT

DISCLOSURE ACKNOWLEDGEMENT STATEMENT

LA MADELEINE FRANCHISING COMPANY, INC. (“we” or “us”), through the use of this Disclosure Acknowledgement Statement, wishes to ascertain that _____ (“Franchisee”) and its owners fully understand that the execution of a Franchise Agreement and/or a Development Agreement for a franchise to own and operate a LA MADELEINE® restaurant is a business decision, complete with associated risks, and that it is our policy to verify that Franchisee and its owners are not relying upon any oral, written or visual statements, representations, promises or assurances which we have not authorized. In this document, “you” means Franchisee and each of its owners.

You make the following representations to us, and we rely on them in granting you a franchise. If any statement is not correct, or if you are aware of exceptions to them, note them after #9 below.

1. You recognize and understand that business risks which exist in connection with the ownership, development and operation of any business make the success or failure of the LA MADELEINE® restaurant franchise subject to many variables, including your skills and abilities, competition, interest rates, the economy, inflation, location(s), operation, labor and supply costs, lease terms and costs and the marketplace. Further, you understand that the economic and business factors that exist at the time you open your franchise may change. You acknowledge that you have conducted an independent investigation of the business venture contemplated by the Franchise Agreement and/or Development Agreement and recognize that the success of the venture involves substantial business risk and will be dependent primarily on your ability as an independent businessperson. You hereby acknowledge your willingness to undertake these business risks.
2. You acknowledge that you received our Franchise Disclosure Document (“FDD”) at least 14 days prior to the date you executed the Franchise Agreement and/or the Development Agreement or paid us any money for the franchise. You acknowledge that you have received, had the opportunity to personally read and review, and understand the FDD, Franchise Agreement and/or Development Agreement and attachments. You acknowledge that we have permitted you ample time and opportunity to consult with advisors of your own choosing about the potential benefits and risks associated with operating a LA MADELEINE® restaurant franchise and entering into a Franchise Agreement and/or Development Agreement. You also acknowledge that we have not made any oral, written or visual claims, representations, promises, agreements, contracts, commitments, understandings or statements which contradict or are inconsistent with and are not contained in the Franchise Disclosure Document.

3. You agree that the decision to enter into this business risk is in no manner predicated upon any oral, written or visual representations, assurances, warranties, guarantees or promises made by us or any of our directors, officers, employees or agents (including any franchise broker) as to the likelihood of success of the franchise.
4. We expressly disclaim the making of, and you acknowledge that you have not received or relied upon, any information, representations, assurances, warranties, guarantees or promises made by us or any of our directors, officers, employees or agents (including any franchise broker) concerning the actual, average, projected or forecasted franchise sales, revenues, profits, earnings or likelihood of success that you might expect to achieve from operating a LA MADELEINE® restaurant that are contrary to the information presented in Item 19 of the FDD that you received from us.
5. We expressly disclaim the making of, and you acknowledge that you have not received or relied upon, any promises, agreements, contracts, commitments, representations, understandings, “side deals” or any other assurances, expressed or implied, orally or otherwise, made to or with you with respect to any matter concerning advertising, marketing, television, radio or other media support, site location, market penetration, training, operating and support assistance or other services that are contrary to the statements made in the FDD.
6. You acknowledge that you will independently evaluate and investigate the proposed site(s) for each LA MADELEINE® restaurant and the lease or purchase agreement for the site(s). You acknowledge that you bear primary responsibility for selecting the site(s) and negotiating the terms and conditions of your lease(s), sublease(s) or purchase agreement(s) for the site(s).
7. You acknowledge that, although we will provide you with basic drawings and specifications for a LA MADELEINE® restaurant, will specify certain furniture, fixtures and equipment, and will maintain certain rights of review and/or approval under our Development Agreement and/or Franchise Agreement with you, we have not made, and you have not received or relied upon any warranty concerning the LA MADELEINE® restaurant(s) or the drawings, specifications, furniture, fixtures and equipment. You acknowledge that you are solely responsible for, and we will have no liability or obligation in connection with, the plans or the construction or conversion remodeling of the LA MADELEINE® restaurant(s). You acknowledge that it is solely your responsibility to ensure that the construction or conversion remodeling complies with any and all laws, codes or regulations.
8. You acknowledge that the initial investment costs in Item 7 of the FDD are based on our current design concept, which is always subject to change, and that if we

change the design concept after you sign your Development Agreement and/or Franchise Agreement, your investment costs may be affected.

9. You understand that we and our affiliates have the right to issue franchises for and/or operate businesses that may compete with you, as described in Item 12 of the FDD.

10. Franchisee's corrections and/or exceptions to the above statements are as follows: (If no corrections or exceptions, write "none" and initial.) Attach additional sheets if necessary.

The following language applies only to transactions governed by the Maryland Franchise Registration and Disclosure Law:

Do not sign this Acknowledgment Statement if you are a resident of Maryland or the franchise is to be operated in Maryland.

The following language applies only to transactions governed by the Washington Franchise Investment Protection Act:

This Acknowledgment Statement does not waive any liability the franchisor may have under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

(Remaining portion of this page left blank)

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE:

By: _____

By: _____

Its: _____

Date: _____

EXHIBIT E TO THE FRANCHISE AGREEMENT
CAFÉ OPENING DATE LETTER

Date:

Franchise Administrator
La Madeleine Franchising Company, Inc.
12201 Merit Drive, Suite 900
Dallas, TX 75251

Re: Franchisee: _____
Franchise Agreement dated: _____
La Madeleine Café Address: _____

Dear Franchise Administrator:

As required by the Franchise Agreement referenced above, this letter is to advise you of the date the La Madeleine Café referenced above opened to the general public. All capitalized terms not otherwise defined here shall have the same meaning as set forth in the Franchise Agreement.

- 1) In accordance with Section 3.1 of the Franchise Agreement, the La Madeleine Café referenced above open to the general public on _____, the Café Opening Date.

All other terms of the Franchise Agreement shall remain unchanged.

Sincerely,

Franchisee

EXHIBIT F TO THE FRANCHISE AGREEMENT
ADMINISTRATIVE SERVICES AGREEMENT

This Administrative Services Agreement (“Agreement”) is made as of the ___ day of _____, 20___, by and between LDA Management Company, Inc., a Delaware corporation (“LDAMC”) whose principal place of business is 12201 Merit Drive, Suite 900, Dallas, Texas 75251, and _____ (“Franchisee”) whose principal place of business is _____.

WHEREAS, Franchisee operates a LA MADELEINE® CAFÉ (“Cafés” or “Café”) identified on Exhibit A attached hereto and may franchise, develop, purchase, or acquire additional Cafés during the term of this Agreement;

WHEREAS, LDAMC is in the restaurant management industry and provides, from time to time, certain administrative services to LA MADELEINE® franchisees;

WHEREAS, Franchisee requests LDAMC to provide the services described in Exhibit B (the “Services”) attached hereto in consideration for the total administrative fees associated with each of the Services (together, the “Administrative Fee”), and LDAMC has agreed to do so pursuant to the terms of this Agreement.

NOW THEREFORE, in consideration of the foregoing promises and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. LDAMC agrees to provide to Franchisee the Services. The Services shall only apply to and be provided for and in connection with the conduct and operation of the Cafés at the locations specified in Exhibit A and no other location, restaurant or business of Franchisee.
2. As compensation for the Services, Franchisee shall pay to LDAMC the Administrative Fee. While the current Administrative Fee is identified on Exhibit B, LDAMC reserves the right to change the Administrative Fee and fee structure as new services are added to the Services and new platforms and technologies are added to the La Madeleine technology systems. Hardware configuration, as well as suppliers, may frequently be subject to change due to advance in technology and services. LDAMC will invoice Franchisee for the Administrative Fee, which shall be paid by Franchisee within ten (10) days of invoice date. Franchisee agrees to pay any sales, value-added or other similar taxes imposed by applicable law that LDAMC must pay in connection with this Agreement, except for taxes based on LDAMC’s income.

3. The initial term of this Agreement (the “Agreement Term”) begins on the date hereof and expires at the later of: (1) ten (10) years from the date the Café opens for business to the public at the Premises (the “Commencement Date”) as stated in the Café Opening Date Letter (in the form attached as Exhibit “E” to the Franchise Agreement to which this Agreement is attached) that you are to sign and send to us within five (5) days of the Commencement Date, or (2) the expiration of the lease agreement governing the Premises, unless terminated sooner as provided in this Agreement.
4. LDAMC’s performance under this Agreement may be excused, delayed, or suspended by LDAMC under the following circumstances:
 - a. LDAMC is prevented or delayed from performing the Services for any reason beyond its control, including but not limited to acts of God; strikes or labor disputes; the elements; acts of a public enemy; inability to procure materials; Franchisee’s failure or refusal to provide access to the Cafés or its equipment; laws, statutes or other regulations of the federal, state or local government, or agencies thereof, or a force majeure event;
 - b. Franchisee is in default of any term of this Agreement;
 - c. In LDAMC’s sole judgment, LDAMC is unable to provide specific Services due to Franchisee’s unwillingness or inability to provide requisite information or payment which those Services require. In such circumstances, LDAMC shall give five (5) days’ prior written notice to Franchisee of the cessation of some or all of the Services; if requisite information is not provided within the five (5) day cure period after LDAMC specified what requisite information is required, LDAMC’s obligation to perform those Services ends. If information is provided within the five (5) day cure period, LDAMC shall not be liable for the Services being late during that period, and Franchisee accepts responsibility for any fines, penalties, or damages resulting from the delay.

For the avoidance of doubt, none of the foregoing will relieve Franchisee of its obligation to timely pay the Administrative Fee to LDAMC.

5. LDAMC’s or its designee’s representatives will conduct annual audits of LDAMC’s technical stack requirements to ensure Franchisee is in compliance with this Agreement. Franchisee is responsible to reimburse LDAMC or its designee’s out-of-pocket expenses to conduct such annual audits.

6. It is expressly understood that the systems, methods, procedures, and controls employed by LDAMC in the performance of the Services are proprietary in nature and shall remain the property of LDAMC, and shall at no time be utilized, distributed, copied or otherwise employed by Franchisee except in accordance with the terms of this Agreement.
- 7. THERE ARE NO WARRANTIES MADE BY LDAMC EXCEPT AS SET FORTH IN THIS AGREEMENT. ATTENTION IS CALLED TO THE LIABILITY LIMITS SET FORTH IN THIS AGREEMENT. LDAMC DOES NOT GUARANTEE THAT ITS SERVICES OR APPLICABLE SOFTWARE, HARDWARE OR OTHER PROGRAMS RECOMMENDED, REQUIRED OR USED IN CONNECTION WITH THIS AGREEMENT WILL PERFORM ERROR-FREE OR UNINTERRUPTED OR THAT LDAMC WILL CORRECT ALL PROGRAM ERRORS. THERE ARE NO EXPRESS OR IMPLIED WARRANTIES OR CONDITIONS, INCLUDING WITHOUT LIMITATION WARRANTIES OR CONDITIONS OF MERCHANTABILITY, TITLE, NON-INFRINGEMENT AND FITNESS FOR A PARTICULAR USE OR PURPOSE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY LDAMC, ITS AFFILIATES, AGENTS OR EMPLOYEES SHALL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THE WARRANTIES IN THIS AGREEMENT. SUCH WARRANTIES SHALL NOT BE DEEMED TO HAVE FAILED OF THEIR ESSENTIAL PURPOSE SO LONG AS LDAMC IS MAKING GOOD FAITH EFFORTS TO REMEDY ANY BREACH UNDER THE TERMS OF THE WARRANTY.**
- 8. LDAMC SHALL NOT BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL, PUNITIVE, OR EXEMPLARY DAMAGES (INCLUDING DAMAGES FOR LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, LOSS OF BUSINESS INFORMATION, AND THE LIKE) ARISING OUT OF THIS AGREEMENT OR THE USE OF OR INABILITY TO USE ANY SOFTWARE OR HARDWARE. IN NO CASE SHALL LDAMC'S AGGREGATE LIABILITY FOR ALL MATTERS ARISING OUT OF THE SUBJECT MATTER OF THIS AGREEMENT, WHETHER IN CONTRACT, TORT OR OTHERWISE, EXCEED THE LESSER OF (A) THE AMOUNT OF ACTUAL DAMAGES SUFFERED BY FRANCHISEE AND (B) THE AMOUNT ACTUALLY RECEIVED BY LDAMC PURSUANT TO THIS AGREEMENT DURING THE PREVIOUS TWELVE (12) MONTH PERIOD.**
9. Franchisee shall indemnify, defend, and hold harmless LDAMC, including its affiliates and their directors, officers, employees, and agents ("LDAMC Indemnitees"), from and against all proceedings, claims, losses, damages,

demands, liabilities and expenses whatsoever, including all reasonable legal and accounting fees and expenses and all reasonable collection costs, incurred by LDAMC Indemnitees resulting from or arising out of this Agreement, including without limitation, any network, system or data infiltration incident that impacts Franchisee.

10. Franchisee agrees not to make any public or private statement at any time that is disparaging to LDAMC, its affiliates or any of their respective present or former officers, managers, directors, members, shareholders, agents, or employees, as applicable, or their predecessors, successors or assigns.

11. This Agreement may be terminated as follows:

- a. If Franchisee or LDAMC suspends its business or becomes bankrupt or insolvent, or makes any assignment of its assets or business for the benefit of creditors or if a receiver or similar official is appointed for all or substantially all of its assets, the other party may terminate this Agreement by five (5) days written notice.
- b. By LDAMC, if Franchisee fails to make any payment required hereunder or fails to perform any other obligations under this Agreement. LDAMC must give Franchisee written notice of such default. The Notice must specify the obligation that Franchisee is not performing. If Franchisee fails to cure the default within thirty (30) days, LDAMC may then terminate the Agreement, in its entirety or as to one or more particular Cafés in Exhibit A, upon written notice thereof.
- c. By LDAMC, if Franchisee has received a notice of default under a Franchise Agreement or any other agreement with an affiliate of LDAMC and Franchisee fails to cure the default within any applicable cure period;
- d. By LDAMC, for a particular location if the Franchise Agreement with LDAMC's affiliate for that location expires, is terminated under any circumstances, or is assigned by Franchisee to another party.
- e. By Franchisee, if LDAMC materially fails to perform its duties under this Agreement. Franchisee must give LDAMC written notice of such default. The Notice must specify the specific Services that Franchisee has requested and LDAMC is not performing. If LDAMC fails to cure the default within thirty (30) days, Franchisee may then terminate the Agreement upon further notice thereof.
- f. By LDAMC, if Franchisor, as such term is defined in the Franchise Agreement to which Franchisee is a party, requires the implementation of a new Technology Suite for Cafés.

Notwithstanding the foregoing, during any period in which Franchisee is in default of this Agreement, LDAMC may, without terminating this Agreement, suspend the performance of Services under Section 4.b until Franchisee is no longer in default.

Notwithstanding any termination, any amounts due by Franchisee to LDAMC at the time of termination will remain due and owing and immediately payable. In addition, if LDAMC incurs any additional costs or expenses related to the Services, whether or not provided, after the termination date, Franchisee shall pay LDAMC such costs and expenses upon demand.

12. Neither party shall have the right to assign this Agreement without the prior written consent of the other party hereto, provided, however, LDAMC may assign this Agreement, or delegate any or all of its rights (including, without limitation, the right to receive payments due hereunder) and obligations under this Agreement, to any one or more of its affiliates; and provided further LDAMC or its affiliates, as the case may be, may assign this Agreement to one or more lenders of LDAMC or its affiliates as collateral for a loan or loans to LDAMC or its affiliates, in each case without prejudicing the rights of Franchisee. The sale, consolidation or merger of LDAMC to or with another company shall not be deemed an assignment.
13. This Agreement contains the entire agreement between the parties with respect to the Services and shall be binding upon and inure to the benefit of their successors and permitted assigns, and shall supersede any prior agreements, representations, correspondence, and negotiations concerning Services. The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any of the other provisions of this Agreement, which other provisions shall remain in full force and effect. Upon such determination that any provision is invalid, illegal, or incapable of being enforced, a suitable and equitable provision shall be substituted therefore in order to carry out, so far as may be valid and enforceable, the intent and purpose of such invalid or unenforceable provision.
14. This Agreement is intended only to engage LDAMC as an independent contractor and shall in no way be construed as, and is not intended to create a partnership, joint venture, or other entity of joint interests between Franchisee and LDAMC. No agency, partnership, joint venture or employment or joint-employer relationship is created between the parties as a result of this Agreement. Any recommendation or advice by LDAMC shall not be a directive to the management of Franchisee. Franchisee remains the sole employer of its employees.

- 15. This Agreement shall be construed and enforced in accordance with and is governed in all respects by the laws of the State of Texas, or the principal place of business for LDAMC at the time a claim is filed in court, without regard to conflicts of law principles. The parties agree that any disputes arising under this Agreement shall be resolved in the state or federal courts of Dallas County in the State of Texas, or the principal place of business for LDAMC at the time a claim is filed in court, and Franchisee expressly consents to jurisdiction and venue therein. Acts to be performed hereunder are deemed performed in Dallas County, Texas. It is mutually agreed that venue and choice of law is an expressly negotiated term of this Agreement.

- 16. This Agreement does not amend, modify, or supersede any written agreements between Franchisee and any of LDAMC’s affiliates, including without limitation Franchise Agreements, Development Agreements, or any other similar agreements.

- 17. Neither this Agreement, nor any term may be waived, modified, or amended except by a written agreement signed by a duly authorized representative of each party hereto. Any differing or additional terms included in future correspondence, invoices, purchase orders, or by any other means are hereby rejected and void. Either parties’ failure to enforce any provision of this Agreement shall not be deemed a waiver of any future right to demand performance in accordance with this Agreement or to seek enforcement of any provision of this Agreement.

- 18. All notices, requests, demands, and other communications under this Agreement shall be in writing and shall be deemed to have been given on the date of service if served personally on the party to whom notice is given, or within forty-eight (48) hours after mailing, if mailed to the party to whom notice is to be given, by first-class mail, registered or certified, postage prepaid and properly addressed to the party at its address as set forth below, or any other address that either party shall designate by written notice to the other.

LDAMC:
 LDA Management Company, Inc.
 Attn: Legal Department
 12201 Merit Drive, Suite 900
 Dallas, Texas 75251

Franchisee:

 Attn: _____

With a mandatory copy to:
Legalnotices@LeDuffAmerica.com

19. This Agreement may be executed in one or more counterparts, and any agreement bearing an original signature, whether on one or more pages, shall be considered an original. Any such counterpart may be evidenced by facsimile, and such facsimile shall be deemed an original.

20. In the event that a party hereto brings any legal action or other proceeding or engages an attorney to enforce or interpret any of the rights, obligations or provisions of this Agreement, because of a dispute, breach, or default in connection with any of the provisions of this Agreement, the non-defaulting party shall be entitled to recover from the defaulting party its reasonable attorneys' fees and all other costs in such engagement, action or proceeding, in addition to any other relief to which such non-defaulting party may be entitled.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed on the last date shown below, after Franchisee's signature on this and as of LDAMC's date of signature.

FRANCHISEE

By: _____
Name: _____
Title: _____
Date: _____

LDA MANAGEMENT COMPANY, INC.

By: _____
Name: _____
Title: _____
Date: _____

EXHIBIT A TO ADMINISTRATIVE SERVICES AGREEMENT

The following la Madeleine® Cafés will be included as Cafés within the scope of this Agreement:

[TO BE COMPLETED]

EXHIBIT B TO ADMINISTRATIVE SERVICES AGREEMENT

As of the date of this Agreement, LDAMC provides the following services to Franchisee to support Information Technology (IT) systems required by Franchisor to operate Cafés:

- **Help Desk Services:** LDAMC provides Cafés with Technology support which is made available through email and telephone. The Help Desk provides live coverage Sunday – Saturday 6 AM CST - 7 PM CST
 - After Hours Emergency Support is available Sunday – Saturday 5 AM CST - 6 AM CST and 7 PM CST – Midnight CST

The Help Desk's primary role is to resolve basic issues with La Madeleine's technology systems, manage and dispatch third party technology support vendors (paid separately) and escalate to other resources when needed. LDAMC reserves the right to modify the Help Desk coverage hours in the future.

Onsite & Off Premises Point of Sale Set Up and Cross Enterprise Menu

Support: LDAMC provides La Madeleine franchisees with menu management support across multiple platforms, including platforms such as Aloha, MonkeyMedia, LevelUp, Grubhub, Olo, Uber Eats, Postmates, DoorDash and other integrated third-party software and vendors that will represent the La Madeleine menu to Café guests and take orders for entry into the on-site POS System. This support includes the management of menu changes for price tiers, limited time offers and full menu roll outs. Any issues with menu management can be submitted through the Help Desk. Any request for a change to menus, prices, taxes, or other items rolled out for use in the La Madeleine system must be made via a "Franchise Request," which will be reviewed and approved or rejected by the Franchise Operations team before LDAMC will move forward with the requested change.

Managed Infrastructure: LDAMC provides and manages a secure hosted network solution for Cafés. The solution includes network hardware such as firewalls, cabling, and switches, software updates, and monitoring services to minimize the risk of security breaches and data integrity. These services may include sourcing and managing Internet Service Providers and a voice over IP (VOIP) telephone solution. LDAMC will provide general support for the network system and, when necessary, escalate to and manage any third party vendor providers for supported elements of the La Madeleine infrastructure.

Schedule of Administrative Fee: The following fees, which constitute the Administrative Fee, will be incurred by each of Franchisee's Cafés for Services and Administration provided by LDAMC. Services, software, and equipment purchased directly from each vendor are billed directly to Franchisee from each vendor and are not reflected here. Some third-party technology vendors will bill LDAMC, and those costs will be rebilled to Franchisee as incurred. Those cost are not reflected below.

System	One-Time Setup Fee per new Café	Monthly Fee per Café
IT Support Services includes: Help Desk Support, Onsite & Off Premises Point of Sale Set Up, Cross Enterprise Menu Support and Managed Infrastructure Support	\$2,860	\$395

**EXHIBIT G TO LA MADELEINE FRANCHISE AGREEMENT
FORM OF AGREEMENT REGARDING LEASED LOCATION BY TENANT**

**AGREEMENT REGARDING LEASED LOCATION
BY TENANT**

THIS AGREEMENT REGARDING LEASED LOCATION BY TENANT (this "Agreement") is made and entered into this _____ day of _____, 20__ by _____, a _____ company/corporation/individual ("Landlord"), **LA MADELEINE FRANCHISING COMPANY, INC.**, a Delaware corporation ("Franchisor"), and _____, a _____ company ("Tenant").

WITNESSETH:

WHEREAS, Tenant is a franchisee of Franchisor, pursuant to that certain Franchise Agreement dated _____ (the "Franchise Agreement"); and

WHEREAS, Landlord and Tenant entered into that certain Lease Agreement dated _____, a copy of which is attached hereto as Exhibit A and incorporated herein by reference (the "Lease") respecting certain real property located in _____ as more particularly described in the Lease (the "Premises");

NOW, THEREFORE, as consideration for (i) Tenant entering into the Lease with Landlord and (ii) Tenant entering into the Franchise Agreement with Franchisor, Landlord, Franchisor and Tenant agree that as long as the Franchise Agreement remains in effect, or in the event of the assignment of the Lease or sublease of the Premises, pursuant to Section 4 below, or the termination of the Lease, pursuant to Section 9 herein, the following shall apply:

1. Use of Premises. Landlord agrees that Tenant shall have the right to use the Premises for the operation of a café and bistro offering soups, salads, sandwiches, hot or cold entrée items, premium quality assorted breads, bagels, pastries, muffins, desserts, cookies, juices, espresso-based beverages, coffees, teas, smoothies, alcoholic and non-alcoholic beverages, for both on and off premises consumption all in accordance with the Lease. The Premises may also be used for catering and delivery of the foregoing items and for the sale at retail of branded packaged food items, packaged coffees, spices, gift items, cookbooks, cooking utensils and cooking classes, all as incidental to the primary use as a cafe. Tenant's use may be under the tradename "la Madeleine", or such other tradenames that Franchisor may allow (the "Tradename"). The Landlord acknowledges that the use described above does not violate any now existing exclusives granted to any existing tenant in the center where the Premises are located.

2. Modifications to Premises. Tenant shall have the right to make interior, non-structural changes to the Premises, or any part thereof in accordance with

Franchisor's decor and trade dress, as it may exist from time to time, without Landlord's consent or approval. Any change which affects the roof of the Premises or any structural elements thereof (including any penetration of the roof or increasing stresses on the roof and/or structural elements of the Premises), regardless of whether or not an actual change to the roof or structural elements is made, will be considered to be a structural change and may not be made by Tenant without Landlord's prior written approval.

3. Signage for the Premises. Tenant shall have the right to erect standard sign(s) for the Tradename, provided that such signs (including the method of attachment of such signs to the Premises) comply with applicable law, local codes and/or ordinances. In addition, Tenant may use standard interior window lights and interior advertising materials being a part of Franchisor's trade dress relating to the Tradename.

4. Assignment and Subleases. Tenant may, without Landlord's prior consent, assign this Lease or sublet the Premises to Franchisor, an affiliate of the Franchisor or any franchisor, franchisee or developer of a café operating under the Tradename, provided that no such assignment shall release or discharge Tenant and Tenant shall remain liable for the payment and performance of all of such duties, liabilities, obligations and responsibilities following such assignment. Landlord agrees that Franchisor may further assign the Lease to any affiliate of Franchisor or any franchisor, franchisee or developer of a café operating under the Tradename. In the event of any such assignment or sublease, all of the terms and conditions set forth in this Agreement shall survive and remain in effect.

5. Franchisor's Rights in the Premises. Franchisor may enter the Premises at any time to make modifications reasonably necessary to protect the System or the Proprietary Marks, as defined herein, provided that Franchisor may not (i) make any exterior or structural changes to the Premises other than the removal of any exterior signs of Tenant bearing Franchisor's Proprietary Marks, or (ii) remove from the Premises any fixtures or other personal property which Tenant is not entitled to remove from the Premises pursuant to the terms of the Lease. Franchisor shall not enter and exercise any dominion or control over all or any part of the Premises for any other purpose unless Tenant's interest in the Lease has been assigned to Franchisor pursuant to an assignment document or under the terms of this Agreement, and Franchisor has assumed and agreed to perform all of Tenant's liabilities, duties, responsibilities and obligations under the Lease. Upon any termination of the Lease or of Tenant's right to possession of the Premises (even if the Lease is not terminated), Franchisor, within thirty (30) days after receipt of Landlord's written request and in accordance with the provisions of this paragraph, will make all modifications to the Premises which Franchisor deems reasonably necessary to protect or remove the System or the Proprietary Marks from the Premises. Following the expiration of such thirty (30) day period, it shall conclusively be presumed that no further modifications to the Premises are reasonably necessary to protect the System or the Proprietary Marks, Franchisor shall have no further right to enter the Premises or to make any modifications thereto, and Franchisor has no objection to Landlord using or disposing of any and all fixtures and other personal property of Tenant

then remaining in the Premises in such manner as Landlord, in its sole discretion, considers appropriate without being subject to any claim by Franchisor that such use or disposition violates or infringes the System or the Proprietary Marks. Promptly following the completion of any modifications to the Premises pursuant to this paragraph, Tenant, at its expense, shall repair any damage caused to the Premises in connection with the modifications and leave the Premises in good repair and condition. The "System" shall mean all systems developed by Franchisor relating to the preparation and promotion of fresh bakery goods, entrees, sandwiches, soups, salads, pastries, gourmet coffees, wine, and privately-labeled retail items such as soups, salad dressings and gourmet coffees in connection with its café operations. The "Proprietary Marks" shall mean Franchisor's and its affiliates' trade names, service marks, trademarks, copyrights, logos, emblems, and indicia of origin, including but not limited to the mark "LA MADELEINE" and such other trade names, service marks, trademarks, copyrights, logos, emblems, and indicia of origin as may hereafter be provided to Tenant by Franchisor. Landlord further agrees that Franchisor's interest in any System or Proprietary Marks installed on the Premises shall be superior to any interest of Landlord in said items. Landlord consents to Tenant's use of such Proprietary Marks as Franchisor may prescribe from time to time, provided that such use otherwise complies with the provisions of the Lease.

6. Insurance. Prior to any entry and at all times thereafter when Franchisor and/or its employees, agents or contractors are on the Premises, Franchisor shall maintain in effect for Landlord's benefit liability insurance at least equivalent in amount and terms to that Tenant is required by the Lease to carry (including naming Landlord and its mortgagee as additional insureds and providing proof of such insurance to Landlord), and, in addition to such liability insurance, Franchisor will indemnify, defend (by legal counsel selected by Franchisor and approved by Landlord) and hold harmless Landlord, its successors, assigns, legal representatives, employees and agents, and each of them, from and against any and all liability, claims, causes of action, damages, loss, cost and expense (including reasonable attorney's fees, court costs and other defense costs) relating to, arising out of or caused by any such entry, except to the extent caused by the negligence or misconduct of an indemnified party (which obligation will survive the termination of such entry and the expiration or earlier termination of the Lease).

7. Lease Defaults and Documents. Landlord shall send Franchisor a copy of any notice relating to a breach or default by Tenant under the Lease, and Tenant irrevocably authorizes Landlord to send such copy to Franchisor. If Tenant fails to cure any default within the period provided in the Lease, if any, then Landlord shall give Franchisor immediate written notice of such failure to cure. Landlord agrees that Franchisor, at its sole option and without obligation so to do, may cure any such default within the applicable cure period, if any, afforded to Tenant under the Lease, in which event Landlord shall accept such cure as if the same had been made by Tenant. If as a result of such default, Landlord is electing to terminate the Lease or Tenant's right of possession of the Premises, then Landlord shall offer to Franchisor and Franchisor shall have the right to accept, an assignment of the Lease or a new lease containing the same

terms and conditions of the Lease, whichever Franchisor elects. If Franchisor elects to continue the use of the Leased Premises under an assignment of the Lease or a new lease, it shall so notify the Landlord in writing within thirty (30) days after it has received written notice from the Landlord specifying the defaults the Tenant has failed to cure within the grace period specified in the Lease. Upon receipt of such notice from Franchisor, the Landlord shall promptly execute and deliver to Franchisor an assignment of the Lease or a new lease, whichever Franchisor requests, and shall deliver to Franchisor possession of the Leased Premises, free and clear of any rights of the Tenant or any third party. Franchisor, before taking possession of the Leased Premises, shall promptly cure the defaults specified by the Landlord in its notice to Franchisor and shall execute and deliver to the Landlord its acceptance of the assignment of the Lease or of the new lease, as the case may be.

8. Lease Documentation. Tenant irrevocably authorizes Landlord that upon Franchisor's request, Landlord will provide to Franchisor copies of all Lease modifications, amendments, extensions, ancillary documents, estoppel certificates, non-disturbance agreements or any other agreements between Tenant and Landlord relating to the Lease upon the request of Franchisor. Tenant shall also provide to Franchisor at Franchisor's request, and Franchisor has the right to review, inspect and copy, records of Tenant for all Lease modifications, amendments, extensions, ancillary documents, estoppel certificates, non-disturbance agreements or any other agreements between Tenant and Landlord relating to the Lease.

9. Rights upon Termination of Franchise Agreement. If the Franchise Agreement is terminated or expires for any reason during the term of the Lease or any extension thereof, the Tenant, upon the written request of Franchisor, shall assign to Franchisor all of its right, title and interest in and to the Lease. If Franchisor elects to accept the assignment of the Lease from the Tenant, it shall give the Tenant and the Landlord written notice of its election to acquire the leasehold interest. The Landlord hereby consents to the assignment of the Lease from the Tenant to Franchisor, subject to the Tenant's and/or Franchisor's curing any defaults of the Tenant under the Lease before Franchisor takes possession of the Leased Premises. Alternatively, in the event of a termination or expiration of the Franchise Agreement, Franchisor may elect to enter into a new lease with the Landlord containing terms and conditions no less favorable than the Lease. Upon the Landlord's receipt of written notice from Franchisor advising the Landlord that Franchisor elects to enter into a new lease, the Landlord shall execute and deliver such new lease to Franchisor for its acceptance. Notwithstanding anything set forth in this Agreement to the contrary, in the event of (i) the assignment of the Lease by Tenant to Franchisor, or (ii) the election by Franchisor to enter into a new lease in the manner set forth herein above, or (iii) the subsequent assignment of the existing lease or new lease to any franchisor, franchisee or developer of a café operating under the Tradename pursuant to Paragraph 4 herein, this Agreement shall survive and remain in effect. The Landlord and the Tenant shall deliver possession of the Leased Premises to Franchisor, free and clear of all rights of the Tenant or third parties, subject to Franchisor's curing any defaults of the Tenant, under the Lease, and executing an acceptance of the

assignment of Lease or the new lease, as the case may be. In the event that Tenant has breached the Franchise Agreement, Franchisor is terminating Tenant's rights thereunder or the Franchise Agreement has expired, and in either case Franchisor desires to have the Tenant's leasehold interest under the Lease assigned to it, then Franchisor shall give notice thereof to Landlord and Tenant upon which Tenant's rights under the Lease shall be deemed, automatically without any further documentation, assigned to Franchisor effective the date of Franchisor's notice. Notwithstanding such assignment, Tenant shall remain liable for any obligations under the Lease. Upon receiving such notice from Franchisor, Landlord further consents, if such consent is necessary, to Franchisor's use of Tenant's personal property located in the Premises, however such consent does not grant Franchisor any right to do so.

10. Use Restrictions. Landlord agrees that during the term of the Lease (except during any portion of the term following Landlord's termination of Tenant's right to possession of the Premises without a termination of the Lease) not to lease space in the shopping center in which the Premises are located to any Competing Business, as defined below. "Competing Business" is defined as any entity or café that derives fifteen percent (15%) or more of its gross revenue from the sale of: 1) freshly-baked bakery goods including but not limited to breads, bagels, muffins, scones, Danishes or other pastries; 2) café items including but not limited to French-themed entrees, sandwiches, salads, soups, quiches, pastas, desserts, gourmet coffees and wines; and/or 3) privately-labeled retail items including but not limited to soups, salad dressings and gourmet coffees. Competing Businesses include but are not limited to the following: Atlanta Bread Company, Au Bon Pain, Café Express, Camille's Sidewalk Café, Corner Bakery, Cosi, Eatzi's Market & Bakery, Einstein Brothers, First Watch, Keke's Breakfast Café, Le Pain Quotidien, Manhattan Bagels, McAlister's Deli, Newk's Eatery, Panera Bread, Paradise Bakery, Paris Baguette, Paul Bakery, Starwood Café, Tatte Bakery & Café, and other similar café concepts.

11. Delivery of Possession. If it becomes necessary for the Landlord to pursue legal action to evict the Tenant in order to deliver possession of the Premises to Franchisor, Franchisor shall, at the written request of the Landlord, pay into an interest-bearing escrow account all amounts necessary to cure any default of the Tenant's, pending delivery of the Premises to Franchisor. If the Landlord may not legally obtain possession of the Premises or if the Landlord is unable to deliver the Premises to Franchisor within three (3) months from the date Franchisor notifies the Landlord of its election to continue the use of the Leased Premises, then Franchisor shall have the right at any time thereafter to rescind its election to acquire a leasehold interest in the Leased Premises and to terminate the Lease or any new lease between it and the Landlord for the Leased Premises, whereupon all amounts deposited by Franchisor in escrow, together with interest earned thereon, shall be returned forthwith to Franchisor, and the Landlord shall release Franchisor from all of its obligations under the Lease or under any new lease.

12. Franchisor not a Guarantor. The Landlord acknowledges and agrees that notwithstanding any terms or conditions contained in this Agreement or any other agreement, Franchisor shall in no way be construed as a guarantor or surety of the Tenant's obligations under the Lease. Notwithstanding the foregoing, in the event Franchisor becomes the Tenant by assignment of the Lease in accordance with the terms hereof or enters into a new lease with Landlord, then Franchisor shall be liable for all of the obligations of the Tenant on its part to be performed or observed under the Lease or a new lease.

13. Notices. Any notice, demand, consent, approval or other communication to be given to a party will be written and deemed given three (3) days after mailing, if mailed by registered or certified mail, or one (1) day after mailing, if sent by nationally recognized overnight courier, addressed to Franchisor, Landlord or Tenant as follows:

Franchisor: La Madeleine Franchising Company, Inc.

Notice Address: La Madeleine Franchising Company, Inc.
12201 Merit Drive, Suite 900
Dallas, Texas 75251
Attention: Franchise Department

With a copy to: La Madeleine Franchising Company, Inc.
12201 Merit Drive, Suite 900
Dallas, Texas 75251
Attention: Legal Department
Email: LegalNotices@lamadeleine.com

Landlord: _____

Notice Address: _____

Email: _____

Tenant: _____

Notice Address: _____

Email: _____

The customary receipt shall be conclusive evidence of service, and notices shall be effective as of the date of mailing thereof unless otherwise specifically set forth herein.

Either party may change its address or addresses under this section by ten (10) days prior written notice. Notice given by legal counsel for a party will be effective as notice by that party.

14. Binding Effect. This Agreement shall be binding upon the parties hereto, their heirs, executors, successors, assigns and legal representatives.

15. Severability. If any provision of this Agreement or any part thereof is declared invalid by any court of competent jurisdiction, such act shall not affect the validity of this Agreement and the remainder of this Agreement shall remain in full force and effect according to the terms of the remaining provisions or part of provisions hereof.

16. Remedies. The rights and remedies created herein shall be deemed cumulative and no one of such rights or remedies shall be exclusive at law or in equity of the rights and remedies which Franchisor may have under this or any other agreement to which Franchisor and the Tenant are parties.

17. Attorneys' Fees. If any action is instituted by any party to enforce any provision of this Agreement, the prevailing party shall be entitled to recover all attorneys' fees and costs incurred in connection therewith.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written. Except for those terms and conditions of the Lease modified herein, the Lease shall remain unchanged. In the event of a conflict between the Lease and this Agreement, the provisions of this Agreement shall control.

LANDLORD:

By: _____

Title: _____

FRANCHISOR:

LA MADELEINE FRANCHISING COMPANY,
INC.

By: _____

Title: _____

TENANT:

By: _____

Title: _____

EXHIBIT “A” to AGREEMENT REGARDING LEASED LOCATION BY TENANT
The Lease

EXHIBIT B

Development Agreement

(Attachments: Development Area, Development Schedule, Disclosure of Ownership Interests, Guaranty & Undertaking, Confidentiality and Non-Competition Agreement, Disclosure Acknowledgement Statement, and Liability Waiver by Developer)

Location: _____
Developer Name: _____
Agreement Date: _____



DEVELOPMENT AGREEMENT

la Madeleine® Development Agreement

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EXHIBIT A – DEVELOPMENT AREA

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EXHIBIT F – DISCLOSURE ACKNOWLEDGEMENT STATEMENT

EXHIBIT G – LIABILITY WAIVER

LA MADELEINE® DEVELOPMENT AGREEMENT

THIS DEVELOPMENT AGREEMENT (“Agreement”) is entered into on _____ between **LA MADELEINE FRANCHISING COMPANY, INC.**, a Delaware corporation (“Franchisor,” “we,” or “us”), and _____, a _____, with its principal place of business at _____ (“Developer” or “you”).

BACKGROUND

- A. We and our affiliates, through significant expenditures of time, skill and money have developed a proprietary system relating to the establishment and operation of restaurants specializing in the sale of various French-themed entrées, pastas, French pastries, hot and cold sandwiches, soups, salads, and other food and beverage items (the “System”).
- B. The distinguishing characteristics of the System include country French cuisine, French pastries, baked goods and other food and beverage items prepared in accordance with secret and proprietary recipes and manufacturing processes owned by us and our affiliates; distinctive exterior and interior Café design, décor, color scheme, fixtures, and furnishings; standards and specifications for ingredients, food preparation, equipment, supplies, and Café operations, as well as uniform standards, specifications, methods, policies and procedures for Café operations, proprietary inventory and management control, training and assistance; and advertising and promotional programs; all of which may be changed, improved, and further developed by us and our affiliates from time to time.
- C. Through our dedicated operations, marketing methods, and merchandising policies, we have developed the reputation, public image and goodwill of the System in the United States and established a firm foundation for our franchised and corporate owned Café operations consisting of the highest standards of training, management, supervision, appearance, services and quality of products.
- D. We identify the System and the restaurants operating under it (“Cafés”) by means of certain trade names, service marks, trademarks, logos, emblems, and indicia of origin, including but not limited to the mark LA MADELEINE® and such other trade names, service marks, and trademarks as we may hereafter designate for use in connection with the System (the “Proprietary Marks”).
- E. Developer wishes to obtain the right to develop two or more Cafés under the System and the Proprietary Marks within the territory defined in this Agreement.
- F. Developer hereby acknowledges that it has read this Agreement and Franchisor’s Franchise Disclosure Document, and that it has no knowledge of any representations about the Cafés or about Franchisor or its franchising program or policies made by Franchisor or by its officers, directors, shareholders, employees or agents which are contrary to the statements in Franchisor’s Franchise Disclosure Document or to the terms of this Agreement, and that it understands and accepts the terms, conditions and covenants contained in this Agreement as being reasonably necessary to maintain

Franchisor's high standards of quality and service and the uniformity of those standards at all facilities which operate pursuant to the System and thereby to protect and preserve the goodwill of the System and the Proprietary Marks. Any defined terms not otherwise defined herein shall have the meaning as set forth in the Franchisor's Franchise Disclosure Document.

- G. Developer understands and acknowledges the importance of Franchisor's uniformly high standards of quality and service and the necessity of operating the Cafés in strict conformity with Franchisor's quality control standards and specifications.

NOW, THEREFORE, the parties agree as follows:

1. DEVELOPMENT RIGHTS AND OBLIGATIONS, FRANCHISE AGREEMENT AND INITIAL FRANCHISE FEE

1.1. We grant you the right, and you undertake the obligation, pursuant to the terms and conditions of this Agreement, to develop _____ () Cafés, solely within the territory defined in Exhibit A to this Agreement (the "Development Area"). The Cafés will be located only at the specific locations we approve in writing pursuant to Section 4.1 below. The Cafés will be developed in accordance with the schedule set forth in Exhibit B to this Agreement (the "Development Schedule"). Exhibit A, the Development Area and Exhibit B the Development Schedule are incorporated herein as if fully set forth in this Agreement.

1.2. To exercise your development rights, you must execute a separate LA MADELEINE Franchise Agreement ("Franchise Agreement") with us for each Café to be developed, in accordance with Section 4.1 below. The initial franchise fee payable for each Café is Forty Thousand and No/100 Dollars (\$40,000) ("Initial Franchise Fee"). A portion of the Development Fee paid in accordance with Section 3 below will be applied against the Initial Franchise Fee for each Café, until the Development Fee is exhausted, as follows: We will apply \$40,000 of the Development Fee paid by you toward the Initial Franchise Fee for the first Café that you open under your Development Agreement. Additional portions of the Development Fee will be applied to subsequent Initial Franchise Fees upon the signing of each subsequent Franchise Agreement at the rate corresponding to the per-store amounts stated in Section 3 of this Agreement, with the balance of the Initial Franchise Fee payable when you sign each subsequent Franchise Agreement. All amounts collected shall be deemed fully earned immediately upon receipt and shall be non-refundable.

1.3. If you fail to open a Café within the time period specified in the Development Schedule, or if fewer than the required number of Cafés are in operation on any deadline specified in the Development Schedule, we will have the option to (a) terminate this Agreement, or (b) reduce the size of the Development Area, each by written notice to you. Our rights under this Section 1.3 will be in addition to any other remedy we may have for failure to meet the Development Schedule.

1.4. This Agreement does not grant you any right to use the Proprietary Marks or the System. All rights to use the Proprietary Marks and the System are granted solely under the terms of the Franchise Agreement. You acknowledge that you will have no right or power under this Agreement or under any Franchise Agreement to sub-franchise any other person or legal entity to use the Proprietary Marks or the System.

1.5. While this Agreement is in effect, we will not establish Cafés or franchise others to establish Cafés within the Development Area, subject to the rights reserved in Sections 1.6 and 1.7 below.

1.6. We and our affiliates retain the rights, despite anything to the contrary in Section 1.5 and regardless of the proximity to or effect on any Café that you operate:

1.6.1. To own, acquire, establish, operate and franchise or license others to operate Cafés located outside of the Development Area;

1.6.2. To own, acquire, establish, operate, and franchise or license others to operate outlets at Non-Traditional Locations under the LA MADELEINE® name or any other name, whether inside or outside of the Development Area. “Non-Traditional Location” means a facility where the primary function is not a Café business, such as (but not limited to) a performing arts center, arena, stadium, shopping mall, department store, retail store, wholesale club, grocery store, supermarket, casino, amusement park, fairground, college or university, factory, hospital, penal institution, military base, airport, turnpike, limited access highway rest stop, or other transportation facility;

1.6.3. To develop, manufacture, have manufactured, market, sell and distribute, at retail or wholesale, and license others to manufacture, sell or distribute, packaged food products or any other goods or services under the LA MADELEINE® mark or any other name or mark, through any channel of distribution other than a Bakery Café, including but not limited to the Internet, supermarkets, specialty food stores, convenience stores, wholesale clubs and retail food stores, anywhere in the world; and

1.6.4. To use the LA MADELEINE® brand in other lines of business besides the operation of restaurants, anywhere in the world.

1.7. While this Agreement is in effect, if we acquire the ownership or assets of any business operating at one or more sites located within the Development Area, which we determine in our sole discretion to convert to a Café (an “Acquisition Site”), we will offer to sell you the Acquisition Site for the price we paid for the Acquisition Site (plus the amounts identified in Section 1.7.1), provided that, in our judgment: (1) the sale would not conflict with any existing legal obligation of ours or of the business being acquired; (2) the sale would not preclude the completion of the acquisition on the terms agreed to by us; and (3) the sale would not interfere with any other agreement, arrangement or combination or affect federal or state income tax consequences arising from the acquisition; and provided further, that you agree: (a) to execute, concurrently with your purchase, a Franchise Agreement as modified for use in connection with each Acquisition Site; (b) to convert each Acquisition Site to a Café as soon as practicable thereafter (but in no event later than the date specified by us) in accordance with our standards and specifications; and (c) to close or sell within a reasonable time period specified by us any Acquisition Sites which are not suitable for conversion to Cafés. Any Acquisition Site you purchase and convert under this Section 1.7 will be counted toward the number of Cafés required by the Development Schedule. Notwithstanding anything to the contrary in this Section 1.7, we will not convert an Acquisition Site that is within a Protected Area, as defined in the Franchise Agreement for any Café of yours that is located within the Development Area, unless we provide reasonable evidence that the conversion will not have a material adverse effect on the Net Sales of your Café.

1.7.1. The purchase price you pay will include that portion of the direct and indirect costs and liabilities we incur or assume in making the acquisition and allocate to the Acquisition Site, whether paid or owed to the seller of the Acquisition Site, us, our affiliates, or third parties, plus any improvements we have made and other expenses allocated or otherwise related to the Acquisition Site (including losses, whether from continuing operations or closing acquired units and renovation costs), plus interest at our cost of money on the balance of such amounts from time to time.

1.7.2. You will have sixty (60) days after receipt of our offer in which to accept or reject the offer by written notice to us. If accepted, you will have thirty (30) days from the date of acceptance to complete the acquisition.

1.7.3. If you reject or fail to timely accept our offer to sell the Acquisition Site, or if we are not obligated to extend an offer to you for any of the reasons stated in this Section 1.7, we may operate, alter, modify, refurbish, remodel, promote and market or franchise others to operate the Acquisition Site as a Café or any other business. For purposes of this Section, all references to us will be deemed to include our affiliates.

2. TERM

Unless terminated sooner as provided in this Agreement, the term of this Agreement (the “Agreement Term”) shall expire upon the earlier of (a) the original scheduled opening deadline of the final Café required by the Development Schedule, or (b) the actual opening date of the final Café required by the Development Schedule. “Opening date” means the actual date the Café opens for business to the general public.

3. DEVELOPMENT FEE

In consideration of the development rights granted to you, upon execution of this Agreement you must pay us a non-refundable fee of _____ and No/100 Dollars (\$____,000.00) (the “Development Fee”). The Development Fee for a commitment of 3 – 10 Cafés is the sum of \$40,000 for the first Café and \$20,000 for each additional Café that you commit to open. The Development Fee for a commitment of 11 – 19 Cafés is the sum of \$40,000 for the first Café, \$20,000 for each of Cafés 2 – 10, and \$10,000 for each of Cafés 11 – 19 that you commit to open. The Development Fee for a commitment of 20 Cafés or more is the sum of \$40,000 for the first Café, \$20,000 for each of Cafés 2 – 10, \$10,000 for each of Cafés 11 – 19, and \$5,000 for Café 20 and each additional Café that you commit to open, as set forth in the Development Schedule. You acknowledge and agree that the Development Fee is fully earned by us upon your signing this Agreement.

4. SITE SELECTION AND ACCEPTANCE

4.1. At your own expense, you must identify and obtain a site for each Café to be developed hereunder. Before acquiring a site by lease or purchase, you must submit to us information and materials about the proposed site including, without limitation, the lease and the lease terms, the landlord’s contact information, the land acquisition terms, demographic criteria and preliminary site plans showing building orientation, pad size, parking layout and other information, as we may reasonably request to evaluate the site. Information for each Café and the request for acceptance should be submitted to us by the date set forth in the Development

Schedule. Within 30 days after we receive all requested information and materials, we will accept or reject the proposed site in our sole discretion. Our acceptance of this site does not guarantee that a Café operated at the site will be successful or that it will achieve a certain sales volume or level of profitability. Our acceptance means only that the proposed site meets our minimum criteria for a la Madeleine Café.

4.2. If we accept the proposed site, after we receive all of the required information from you necessary to prepare the Franchise Agreement, including the physical address of the site, we will issue the Franchise Agreement and the site will be known as the “Premises” referred to in the Franchise Agreement. You must return the executed Franchise Agreement, along with a completed set of all required exhibit documents within 30 days, of your receipt of the Franchise Agreement or we can withdraw our acceptance of the site. The terms of the Franchise Agreement shall govern the development, build-out and opening of the Café. The development time frame shall be governed by this Agreement. Concurrently with the Franchise Agreement you and your owners must execute and deliver a general release (substantially in the form of the Release attached to the Franchisor’s Franchise Disclosure Document) of any and all claims against us and our affiliates, officers, directors, employees, agents, successors and assigns, subject to any limits imposed by applicable law. No site will be deemed accepted unless we have accepted it in writing. You must pay us the balance of the Franchise Fee when you execute and return the Franchise Agreement for the accepted site.

5. TRAINING

You must comply with the training requirements of the Franchise Agreement for each Café that you open pursuant to this Agreement. Before starting training, you and your employees must sign a Liability Waiver in the form we prescribe, the current form of which is attached to this Agreement as Exhibit G. You agree not to employ in any Café any individuals who have not completed our training requirements.

6. OPERATION OF THE CAFÉ

6.1. Compliance in Accordance with the Franchise Agreement. You must comply with the operations requirements of the Franchise Agreement for each Café that you open pursuant to this Agreement.

6.2. Lead Operator. If you are, or at any time become, a business corporation, partnership, limited liability company or other legal entity, you must designate a “Lead Operator” in Exhibit A. The Lead Operator must be an individual approved by us who must (a) directly or indirectly own and control, or have the right to own and control (subject to terms and conditions reasonably acceptable to us), not less than a 10% interest in your equity; (b) have the authority to bind you regarding all operational decisions with respect to your Cafés; and (c) have completed our training program to our satisfaction.

7. CONFIDENTIAL INFORMATION

7.1. Nondisclosure. You must not, during the term of this Agreement or at any time thereafter, communicate, divulge, or misuse for your benefit or for the benefit of any other person or entity any confidential information, knowledge, trade secrets, or know-how which may be communicated to you or of which you may be apprised by virtue of your activities under this Agreement. You may divulge such confidential information only: (i) to your employees who must

have access to it in order to operate or develop the Café; and (ii) to your contractors and the landlord of the Premises with our prior written approval. All information, knowledge, trade secrets, know-how, techniques, and other data which we designate as confidential will be deemed confidential for purposes of this Agreement, except information which you can demonstrate came to your attention by lawful means prior to disclosure thereof by us, or which, at or after the time of disclosure by us to you, had become or later becomes a part of the public domain, through publication or communication by others.

7.2. Owners and Employees. At our request, you must require your owners, general manager, and assistant managers (if applicable) to execute agreements that they will maintain the confidentiality of our information. The agreements must be in a form satisfactory to us and identify us as a third-party beneficiary with the independent right to enforce the agreement. At our request, you must use your best efforts to obtain similar agreements from your landlord, contractors, and any other person to whom you wish to disclose any of our confidential information.

8. SALE OR ASSIGNMENT

8.1. By Us. We have the right to transfer or assign this Agreement or any part of our rights or obligations under this Agreement to any person or legal entity. You agree that we will have no liability after the effective date of the transfer or assignment for the performance of any obligations hereunder. You acknowledge that we can sell our assets; sell securities in a public offering or in a private placement; merge with, acquire, or be acquired by another company; or undertake a refinancing, recapitalization, leveraged buy-out, or other economic or financial restructuring, without restriction and without affecting your obligations under this Agreement.

8.2. By You. You acknowledge that the rights and duties set forth in this Agreement are personal to you and that we have granted these rights in reliance on your business skill, financial capacity, and personal character (or, if you are a business entity, on the business skill, financial capacity, and personal character of your owners and management). Accordingly, except as provided in Section 8.3, neither you nor any immediate or remote successor to any interest in this Agreement, nor any individual, partnership, corporation, or other legal entity which directly or indirectly owns any interest in you, will sell, assign, transfer, convey, pledge, encumber or give away any direct or indirect interest in this Agreement or in you, without our prior written consent as provided in Sections 8.5 and 8.7, which will not be unreasonably withheld. You must notify us in writing of any proposed transfer at least thirty (30) days before the transfer is to take place, and must provide all information and documentation relating to the proposed transfer that we reasonably request.

8.3. Transfer to an Affiliated Franchisee or Your Employees. You may transfer and assign your right to develop and operate a Café to any of your affiliates (each a “Franchisee Affiliate”) who will then become the franchisee (the “Franchisee”) under the Franchise Agreement for that Café provided you maintain direct control of the Franchisee and you obtain our prior written consent in accordance with Section 8.5. We must receive written notice of each transfer at least thirty (30) days before the transfer, which notice must identify the transferee, describe the transferee’s position of employment, and include a calculation demonstrating that the planned transfer complies with this Section 8.3. If Franchisee is a business entity, your owner or owners may, without our prior written consent, sell, assign, transfer or give away to employees of Franchisee an aggregated amount of not more than twenty percent (20%) of Franchisee’s

outstanding equity, including the equity interest granted to the Lead Operator as required under Section 6 above, provided: (i) we receive written notice of each transfer at least thirty (30) days before the transfer, which notice must identify the transferee, describe the transferee's position of employment, and include a calculation demonstrating that the planned transfer complies with this Section 8.3; and (ii) the transfer, when combined with all prior transfers of equity in Franchisee, does not result in a transfer of more than twenty percent (20%) of the outstanding equity or in a change of control of Franchisee.

8.4. Our Right of First Refusal. We have the right, exercisable within thirty (30) days after receipt of a written request for our approval of a proposed transfer pursuant to Section 8.2, to purchase the interest proposed to be transferred. The request for approval of transfer must include a true and complete copy of the term sheet, letter of intent, proposed purchase agreement, assignment document, or any other document necessary to implement the transfer, and not be subject to financing or any other contingencies. Our thirty (30) day period for determining whether or not to exercise our right of first refusal will not begin until the transferor has provided all information and documentation required hereunder in a form and substance satisfactory to us. If we desire to exercise our right of first refusal, we will do so by providing written notice (the "Purchase Notice") to the transferor, as follows:

8.4.1. If the transfer is proposed to be made pursuant to a sale, we may purchase the interest proposed to be transferred on the same financial terms and conditions offered by the third party. Closing on our purchase will occur within sixty (60) days after the date of the transferor's receipt of the Purchase Notice. If the consideration, terms, and/or conditions offered by the third party are such that we may not reasonably be required to furnish the same consideration, terms, and/or conditions, then we may purchase the interest proposed to be sold for the reasonable equivalent in cash. If, within thirty (30) days of the transferor's receipt of the Purchase Notice the parties cannot agree as to the reasonable equivalent in cash consideration, an independent appraiser will be appointed by mutual agreement and the determination of the appraiser will be binding. Any material change in the terms of the offer from a third party after we have elected not to purchase the interest sought to be transferred will constitute a new offer subject to the same rights of first refusal by us as in the case of the third party's initial offer.

8.4.2. If the transfer is proposed to be made by gift, you and we will jointly designate, at our expense, an independent appraiser to determine the fair market value of the interest proposed to be transferred. We may purchase the interest at the fair market value determined by the appraiser. Closing on the purchase will occur within 45 days after our notice to the transferor of the appraiser's determination of fair market value.

8.5. Conditions of Our Consent. If we elect not to exercise our right of first refusal under Section 8.4, if applicable, the proposed transferor may complete the transfer after obtaining our written consent as required under Section 8.2 and this Section 8.5. We may withhold our consent on any reasonable grounds, or may give our consent subject to reasonable conditions, which may include, but are not limited to, the following:

8.5.1. That all of your accrued monetary obligations and all other outstanding obligations to us and our affiliates have been satisfied;

8.5.2. That you are not in default of any provision of this Agreement, any amendment hereof or successor hereto, or any other agreement between you and us or our affiliates;

8.5.3. That the transferor executes a general release, in a form satisfactory to us, of any and all claims against us, our affiliates and their respective past, present, and future officers, directors, shareholders, and employees, in their corporate and individual capacities;

8.5.4. That the transferee (and if the transferee is a corporation, partnership, or limited liability company, such owners of a beneficial interest in the transferee as we may request) enter into a written assignment, in a form satisfactory to us, assuming and agreeing to discharge all of your obligations under this Agreement; or, at our option, enter into our then current form of Franchise Agreement; and, if the transferor guaranteed your obligations under this Agreement, that the transferee guarantee the performance of all such obligations in writing in a form satisfactory to us;

8.5.5. If the transferee is an existing LA MADELEINE developer or franchisee, that the transferee is not in default under its agreements with us and has a good record of customer service and compliance with our operating standards;

8.5.6. That the transferee, whether or not an existing LA MADELEINE developer or franchisee, demonstrates to our satisfaction that he or she meets (or, if the transferee is a business entity, that its owners and management team meet) our educational, managerial, and business standards; possesses a good moral character, business reputation, and credit rating; has the aptitude and ability to conduct the business contemplated hereunder (as may be evidenced by prior related business experience or otherwise); and has adequate financial resources and capital to fulfill your obligations hereunder in a timely manner; and

8.5.7. That the transferor pays a transfer fee equal to 50% of the then-current initial franchise fee.

8.5.8. That the transferee (if an entity, the Lead Operator) and any employees of the transferee who have not previously completed a training program approved by us complete any training programs then in effect for new franchisees, at their expense.

8.6. Death, Incapacity or Bankruptcy. If you or any Owner dies, becomes incapacitated, or enters bankruptcy proceedings, that person's executor, administrator, personal representative, or trustee must apply to us in writing within 3 months after the event (death, declaration of incapacity, or filing of a bankruptcy petition) for consent to transfer the person's interest. The transfer will be subject to the provisions of this Section 8, as applicable. In addition, if the deceased or incapacitated person is the Lead Operator, we will have the right (but no obligation) to take over operation of the Café upon giving notice to the executor, administrator, personal representative, or trustee and to manage the Café until the transfer is completed. If we exercise this right, we can charge a reasonable management fee for our services. For purposes of this Section, "incapacity" means any physical or mental infirmity that will prevent the person from performing his or her obligations under this Agreement (i) for a period of 30 or more consecutive days, or (ii) for 60 or more total days during a calendar year. In the case of transfer by bequest or by intestate succession, if the heirs or beneficiaries are unable to meet the conditions of Section 8.5, the executor may transfer the decedent's interest to another successor that we have

approved, subject to all of the terms and conditions for transfers contained in this Agreement. If an interest is not disposed of within one (1) year after the date of death or appointment of a personal representative or trustee, we can terminate this Agreement under Section 9.2.8.

8.7. Private Securities Offering. If you or any Owner desires to offer securities in a private offering, the offering will be subject to all of the conditions of this Section 8, including our right of first refusal. All materials required for the offering by federal or state law must be submitted to us for review and consent before use. No offering may imply, by use of the Proprietary Marks or otherwise, that we are participating in underwriting, issuing, or offering the securities. Our review of the offering materials will be limited solely to the subject of the relationship between you and us. All participants in the offering must fully indemnify us in connection with the offering. For each proposed offering, we may require you to pay, in addition to the transfer fee under Section 8.5, a non-refundable fee of up to \$10,000 to reimburse us for our costs and expenses associated with reviewing the proposed offering. You must give us written notice at least thirty (30) days before the commencement date of any offering for which we have completed our review and any consent of the offering materials.

8.8. Nonconforming Transfers Void. Any purported assignment or transfer that is not in compliance with this Section 8 will be null and void and will constitute a material breach of this Agreement, for which we may terminate this Agreement without opportunity to cure pursuant to Section 9.2 below. Our consent to a transfer will not constitute a waiver of any claims we may have against the transferor, nor will it be deemed a waiver of our right to demand exact compliance by the transferor, transferee or you with any of the terms of this Agreement.

9. DEFAULT AND TERMINATION

The terms and conditions regarding default and termination contained herein shall be subject to any applicable state statutes or regulations regarding the termination of a franchise.

9.1. Automatic Termination Without Notice. You will be deemed to be in “Material Default” under this Agreement, and all rights granted to you herein will automatically terminate without notice to you, if you become insolvent or make a general assignment for the benefit of creditors; if a petition in bankruptcy is filed by you or is filed against you and not opposed by you; if you are adjudicated as bankrupt or insolvent; if a bill in equity or other proceeding for the appointment of a receiver or other custodian for your business or assets is filed and consented to by you; if a receiver or other custodian (permanent or temporary) of your assets or property, or any part thereof, is appointed by any court of competent jurisdiction; if proceedings for a composition with creditors under any state or federal law are instituted by or against you; if a final judgment against you remains unsatisfied or of record for thirty (30) days or longer (unless *supersedeas* bond is filed); if your company is dissolved; if execution is levied against your business or property; if a suit to foreclose any lien or mortgage against you is instituted and not dismissed within thirty (30) days or if you enter into any agreement that is in lieu of such foreclosure; is sold after levy thereupon by any sheriff, marshal, or constable.

9.2. Material Default With No Opportunity to Cure. You shall be deemed to be in Material Default and we may, at our option, terminate this Agreement and all rights granted hereunder, without affording you any opportunity to cure the default, effective immediately upon receipt of notice of such termination from us to you, upon the occurrence of any of the following events:

9.2.1. There is a default under any Franchise Agreement for which there is no opportunity to cure or which has remained uncured following the applicable cure period;

9.2.2. Failure to satisfy the Development Schedule as described in Section 1.3 of this Agreement;

9.2.3. If you cease to operate or otherwise abandon a Café, lose the right to possession of the Premises, or forfeit the right to do or transact business in the jurisdiction where the Premises for a Café are located. However, if, through no fault of your own, the Premises are damaged or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then you will have thirty (30) days after that event in which to apply for our approval to relocate and/or reconstruct the Café, which approval will not be unreasonably withheld;

9.2.4. If you, or any person or entity with an interest in you purports to transfer an interest other than in accordance with Section 8;

9.2.5. If you or if any entity, shareholder, member, partner, or other person with an ownership interest in Developer (each an “Owner”, collectively “Owners”), by act or omission, permits or commits tortious conduct or a violation of any applicable law, ordinance, rule or governmental regulation (including, but not limited to, any applicable employment law (e.g., harassment, discrimination, retaliation, equal employment, treatment of disabled persons, child labor or wages and hour law)) constituting a felony, or constituting a misdemeanor, lesser criminal offense or a violation of law which in our sole judgment has, or is likely to have, an adverse effect upon the System, the Proprietary Marks, or the goodwill associated therewith;

9.2.6. If a threat or danger to public safety results from the negligence or willful misconduct of Developer or a Franchisee or Franchisee Affiliate (as defined in Section 8.3) related to the construction, maintenance or operation of a Café.

9.2.7. If, as required by 8.6, an approved transfer is not effected within one (1) year following death or declaration of mental incapacity, or if any transfer by bequest or intestate succession is made to an heir or beneficiary who is unable to meet the conditions of Section 8;

9.2.8. If you fail to comply with the restrictions on competition in Section 11.1 below;

9.2.9. If you disclose or divulge any contents of the Manuals or other confidential information of ours, except as permitted under Section 7.1;

9.2.10. If you knowingly maintain false books or records or knowingly submit any false reports to us;

9.2.11. If you refuse to permit us to inspect the Premises, books, records, or accounts of a Café, as provided in the applicable Franchise Agreement;

9.2.12. If after curing a default pursuant to Section 9.3 or Section 9.4 hereof, you commit the same default again within one (1) year, whether or not cured after notice;

9.2.13. If we have delivered notices advising you that you are in default under Section 9.3 or Section 9.4 three (3) times within any twelve-month period, whether such defaults are of a similar or different nature and whether or not any of them is cured after notice;

9.2.14. If any franchise agreement issued by Franchisor to a Franchisee or Franchisee Affiliate, or to any company owned or controlled by a shareholder or partner of Developer, is terminated for any reason other than by mutual consent of the parties to the franchise agreement or the expiration of its term. A default under any franchise agreement that you or an affiliate have with us will constitute a default under this Agreement without separate notice to you, but the cross-default under this Agreement will be subject to any applicable provisions for notice and cure of the default set forth in the franchise agreement; or

9.2.15. If we have delivered a notice of termination for any other agreement between us (or any of our affiliates) and you or any Franchisee Affiliate (except for termination with our prior written consent). A default under any other agreement that you or an affiliate have with us will constitute a default under this Agreement without separate notice to you, but the cross-default under this Agreement will be subject to any applicable provisions for notice and cure of the default set forth in the other agreement.

9.3. Termination for Non-Payment. If you fail, refuse, or neglect to pay any monies owing to us or our affiliates, or fail to submit financial or other information as required under this Agreement, within thirty (30) days after receipt of notice of default from us, this Agreement will terminate at the end of the thirty-day period without further notice from us.

9.4. Termination Following Expiration of Cure Period. Except as provided in Sections 9.1 through 9.3, we may terminate this Agreement only in the event of your default, and only by giving you written notice of termination stating the nature of the default at least thirty (30) days before the effective date of termination. If the default is not cured to our reasonable satisfaction within the thirty (30) day period (or such longer period as applicable law may require), we may terminate this Agreement upon further notice to you, effective as of the date stated in the notice. Any failure to comply with the requirements imposed by this Agreement (as it may from time to time reasonably be supplemented by the Manuals) will be a default under this Section 9.4.

10. OBLIGATIONS UPON TERMINATION OR EXPIRATION

10.1. De-Identification and Cessation of Activities. Upon termination or expiration of this Agreement, you and Owners will have no right to establish or operate any Café for which a Franchise Agreement has not been executed by us prior to termination; and we will be entitled to establish, and to franchise others to establish, Cafes at any location in the Development Area except as may be otherwise provided under the terms of any Franchise Agreement which remains in effect between us and you. Further, upon termination or expiration of this Agreement, except as may be otherwise provided under the terms of any Franchise Agreement which remains in effect between us and you, you and your Owner's must:

10.1.1. Cease any action to select, negotiate, develop or construct a site for a Café.

10.1.2. Cease to use the confidential methods, procedures, and techniques associated with the System, the "la Madeleine" name and mark, all other Proprietary Marks, the

Works, and all other distinctive forms, slogans, signs, symbols, Web sites, domain names, e-mail addresses, other electronic identifiers, and devices associated with the System; withdraw all advertising matter (including electronic marketing); and except as provided in Section 10.2 below not thereafter, directly or indirectly, represent yourself to the public or hold yourself out as a present or former franchisee of ours;

10.1.3. Deliver to us the Manuals and all other records, correspondence, and instructions in your possession or control, in any medium, that contain confidential information, trade secrets, or know-how relating to the System or the operation of a Café, all of which you acknowledge to be our property;

10.1.4. Take such action as may be necessary to cancel any assumed name registration or equivalent registration, and any e-mail address or domain name registration, obtained by you which contains “la Madeleine” or any other Proprietary Marks, and furnish evidence satisfactory to us of compliance with this obligation within five (5) days after termination or expiration of this Agreement. You hereby appoint us your attorney-in-fact to carry out the requirements of this Section 10.1.4, if you fail to do so within such five (5) day period;

10.1.5. Not use any reproduction, counterfeit, copy, or colorable imitation of the Proprietary Marks or the Works in connection with any other business which, in our sole discretion, is likely to cause confusion, mistake, or deception or to dilute our and our affiliates’ rights in and to the Proprietary Marks and the Works. You must not use any designation of origin or description or representation which, in our sole discretion, falsely suggests or represents an association or connection with us.

10.1.6. Promptly pay all sums owing to us and our affiliates. In the event of termination for your default, the sums will include all damages, costs, and expenses incurred by us as a result of the default, including, but not limited to, reasonable attorneys’ fees. You will have no right to a refund of all or any part of the Development Fee, regardless of whether you entered into a Franchise Agreement prior to such termination. We will retain all amounts paid to us pursuant to the terms of this Agreement.

10.1.7. Comply with all obligations that expressly or by their nature survive termination of this Agreement, including the restrictions on competition contained in Section 11.2. No right or remedy herein conferred upon or reserved to us is exclusive of any other right or remedy provided or permitted to us by law or in equity.

10.1.8. Not publish or communicate in any way (or assist with, encourage, or support the publication or communication) to any third party any statement that might reasonably be construed to be disparaging, defamatory, derogatory, negative, or critical of the personal or business reputation, acumen, skill, practices, or conduct of Franchisor, its subsidiaries, or affiliates, including each party’s respective officers, directors or employees, in connection with this Agreement or any prior agreement between the parties and the purchase and operation of any La Madeleine Café and franchise. **With regard to this provision, the person alleged to have violated this provision agrees to waive his/her rights to prior restraint on speech and consents to the issuance of a temporary restraining order, temporary injunction, or other available injunctive relief designed to prevent any further breach of this provision. Additionally, if you, your Owners, or Lead Operator publish or communicate any statement to a third-party that is disparaging, defamatory, derogatory, negative, or critical of the**

personal or business reputation, acumen, skill, practices, or conduct of Franchisor, its subsidiaries, or affiliates, including each party's respective officers, directors or employees, you, your Owners, and Lead Operator will assign all copyrights to such publications or communications to Franchisor. You, your owners, and Lead Operator agree to take whatever action (including signing assignment or other documents) that Franchisor's requests to evidence its ownership or to help Franchisor obtain intellectual property rights in the copyrights to such publications or communications.

10.2. Continuing Obligations. After termination, or expiration, of this Agreement under any circumstances, you and your Owners will remain liable to us for certain obligations. Among other things, you must:

10.2.1. Promptly pay all sums owing to us and our affiliates;

10.2.2. Permit access to, and examination of your books and records relating to the development of the Cafés:

10.2.3. Protect our confidential information as provided in Section 7;

10.2.4. Not make any statements about us or any of our franchisees or affiliates that may constitute trade disparagement;

10.2.5. Comply with the post-term restrictions on competition in Section 11;

10.2.6. Indemnify us as provided in Section 15; and

10.2.7. Pay us all damages, costs, and expenses (including, but not limited to, reasonable attorneys' fees) we incur in obtaining injunctive, declaratory, or other relief to enforce this Section 10.

11. RESTRICTIONS ON COMPETITION

11.1. During the Agreement Term. You and your Owners specifically acknowledge that you will receive valuable, specialized training from us and access to confidential information regarding our operational, sales, promotional, and marketing methods and techniques of the System. You and your Owners agree that, during the Agreement Term, except as we otherwise approve in writing, you will not, either directly or indirectly, for yourself or through, on behalf of, or in conjunction with any person or legal entity:

11.1.1. Own, maintain, operate, engage in, be employed by, provide any assistance to, or have any interest in any Competing Business, as defined below. "Competing Business" is defined as any entity or café that derives fifteen percent (15%) or more of its gross revenue from the sale of: 1) freshly-baked bakery goods including but not limited to breads, bagels, muffins, scones, Danishes or other pastries; 2) café items including but not limited to French-themed entrees, sandwiches, salads, soups, quiches, pastas, desserts, gourmet coffees and wines; and/or 3) privately-labeled retail items including but not limited to soups, salad dressings and gourmet coffees. Competing Businesses include but are not limited to the following: Atlanta Bread Company, Au Bon Pain, Café Express, Camille's Sidewalk Café, Corner Bakery, Cosi, Eatz'i's Market & Bakery, Einstein Brothers, First Watch, Keke's Breakfast Café, Le

Pain Quotidien, Manhattan Bagels, McAlister's Deli, Newk's Eatery, Panera Bread, Paradise Bakery, Paris Baguette, Paul Bakery, Starwood Café, Tatte Bakery & Café, and other similar café concepts; or

11.1.2. Divert or attempt to divert any present or prospective business or customer to any Competing Business by direct or indirect inducement or otherwise, or do or perform, directly or indirectly, any other act injurious or prejudicial to the goodwill associated with the Proprietary Marks and the System.

11.2. After Expiration, Termination, or Transfer. You and your Owners agree that, except pursuant to Franchise Agreements with us or our affiliates, or as we otherwise approve in writing, you will not, for one (1) year after the expiration or termination of this Agreement or the approved transfer of this Agreement to a new developer or the transfer to a Franchisee as may be permitted hereunder, either directly or indirectly, for yourself or through, on behalf of, or in conjunction with any person or legal entity, own, maintain, operate, engage in, be employed by, provide assistance to, or have any interest in any Competing Business which is, or is intended to be, located within the Development Area.

11.3. Enforcement.

11.3.1. We have the right, in our sole discretion, to reduce the scope of any restriction in Sections 11.1 and 11.2 by giving you written notice.

11.3.2. You agree that the existence of any claims you may have against us, whether or not arising from this Agreement, will not constitute a defense to our enforcement of this Section 11.

11.3.3. You acknowledge that your violation of the terms of this Section 11 would result in irreparable injury to us for which no adequate remedy at law may be available, and you accordingly consent to the issuance of an injunction prohibiting any conduct by you in violation of the terms of this Section 11. Injunctive relief will be in addition to any other remedies we may have.

11.3.4. If you or any other person bound by this Section 11 fails or refuses to abide by any of the foregoing restrictions on competition, and we obtain enforcement in a judicial or arbitration proceeding, the obligations under the breached restriction will continue in effect for a period ending one (1) year after the date the person begins to comply with the order enforcing the restriction.

12. BUSINESS ENTITY REQUIREMENTS

12.1. Governing Documents. At our request, you must promptly furnish to us copies of your articles of incorporation, bylaws, partnership agreement, certificate of formation, limited liability company operating agreement, or other governing documents, as applicable. You must give us at least thirty (30) written days prior written notice of any proposed amendments to your governing documents.

12.2. Stop-Transfer Instructions. You must maintain stop-transfer instructions against the transfer on your records of any ownership interests in you. If such ownership interests are certificated, each certificate must conspicuously display on its face a printed legend in substantially the following form, adjusted as necessary if you are other than a corporation:

The transfer of any ownership represented by this certificate is subject to the terms and conditions of an Agreement with LA MADELEINE FRANCHISING COMPANY, INC. Reference is made to the provisions of the Agreement and to the governing documents of the Company.

12.3. Ownership Information. You represent and warrant that the ownership information on Exhibit C and C-1 to this Agreement is correct and complete as of the Agreement Date. You must maintain a current list of all stockholders, general partners, limited partners, members, or other direct or indirect beneficial owners (as applicable) and furnish the list to us upon request.

12.4. Personal Obligations of Owners, Officers, Directors, Management Personnel and Spouses. Each person who is or becomes an Owner, director or officer of Developer must execute a Guaranty in the form we prescribe, undertaking to be bound jointly and severally by the terms of this Agreement including but not limited to those provisions in Section 11 above. The current form of Guaranty is attached to this Agreement as Exhibit D. Each person who is, or becomes, an owner or executive officer of Developer must also execute a Confidentiality and Non-competition Agreement in a form we prescribe, the current form of which is attached to this Agreement as Exhibit E. If you are a publicly-held entity, the requirements in this Section will not apply to ownership in you of less than five percent (5%) beneficial interest. In addition, at our request, if the Guarantor resides in a community property state, the Guarantor will cause his or her spouse, if any, to execute a Guaranty and you must also obtain signed Confidentiality and Non-competition Agreements referred to above. Confidentiality and Non-competition Agreements must also be obtained from any manager who has received or will receive training from us.

12.5. Control Arrangements. Any voting trust, management agreement, or other arrangement affecting the power to direct and control your affairs requires our prior written consent. You must furnish such information and documentation as we may request concerning any proposed control arrangement.

13. RESERVED

14. INDEPENDENT CONTRACTOR

14.1. Nature of the Relationship. It is understood and agreed by the parties that this Agreement does not create a fiduciary relationship between them, that you shall be an independent contractor, and that nothing in this Agreement is intended to make either party an agent, legal representative, subsidiary, joint venturer, partner, employee or servant of the other for any purpose whatsoever.

It is understood and agreed that nothing in this Agreement authorizes Developer to make any contract, agreement, warranty, or representation on Franchisor's behalf, or to incur any debt or other obligation in Franchisor's name, and that Franchisor shall in no event assume liability for

or be deemed liable hereunder as a result of any such action or by reason of any act or omission of Developer.

14.2. Identification. You shall conspicuously identify yourself in all dealings with your clients, contractors, suppliers, public officials and others, as an independent Developer having only a contractual relationship with us, and shall place such notice of independent ownership on all forms, business cards, stationery, advertising, signs and other materials and in such fashion as we may, in our sole discretion, specify and require from time to time.

14.3. No False Representations. Except as otherwise expressly authorized by this Agreement, neither party hereto shall make any express or implied agreements, warranties, guarantees or representations or incur any debt in the name of or on behalf of the other party, or represent that the relationship between us is other than that of Franchisor and Developer. We do not assume any liability, and shall not be deemed liable, for any agreements, representations, or warranties made by you which are not expressly authorized under this Agreement, nor shall we be obligated for any damages to any person or property which directly or indirectly arise from or relate to a Café developed hereunder.

15. INDEMNIFICATION

15.1. YOU AND EACH OF YOUR OWNERS SHALL, AT ALL TIMES, DEFEND, INDEMNIFY, RELEASE AND HOLD HARMLESS TO THE FULLEST EXTENT PERMITTED BY LAW FRANCHISOR, ITS SUBSIDIARIES, AFFILIATES, SUCCESSORS AND ASSIGNS AND THEIR RESPECTIVE DIRECTORS, OFFICERS, SHAREHOLDERS, PARTNERS, SERVANTS, EMPLOYEES, AGENTS AND REPRESENTATIVES (collectively, the "INDEMNIFIED PARTIES") FROM ALL "LOSSES AND EXPENSES" (AS DEFINED IN SECTION 15.4 BELOW) INCURRED IN CONNECTION WITH ANY ACTION, SUIT, PROCEEDING CLAIM, DEMAND, INVESTIGATION OR INQUIRY (FORMAL OR INFORMAL), OR ANY SETTLEMENT THEREOF (WHETHER OR NOT A FORMAL PROCEEDING OR ACTION HAS BEEN INSTITUTED) WHICH ARISES OUT OF OR IS BASED UPON ANY OF THE FOLLOWING:

15.1.1. THE INFRINGEMENT, ALLEGED INFRINGEMENT, OR ANY OTHER VIOLATION, OR ALLEGED VIOLATION BY YOU OR ANY OF YOUR OWNERS OF ANY PATENT, MARK, COPYRIGHT OR OTHER PROPRIETARY RIGHT OWNED OR CONTROLLED BY THIRD PARTIES (EXCEPT AS SUCH MAY OCCUR WITH RESPECT TO ANY RIGHTS IN THE PROPRIETARY MARKS GRANTED TO YOU UNDER A FRANCHISE AGREEMENT), INCLUDING WITHOUT LIMITATION MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, THE INFRINGEMENT OR VIOLATION OF ANY PATENT, TRADEMARK OR COPYRIGHT BY THE INDEMNIFIED PARTIES;

15.1.2. THE VIOLATION, BREACH OR ASSERTED VIOLATION OR BREACH BY YOU OR ANY OF YOUR OWNERS OF ANY FEDERAL, STATE OR LOCAL LAW, REGULATION, RULING STANDARD OR DIRECTIVE, OR ANY INDUSTRY STANDARD, INCLUDING WITHOUT LIMITATION MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, THE BREACH OR VIOLATION OF ANY REGULATION, RULING, STANDARD OR DIRECTIVE OR ANY INDUSTRY STANDARD BY THE INDEMNIFIED PARTIES;

15.1.3. LIBEL, SLANDER OR ANY OTHER FORM OF DEFAMATION OF FRANCHISOR OR THE SYSTEM, BY YOU OR BY ANY OF YOUR OWNERS;

15.1.4. THE VIOLATION OR BREACH BY YOU OR BY ANY OF YOUR OWNERS OF ANY WARRANTY, REPRESENTATION, AGREEMENT OR OBLIGATION IN THIS AGREEMENT OR IN ANY FRANCHISE AGREEMENT OR OTHER AGREEMENT BETWEEN YOU AND FRANCHISOR OR ITS SUBSIDIARIES OR AFFILIATES; AND

15.1.5. NEGLIGENT ACTS, ERRORS OR OMISSIONS, WILLFUL MISCONDUCT OR BREACH OF ANY CONTRACT OR WARRANTY BY YOU, ANY OF YOUR SUBSIDIARIES OR AFFILIATES AND ANY OF YOUR OWNERS AND THE OFFICERS, DIRECTORS, SHAREHOLDERS, PARTNERS, AGENTS, INDEPENDENT CONTRACTORS, SERVANTS, EMPLOYEES AND REPRESENTATIVES OF YOU AND YOUR SUBSIDIARIES AND AFFILIATES IN CONNECTION WITH THE PERFORMANCE OF THE DEVELOPMENT ACTIVITIES CONTEMPLATED UNDER THIS AGREEMENT OR THE ESTABLISHMENT AND OPERATION OF ANY LA MADELEINE CAFE PURSUANT TO A FRANCHISE AGREEMENT, INCLUDING BUT NOT LIMITED TO NEGLIGENT ACTS, ERRORS OR OMISSIONS OF ANY OF THE FOREGOING PARTIES IN THE OPERATION OF ANY MOTOR VEHICLE. THIS DEFENSE AND INDEMNITY OBLIGATION INCLUDES, WITHOUT LIMITATION, MATTERS CAUSED BY OR ARISING OUT OF, OR CLAIMED TO BE CAUSED BY OR ARISING OUT OF, ANY INDEMNIFIED PARTY'S OWN NEGLIGENT ACTS, ERRORS OR OMISSIONS, BREACH OF WARRANTY OR BREACH OF CONTRACT. YOUR OBLIGATION TO DEFEND AND INDEMNIFY ANY INDEMNIFIED PARTY FOR ITS OWN NEGLIGENCE APPLIES WHETHER SUCH NEGLIGENCE IS ALLEGED OR PROVEN TO BE SOLE, JOINT OR CONCURRENT, ACTIVE OR PASSIVE.

15.2. YOU AND EACH OF YOUR OWNERS AGREE TO GIVE FRANCHISOR IMMEDIATE NOTICE OF ANY SUCH ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION. AT THE EXPENSE AND RISK OF YOU AND EACH OF YOUR OWNERS, FRANCHISOR MAY ELECT TO CONTROL (BUT UNDER NO CIRCUMSTANCE IS OBLIGATED TO UNDERTAKE), AND ASSOCIATE COUNSEL OF ITS OWN CHOOSING WITH RESPECT TO, THE DEFENSE AND/OR SETTLEMENT OF ANY SUCH ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION. SUCH AN UNDERTAKING BY FRANCHISOR SHALL, IN NO MANNER OR FORM, DIMINISH THE OBLIGATION OF YOU AND EACH OF YOUR OWNERS TO INDEMNIFY FRANCHISOR AND TO HOLD IT HARMLESS.

15.3. IN ORDER TO PROTECT PERSONS OR PROPERTY OR ITS REPUTATION OR GOODWILL, OR THE REPUTATION OR GOODWILL OF OTHERS, AN INDEMNIFIED PARTY MAY, AT ANY TIME AND WITHOUT NOTICE, AS SUCH INDEMNIFIED PARTY IN ITS JUDGMENT DEEMS APPROPRIATE, CONSENT OR AGREE TO SETTLEMENTS OR TAKE SUCH OTHER REMEDIAL OR CORRECTIVE ACTION AS SUCH INDEMNIFIED PARTY DEEMS EXPEDIENT WITH RESPECT TO THE ACTION, SUIT, PROCEEDING, CLAIM, DEMAND, INQUIRY OR INVESTIGATION IF, IN SUCH INDEMNIFIED PARTY'S SOLE JUDGMENT, THERE ARE REASONABLE GROUNDS TO BELIEVE THAT:

15.3.1. ANY OF THE ACTS OR CIRCUMSTANCES ENUMERATED IN SECTION 15.1 ABOVE HAS OCCURRED; OR

15.3.2. ANY ACT, ERROR OR OMISSION AS DESCRIBED IN SECTION 15.1.5 MAY RESULT DIRECTLY OR INDIRECTLY IN DAMAGE, INJURY OR HARM TO ANY PERSON OR ANY PROPERTY.

15.4. ALL LOSSES AND EXPENSES INCURRED UNDER THIS SECTION 15 SHALL BE CHARGEABLE TO AND PAID BY YOU OR ANY OF YOUR OWNERS PURSUANT TO ITS OBLIGATIONS OF INDEMNITY UNDER THIS SECTION, REGARDLESS OF ANY ACTION, ACTIVITY OR DEFENSE UNDERTAKEN BY THE INDEMNIFIED PARTY OR THE SUBSEQUENT SUCCESS OR FAILURE OF SUCH ACTION, ACTIVITY OR DEFENSE. AS USED IN THIS SECTION 15, THE PHRASE "LOSSES AND EXPENSES" SHALL INCLUDE, WITHOUT LIMITATION, ALL LOSSES, COMPENSATORY, EXEMPLARY OR PUNITIVE DAMAGES, FINES, CHARGES, COSTS, EXPENSES, LOST PROFITS, LEGAL FEES, COURT COSTS, SETTLEMENT AMOUNTS, JUDGMENTS, COMPENSATION FOR DAMAGES TO LA MADELEINE REPUTATION AND GOODWILL, COSTS OF OR RESULTING FROM DELAYS, FINANCING, COSTS OF ADVERTISING MATERIAL AND MEDIA TIME/SPACE AND COSTS OF CHANGING, SUBSTITUTING OR REPLACING THE SAME, AND ANY AND ALL EXPENSES OF RECALL, REFUNDS, COMPENSATION, PUBLIC NOTICES AND OTHER SUCH AMOUNTS INCURRED IN CONNECTION WITH THE MATTERS DESCRIBED.

15.5. NO INDEMNIFIED PARTY ASSUMES ANY LIABILITY FOR ACTS, ERRORS OR OMISSIONS OF THOSE WITH WHOM YOU, ANY OF YOUR OWNERS OR YOUR SUBSIDIARIES AND AFFILIATES MAY CONTRACT, REGARDLESS OF THE PURPOSE.

15.6. UNDER NO CIRCUMSTANCES SHALL ANY INDEMNIFIED PARTY BE REQUIRED OR OBLIGATED TO SEEK RECOVERY FROM THIRD PARTIES OR OTHERS OR MITIGATE THEIR LOSSES TO MAINTAIN A CLAIM AGAINST YOU OR ANY OF YOUR OWNERS. YOU AND EACH OF YOUR OWNERS AGREE THAT THE FAILURE TO PURSUE SUCH RECOVERY OR MITIGATE LOSS WILL IN NO WAY REDUCE THE AMOUNTS RECOVERABLE ON YOU OR ANY OF YOUR OWNERS BY ANY INDEMNIFIED PARTY PURSUANT TO THIS SECTION.

15.7. You and your Owners expressly agree that the terms of this Section 15 shall survive the termination, expiration or transfer of this Agreement or any interest herein.

16. APPROVALS AND WAIVERS

16.1 Approvals. Whenever this Agreement requires our prior approval or consent, you must make a timely written request to us, and our approval or consent must be obtained in writing and signed by one of our officers.

16.2 No Warranty. We make no warranties or guarantees upon which you may rely and assume no liability or obligation to you by providing any waiver, approval, consent, or suggestion to you in connection with this Agreement, or by reason of any neglect, delay, or denial of any request therefor.

16.3 No Implied Waiver. No delay or failure by us to exercise any right reserved to us under this Agreement or to insist upon strict compliance by you with any obligation or condition hereunder, and no custom or practice of the parties at variance with the terms hereof, will constitute a waiver of our right to exercise such right or to demand exact compliance by you with

any of the terms hereof. Waiver by us of any particular default by you will not affect or impair our rights with respect to any subsequent default of the same, similar, or a different nature. Acceptance by us of any payments due to us hereunder will not be deemed to be a waiver by us of any preceding breach by you.

17. NOTICES

All notices pursuant to this Agreement must be in writing and delivered in person or sent by certified mail, by national commercial delivery service, or by other means which affords the sender evidence of delivery or attempted delivery, to the respective parties at the following addresses unless and until a different address has been designated by written notice to the other party:

Notices to us: LA MADELEINE FRANCHISING COMPANY, INC.
12201 Merit Drive
Suite 900
Dallas, Texas 75251
Attn: Legal Department

Notices to you: _____

18. ENTIRE AGREEMENT

This Agreement and the documents referred to herein constitute the entire agreement between us and you concerning the subject matter hereof and supersede all prior agreements, negotiations, representations, and correspondence concerning the same subject matter, except that nothing in this Agreement is intended to disclaim any representations made to you in any Franchise Disclosure Document that you received from us in connection with this Agreement. Except for those permitted to be made unilaterally by us hereunder, no amendment, change, or variance from this Agreement will be binding on either party unless agreed to by the parties in a writing executed by their authorized officers or agents.

19. SEVERABILITY AND CONSTRUCTION

19.1 Severability. If any provision of this Agreement is determined to be invalid or in conflict with any existing or future law or regulation by a court or agency having valid jurisdiction, the invalidity will not impair the operation of any other provisions which remain otherwise intelligible. The latter will continue to be given full force and effect, and the invalid provisions will be deemed not to be a part of this Agreement.

19.2 Business Judgment. Notwithstanding any contrary provisions contained in this Agreement, Franchisor and Developer acknowledge and agree that (a) this Agreement (and the relationship of the parties which arises from this Agreement) grants Franchisor the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Developer's explicit rights and obligations hereunder that may affect favorably or adversely Developer's interests; (b) Franchisor shall use its business judgment in exercising such discretion based on

its assessment of its own interests and balancing those interests against the interests of the owners of Bakery Cafes generally (including Franchisor and its affiliates and other franchisees), and specifically without considering Developer's individual interests or the individual interests of any other particular franchisee; (c) Franchisor shall have no liability to Developer for the exercise of its discretion in this manner; and (d) even if Franchisor has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification no trier of fact in any legal action shall substitute its judgment for Franchisor's judgment so exercised, and such action or decision shall not be subject to challenge for abuse of discretion. **IF FRANCHISOR TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN ITS DISCRETION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND SUCH ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES SHALL AGREE TO EXPRESSLY DIRECT THE TRIER OF FACT, IN ANY PLEADING FILED OR LEGAL PROCEEDING RESULTING THERETO, THAT FRANCHISOR'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF ITS DISCRETION UNDER THE BUSINESS JUDGMENT RULE IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF ITS DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR ITS DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.**

19.3 Survival of Obligations. All obligations that expressly or by reasonable implication are to be performed, in whole or in part, after the expiration, termination, or assignment of this Agreement will survive expiration, termination, or assignment.

19.4 No Implied Third Party Beneficiaries. Except as explicitly provided to the contrary herein, nothing in this Agreement is intended or will be deemed to confer any rights or remedies on any person or legal entity other than you, your owner(s), us, and our affiliates.

19.5 Lesser Included Obligations. You agree to be bound by any promise or covenant imposing the maximum duty permitted by law which is subsumed within any provision of this Agreement, as though it were separately articulated in and made a part of this Agreement, that may result from (i) striking any portion of a provision that a court or agency may hold to be unreasonable and unenforceable; or (ii) reducing the scope of any promise or covenant to the extent required to comply with a court or agency order.

19.6 Best Interests of System. Whenever we exercise a right and/or discretion to take or withhold an action, or to grant or decline to grant you a right to take or withhold an action, except as otherwise expressly provided in this Agreement, we can make our decision or exercise our discretion on the basis of our judgment of what is in our best interests. "Best interests" includes what we believe to be the best interests of the System at the time the decision is made or the right or discretion is exercised, even though (a) there may have been other alternative decisions or actions that could have been taken; (b) our decision or the action taken promotes our own financial interest; or (c) our decision or the action may apply differently to different franchisees and/or to any company-owned or affiliate-owned businesses. In the absence of an applicable statute, we will have no liability to you for any such decision or action. If applicable law implies a covenant of good faith and fair dealing in this Agreement, we and you agree that the covenant will not imply any rights or obligations that are inconsistent with a fair construction of the terms of this Agreement.

20. DISCLOSURE STATEMENT AND DISCLAIMER

20.1 Compliance with Applicable Laws. You acknowledge, by your signature hereto, that you received from us the Franchisee Disclosure Document required by the Trade Regulation Rule of the Federal Trade Commission entitled Disclosure Requirements and Prohibitions Concerning Franchising, at least fourteen (14) calendar days prior to the date on which this Agreement was executed and by the State in which the Cafés shall be located, or Developer's place of residence, as appropriate.

20.2 Receipt of Agreement. You acknowledge that you received from us this Agreement and all applicable attachments with all blanks filled in at least seven (7) calendar days prior to the execution of this Agreement. You represent that you have read this Agreement in its entirety and that you have been given the opportunity to clarify any provisions that you did not understand and to consult with an attorney or other professional advisor. You further represent that you understand the terms, conditions and obligations of this Agreement and agree to be bound thereby.

21. DISPUTES

21.1 Subject only to Section 21.3, the parties agree to submit all disputes, controversies, claims, causes of action and/or alleged breaches or failures to perform arising out of or relating to this Agreement (and any attachments or addenda to this Agreement or any provision herein) or the relationship created by this Agreement (collectively, "Disputes") to non-binding mediation prior to filing any action in court or any in arbitration with respect to the Dispute. The mediation shall be conducted in Dallas County, Texas. The parties shall attempt to select a mediator by agreement of the parties so long as the mediator selected is experienced in the mediation of disputes in the franchise and food service businesses. If the parties are unable to agree upon such a mediator within a reasonable period of time (not to exceed fifteen (15) days, then the mediation of any Dispute shall be submitted by either party to the American Arbitration Association ("AAA") for resolution in accordance with its rules governing mediation, at the office of the AAA located nearest to Franchisor's corporate headquarters in Dallas, Dallas County, Texas. The costs and expenses of mediation, including compensation and expenses of the mediator, shall be borne by the parties equally. If the parties are unable to resolve the Dispute within ninety (90) days after the mediator has been appointed, then either party may submit such Dispute to binding arbitration in accordance with Section 21.2 below.

21.2 Subject only to Section 21.1 and 21.3, all Disputes that are not resolved through mediation in accordance with Section 21.1, including all disputes relating to the scope, validity, or enforceability of this Arbitration Agreement and any provision in this Section 21.2, shall be submitted for binding arbitration to the office of the AAA located nearest to Franchisor's corporate headquarters in Dallas, Dallas County, Texas, on demand of either party. Such arbitration proceedings shall be conducted by an arbitrator who is experienced in the arbitration of disputes in the franchise and food service businesses, if such an arbitrator is available, and in accordance with the then current commercial arbitration rules of the AAA. The arbitrator(s) shall have the right to award or include in their award any relief which they deem proper in the circumstances, including, without limitation, money damages (with interest on unpaid amounts from the due date), specific performance and injunctive relief. Provided, that, to the fullest extent permitted by law, the parties stipulate and agree that the arbitrators shall not provide for, and no arbitration award shall include, any punitive or exemplary damages, all of which are hereby waived by the parties.

The award and decision of the arbitrator(s) shall be conclusive and binding upon all parties and adjustment may be taken on the award notwithstanding the termination or expiration of this Agreement. Franchisor and you agree that arbitration shall be conducted on an individual, not a class-wide basis. Franchisor and you agree that any arbitration between Franchisor and you shall not be consolidated with any other arbitration that may be taking place between Franchisor and other party.

21.3 Notwithstanding anything herein to the contrary, either party may bring an action in any court having jurisdiction and without first submitting such action to mediation or arbitration (a) for injunctive relief or other extraordinary relief, (b) involving the possession or disposition of, or other relief relating to real property, or (c) in aid of enforcing the parties' obligations to arbitrate under Section 21.2 above.

21.4 You have signed this Agreement and submitted it to Franchisor for acceptance and execution by Franchisor at Franchisor's corporate headquarters in Dallas, Dallas County, Texas. You shall make all payments and perform other obligations arising hereunder at Dallas County, Texas, and this Agreement is made and entered into at Dallas County, Texas. The provisions of this Section 21.4 shall apply to the fullest extent permitted under applicable state law.

21.5 THIS AGREEMENT IS EXECUTED AND DELIVERED IN CONNECTION WITH A TRANSACTION NEGOTIATED AND CONSUMMATED IN DALLAS COUNTY, TEXAS. ALL MATTERS RELATING TO ARBITRATION WILL BE GOVERNED BY THE FEDERAL ARBITRATION ACT (9 U.S.C. §§ 1 ET SEQ.). EXCEPT TO THE EXTENT GOVERNED BY THE FEDERAL ARBITRATION ACT, THE UNITED STATES TRADEMARK ACT OF 1946 (LANHAM ACT, 15 U.S.C. SECTIONS 1051 ET SEQ.), OR OTHER FEDERAL LAW, THIS AGREEMENT AND ANY AND ALL CONTROVERSIES, DISPUTES, OR CLAIMS ARISING OUT OF THIS AGREEMENT OR THE RELATIONSHIP BETWEEN THE PARTIES (REGARDLESS OF THE FORM OF THE CAUSE OF ACTION ASSERTED) SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS. THE PARTIES AGREE THAT, WITH RESPECT TO ANY SUCH CONTROVERSIES, DISPUTES, OR CLAIMS ARISING OUT OF OR RELATED TO THIS AGREEMENT OR THE PARTIES' RELATIONSHIP CREATED BY THIS AGREEMENT, ANY SUCH CONTROVERSIES, DISPUTES, OR ACTIONS SHALL BE BROUGHT, MAINTAINED, AND CONCLUDED EXCLUSIVELY IN THE DISTRICT COURTS OF DALLAS COUNTY, TEXAS, OR THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS, DALLAS DIVISION. YOU, FOR YOURSELF AND YOUR SUCCESSORS AND ASSIGNS, HEREBY IRREVOCABLY (A) SUBMIT TO THE JURISDICTION OF THE DISTRICT COURTS OF DALLAS COUNTY, TEXAS, AND THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS, DALLAS DIVISION, (B) WAIVE, TO THE FULLEST EXTENT PERMITTED BY LAW, ANY OBJECTION THAT YOU MAY NOW OR IN THE FUTURE HAVE TO THE LAYING OF VENUE OF ANY LITIGATION ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT SET FORTH ABOVE; AND , (C) WAIVE ANY OBJECTION YOU MAY NOW OR HEREAFTER HAVE AS TO THE VENUE OF ANY SUCH ACTION OR PROCEEDING BROUGHT IN SUCH COURT OR THAT SUCH COURT IS AN INCONVENIENT FORUM. YOU HEREBY IRREVOCABLY AGREE THAT SERVICE OF PROCESS MAY BE MADE UPON YOU IN ANY LEGAL PROCEEDING RELATING TO ANY DISPUTE BY ANY MEANS ALLOWED BY TEXAS LAW. You and Franchisor acknowledge that the parties' agreement regarding applicable state law and forum set forth herein provide each of the parties with the mutual benefit of uniform interpretation of this

Agreement and any Dispute covered herein. You and Franchisor further acknowledge the receipt and sufficiency of mutual consideration for such benefit. Notwithstanding the foregoing, the parties acknowledge and agree that either party may institute legal action for injunctive relief in any court of competent jurisdiction as set forth in Section 21.3 above.

21.6 Jury Trial Waiver. TO THE EXTENT PERMITTED UNDER APPLICABLE STATE LAW, YOU AND FRANCHISOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THEM AGAINST THE OTHER, WHETHER OR NOT THERE ARE OTHER PARTIES IN SUCH ACTION OR PROCEEDING.

21.7 Waiver of Punitive and Exemplary Damages. EXCEPT FOR YOUR INDEMNIFICATION OBLIGATIONS UNDER SECTION 15, YOUR FAILURE TO COMPLY WITH YOUR CONFIDENTIALITY OBLIGATIONS UNDER SECTION 7 AND NON-COMPETITION OBLIGATIONS UNDER SECTION 11, AND EXCEPT FOR PUNITIVE DAMAGES AVAILABLE TO EITHER PARTY UNDER FEDERAL LAW, THEN TO THE EXTENT PERMITTED UNDER APPLICABLE STATE LAW, THE PARTIES HEREBY WAIVE TO THE FULLEST EXTENT PERMITTED BY LAW ANY RIGHT TO OR CLAIM OF ANY PUNITIVE OR EXEMPLARY DAMAGES AGAINST THE OTHER, AND AGREE THAT IN THE EVENT OF A DISPUTE BETWEEN THEM EACH SHALL BE LIMITED TO THE RECOVERY OF COMPENSATORY DAMAGES SUFFERED BY THE PARTY.

21.8 You and Franchisor acknowledge that the parties' agreement regarding applicable state law and forum set forth in Section 21.5 provide each of the parties with the mutual benefit of uniform interpretation of this Agreement and any Dispute. You and Franchisor further acknowledge the receipt and sufficiency of mutual consideration for such benefit. Notwithstanding the foregoing, the provisions of this Section 21.8 shall only apply to the extent permitted under applicable state law.

21.9 Individual Capacity. In the event that an action in court is permitted, any legal action commenced by either party shall be brought in an individual capacity, and not on a class-wide basis. All parties waive their rights to initiate a class-action lawsuit in any court.

21.10 Statute of Limitations. Except where not permitted by law, any claim or cause of action asserted by either party arising out of or related to use of this Agreement or the relationship of the parties must be filed within 2 years after such claim or cause of action arose or be forever barred when the applicable statute of limitations is greater than 2 years. This provision does not affect or apply to any claim or cause of action where the applicable statute of limitations is less than 2 years.

22. ACKNOWLEDGMENTS

Developer acknowledges that it has conducted an independent investigation of all aspects relating to the Cafés and recognizes that the business venture contemplated by this Agreement involves business risks and that its success shall be largely dependent upon the skills and ability of Developer as an independent business person or organization. Developer acknowledges that it has received, read and understands this Agreement, the attachments hereto and agreements relating thereto, and that Franchisor has accorded Developer ample time and opportunity to consult with advisors of Developer's own choosing about the potential benefits and risks of entering into this Agreement. Developer acknowledges that this Agreement takes effect upon the acceptance and execution by Franchisor.

THE SUCCESS OF DEVELOPER IN OPERATING A FRANCHISE IS SPECULATIVE AND SHALL DEPEND ON MANY FACTORS INCLUDING, TO A LARGE EXTENT, DEVELOPER'S INDEPENDENT BUSINESS ABILITY. THIS OFFERING IS NOT A SECURITY AS THAT TERM IS DEFINED UNDER APPLICABLE FEDERAL AND STATE SECURITIES LAWS. THE OBLIGATION TO TRAIN, MANAGE, PAY, RECRUIT AND SUPERVISE EMPLOYEES OF THE CAFÉ RESTS SOLELY WITH DEVELOPER. DEVELOPER HAS NOT RELIED ON ANY WARRANTY OR REPRESENTATION, EXPRESSED OR IMPLIED, AS TO THE POTENTIAL SUCCESS OR PROJECTED INCOME OF THE BUSINESS VENTURE CONTEMPLATED HEREBY EXCEPT AS MAY BE DESCRIBED IN ITEM 19 OF THE DISCLOSURE DOCUMENT DELIVERED TO DEVELOPER. NO REPRESENTATIONS OR PROMISES HAVE BEEN MADE BY FRANCHISOR TO INDUCE DEVELOPER TO ENTER INTO THIS AGREEMENT EXCEPT AS SPECIFICALLY INCLUDED HEREIN AND IN THE DISCLOSURE DOCUMENT DELIVERED TO DEVELOPER. FRANCHISOR HAS NOT MADE ANY REPRESENTATION (EXCEPT AS INCLUDED IN ITEM 19 OF THE DISCLOSURE DOCUMENT), WARRANTY OR GUARANTY, EXPRESS OR IMPLIED, AS TO THE POTENTIAL REVENUES, PROFITS OR SERVICES OF THE BUSINESS VENTURE TO DEVELOPER AND CANNOT, EXCEPT UNDER THE TERMS OF THIS AGREEMENT, EXERCISE CONTROL OVER DEVELOPER'S BUSINESS. DEVELOPER ACKNOWLEDGES AND AGREES THAT IT HAS NO KNOWLEDGE OF ANY REPRESENTATION MADE BY FRANCHISOR OR ITS REPRESENTATIVES OF ANY INFORMATION THAT IS CONTRARY TO THE TERMS CONTAINED IN THIS SECTION 22.

DEVELOPER ACKNOWLEDGES AND RECOGNIZES THAT DIFFERENT TERMS AND CONDITIONS, INCLUDING DIFFERENT FEE STRUCTURES, MAY PERTAIN TO DIFFERENT AREA DEVELOPMENT AGREEMENTS AND FRANCHISE AGREEMENTS OFFERED IN THE PAST, CONTEMPORANEOUSLY HERewith, OR IN THE FUTURE, AND THAT FRANCHISOR DOES NOT REPRESENT THAT ALL AREA DEVELOPMENT AGREEMENTS OR FRANCHISE AGREEMENTS ARE OR SHALL BE IDENTICAL.

[Signatures on following page]

FRANCHISOR:

LA MADELEINE FRANCHISING COMPANY,
INC.

By: _____

Print Name: Christine Johnson
Title: Chief Operating Officer

DEVELOPER:

(Developer)

By: _____

Print Name:
Title:

EXHIBIT A TO LA MADELEINE DEVELOPMENT AGREEMENT

DEVELOPMENT AREA

The Development Area (see Section 1.1) will be the following:

EXHIBIT B TO LA MADELEINE DEVELOPMENT AGREEMENT

DEVELOPMENT SCHEDULE

Number of Sites	Date by which Café must be open	Cumulative # of Cafés Open

EXHIBIT C TO LA MADELEINE DEVELOPMENT AGREEMENT
DISCLOSURE OF OWNERSHIP INTERESTS

Lead Operator: _____

Developer is a: _____

Developer: _____

Developer was formed/organized on _____ under the laws of the State of _____
Federal Identification Number _____

If Developer is a corporation, partnership, limited liability company, the following persons constitute all of the owners of a legal and/or beneficial interest:

<u>Name</u> <u>Ownership</u>	<u>Type of Interest</u>	<u>Percentage</u>
_____	_____	_____

The following persons constitute all of Developer's officers, directors and the management personnel that is or will receive training of the System:

<u>Name</u>	<u>Position</u>
_____	_____

THIS INFORMATION IS ACCURATE AS OF THE _____ DAY OF _____, _____.

EXHIBIT C-1 TO LA MADELEINE DEVELOPMENT AGREEMENT

DISCLOSURE OF OWNERSHIP INTERESTS

(IF OPERATING ENTITY IS DIFFERENT THAN DEVELOPER)

Lead Operator: _____

Operating Entity is a: _____
(Corporation/limited liability company/partnership)

Operating Entity was formed/organized on _____, 20____ under
the laws of the State of _____

Federal Identification Number _____

If entity is a corporation, partnership, limited liability company, the following persons
constitute all of the owners ("Owners") of a legal and/or beneficial interest:

<u>Name</u> <u>Ownership</u>	<u>Type of Interest</u>	<u>Percentage</u>
_____	_____	_____ %
_____	_____	_____ %
_____	_____	_____ %
_____	_____	_____ %

The following persons constitute all of Operating Entity officers, directors and the
management personnel that is or will receive training of the System:

<u>Name</u>	<u>Position</u>
_____	_____
_____	_____
_____	_____
_____	_____

THIS INFORMATION IS ACCURATE AS OF THE _____ DAY OF _____, 20____.

EXHIBIT D TO LA MADELEINE DEVELOPMENT AGREEMENT

DEVELOPMENT AGREEMENT GUARANTY

As an inducement to LA MADELEINE FRANCHISING COMPANY, INC. (“Franchisor”), a Delaware corporation, to execute a Development Agreement (the “Agreement”) with _____ (“Company”), a _____, the undersigned individuals (collectively, the “Guarantors”), jointly and severally, hereby unconditionally guarantee to Franchisor, its affiliates, and their successors and assigns (collectively, “LMFC”) that all of the Company’s obligations under the Agreement, and under other agreements or arrangements between the Company and LMFC, will be punctually paid and performed.

Upon demand by LMFC, the Guarantors will immediately make each contribution or payment required of the Company under the Agreement and under other agreements or arrangements between the Company and MFC. Each Guarantor waives any right to require LMFC to: (a) proceed against the Company or any other Guarantor for any contribution or payment required under the Agreement; (b) proceed against or exhaust any security from the Company or any other Guarantor; or (c) pursue or exhaust any remedy, including any legal or equitable relief, against the Company or any other Guarantor. Without affecting the obligations of the Guarantors under this Guaranty, LMFC may, without notice to the Guarantors, extend, modify, or release any indebtedness or obligation of the Company, or settle, adjust, or compromise any claims against the Company. The Guarantors waive notice of amendment of the Agreement and notice of demand for contribution, performance or payment by the Company and agree to be bound by any and all such amendments and changes to the Agreement.

The Guarantors agree to hold harmless and indemnify LMFC against any and all losses, damages, liabilities, costs, and expenses (including reasonable attorneys’ fees, reasonable costs of investigation, court costs, and arbitration fees and expenses) arising out of or in connection with any failure by the Company to perform any obligation under the Agreement or any other agreement between the Company and LMFC.

The Guarantors acknowledge and agree to be bound personally by all covenants not to compete, confidentiality provisions, governing law and dispute resolution provisions, and restrictions on transfer of interest contained in the Agreement. Except as expressly authorized by the Agreement, the Guarantors may not make use of any of the intellectual property rights licensed under the Agreement or of LMFC’s goodwill. The Guarantors may not disclose to any third party or make use of any trade secrets, know-how, systems or methods of which Guarantors may acquire knowledge by virtue of training they may have received from LMFC, their involvement in the business, or their ownership interest in the Company.

This Guaranty will terminate upon the termination or expiration of the Agreement, except that all obligations and liabilities of the Guarantors arising from events which occurred on or before the effective date of termination will remain in full force and effect until satisfied or discharged by the Guarantors, and all covenants which by their terms continue in force after the expiration or termination of the Agreement will remain in force according to their terms.

Upon the death of a Guarantor, the Guarantor’s estate will be bound by this Guaranty, but only for obligations existing at the time of death. The obligations of the surviving Guarantors will continue in full force and effect.

If the Guarantor resides in a community property state, the Guarantor will cause his or her spouse, if any, to execute this Guaranty.

GUARANTOR:

Print Name: _____

Date: _____

Spouse: _____

Print Name: _____

Date: _____

GUARANTOR:

Print Name: _____

Date: _____

Spouse: _____

Print Name: _____

Date: _____

GUARANTOR:

Print Name: _____

Date: _____

Spouse: _____

Print Name: _____

Date: _____

EXHIBIT E TO LA MADELEINE DEVELOPMENT AGREEMENT

CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

In conjunction with your investment in _____ (“Developer”), a _____, the undersigned individual or business entity (“you”), acknowledges and agrees as follows:

1. Developer is developing three or more la Madeleine Café restaurants (“Cafés”) pursuant to a Development Agreement (the “Development Agreement”) with LA MADELEINE FRANCHISING COMPANY, INC. (“LMFC”). The Development Agreement requires persons with legal or beneficial ownership interests in Developer to be personally bound by Developer’s obligations under the Development Agreement, including restrictions on competition, confidentiality obligations, restrictions on ownership changes, and dispute resolution provisions.
2. All capitalized terms used in this document have the same meaning as in the Development Agreement.
3. You own or intend to own a legal or beneficial ownership interest in Developer. You acknowledge and agree that: (a) your execution of this Agreement is a condition of acquiring and holding your ownership interest in Developer; and (b) you have received good and valuable consideration for executing this Agreement. LMFC may enforce this Agreement directly against you.
4. If a business entity signs this Agreement, all persons who have a legal or beneficial ownership interest in that business entity must also execute this Agreement.
5. You may gain access to confidential information and trade secrets of LMFC as a result of investing in Developer. You agree that while you have a legal or beneficial ownership interest in Developer and thereafter you: (a) will not use the confidential information in any other business or capacity (such use being an unfair method of competition); (b) will exert best efforts to maintain the confidentiality of the confidential information; and (c) will not make unauthorized copies of any portion of the confidential information disclosed in written, electronic or other form. If you cease to have an interest in Developer, you must deliver to LMFC any such confidential information in your possession or control.
6. During the term of the Development Agreement and for as long as you have any legal or beneficial ownership interest in Developer, you agree that you will not, without LMFC’s consent (which consent may be withheld at LMFC’s discretion) directly or indirectly (such as through an affiliate or family members) own any legal or beneficial interest in, or render services or give advice in connection with: (a) any Competing Business located anywhere; or (b) any entity located anywhere that grants franchises or licenses interests to others to operate any Competing Business.
7. For a period of one (1) year after the expiration or termination of the Development Agreement or the approved transfer of the development rights to a new owner, you will not directly or indirectly (such as through an affiliate or family members) will own, maintain, operate, engage in, be employed by, provide assistance to, or have any interest in any Competing Business which is, or is intended to be, located within the Development Area or within five (5) miles of any Café,

except for any business operated pursuant to a valid franchise agreement with us or our affiliate, or as we otherwise approve in writing. If you fail to or refuse to abide by any of the foregoing restrictions on competition and LMFC obtains enforcement in a judicial or arbitration proceeding, the obligations under the breached restriction will continue in effect for a period ending one (1) year after the date you begin to comply with the order enforcing the restriction.

8. You acknowledge that you possess skills and abilities of a general nature and the opportunity to exploit such skills in other ways, so that enforcement of the restrictions contained in Sections 6 and 7 will not deprive you of your personal goodwill or ability to earn a living. If any restriction in this Agreement is deemed unenforceable by virtue of its scope or in terms of geographic area, the type of business activity prohibited and/or length of time, but could be rendered enforceable by reducing any part or all of it, you agree that it will be enforced to the fullest extent permissible under applicable law and public policy. LMFC may obtain in any court of competent jurisdiction any injunctive relief, including temporary restraining orders and preliminary injunctions, against conduct or threatened conduct for which no adequate remedy at law may be available or which may cause it irreparable harm. You acknowledge that any violation of Sections 5, 6 or 7 hereof would result in irreparable injury for which no adequate remedy at law may be available. If LMFC files a claim to enforce this Agreement and prevails in the proceeding, you agree to reimburse LMFC for all its costs and expenses, including reasonable attorneys' fees.

OWNERS OF DEVELOPER:

If an Individual:

Print Name:

Date: _____

Print Name:

Date: _____

Print Name:

Date: _____

Print Name:

Date: _____

If any Owner of Developer is another business entity:

Type of Business Entity: _____

State of Organization: _____

By: _____

Print Name:

Title: _____

Date: _____

Shareholders/partners/members of Business Entity named immediately above:

Print Name:

Date: _____

Print Name:

Date: _____

EXHIBIT F TO LA MADELEINE DEVELOPMENT AGREEMENT

DISCLOSURE ACKNOWLEDGEMENT STATEMENT

LA MADELEINE FRANCHISING COMPANY, INC. (“we” or “us”), through the use of this Disclosure Acknowledgement Statement, wishes to ascertain that _____ (“Developer”) and its owners fully understand that the execution of a Development Agreement and/or Franchise Agreement (the “Agreement”) for a franchise to own and operate a LA MADELEINE Café is a business decision, complete with associated risks, and that it is our policy to verify that Developer and its owners are not relying upon any oral, written or visual statements, representations, promises or assurances which we have not authorized. In this document, “you” means Developer and each of its owners.

You make the following representations to us, and we rely on them in entering into the Agreement. If any statement is not correct, or if you are aware of exceptions to them, note them after #9 below.

1. You recognize and understand that business risks which exist in connection with the ownership, development and operation of any business make the success or failure of the Café franchise subject to many variables, including your skills and abilities, competition, interest rates, the economy, inflation, location(s), operation, labor and supply costs, lease terms and costs and the marketplace. Further, you understand that the economic and business factors that exist at the time you open your franchise may change. You acknowledge that you have conducted an independent investigation of the business venture contemplated by the Agreement and recognize that the success of the venture involves substantial business risk and will be dependent primarily on your ability as an independent business person. You hereby acknowledge your willingness to undertake these business risks.
2. You acknowledge that you received our Franchise Disclosure Document (“FDD”) at least 14 days prior to the date you executed the Agreement or paid us any money for the franchise. You acknowledge that you have received, had the opportunity to personally read and review, and understand the FDD, Agreement and attachments. You acknowledge that we have permitted you ample time and opportunity to consult with advisors of your own choosing about the potential benefits and risks associated with operating a LA MADELEINE Café franchise and entering into an Agreement. You also acknowledge that we have not made any oral, written or visual claims, representations, promises, agreements, contracts, commitments, understandings or statements which contradict or are inconsistent with and are not contained in the Franchise Disclosure Document.
3. You agree that the decision to enter into this business risk is in no manner predicated upon any oral, written or visual representations, assurances, warranties, guarantees or promises made by us or any of our directors, officers, employees or agents (including any franchise broker) as to the likelihood of success of the franchise.
4. You acknowledge that we expressly disclaim the making of, and you acknowledge that you have not received or relied upon, any information, representations, assurances, warranties, guarantees or promises made by us or any of our directors, officers, employees or agents (including any franchise broker) concerning the actual, average, projected or forecasted franchise sales, revenues, profits, earnings or likelihood of success that you might expect to

achieve from operating a LA MADELEINE Café that are contrary to the information presented in Item 19 of the FDD that you received from us.

5. You acknowledge that we expressly disclaim the making of, and you acknowledge that you have not received or relied upon, any promises, agreements, contracts, commitments, representations, understandings, “side deals” or any other assurances, expressed or implied, orally or otherwise, made to or with you with respect to any matter concerning advertising, marketing, television, radio or other media support, site location, market penetration, training, operating and support assistance or other services that are contrary to the statements made in the FDD.
6. You acknowledge that you will independently evaluate and investigate the proposed site(s) for each LA MADELEINE Café and the lease or purchase agreement for the site(s). You acknowledge that you bear primary responsibility for selecting the site(s) and negotiating the terms and conditions of your lease(s), sublease(s) or purchase agreement(s) for the site(s).
7. You acknowledge that, although we will provide you with basic drawings and specifications for a LA MADELEINE restaurant, will specify certain furniture, fixtures and equipment, and will maintain certain rights of review and/or approval under our Development Agreement and/or Franchise Agreement with you, we have not made, and you have not received or relied upon any warranty concerning the LA MADELEINE restaurant(s) or the drawings, specifications, furniture, fixtures and equipment. You acknowledge that you are solely responsible for, and we will have no liability or obligation in connection with, the plans or the construction or conversion remodeling of the LA MADELEINE restaurant(s). You acknowledge that it is solely your responsibility to ensure that the construction or conversion remodeling complies with any and all laws, codes or regulations.
8. You acknowledge that the initial investment costs in Item 7 of the FDD are based on our current design concept, which is always subject to change, and that if we change the design concept after you sign your Agreement, your investment costs may be affected.
9. You understand that we and our affiliates have the right to issue franchises for and/or operate businesses that may compete with you, as described in Item 12 of the FDD.
10. **Developer’s corrections and/or exceptions to the above statements are as follows:** (If no corrections or exceptions, write “none” and initial.) Attach additional sheets if necessary.

The following language applies only to transactions governed by the Maryland Franchise Registration and Disclosure Law:

Do not sign this Acknowledgment Statement if you are a resident of Maryland or the franchise is to be operated in Maryland.

The following language applies only to transactions governed by the Washington Franchise Investment Protection Act:

This Acknowledgment Statement does not waive any liability the franchisor may have under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

DEVELOPER:

(Name of corporation or other legal entity, if applicable)

By: _____

Print Name:

Its:

EXHIBIT G TO LA MADELEINE DEVELOPMENT AGREEMENT

LIABILITY WAIVER BY DEVELOPER

I am the managing member of _____ (“Company”). Company has signed a Development Agreement and/or Franchise Agreement with LA MADELEINE FRANCHISING COMPANY, INC. In consideration for the training to be provided to the Company’s employees by LA MADELEINE FRANCHISING COMPANY, INC. and/or its affiliates (collectively “LMFC”), Company agrees to hold LMFC harmless from, and hereby waives any and all liability of LMFC and its officers, directors, agents, employees, insurers, and franchisees for, any injury, claim, damage or incident which occurs in the course of training at any Bakery Café or other designated training facility(s) owned or controlled by LMFC, specifically including personal injury and property damage, and even if caused in whole or in part by the negligence of LMFC or any LMFC employee.

Company understands that:

- LMFC has invited Company’s employees onto its premises for training solely by virtue of Company’s franchise relationship with LMFC;
- Training may involve a variety of risks, including the risk of physical and/or emotional injury and property damage; and
- LMFC assumes no liability to the Company, or employees of the Company for any harm incurred while in training and/or on LMFC’s premises.

Company acknowledges that its employees must look solely to the Company and its benefits programs and workers compensation insurance to cover the costs of any treatment for injuries or other losses or damages that its employees may sustain in training. Company will not attempt to hold LMFC liable or financially responsible for any such losses or damages. Company acknowledges that the indemnification clause of Company’s franchise agreement with LMFC would apply to any claim against LMFC by any of my employees.

Company certifies that it has and will maintain minimum insurance coverage as required by the franchise agreement, including worker’s compensation and employees’ liability per statutory requirements. At LMFC’s request, Company agrees to provide a certificate of insurance completed by Company’s insurance carrier, certifying that the required minimum insurance coverage is in effect.

Company consents for LMFC to arrange for medical treatment for any illness or injury that Company's employees might suffer while participating in the training program.

COMPANY:

(Name of corporation or other legal entity, if applicable)

By: _____

Print name _____

Title: _____

Date: _____

EXHIBIT C

Non-Traditional Addendum to Franchise Agreement

**NON-TRADITIONAL ADDENDUM
TO FRANCHISE AGREEMENT**

La Madeleine Franchising Company, Inc., a Delaware corporation, (“LMFC,” “we,” “us,” “our,” or “Franchisor”) and _____ (“Franchisee” or “you”) agree to this Addendum (the “Addendum”) to that certain Franchise Agreement (the “Franchise Agreement”) executed simultaneously herewith, between LMFC and Franchisee for the development and operation of a Café in a Non-Traditional Facility. All capitalized terms not defined in this Addendum shall have the meanings assigned to them in the Franchise Agreement.

AGREEMENTS

A. Franchisee acknowledges that this Addendum allows Franchisee to operate outside certain operational policies and procedures as set forth in the Franchise Agreement and Manuals for the development and operation of La Madeleine® Cafés, as set forth herein.

B. Franchisee acknowledges that this Addendum allows us to impose additional or different obligations on Franchisee, as set forth herein. Franchisee also acknowledges that such additional obligations may deviate from the requirements set forth in the Franchise Agreement, and our operational policies and procedures as set forth in the Manuals.

AMENDMENTS

A. Amended Provisions of the Franchise Agreement.

(1) Sections 1.6 and 1.10 of the Franchise Agreement are deleted in their entirety and replaced with the language below. All other Sections of Article 1 shall remain unchanged and in full force and effect:

1. DEFINITIONS

1.6 “Gross Sales” Defined. “Gross Sales” means the amount received by Franchisee for all sales of any food, beverages (including alcoholic beverages), or other products sold by Franchisee or any other person or entity in, or from the Café for cash, credit or otherwise, including but not limited to sales and services where the order originated in, at or from the Café regardless of where delivery or performance is made, minus (i) non-branded, non-proprietary merchandise (e.g., newspapers); (ii) refunds to customers that were previously included in Gross Sales, (iii) coupons and other forms of discounts, the issuance of which have been pre-approved by Franchisor, such that only the cash or credit charge amount received in a sale will be included, (iv) sales, excise or similar taxes imposed by any governmental authority and collected from customers and paid out by Franchisee, and (v) the value of meals provided to employees working at the Café, incident to their employment. In the event there is an interruption to your business operations and you receive business interruption insurance proceeds, then the amount of Gross Sales used by you to determine your loss will be deemed the Gross Sales for that period and deemed made when you receive the insurance proceeds. “Gross Sales” does not include any sales tax or other taxes you collect from customers. We reserve the right to modify our policies consistent with restaurant

industry practices regarding revenue recognition, revenue reporting, and the inclusion in or exclusion of certain revenue from “Gross Sales” as circumstances, business practices, and technology change.

1.10 “Protected Area” means the facility in which the Premises are located, unless a different area is specified in Exhibit A to this Agreement. For the purposes of the Franchise Agreement, as hereby amended by the Addendum, Facility shall have the relevant meaning ascribed to it in Section 1.7 (“Non-Traditional Facility”).

(2) Article 3 of the Franchise Agreement is deleted in its entirety and replaced with the language below:

3. TERM AND SUCCESSOR FRANCHISE AGREEMENT

3.1. Initial Term. Subject to the rights of termination set forth herein and Franchisee’s rights under the Lease, the term of this Agreement shall commence on the Effective Date and expire the earlier of ten (10) years thereafter or when the Lease terminates with the facility (the “Term”) as stated in the Café Opening Date Letter (in the form attached to the Franchise Agreement as Exhibit “E”) that you are to sign and send to us within five (5) days of the Café Opening date. Upon expiration or termination of this Agreement, Franchisee shall fully comply with its post-termination obligations described in Section 18 and any of Franchisee’s obligations that by their nature or terms survive the termination or expiration of this Agreement. If the landlord requires a mid-term refresh, Franchisee must notify Franchisor and Franchisor will participate in determining how to refresh the unit to then-current standards.

3.2. Renewal Term. Franchisee will have a one-time option, exercisable upon expiration of the Agreement Term, to renew the license granted hereunder for one additional term of the lesser of ten (10) years or the remainder of the then-current term of the Lease, subject to the following conditions:

(a) Franchisee must give Franchisor written notice of its intention to renew at least six (6) months (but not more than nine (9) months) before the end of the initial Term;

(b) Franchisee must not be in default of this Agreement or any other agreement with Franchisor, either at the time of giving the notice in Section 3.2(a) or during the remainder of the initial Term, and must have substantially complied with the agreements throughout their respective terms;

(c) Franchisee must be current on all monetary obligations to Franchisor, and must have timely met those obligations throughout the initial Term;

(d) If the Franchise Agreement is renewed for an additional ten (10) year term, Franchisee must remodel and/or refresh the Bakery Café

as soon as practicable following the expiration of the initial Term and in accordance with System Standards;

(e) Franchisee must sign Franchisor's then-current form of Franchise Agreement, which will supersede this Agreement in all respects;

(f) Franchisee and its owners must sign a general release, in a form acceptable to Franchisor, of any and all claims against Franchisor, its affiliates, and their respective past and present officers, directors, shareholders, and employees, in their corporate and individual capacities, relating to the Café; and

(g) Franchisee must pay a renewal fee equal to one-half of the then-current fee that a new Franchisee would be required to pay for a new Non-Traditional Café.

(3) Section 6.1 of the Franchise Agreement is deleted in its entirety and replaced with the language below. All other Sections of Article 6 shall remain unchanged and in full force and effect:

6. FEES

6.1 Franchise Fee. In consideration of the rights granted herein, you must pay us a non-refundable initial franchise fee of Twenty Thousand Dollars (\$20,000).

(4) Article 8 of the Franchise Agreement is deleted in its entirety and replaced with the language below:

8. TRAINING

8.1 Training. Prior to the opening of the Café, Franchisee shall hire, train and maintain the number of level of management and hourly personnel which Franchisee in its good faith business judgment as a leading operator of branded food service businesses deems is required for the conduct of its business including, without limitation, a full-time general manager ("General Manager") and a full-time additional manager in accordance with guidelines established from time to time by Franchisor. Franchisor shall provide initial training to Franchisee's designated General Manager as is reasonably necessary for Franchisee to open and operate the Café in accordance with the Standards and to train other employees as required hereunder. Franchisee shall send three (3) designated managers to such training, which shall not exceed six (6) weeks unless otherwise requested by you or required by us. Training shall occur in the service of Franchisor for a training session and is included in the initial Franchise Fee except for travelling and hotel expenses. Any additional day of training shall be paid by Franchisee to Franchisor on a basis of US\$750.00 per trainer per day if such additional training is required by Franchisee. All expenses incurred by Franchisee in having its designated manager attend such training, including, but not limited to, travel costs, room and board expenses, salaries and benefits, shall be the sole

responsibility of Franchisee. If such manager (or any replacement thereof) ceases at any time during the Term to serve as the manager of the Café, Franchisee shall promptly replace such manager and obtain training for such manager from Franchisor, which manager shall be required to complete to Franchisor's satisfaction within 60 (sixty) days after Franchisee's prior manager has ceased to serve in such capacity. All costs for such training shall be Franchisee's responsibility.

8.2 If the manager satisfactorily completes such initial training and is certified by Franchisor as a trainer, the manager shall provide all initial training to employees working at the Café in accordance with the Standards. If such training of the employees is conducted fully in compliance with the Standards, such training shall be deemed the equivalent of attending Franchisor's training program.

8.3 Franchisor shall have the right to require Franchisee's manager to attend and complete to Franchisor's satisfaction such additional and refresher training as Franchisor reasonably determines appropriate in connection with the testing of the operation of The Café and to become certified to train the employees working at The Café in connection with such additional or refresher training. All costs of such training as described above shall be borne by Franchisee. If the manager satisfactorily completes such training, the manager shall provide all such training to employees working at the Café in accordance with the Standards. If such training of the employees is conducted fully in compliance with the Standards, such training shall be deemed the equivalent of attending Franchisor's training programs.

(5) The following sections in Article 14 of the Franchise Agreement are modified in accordance with the below:

14. ADVERTISING AND PROMOTION

(a) Your Weekly Advertising Obligation. Section 14.2 of the Franchise Agreement is deleted in its entirety and replaced with the following language:

14.2 Your Weekly Advertising Obligation. During the Agreement Term, you will have a weekly advertising obligation ("WAO") in an amount not to exceed 1.0% of your Gross Sales.

(b) Brand Marketing Fund. The first paragraph of Section 14.3 of the Franchise Agreement is deleted and replaced with the following language:

You must contribute a percentage of your Gross Sales weekly to the Brand Marketing Fund. As of the Agreement Date, the required contribution is one-half of one percent (0.5%) of Gross Sales. We may increase the percentage of Gross Sales that franchisees are required to contribute, at our sole discretion, by up to one quarter of one percent (0.25%) per calendar year, but the required contribution will not exceed one percent (1.0%) of Gross Sales during the Agreement Term. Contributions must be made in the manner specified in Section 6.4. We may use Brand Marketing

Funds received from you in any manner consistent with Section 14.3.1 below.

(c) Local Store Marketing. The following language is added to the end of Section 14.5 of the Franchise Agreement:

Notwithstanding the foregoing, you are not required to spend a percentage of your Gross Sales for local advertising and promotion of the Café.

(d) Grand Opening. The following language is added to the end of Section 14.7 of the Franchise Agreement:

Notwithstanding the foregoing, the minimum grand opening expenditure to conduct grand opening marketing activities is reduced to five thousand dollars (\$5,000).

(6) Section 16.5.7 of the Franchise Agreement is deleted in its entirety and replaced with the language below. All other Sections of Article 15 shall remain unchanged and in full force and effect:

16. SALE OR ASSIGNMENT

16.5.7 That the transferor pays a transfer fee equal to \$500.

(D) This Addendum does not modify the terms of the Franchise Agreement except as specifically stated herein. Franchisee and Franchisor acknowledge and agree that the Franchise Agreement, as modified by this Addendum, is ratified and shall continue in full force and effect.

[Signatures appear on following page]

**LA MADELEINE FRANCHISING
COMPANY, INC.,**
a Delaware corporation

By: _____

Title: _____

FRANCHISEE: If a corporation, partnership,
or limited liability company, print name of
business entity on the line below:

By: _____

Print Name: _____

Title: _____

If Franchisee is one or more individuals:

By: _____

By: _____

EXHIBIT D

Letter of Intent, Asset Purchase Agreement, and Franchise Agreement Addendum

[BUYER'S LETTERHEAD]

[Date]

La Madeleine of _____, LLC

Re: Letter of Intent – Sale and Purchase of Company-Owned Restaurants

Dear _____:

This letter of intent (“LOI”) sets out the basic terms agreed upon between La Madeleine of _____, LLC (“La Madeleine”) and _____ (“Buyer”) regarding the proposed sale of certain assets (the “Acquired Assets”) of the company-owned La Madeleine® restaurants in _____ (the “Restaurants”) at the locations listed on the attached Exhibit A (the “Premises”), Buyer becoming a franchisee with respect to the operation of the Restaurants and Buyer entering into a development agreement (the “Development Agreement”) with La Madeleine Franchising Company, Inc. (“Franchisor”) upon the terms and conditions described in this LOI.

The purpose of this letter is to give certainty to both parties as to what the definitive Asset Purchase Agreement (the “APA”), Development Agreement and Franchise Agreement will contain on the points set forth above. However, this LOI is non-binding and signing this LOI does not obligate either Buyer or La Madeleine to enter into any of the agreements described above.

Buyer and La Madeleine agree as follows:

1. Asset Purchase Agreement. The form of the APA will be the current standard form used by La Madeleine for the sale of company-owned restaurants to franchisees. The purchase price for the Acquired Assets, as well as certain other key terms that will be included in the APA, are set forth in Exhibit B attached hereto. It will also include the following terms:
 - a. A description of the Acquired Assets as well as assets excluded from the sale.
 - b. A calculation of the purchase price of the Acquired Assets.
 - c. A description of the leases for the Premises (the “Leases”) as well as any equipment leases and other liabilities that Buyer will assume.
 - d. The conditions to closing, the date of the closing and a description of the documents and other items to be delivered by La Madeleine and Buyer at the closing.

- e. A description of the adjustments for inventory on hand at the Restaurants, prepaid expenses, and other overlapping operational items that will be made at the closing **[add, if the Buyer is an existing Franchisee, all amounts due between Buyer and the Franchisor relating to Buyer's existing franchise locations must be settled at or before the closing].**
- f. La Madeleine will give Buyer the opportunity to hire current employees of the Restaurants, if they are interested in working for Buyer. If Buyer hires any current employees Buyer must permit said employees to carry over unused vacation time and unused sick time. Buyer must give the said employees credit for time in service with La Madeleine for purposes of Buyer's benefit plans.
- g. Buyer and La Madeleine will indemnify each other for any claims relating to their respective representations and warranties, and with respect to the operation of the Restaurants after and before closing, respectively.

2. Franchise Documents. Prior to the mutual execution of the APA, Franchisor will provide Buyer with a Franchise Disclosure Document ("FDD") and Buyer will execute and return the Acknowledgment of Receipt for the FDD. At the closing of the sale of the Acquired Assets, along with the APA, the parties will enter into:

- a. A Franchise Agreement for each of the Restaurants in the current standard form offered to new franchisees.
- b. A Development Agreement for the development of additional restaurants in the Territory and in accordance with the schedule set forth in Exhibit B.
- c. Personal Guarantees and other agreements related to the foregoing agreements, as disclosed in the FDD.
- d. Agreement Regarding Leased Location By Tenant which is an agreement between Buyer, La Madeline and Buyer's landlord.

3. Materials, Information and Confidentiality. La Madeleine has previously entered into that certain Confidentiality Agreement (the "NDA") with respect to certain material and information La Madeleine will provide to Buyer (the "Confidential Information"). The terms and conditions of the NDA will dictate the use, handling and ownership of the Confidential Information.

4. No Franchise. This LOI does not grant Buyer a franchise or any right or license to use any La Madeleine trademarks, service marks, logos, software or systems. Buyer will not have any such rights for the Restaurants unless and until Buyer enters into a Franchise Agreement for the Restaurants.

5. Negotiations. During the term of this LOI, the parties will diligently pursue negotiation and execution of the APA and related documents which will include the terms set forth in this LOI and such other terms as may be agreed upon by the parties that are consistent with this LOI.

6. Inspections. During the term of this LOI, Buyer will have the right to physically inspect the Restaurants and the Acquired Assets in the Restaurants to determine if they are in satisfactory

working condition; provided, however, that any such inspections shall be performed in the presence of a designated La Madeleine representative at times and locations that are mutually agreeable. Without the prior consent of _____ as main point of contact and deal manager of La Madeleine, Buyer agrees not to contact any La Madeleine employee working at, or responsible for the supervision of, the Restaurants. While this LOI remains in effect, La Madeleine will also provide Buyer with operating data and information related to the Restaurants as Buyer may reasonably request. In connection with the disclosure of any such operating data or information, at the request of La Madeleine, Buyer agrees to sign an acknowledgment of receipt of the same setting forth certain assumptions and disclaimers about the information being disclosed. Buyer understands that it will be purchasing the Acquired Assets on an “as is” “where is” condition.

7. Expiration and Termination. The parties will endeavor to reach a definitive APA within a reasonable time, but in any case not more than thirty (30) days from the date La Madeleine delivers its current form of APA to Buyer. This LOI will terminate automatically at the end of the thirty (30) day period if the APA has not been signed. This LOI shall be deemed automatically withdrawn and of no further force or effect if not fully executed by all parties on or before 5:00 p.m., C.S.T., on _____, ____.

8. Buyer’s Right to Terminate. Buyer shall have the right to terminate this LOI at any time without reason or cause. Except as provided in the NDA referenced in Paragraph 3, all rights, obligations, and liabilities under this LOI will end upon its expiration or termination.

9. Entity Information. If Buyer is a corporation, partnership or limited liability company (“Company”), Buyer must:

- Provide La Madeleine and Franchisor with proof from the state of organization that the Company is in existence and in good standing.
- Provide La Madeleine and Franchisor with a complete list of owners (shareholders, partners or members), including their percentages of ownership.
- Designate one of the owners to be personally responsible for performance of all obligations and requirements relating to this LOI. The designated person must have the power to speak for and to bind the Company in any dealings with La Madeleine and Franchisor.

10. Expenses. The parties will each bear their own costs for any travel, professional advice, and other expenses related to the proposed sale of the Restaurants, including this LOI, the APA, the Development Agreement and any Franchise Agreement and related documents. Buyer will be responsible for any costs or expenses incurred or charged by a landlord for review of or assignment to Buyer of any leases included in the Acquired Assets.

11. Governing Law. This LOI is governed by the laws of the State of Texas, without giving effect to any principles regarding conflict of laws that would cause the application of any other law. All actions to be performed hereunder are deemed to occur in Dallas County, Texas. Venue for any dispute relating to this LOI shall be in the federal or state courts located in Dallas County, Texas. Buyer hereby submits to the jurisdiction of those courts over Buyer and to venue in those courts.

12. Financial Ability. Buyer represents to La Madeleine that: (a) Buyer has, or intends to have prior to execution of a definitive APA, sufficient capital, financial and operational resources to purchase the Restaurants contemplated herein; (b) at least one of Buyer's owner's initial investment in the franchise is in excess of _____ Dollars (\$_____); and (c) Buyer or one of Buyer's affiliates or parent has been in a similar business for at least five (5) years and has a net worth of at least _____ Million Dollars (\$____,000,000). Buyer agrees to furnish such other information as La Madeleine may reasonably request in order to assess Buyer's qualifications for the acquisition. This may include, but is not limited to, a detailed summary of experience, detailed information about Buyer's investors, detailed evidence of financial qualification including a Sources and Uses statement, loan commitment, etc.

13. Conditional Exclusivity. Provided the conditions and Buyer's representations set forth herein are met and correct, La Madeleine will not enter into a letter of intent, memorandum of intent, or any definitive agreement involving the sale of the Restaurants until this LOI expires or is terminated.

Please acknowledge La Madeleine's acceptance of the terms and conditions set forth above by signing in the space provided below and returning a signed copy to me.

Best Regards,

By: _____

Accepted by:

La Madeleine of _____, LLC

By: _____

Its: _____

EXHIBIT A - RESTAURANTS

Address	Restaurant Name or No.
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

EXHIBIT B – KEY TERMS

1. Purchase Price. The purchase price shall equal \$ _____ (the “Purchase Price”), to be paid in cash at the closing of the transactions contemplated by the APA by wire transfer of immediately available funds. The purchase price is payable as follows:

(a) A deposit of \$ _____ shall be: (a) paid by Buyer within two (2) business days of the execution of the APA by Buyer and La Madeleine; (b) deposited with _____ Title Company Attn: _____ (the “Title Company”), and (c) held in escrow by the Title Company to be paid in accordance with the APA.

(b) The balance of the Purchase Price shall be paid at closing by wire transfer of immediately available funds at the closing under the APA.

The Purchase Price is exclusive of adjustments, including, without limitation, all inventory held at the Restaurants, change funds, real estate recording fees and closing costs, title insurance, transfer taxes, prorated prepaid expenses, liquor license and other transfer fees, cost incurred or charged by Landlord for assignment of leases, and other similar costs and expenses.

2. Due Diligence Period. Buyer shall have a period of not less than sixty (60) days from the full execution of the APA to complete a final due diligence review of the Restaurants. The parties agree to work toward closing of the transaction under the APA as soon as practicable following expiration of the Due Diligence Period, subject to obtaining necessary consents to the transfer of liquor licenses, leases and other assets at closing.

3. Lease Agreements. Buyer and La Madeleine will seek to have La Madeleine and any affiliated guarantors released from liability under the Leases for the Restaurants which the parties agree to transfer by means of an assignment of such Lease(s) to Buyer. La Madeleine shall not be required to offer or pay any consideration for the contemplated release(s) of liability under such Lease assignments or for the Landlord’s review, consideration and approval (if required) of the Lease assignments. To the extent that a full release of La Madeleine is not obtained with respect to any of the Leases, Buyer will execute certain personal guarantees to La Madeleine guaranteeing La Madeleine’s obligations under such Leases and shall indemnify La Madeleine from and against any and all obligations or liabilities relating to the Leases arising from and after the closing.

4. Franchise Agreements.

- (a) The Franchise Agreements for each Restaurant shall have the following terms:
- i. The Initial Franchise Fee shall be \$40,000.00 per store (which amount shall be included as part of the Purchase Price and allocated by the parties to the Initial Franchise Fee);
 - ii. The Royalty Fee rate shall be five percent (5%) of the Gross Sales of such Restaurant; and

- iii. The initial term shall be ten (10) years.
- (b) For each Restaurant, Buyer shall have a periodic advertising and promotion obligation to the Brand Marketing Fund in an amount up to three percent (3.0%) of Gross Sales. The initial contribution shall be two percent (2.0%) of Gross Sales and La Madeleine may increase the percentage by up to one quarter of one percent (0.25%) per calendar year, but not to exceed three percent (3.0%).

5. Refresh Requirements. Buyer will be required to refurbish, remodel, redecorate and/or renovate ("Refresh") _____ (__) of the Restaurants (Store #s _____) to meet La Madeleine's current Refresh standards to be set forth in a separate letter agreement between the parties, which will be cross-defaulted to the Franchise Agreement for each of the Restaurants, and the Development Agreement. In carrying-out the Refresh, Buyer must spend an amount required to meet the scope requirements listed in Exhibit C. The total amounts listed in Exhibit C are La Madeleine's estimates and reflect historic Refresh spending by La Madeleine. The total and individual amounts by store may be less as long as Buyer meets the scope requirements and has La Madeleine's signoff on the completed Refresh scope. Buyer's obligation to complete the Refresh shall be completed as follows: (i) Refresh of 1 Restaurant to be completed by the end of _____; (ii) Refresh of one additional Restaurant by the end of _____.

6. Development Territory and Schedule. Pursuant to the Development Agreement, Buyer will be required to open _____ additional restaurants in the following Territory: _____ . The schedule for the openings shall be:

Number of Sites	Date by which restaurant must be open	Cumulative # of restaurants

7. Development Fee. The Development Fee under the Development Agreement for each additional restaurant required to be developed in conjunction with the Acquisition shall be \$_____ which is the sum of \$40,000.00 for the first restaurant and \$5,000 - \$20,000.00, depending on how many additional restaurants that Buyer commits to open as set forth in the Development Schedule. This amount is in addition to the Purchase Price. The Development Fee shall be credited towards the then current Franchise Fee for each new restaurant when opened.

EXHIBIT C – REFRESH REQUIREMENTS

ASSET PURCHASE AGREEMENT

This Asset Purchase Agreement (this "Agreement"), dated as of [____], 202_, (the "Effective Date") is entered into by and among [____], a [____] with its principal place of business at [____] ("Purchaser"), and La Madeleine of [____], LLC, a Delaware limited liability company with its principal place of business at 12201 Merit Drive, Suite 900, Dallas, Texas 75251 ("Seller").

RECITALS

A. Seller is engaged in the operation of [a] LA MADELEINE® restaurants in [*insert city/state or other description of the trade area*] (the "Restaurants"), at the locations listed on Exhibit A (the "Premises").

B. Purchaser desires to purchase and assume from Seller, and Seller desires to sell, or cause to be sold, to Purchaser, certain assets located on the Premises, for the consideration and upon the terms and subject to the conditions set forth in this Agreement.

C. In order to induce Seller to sell the Acquired Assets to Purchaser, Seller's Affiliate and Purchaser have entered into a multi-unit development agreement ("Development Agreement") contemporaneously with the execution and delivery of this Agreement by Purchaser and Seller.

AGREEMENT

In consideration of the foregoing and the respective representations, warranties, covenants and agreements contained in this Agreement and intending to be legally bound hereby, the parties hereto agree as follows:

ARTICLE I **Purchase and Sale**

1.1 Purchase and Sale of Assets. Upon the terms and subject to the conditions set forth in this Agreement, at the Effective Time, Seller, or its Affiliates, will grant, sell, assign, transfer and deliver, or caused to be granted, sold, assigned, transferred and delivered, to Purchaser or its designee(s), and Purchaser or its designee(s) will purchase and accept from Seller, all of the Acquired Assets, free and clear of all Liens, other than Permitted Liens set forth in Schedule 1.1.

1.2 Acquired Assets. As used herein, "Acquired Assets" shall mean, subject to those assets excluded in Section 1.3, all right, title and interest of Seller or any of its Affiliates in and to the following properties and assets on the Premises (collectively, the "Acquired Assets") on an "AS IS" "WHERE IS" basis:

(a) all machinery, equipment, tools, furniture, furnishings, fixtures, signs, supplies, materials and other items of tangible personal property owned by Seller, or any of its Affiliates in, at or on the Premises;

(b) all right, title and interest of Seller, or any of its Affiliates, in the building and other leasehold improvements located on the Premises;

(c) all rights and benefits of Seller under the contracts, personal property leases, real property leases, agreements, sales and purchase orders, binding agreements, warranties and commitments listed expressly in Schedule 1.2(b) (collectively, “Assumed Contracts”);

(d) all inventory of Seller on the Premises as of the Effective Time to be used or consumed by Seller or any of its Affiliates in the production of finished goods sold in the Restaurants (collectively, the “Inventory”);

(e) all Petty Cash, as defined in Section 3.3(c), located at the Restaurants;

(f) to the extent transferrable, all licenses, authorizations, permits and other approvals issued to, granted to, given to, or required to be obtained or maintained by Seller or any of its Affiliates, by any Governmental Entity or pursuant to any Legal Requirement with respect to the operation of the Restaurants or any of the other Acquired Assets and all pending applications therefor or renewals thereof, in each case, which are listed expressly in Schedule 1.2(f) (collectively, the “Permits”);

(g) all of the intangible rights and properties of Seller related exclusively to the Restaurants, including going concern value, good-will (reputation, skill and know-how, that represents the relationship established by and between the Restaurants and their guests within the surrounding community), signage located at the Premises, telephone numbers [and online advertising] for the Restaurants; and

(h) all security deposits, credits, advance payments, prepaid expenses and other prepaid items related to the Restaurants or any other Acquired Asset, in each case, which are described expressly in Schedule 1.2(h).

1.3 Excluded Assets. Purchaser expressly understands and agrees that, at the Effective Time, Purchaser will not purchase, accept or assume, and Seller will not grant, sell, assign, transfer or deliver to Purchaser, and the term “Acquired Assets” will not include, any assets, properties and rights of Seller or any of its Affiliates other than the Acquired Assets, including, without limitation, the following excluded assets, properties and rights (collectively, the “Excluded Assets”):

(a) all cash, cash equivalents and similar type items, other than Petty Cash;

(b) all minute books, equity records, financing and accounting records, forecasts, projections, budgets, business plans, and all other books, records, papers, ledgers and files, other than copies of the Assumed Contracts and Permits;

(c) the capital stock and other equity interests of any other Person held by Seller;

(d) all trade accounts receivable and other receivables (including any claims, remedies and other rights related thereto, whether or not billed for products sold by the Restaurants prior to the Effective Time);

(e) all rights to insurance or indemnity, and all claims, causes or action, rights of recovery or set off of any kind and against any Person, to the extent relating to or covering the Premises prior to the Effective Time or related to the Excluded Assets;

(f) all Tax Returns (including any work papers related to Tax Returns), Tax assets and property Tax planning methods and techniques;

(g) all refunds of Taxes related to the Excluded Liabilities or Tax obligations due prior to the Effective Time;

(h) all rights in connection with and assets of any “employee benefits plan” within the meaning of Section 3(3) of the Employee Retirement Income Security Act of 1974 (“ERISA”) and any other program, arrangement, or policy providing benefits to any present or former employee or contractor of Seller or any of its Affiliates;

(i) all liquor licenses issued by the [_____] Alcoholic Beverage [*insert applicable name*] Commission;[on a case by case basis the liquor licenses may be part of the Acquired Assets]

(j) all of the intangible rights and properties of Seller and its Affiliates located at the Restaurants not used or held for use exclusively in connection with the Restaurants;

(k) all Intellectual Property of Seller or any of its Affiliates; and

(l) all other assets listed on Schedule 1.3.

1.4 Assumption of Assumed Liabilities. Subject to Section 1.5 below, at the Effective Time, upon the terms and subject to the conditions set forth in this Agreement, Purchaser or its designee(s) will assume and agree to pay, discharge or perform, when due, the following Liabilities of Seller related exclusively to the Restaurants (the “Assumed Liabilities”):

(a) all Liabilities of Seller or its Affiliates under or related to the Assumed Contracts, to the extent arising out of or relating to performance after the Effective Time;

(b) all Liabilities relating to the Acquired Assets arising after the Effective Time;

(c) all Liabilities arising out of or relating to the operation or conduct of the Restaurants after the Effective Time;

(d) all Liabilities of Purchaser under or relating to Article VI; and

(e) all other Liabilities of Seller or its Affiliates described on Schedule 1.4.

1.5 Excluded Liabilities. Notwithstanding any provision in this Agreement to the contrary, at the Effective Time, Purchaser will assume only the Assumed Liabilities and will not assume any other Liability of Seller or any of its Affiliates. From and after the Effective Time, Seller will remain liable for and will pay, perform and discharge when due all Liabilities of Seller that are not Assumed Liabilities (collectively, the “Excluded Liabilities”).

ARTICLE II **Closing**

2.1 **Closing**. The closing of the transactions contemplated by this Agreement (the "**Closing**") will take place at 10:00 a.m., CST, on [_____] or, if the closing conditions set forth in **Article VIII** (other than those closing conditions that by their nature are to be satisfied at the Closing) have not been satisfied or waived by [_____] , then on the third business day following the satisfaction or waiver of the conditions to Seller's and Purchaser's obligations to effect the Closing set forth in **Article VIII** (other than those closing conditions that by their nature are to be satisfied at the Closing, but subject to the satisfaction or waiver of such conditions at that time) at the offices of Seller at 12201 Merit Drive, Suite 900, Dallas, Texas 75251, or at such other time and place as the parties may mutually agree. The date on which the Closing occurs is herein referred to as the "**Closing Date**." Notwithstanding the foregoing, the parties will endeavor in good faith to effectuate the Closing simultaneously in different locations to avoid the travel and additional expenses of requiring all parties to be simultaneously located in the same place. In furtherance thereof, the parties will deliver, in escrow to their respective counsel and other appropriate parties, executed versions of all Ancillary Agreements and other matters and things necessary to affect the Closing in such manner. The parties agree that the Closing shall be deemed to be effective for all purposes as of 12:01 a.m. (midnight), CST, on the first day following the Closing Date (the "**Effective Time**").

2.2 **Closing Deliveries**.

(a) **Seller**. At the Closing, Seller shall deliver or cause to be delivered to Purchaser the following:

(i) a bill of sale, assignment and assumption agreement, in substantially the form attached hereto as **Exhibit B** (the "**Bill of Sale**"), duly executed by Seller;

(ii) an assignment and assumption of lease for each of the Restaurants (the "**Leases**"), in substantially the form attached hereto as **Exhibit C** or such other appropriate document or instrument of transfer, as the case may require, in a form mutually satisfactory to Purchaser and Seller (collectively, the "**Assignment and Assumption of Lease**"), each duly executed by Seller and, if required, with the written consent of the applicable landlord;

(iii) **[optional]** a management agreement, in substantially the form attached hereto as **Exhibit D** for interim operations pending Purchaser's receipt of beverage permits from the applicable Governmental Entities (the "**Management Agreement**"), duly executed by Seller;

(iv) an administrative services agreement, in substantially the form attached hereto as **Exhibit E** (the "**Administrative Services Agreement**"), duly executed by Seller;

(v) a franchise agreement for the each of the Restaurants, in substantially the form attached hereto as **Exhibit F** (the "**Franchise Agreement**"), together with an Addendum to Franchise Agreement in the form attached as

Exhibit F-1, duly executed by La Madeleine Franchising Company, Inc., a Delaware corporation;

(vi) an Agreement Regarding Leased Location by Tenant in substantially the form attached here as Exhibit G (the “Agreement Regarding Leased Location”) which is an agreement between Purchaser, La Madeleine Franchising Company, Inc. and Purchaser’s landlord for each of the Premises;

(vii) a Development Agreement in the form attached hereto as Exhibit H (the “Development Agreement”), duly executed by La Madeleine Franchising Company, Inc.; and

(viii) such other documents and items as are contemplated by this Agreement or as Purchaser may reasonably request, each in form and substance reasonably satisfactory to Purchaser.

(b) Purchaser. At the Closing, Purchaser shall deliver or pay, or cause to be delivered or paid, to Seller:

(i) an amount equal to the Closing Date Payment plus the Development Fee set forth in the Development Agreement, by wire transfer of immediately available funds to the account(s) designated in writing by Seller;

(ii) the Bill of Sale, duly executed by Purchaser;

(iii) the Assignment and Assumption of Lease for each of the Restaurants, duly executed by Purchaser, together with any release document releasing Seller duly executed by the landlord for the Premises;

(iv) [optional} the Management Agreement, duly executed by Purchaser;

(v) the Administrative Services Agreement, duly executed by Purchaser;

(vi) the Franchise Agreement and related documents including guaranties for the each of the Restaurants, duly executed by Purchaser;

(vii) the Agreement Regarding Leased Location, duly executed by Purchaser;

(viii) the Development Agreement and related documents including guaranties duly executed by Purchaser;

(ix) evidence reasonably satisfactory to Seller confirming that Purchaser has obtained all insurance policies required under the Leases, naming Seller and the landlord as additional insureds thereunder, including copies of certificates of insurance evidencing such policies; and

(x) such other documents and items as are contemplated by this Agreement or as Seller may reasonably request, each in form and substance reasonably satisfactory to Seller.

ARTICLE III

[Earnest Money Deposit] Purchase Price; Ancillary Agreements; Certain Allocations

3.1 [Earnest Money Deposit]. Within two (2) business days after the Effective Date, Purchaser shall deposit the sum of _____ Thousand and No/100 Dollars (\$_____) as Earnest Money (“Earnest Money”) with _____ whose address is _____, _____, _____, as Escrow Agent (“Escrow Agent”) pending the Closing of this sale or termination of this Agreement. If Purchaser fails to deposit the Earnest Money with the Escrow Agent within such 5 day period, Seller may terminate this Agreement by providing written notice thereof to Purchaser before Purchaser deposits the Earnest Money. The Escrow Agent shall hold the Earnest Money in an interest bearing account and all references to “Earnest Money” shall be deemed to include the interest, if any, earned on such sums. The Earnest Money shall be non-refundable upon Purchaser’s satisfaction or waiver of the inspection contingency set forth in Section 8(1)(a) and shall be applied to the amount of the Closing Date Payment to be paid by Purchaser. In the event that Purchaser terminates this Agreement prior to the expiration of the Inspection Period, as defined in Section 8.1(a), the Earnest Money [less \$_____ for costs and expenses incurred by Seller including (*need to insert a description of the costs and expenses*)] shall be returned to Purchaser.

3.2 Purchase Price. The aggregate purchase price for the Acquired Assets (the “Purchase Price”) shall consist of the following: (a) the Cash Purchase Price and (b) the assumption by the Purchaser of the Assumed Liabilities. As provided in Section 2.2(b), Purchaser shall pay at the Closing an amount equal to the Closing Date Payment, to or at the direction of Seller, by wire transfer of immediately available funds to the account(s) designated in writing by Seller.

3.3 Post-Closing Adjustment and Prorations.

(a) Adjustments and Prorations. All revenues and expenses from Seller arising from the operation of the Restaurants prior to the Effective Time, including, without limitation, those arising under the Assumed Contracts, any Taxes, insurance costs, common area maintenance expenses or other expenses due to the landlords under the Leases, business and license fees, utility charges, real and personal property Taxes levied against the Acquired Assets, leasehold rentals and other charges, property and equipment rentals, fees, sales and service charges, other Taxes, wages, salaries, vacation, and sick leave, personal days, commissions and other employee compensation pay for Terminated Employees, prepaid and deferred items, shall be prorated between Purchaser and Seller, and an appropriate adjustment to the Purchase Price shall be made, in accordance with the principle that, except as otherwise expressly set forth in this Agreement, (i) Seller shall receive all revenues, and shall be responsible for all expenses, relating to the operation of the Restaurants for the period ending immediately prior to the Effective Time, and (ii) Purchaser shall receive all revenues, and shall be responsible for all expenses, relating to the operation of the Restaurants thereafter. An adjustment to the Purchase Price shall be made in favor of Purchaser to the extent that Purchaser assumes any liability under any Assumed Contracts to refund (or to credit against payments otherwise due) any security

deposit or similar prepayment paid to Seller by any lessee or other third party which is not otherwise credited to Purchaser. An adjustment of the Purchaser Price shall be made in favor of Seller to the extent that Seller has made (A) any security deposit or similar prepayment under any Assumed Contract regardless of the period to which such deposit may be prorated or (B) any other payment under any Assumed Contract relating to the period beginning at the Effective Time, to the extent Purchaser receives the post-Closing benefits associated with such prepayment. Except as otherwise expressly set forth in this Agreement, Seller shall be liable for all of the costs of employee compensation or other benefits relating to the operation of the Restaurants attributable to services provided by Terminated Employees prior to the Effective Time, including (1) all Taxes and related contributions, vacations, paid time off and sick pay due and owing and (2) all group medical dental or death benefits, whether reported by the Effective Time or thereafter. Purchaser shall be liable for all of the costs of employee compensation and other benefits relating to the operation of the Restaurants attributable to service provided by Terminated Employees, if any, as well as by Transferred Employees to Purchaser after the Effective Time and shall also be responsible for honoring unused vacation time, paid time off and sick time accrued by Transferred Employees prior to the Effective Time as further described in Article VI. If the amount of Taxes with respect to any of the Acquired Assets for the calendar year in which the Closing occurs has not been determined as of the Closing Date, then the Taxes with respect to such Acquired Assets for the preceding calendar year shall be used to calculate such prorations, with known changes in valuation being applied as reasonably determined by Seller and Purchaser. Prorations pursuant to this Section 3.3(a) and the related adjustments to the Purchase Price will be determined in accordance with GAAP (which may include, as appropriate for period expenses such as certain Taxes, prorations based on number of days in the period elapsed through the Closing Date and number of days remaining in the period following the Closing Date) and, insofar as feasible, paid on the Closing Date based upon Seller's good faith calculation delivered to Purchaser no less than three (3) days prior to the Closing Date.

(b) Inventory. Following the close of business of the Restaurants on the Closing Date, Seller shall conduct, or cause to be conducted, a full physical count and qualitative inspection of all unopened Inventory. Purchaser shall have the right to designate one or more representatives to observe, participate in and verify such physical inventory, at Purchaser's expense, to which physical inventory Seller shall provide such Purchaser representatives with full access thereto. Except for mathematical errors, such unopened Inventory count shall be final, binding and conclusive on the parties for all purposes of this Agreement. The unopened Inventory shall be valued at cost in accordance with GAAP and shall be determined utilizing the inventory derived from the foregoing physical counts and qualitative inspections.

(c) Petty Cash. As used herein, the term "Petty Cash" means an amount in U.S. Dollars equal to [_____]. Seller shall collect, or (if applicable) cause its armored car service to collect, all cash other than the Petty Cash located at the Premises on the first day following the Closing Date, and Purchaser shall grant Seller and its representatives, including Seller's armored car services access to the Premises to enable such collection.

(d) Proposed Adjustment Statement. On or before 5:00 p.m., CST, on the thirtieth (30th) day after the Closing Date, Seller shall prepare in good faith and submit to Purchaser a statement (the "Proposed Adjustment Statement"), setting forth in reasonable

detail and with reasonable supporting documentation, Seller's proposed calculation of (i) the Cash Purchase Price, (ii) adjustments or prorations required by Section 3.2(a), and (iii) the value of the unopened Inventory determined in accordance with Section 3.2(b), and in each case of the foregoing clauses (i) through (iii) determined in accordance with this Agreement and, to the extent not inconsistent with this Agreement and otherwise applicable to the particular calculation, GAAP.

(e) Review of Proposed Adjustment Statement. Seller shall grant Purchaser and its authorized representatives access to such work papers or other documents and information as Purchaser may reasonably request relating to Seller's calculation, and Purchaser's review of the calculation, of the amounts included in the Proposed Adjustment Statement and shall make appropriate officers available to assist Purchaser and its representatives and timely respond to questions in connection with Purchaser's review of the Proposed Adjustment Statement.

(f) Notices of Disputes. Purchaser shall have until 5:00 p.m., CST, on the twentieth (20th) day after the date of receipt by Purchaser of the Proposed Adjustment Statement to give to Seller written notice of any dispute regarding the amounts reflected in the Proposed Adjustment Statement. If Purchaser does not timely give Seller written notice of a dispute in accordance with this Section 3.3(f), the Proposed Adjustment Statement shall be deemed to have been accepted and agreed to by Purchaser in the form in which it was delivered as the Final Adjustment Statement and shall be final and binding on all parties hereto in all respects. Any written notice of dispute regarding the Proposed Adjustment Statement (a "Dispute Notice"), as to each dispute, shall, to the extent reasonably practicable, set forth in reasonable details the elements and amounts with which Purchaser disagrees, including the amounts of any adjustments that are necessary in the reasonable judgment of Purchaser for the computations contained in the Proposed Adjustment Statement and the general basis for Purchaser's suggested adjustments. During the twenty (20)-day period ending at 5:00 p.m., CST, on the twentieth (20th) day following the date of Seller's receipt of a Dispute Notice, Purchaser and Seller shall make reasonable good faith efforts to resolve any disputed items and agree in writing upon the final content of the Proposed Adjustment Statement or to stipulate to such portion thereof with respect to which there is no dispute.

(g) Dispute Resolution.

(i) If Purchaser and Seller are unable to resolve or stipulate to all disputed items relating to the Proposed Adjustment Statement within the twenty (20)-day period referenced in Section 3.3(f), the matters with respect to which no resolution or stipulation can be reached (the "Disputed Items") shall be submitted to and resolved by the independent accounting firm of Grant Thornton, LLP at 1717 Main Street #1500, Dallas, Texas, or such other nationally recognized independent accounting firm selected by mutual agreement of Purchaser and Seller (the "Independent Accounting Firm"); provided, however, if the Independent Accounting Firm is unwilling to so serve (the date of notice of such unwillingness to serve, the "Decline Date") and Purchaser and Seller are unable to agree on another nationally recognized independent accounting firm within five (5) days after the Decline Date, then within ten (10) days after the Decline Date, each of Purchaser and Seller shall select an office of an independent accounting firm of

nationally recognized standing and such two (2) firms shall, within fifteen (15) days after the Decline Date, then select a third independent accounting firm of nationally recognized standing to resolve any remaining Disputed Items (the firm selected in accordance with the foregoing, the "Settlement Firm").

(ii) Purchaser and Seller (A) shall each immediately enter into a customary engagement letter with the Settlement Firm in which the scope of the Settlement Firm's engagement is specified in reasonable detail that is consistent with this Agreement and (b) shall instruct the Settlement Firm that a written determination (which shall contain the underlying reasoning) of the Settlement Firm with respect to such Disputed Items and the accuracy of the Proposed Adjustment Statement as a result of the resolution of such Disputed Items shall be completed and provided to Purchaser and Seller within thirty (30) days after the engagement of the Settlement Firm. The Settlement Firm shall only resolve each Disputed Item by making an adjustment to the Proposed Adjustment Statement that is within the range for the Disputed Item defined by the amount of such Disputed Item in the Proposed Adjustment Statement delivered by Purchaser or Seller pursuant to Section 3.3(d) and the amount of such Disputed Item included in the respective Dispute Notice. The resolution and determination of the Disputed Items by the Settlement Firm shall be based solely on the provisions of this Agreement and on written submissions and presentations by Purchaser and Seller (or their respective representatives), and not on independent review by the Settlement Firm and such resolution by the Settlement Firm shall be conclusive, final and binding on all parties in all respects, absent fraud or manifest error.

(iii) The term "Final Adjustment Statement" means, as applicable, (A) the Proposed Adjustment Statement (including the final amounts contained therein) if Purchaser does not timely dispute such statement in accordance with Section 3.3(f), (B) there are no Disputed Items, the Final Adjustment Statement (including the final amounts contained therein) mutually agreed to by Purchaser and Seller or (C) if there are Disputed Items, the Final Adjustment Statement (including the final amounts contained therein) determined by the Settlement Firm after its resolution and determination of the Disputed Items in accordance with Section 3.3(g)(ii). The Final Adjustment Statement, however determined in accordance with this Agreement shall be conclusive, final and binding on all parties in all respects and shall constitute an arbitral award upon which a judgment may be rendered by a Governmental Entity having proper jurisdiction thereover.

(h) Allocation of Fees, Costs and Expenses of Settlement Firm. Fifty percent (50%) of the fees, costs and expenses of the Settlement Firm shall be borne by Purchaser and the remaining fifty percent (50%) of the fees, costs and expenses of the Settlement Firm shall be borne by Seller.

(i) True-Up Payment.

(i) If the Closing Date Payment is less than the Cash Purchase Price, as reflected in the Final Adjustment Statement, then Purchaser shall pay to or at the direction of Seller, by wire transfer of immediately available funds to an account

designated by Seller, the amount in U.S. dollars of such shortfall within two (2) business days after the final determination of the Final Adjustment Amount.

(ii) If the Closing Date Payment exceeds the Cash Purchase Price, as reflected in the Final Adjustment Statement, then Seller shall pay to or at the direction of Purchaser, by wire transfer of immediately available funds to an account designated by Seller, the amount in U.S. dollars of such excess within two (2) business days after the final determination of the Final Adjustment Amount.

3.4 **Allocation.** No less than fifteen (15) days prior to the Closing Date, Seller shall provide to Purchaser a schedule allocating the Purchase Price among the Acquired Assets and the Initial Franchise Fee set forth in the Franchise Agreements (the “Draft Allocation Schedule”) for Purchaser’s review, comment and consent (such consent not to be unreasonably withheld, conditioned or delayed). Upon agreement between Seller and Purchaser (including any adjustments to the Draft Allocation Schedule agreed to by the parties), such schedule shall be the “Agreed Allocation Schedule”. In the event that Seller and Purchaser cannot agree on an Agreed Allocation Schedule, (a) the items in disagreement shall be promptly submitted to the Independent Accounting Firm and (b) in the absence of fraud or manifest error, such resolution by the Independent Accounting Firm will be conclusive and binding upon Purchaser and Seller. After the Effective Time, the parties shall make consistent use of the allocation, fair market value and useful lives specified in the Agreed Allocation Schedule for all Tax purposes and in any and all Tax Returns, forms, filings, declarations and reports related to Taxes with any Governmental Entity, including the United States Internal Revenue Service (the “IRS”), including the forms required to be filed under Section 1060 of the Code, if applicable, it being understood that Purchaser shall prepare and deliver IRS Form 8594 to Seller within forty-five (45) days after the Closing Date if such form is required to be filed with the IRS.

ARTICLE IV

Representations and Warranties of Seller

Seller represents and warrants to Purchaser as of the date hereof as follows:

4.1 **Authorization.** Seller has the requisite power and authority to execute and deliver this Agreement and the Ancillary Agreements to which it is or will be a party and to fully perform its obligations hereunder and thereunder. This Agreement has been validly executed and delivered by Seller and, assuming the due authorization, execution and delivery of this Agreement by Purchaser, constitutes a valid and binding agreement of Seller, and is enforceable against Seller in accordance with its terms, except as that enforceability may be subject to (a) any applicable bankruptcy, insolvency, reorganization, moratorium or other similar laws affecting or relating to enforcement of creditors’ rights generally and (b) general equitable principles (regardless of whether enforcement is sought in a proceeding at law or in equity).

4.2 **No Violation; Required Consents.** Neither the execution and delivery of this Agreement or any of the Ancillary Agreements to which Seller is or will be a party by Seller nor the consummation of the transactions contemplated hereby and thereby by Seller shall (a) violate any Legal Requirement to which such Seller is a party or is bound or to which any of the Acquired Assets is subject or is bound, or (b) subject to obtaining any consents or sending any notices required under any contracts, violate or result in a material breach of or constitute a material default (or would result in or constitute such a breach or default with notice or lapse of time or both) under any provision of any contract except those contracts listed in Schedule 4.2.

4.3 Title to Acquired Assets. Seller, or its Affiliates, has good and valid title to, or a valid leasehold interest in, all of the material tangible personal property included in the Acquired Assets, free and clear of Liens other than Permitted Liens and Liens that will be released as of Closing.

4.4 Tax Matters.

(a) Seller has timely filed within the time period for filing, or any extension granted with respect thereto, all Tax Returns which such Seller is required to file relating to any and all Taxes and such Tax Returns are true and correct in all material respects;

(b) Seller has paid all Taxes, if any, due and payable by such Seller prior to Closing in connection with the Acquired Assets or that arise or accrue out of the ownership of the Acquired Assets or the operation of the Restaurants; and

(c) There are (i) no current Liens for past due Taxes, (ii) no pending audits, examinations, assessments, asserted deficiencies or claims for Taxes which, if adversely determined, would result in a Lien on the Acquired Assets or (iii) outstanding agreements or waivers extending the statutory period of limitation applicable to any Tax Return of Seller for any period.

4.5 Permits. As of the date hereof, to Seller's Knowledge, all material Permits included in the Acquired Assets are valid and in full force and effect. No Proceeding is pending or, to Seller's Knowledge, threatened to revoke or terminate any material Permit or declare any material Permit invalid in any respect.

4.6 Proceedings. As of the date hereof, to Seller's Knowledge, there is not pending against Seller any Proceeding relating to the Restaurants or the Acquired Assets except those listed on Schedule 4.6. As of the date hereof, there is no Order against Seller that adversely affects the Acquired Assets, the Premises or the Restaurants.

4.7 Real Property. Seller does not own any real property used in the operation of the Restaurants. Exhibit A sets forth the address of the leased real property used exclusively by Seller in connection with the operation of the Restaurants, and Schedule 1.2(b) describes the Leases for the Restaurants. Each Lease grants Seller a valid leasehold interest in the leased real property and is in full force and effect. Seller has not sent nor received written notice of any default under any Lease which has not been waived or cured nor has Seller materially breached any material covenant, agreement or condition contained in any Lease which has not been waived or cured, nor, to Seller's Knowledge, has there occurred any event which with the passage of time or the giving of notice or both would constitute such a material breach by Seller under any Lease. All rents due and payable under the Lease have been paid and no amounts are currently past due under any Lease.

4.8 Compliance With Laws Generally. As of the date hereof, to Seller's Knowledge, Seller has complied and is in current compliance in all material respects with all Legal Requirements applicable to the Restaurants as currently conducted or the ownership, use or possession of the Acquired Assets to which it is subject or by which it is bound; provided, however, that no representations or warranties are made pursuant to this Section 4.8 in respect of Legal Requirements relating to Taxes (the sole and exclusive representations and warranties regarding which are set forth in Section 4.4) or whether Government Consents are required.

4.9 “AS IS, WHERE IS” PURCHASE. PURCHASER ACKNOWLEDGES AND AGREES THAT SELLER IS NOT MAKING ANY REPRESENTATIONS OR WARRANTIES EXCEPT AS SET FORTH IN ARTICLE IV AND PURCHASER FURTHER ACKNOWLEDGES AND AGREES THAT IT IS ACQUIRING THE ACQUIRED ASSETS ON AN “AS IS, WHERE IS” AND “WITH ALL FAULTS” BASIS WITHOUT REPRESENTATIONS, WARRANTIES OR COVENANTS, EXPRESS OR IMPLIED, OF ANY KIND OR NATURE. IT IS FURTHER UNDERSTOOD AND AGREED BY PURCHASER THAT SELLER IS NOT MAKING, AND SPECIFICALLY DISCLAIMS, ANY WARRANTIES OR REPRESENTATIONS OF ANY KIND OR CHARACTER, EXPRESS OR IMPLIED, AS TO THE PHYSICAL CONDITION OF THE ACQUIRED ASSETS WITH REGARD TO THE VALUE, CONDITION, MERCHANTABILITY, MARKETABILITY, PROFITABILITY, SUITABILITY, OR FITNESS FOR A PARTICULAR USE OR PURPOSE.

ARTICLE V

Representations and Warranties of Purchaser

Purchaser represents and warrants to Seller that as of the date hereof as follows:

5.1 Authorization. Purchaser has the requisite power and authority to execute and deliver this Agreement and the Ancillary Agreements to which it is or will be a party in connection with the transactions contemplated by this Agreement and to fully perform its obligations hereunder and thereunder. This Agreement has been duly executed and delivered by Purchaser and, assuming the due authorization, execution and delivery hereof by Seller, constitutes a valid and binding agreement of Purchaser, and is enforceable against Purchaser in accordance with its terms, except as such enforceability may be subject to (a) any applicable bankruptcy, insolvency, reorganization, moratorium or other similar laws affecting or relating to enforcement of creditors' rights generally and (b) general equitable principles (regardless of whether enforcement is sought in a proceeding at law or in equity).

5.2 No Violation. Neither the execution and delivery of this Agreement or any of Ancillary Agreements to which Purchaser is or will be a party by Purchaser, nor the consummation of the transaction contemplated hereby and thereby by Purchaser shall (i) violate or result in a material breach of or constitute a material default (or would result in or constitute such a breach or default without notice or lapse of time or both) under any of the provisions of any material indenture, mortgage, lease or other agreement to which Purchaser is a party or is bound, or (ii) violate any Legal Requirement to which Purchaser is a party or is bound.

5.3 Proceedings. As of the date hereof, there is not pending nor, to Purchaser's knowledge, threatened against Purchaser any Proceeding, except those listed on Schedule 5.3.

5.4 Financing. Purchaser has available sufficient cash in immediately available funds to consummate the transactions contemplated by this Agreement, as of the date hereof and will have sufficient cash for such at the Closing.

ARTICLE VI
Employment Matters

[To be included on a State by State basis]

Purchaser shall, or shall cause an Affiliate of Purchaser to, offer employment, effective as of the Effective Time, to at least 90% of the employees of Seller or any of its Affiliates working at the Restaurants and engaged exclusively in the operation of the Restaurants, including employees who are absent due to vacation, sickness, paid time off, leave of absence or short-term or long-term disability (the "Restaurant Employees"), with all Restaurant Employees who accept such employment and commence employment as of the Effective Time being referred to herein as "Transferred Employees") and in no case shall Purchaser (together with any of its Affiliates) offer to hire less than the number of Restaurant Employees required to ensure that Seller will not be obligated under the Worker Adjustment and Retraining Notification Act ("WARN") to issue WARN notices to the Restaurant Employees on or before the Effective Time. Such offers shall be made no less than seven (7) business days before the Closing Date and Purchaser shall provide a list to Seller of the Restaurant Employees to whom such offers are being made and whether such offers have been accepted no less than three (3) days before the Closing Date. During the ninety (90) days following the Effective Time, Purchaser agrees not to take any action that would trigger any obligations or liabilities under WARN or any similar Legal Requirement. On the Closing Date, Purchaser will employ the Transferred Employees on terms comparable to industry standards but as determined by Purchaser in its sole discretion. Purchaser shall, or shall cause such Affiliate of Purchaser to, recognize all service of the Transferred Employees with Seller or any of its Affiliates, as if such service were with Purchaser, for vesting, eligibility (including, without limitation, for leaves of absences) and accrual purposes (including unused vacation time, paid time off and sick time); provided, however, such service shall not be recognized to the extent that such recognition would result in a duplication of benefits. If Purchaser offers medical, dental, pharmaceutical, vision, and/or disability benefits to any Transferred Employee, Purchaser will do so as required by law and as required by insurance company coverage policies. Purchaser shall be solely responsible for any obligations arising under Section 4980B of the Code (the "COBRA Requirements") with respect to all "M&A qualified beneficiaries" as defined in Treasury Regulation § 54.4980B-9. In particular, but without limiting the foregoing obligation, Purchaser shall provide and continue to provide all continuation coverage under its, or an Affiliates', group health plans required by ERISA, the Code and applicable law for (i) any Restaurant Employees who terminate (or have terminated and have elected, or are eligible to elect, continuation of coverage under the COBRA Requirements) employment with the Restaurants before the Effective Time or (ii) any Restaurant Employees who terminate employment as of the Effective Time who do not become Transferred Employees ("Terminated Employees"). If Purchaser or its Affiliates do not continue to maintain a group health plan after the Effective Time, and Seller or any of its Affiliates is required by ERISA, the Code, or applicable law to provide continuation coverage under its group health plans to any such employees identified in (i) or (ii) or as an M&A qualified beneficiary, Purchaser shall indemnify Seller or any of its Affiliates, as applicable, for any costs, claims, or liabilities incurred by Seller or any of its Affiliates in connection with it providing such coverage.

ARTICLE VII

Covenants

7.1 **Conduct of the Business of the Restaurants.** Prior to the Closing, unless Purchaser otherwise consents in writing (which consent shall not be unreasonably withheld or delayed) or except as expressly contemplated by this Agreement, Seller shall use its commercially reasonable efforts to carry on the business of the Restaurants in the ordinary course in the same manner as presently conducted and to keep the operations supporting the Restaurants materially intact, including preserving Seller's present relationships with licensors, suppliers, customers and others having material business relations with the Restaurants.

7.2 **Consents.** After the date hereof and prior to the Closing, Seller and Purchaser shall use their commercially reasonable efforts to obtain any third-party consent, approval, or authorization or provide any notification to any third party that is required to be obtained or given in connection with the transactions contemplated by this Agreement and is a counterparty to the contracts identified on Schedule 4.2; provided, that Seller shall not be required to make any expenditure or payment to any such third party or to make any amendment to any of such contracts in any case to obtain such consent or approval and if any such payment, fee, reimbursement for expenses are due, then Purchaser shall reimburse Seller the amount thereof as part of the Proposed Adjustment Statement and Final Adjustment Statement.

7.3 **Additional Agreements.** Subject to the terms and conditions of this Agreement, each of the parties hereto will use its respective commercially reasonable efforts to take or do, or cause to be taken or done, all things necessary, proper or advisable to consummate and make effective the transactions contemplated by this Agreement. If at any time after the Closing Date, any further action is necessary to carry out the purposes of this Agreement and the Ancillary Agreements, the parties shall take all such action as is commercially reasonable.

7.4 **Post-Closing Cooperation.** From and after the Closing Date, each party agrees to cooperate with the other party as may be reasonably necessary for the continued operation of the Restaurants under the circumstances that Purchaser is a separate entity and operator than Seller of the Restaurants.

7.5 **Investigation; No Other Representations or Warranties.**

(a) Purchaser acknowledges that it has made its own inquiry and investigation into, and, based thereon, has formed an independent judgment concerning, the Restaurants and the Acquired Assets and Purchaser has been furnished with or given full access to such information about the Restaurants and the Acquired Assets as it requested and considered material in determining whether to enter into this Agreement and to consummate the transactions contemplated by this Agreement. Purchaser acknowledges that it has had an opportunity to ask all questions of and receive answers from Seller with respect to any matter it considers material in determining whether to enter into this Agreement and to consummate the transactions contemplated by this Agreement.

(b) Purchaser has relied solely on the representations and warranties expressly and specifically set forth in Article IV of this Agreement and, except for the representations and warranties that are expressly set forth in Article IV of this Agreement, none of Seller or any of its Affiliates or representatives has made, and shall not be deemed to have made, to Purchaser or to any of its representatives, any representation or warranty

of any kind. Except as expressly set forth herein, no Person has been authorized by Seller to make any representation or warranty relating to the Restaurants, the Acquired Assets or otherwise in connection with the transactions contemplated by this Agreement and, if made, such representation or warranty may not be relied upon.

7.6 Sales Taxes. Purchaser shall bear one hundred percent (100%) of any sales Taxes, use Taxes, transfer Taxes, documentary charges, recording fees or similar Taxes, charges, fees or expenses ("Transfer Taxes") that may become payable in connection with the sale of the Acquired Assets to Purchaser or in connection with the transactions contemplated by this Agreement. Purchaser and Seller shall reasonably cooperate with one another in minimizing such Transfer Taxes and cooperate in preparing and filing any Transfer Tax exemption or reductions forms.

7.7 Post-Closing Repairs. In the event of any material failure of any major equipment component set forth on Schedule 7.7 (each, a "Major Equipment Component") that is not due to gross negligence, misuse or other fault by Purchaser during the period from and after the Closing Date until 120 days following the Closing Date such that the cost to repair such Major Equipment Component is \$1,000 or more per repair work order (in any such case, a "Component Failure"), Purchaser shall give prompt notice to Seller upon discovery thereof by delivering such notice to William Gober, Facilities Manager, at wgober@lamadeleine.com or 972-310-4912. Following receipt of such notice of a Component Failure, Seller shall have the option, in its sole discretion, to elect to (i) repair or restore the Major Equipment Component affected by such Component Failure (the "Affected Equipment Component") to substantially its condition immediately prior to the occurrence of such Component Failure or (ii), if the Affected Equipment Component is destroyed or damaged beyond repair or if the estimated cost of repair exceeds the estimated cost of replacement, replace the Affected Equipment Component. The maximum aggregate amount of repair, restoration, or replacement costs for Affected Equipment Components for which Seller shall be responsible pursuant to this Section 7.7 shall not exceed \$20,000. Purchaser agrees to grant Seller and its representatives, access to the Premises at all reasonable times so that Seller and its representatives may evaluate the Affected Equipment Component and make any necessary or appropriate repair, restoration or replacement.

ARTICLE VIII **Conditions to Closing**

8.1 Conditions to Purchaser's Obligation. The obligation of Purchaser to consummate the transactions contemplated by this Agreement is subject to the satisfaction of the following conditions at or before the Closing:

(a) Commencing on the Effective Date and extending for a period of thirty (30) days (the "Inspection Period") Purchaser shall have the right to physically inspect the Restaurants and the Acquired Assets in order to determine if they are in satisfactory working condition; provided, however, that such inspections shall be performed in the presence of a designated La Madeleine representative at times and locations that are mutually agreeable. Without the prior consent of _____ as the main point of contact and deal manager of La Madeleine, Purchaser shall not contact any La Madeleine employee working at, or responsible for the supervision of, the Restaurants. Prior to the expiration date of the Inspection Period, Purchaser shall notify Seller in writing that (i) it accepts the Restaurants and Acquired Assets in their current condition, (ii) it waives its

right to inspect the Restaurants and/or Acquired Assets or, (iii) it is terminating this Agreement

(b) All representations and warranties of Seller contained in this Agreement shall be true and correct in all material respects at and as of the Closing with the same effect as though such representations and warranties were made at and as of the Closing.

(c) Seller shall have performed or complied in all material respects with all the covenants and agreements required by this Agreement to be performed or complied with by it at or prior to the Closing.

(d) Seller shall have delivered to Purchaser a certificate signed by a duly authorized officer of Seller stating that each of the conditions specified in clauses (a) and (b) of this Section 8.1 have been satisfied.

(e) All documents, instruments, certificates and other items required to be delivered by Seller pursuant to Section 2.2(a) shall have been delivered.

(f) No statute, rule, regulation or Order shall be in effect or shall have been enacted, entered, promulgated, or enforced by, any Governmental Entity of competent jurisdiction that enjoins or prohibits the consummation of the transactions contemplated by this Agreement.

(g) All consents, approvals, Orders, authorizations or other actions of any Governmental Entity ("Government Consents") set forth on Schedule 8.1(f) shall have been filed, occurred, or been obtained.

(h) Purchaser shall have received evidence reasonably acceptable to Purchaser of the release and termination of all Liens on the Acquired Assets, other than Permitted Liens.

(i) Since the date of this Agreement, there shall not have occurred any material adverse changes to the financial condition, Acquired Assets or results of operations of the Restaurants.

(j) Since the date of this Agreement, no Proceeding relating to the Restaurants or the Acquired Assets shall have been commenced, and no Order against Seller shall have been entered, by or before any Governmental Entity that, in the reasonable, good faith determination of Purchaser, is reasonably likely to have a material adverse effect on the financial condition, Acquired Assets or operations of the Restaurants.

Any condition specified in this Section 8.1 may be waived by Purchaser; provided, that no such waiver shall be effective against Purchaser unless it is set forth in a writing executed by an authorized officer of Purchaser.

8.2 Conditions to Seller's Obligation. The obligation of Seller to consummate the transactions contemplated by this Agreement is subject to the satisfaction of the following conditions at or before the Closing:

(a) All representations and warranties of Purchaser contained in this Agreement shall be true and correct in all material respects at and as of the Closing with the same effect as though such representations and warranties were made at and as of the Closing.

(b) Purchaser shall have performed or complied in all material respects with the covenants and agreements required by this Agreement to be performed or complied with by it at or prior to the Closing.

(c) Purchaser shall have delivered to Seller a certificate signed by a duly authorized officer of Purchaser stating that each of the conditions specified in clauses (a) and (b) of this Section 8.2 have been satisfied.

(d) All documents, instruments, certificates and other items required to be delivered by Purchaser pursuant to Section 2.2(b) shall have been delivered.

(e) No statute, rule, regulation or Order shall be in effect or shall have been enacted, entered, promulgated, or enforced by, any Governmental Entity of competent jurisdiction that enjoins or prohibits the consummation of the transactions contemplated by this Agreement.

(f) All Governmental Consents set forth on Schedule 8.1(f) shall have been filed, occurred, or been obtained.

(g) All Liens on the Acquired Assets, other than Permitted Liens, shall have been released or terminated.

(h) Since the date of this Agreement, no Proceeding relating to the Restaurants or the Acquired Assets shall have been commenced, and no Order against Purchaser shall have been entered, by or before any Governmental Entity that, in the reasonable, good faith determination of Seller, is reasonably likely to have a material adverse effect on the financial condition, Acquired Assets, Premises or operations of the Restaurants.

Any condition specified in this Section 8.2 may be waived by Seller; provided, that no such waiver shall be effective against Seller unless it is set forth in a writing executed by an authorized officer of Seller.

ARTICLE IX **Termination**

9.1 Termination. This Agreement may be terminated at any time prior to the Closing:

(a) by mutual written consent of Seller and Purchaser;

(b) by Purchaser in the event of a breach by Seller of any representation, warranty, covenant or agreement contained in this Agreement which (A) would give rise to the failure of a condition to the Closing hereunder and (B) cannot be or has not been cured within the lesser of thirty (30) days or the occurrence of the Termination Date (the "Cure Period") following receipt by Seller of written notice of such breach from Purchaser;

(c) by Seller in the event of a breach by Purchaser of any representation, warranty, covenant or agreement contained in this Agreement which (A) would give rise to the failure of a condition to the Closing hereunder and (B) cannot be or has not been cured during the Cure Period; provided, however, that there shall be no Cure Period for Purchaser's failure to obtain all funds on or prior to the Closing Date necessary to pay the Closing Date Payment (which failure shall constitute a material breach hereunder);

(d) by either Seller or Purchaser:

(i) if a court of competent jurisdiction or other Governmental Entity shall have issued an Order (which Order the parties hereto shall use their best efforts to lift), in each case, permanently restraining, enjoining or otherwise prohibiting consummation of the transactions contemplated by this Agreement, and such Order shall have become final and nonappealable; or

(ii) if the Closing shall not have occurred by the later of 5:00 p.m., CST, on [] (the "Termination Date"); provided, however, that the right to terminate this Agreement under this clause (B) shall not be available to any party whose breach of this Agreement has been the principal cause of, or primarily resulted in, the failure of the Closing to occur on or before the Termination Date.

9.2 Effect of Termination. In the event of a termination of this Agreement by either Seller or Purchaser as provided in Section 9.1, this Agreement shall forthwith become void and of no further force or effect with no liability or obligation hereunder on the part of Purchaser or Seller or their respective Affiliates, officers, directors, managers, employees, members or shareholders; provided, however, that (i) this Section 9.2, Section 9.3, and Article XI (other than Section 11.11, which shall not survive termination) shall survive such termination and (ii) the liability of any party for willful breach by such party of the representations, warranties, covenants or agreements of such party set forth in this Agreement occurring prior to the termination of this Agreement shall survive the termination of this Agreement and the non-breaching party shall be entitled to pursue any and all legally available remedies and to seek the recovery of all Losses, liabilities, damages, costs and expenses of every kind and nature, including reasonable attorneys' fees and court costs.

9.3 Return of Documentation. Following a termination of this Agreement in accordance with Section 9.1, Purchaser shall (a) return all agreements, documents, contracts, agreements, instruments, books, records, materials and all other information relating to the Restaurants, the Assumed Contracts and the Assumed Liabilities provided to Purchaser by Seller or any of its representatives (and the provisions of the Confidentiality Agreement shall apply to all such materials) and (b) destroy all analyses, compilations, data, studies, notes, interpretations, memoranda or other documents prepared by Purchaser or its respective Affiliates or representatives (including in electronic form) that refer to, relate to, discuss, contain or are based on, in whole or in part, any information or documentation set forth in clause (a).

ARTICLE X **Indemnification**

10.1 Indemnification Obligations of Seller. Subject to the terms and conditions of this Agreement, Seller shall indemnify, defend, and hold Purchaser, its officers, directors, stockholders, managers, members, employees, heirs, executors, agents, successors, assigns, accountants, advisors and attorneys (the "Purchaser Indemnitees") harmless from and against all any and all

Losses suffered or incurred by any such Purchaser Indemnitees to the extent caused by any of the following:

- (a) any breach of any representation or warranty made by Seller in this Agreement;
- (b) any breach or default in the performance of any agreement or covenant of Seller required by this Agreement to be performed by it; and
- (c) the Excluded Liabilities.

10.2 Indemnification Obligations of Purchaser. Subject to the terms and conditions of this Agreement, Purchaser shall indemnify, defend, and hold Seller and its officers, directors, stockholders, managers, members, employees, heirs, executors, agents, representatives, successors, assigns, accountants, advisors and attorneys (the “Seller Indemnitees”) harmless from and against any and all Losses suffered or incurred by any such Seller Indemnitees to the extent caused by any of the following:

- (a) any breach of any representation or warranty made by Purchaser in this Agreement;
- (b) any breach or default in the performance of any agreement or covenant of Purchaser required by this Agreement to be performed by it; and
- (c) the Assumed Liabilities.

10.3 Survival and Time Limitations. All representations and warranties contained in this Agreement shall survive the execution and delivery of this Agreement and the Closing until 5:00 p.m., CST, on the one hundred eightieth (180th) day following the Closing Date (the “Expiration Date”); each covenant or agreement contained in this Agreement to be performed at or prior to Closing shall survive the execution and delivery of this Agreement and the Closing until 5:00 p.m., CST, on the ninetieth (90th) day after Closing; and each covenant or agreement contained in this Agreement to be performed after the Closing shall survive in accordance with its terms until fully performed. Any indemnification claim made under Section 10.1 or Section 10.2 must be asserted in a written indemnity claim delivered to the Indemnitor in accordance with Section 10.8 prior to 5:00 p.m., CST, on the last day of the respective survival period as specified in this Section 10.3 and may not be asserted after such date; provided, however, that any indemnification claim for which a written indemnity claim is given within the time period set forth above shall survive until such claim has been finally resolved in accordance with this Article X.

10.4 Deductible Amount; Maximum Claim. The Purchaser Indemnities shall not be entitled to indemnification pursuant to Section 10.1(a) unless and until the aggregate amount of Losses from claims indemnifiable under Section 10.1(a) exceeds one-tenth of one percent (0.01%) of the Purchase Price (the “Deductible Amount”) (and, then, only to the extent of such excess). Seller’s aggregate liability under Section 10.1 shall be limited in the aggregate to one percent (1.0%) of the Purchase Price, without offset for any repair, restoration or replacement costs for which Seller becomes liable under Section 7.7.

10.5 Exercise of Rights by Indemnitees. Indemnification claims of the Seller Indemnitees may be made and enforced hereunder solely by Seller on their behalf. Indemnification

claims of the Purchaser Indemnitees may be made and enforced hereunder solely by Purchaser on their behalf.

10.6 No Duplication of Recovery. Any amounts payable pursuant to this Article X shall be paid without duplication (e.g. if one Purchaser Indemnitee is reimbursed for a Loss, another Purchaser Indemnitee may not be reimbursed for the same Loss), and in no event shall any Indemnitee be indemnified under different provisions of this Agreement for the same Loss if such indemnification would result in duplication of payment of such Loss. Without limiting the generality of the foregoing, Seller shall not have any liability pursuant to this Article X in respect of any item or any Loss that has been reimbursed from insurance.

10.7 Net Losses; Subrogation; Mitigation.

(a) Notwithstanding anything contained herein to the contrary, the amount of any Losses for which an Indemnitee may be entitled to indemnification under this Article X shall be reduced to the extent of (i) any insurance proceeds that the Indemnitee or any of its Affiliates actually receives with respect to such Losses (including those from affiliated insurance companies), less any deductibles, costs, and expenses actually incurred in connection with making any claim or obtaining such insurance proceeds, and (ii) any Tax benefit that actually reduces the Taxes of the Indemnitee arising from the incurrence or payment of any such Loss (net of any Tax detriment to such Indemnitee). Each Indemnitee shall exercise commercially reasonable efforts to obtain such proceeds, benefits and recoveries. If any such proceeds, benefits or recoveries are received by an Indemnitee or any of its Affiliates with respect to any Losses after payment has been made to the Indemnitee with respect thereto, the Indemnitee shall promptly pay back, or cause its appropriate Affiliate to pay back, the amount of such proceeds, benefits or recoveries (up to the amount received by the Indemnitee with respect to such Losses, subject to the limitations herein) to the Indemnitee.

(b) Upon an Indemnitee's receipt of any indemnification payments in respect of any Losses, the Indemnitee shall, to the extent of such payment, be subrogated to all rights and claims of the Indemnitee against any Person in respect of the Losses to which such payment relates. In such a case, the Indemnitee shall execute all instruments reasonably necessary to evidence or further perfect such subrogation rights.

(c) Each party entitled to indemnification under this Article X shall use commercially reasonable efforts to mitigate Losses after becoming aware of an event that would reasonably be expected to give rise to any Losses that are indemnifiable or recoverable under this Article X.

10.8 Claims.

(a) Claim Procedure. If a Purchaser Indemnitee or a Seller Indemnitee entitled to indemnification pursuant to this Article X (the "Indemnitee") intends to make an indemnity claim under this Agreement, then the Indemnitee shall deliver to the party or parties obligated to provide indemnification pursuant to this Article X (the "Indemnitor") a written indemnity claim (i) stating that the Indemnitee has paid or suffered, or expects to pay or suffer, Losses in an aggregate amount (which may be estimated or described) and, to the extent such information is available to the Indemnitee, the individual items of Losses (which may be estimated or described) that are included in the aggregate amount and (ii) stating

that the Indemnitee believes in good faith that it is entitled to indemnity from the Indemnitor pursuant to this Agreement with respect to such Losses and specifying the indemnification provisions contained in this Agreement upon which the indemnity claim is being made. Notwithstanding the foregoing, an indemnity claim that is based on a claim from a Person that is not a party hereto or an affiliate of a party hereto (a "Third Party Claim") need only include a description (and a copy of all pleadings and correspondence to or from any third party related thereto, if available) of the Third Party Claim together with a statement that the Indemnitee is entitled to indemnification with respect to such Third Party Claim and any other information that the Indemnitee deems appropriate. Unless the Indemnitee and Indemnitor agree in writing to another process at that time, the Indemnitee shall have 30 days to object to such claim (other than a Third Party Claim), and failing to timely object and submit, shall promptly pay to the Indemnitee an amount sufficient to fully indemnify the Indemnitee from and against such Losses in accordance with this Article X.

(b) Third Party Claims.

(i) The Indemnitee shall give the Indemnitor reasonable notice of the assertion or commencement by any Person of any Third Party Claim against the Indemnitee in accordance with Section 10.8(a); provided, however, that any failure on the part of the Indemnitee to notify the Indemnitor shall not limit any of the obligations of the Indemnitor under this Agreement except to the extent that such failure actually and materially prejudices the defense of such Third Party Claim. In the event of the assertion or commencement by any Person of any Third Party Claim against an Indemnitee with respect to which the Indemnitor is, or could be determined to be, obligated to indemnify and hold harmless the Indemnitee pursuant to this Agreement, the Indemnitor shall be entitled to assume the defense of any Third Party Claim with counsel reasonably satisfactory to the Indemnitee, at the Indemnitor's sole expense; provided, however, that the Indemnitor shall not be entitled to assume or continue control of the defense of any Third Party Claim (A) to the extent that the Third Party Claim seeks an injunction or equitable relief against any Indemnitee, (B) if the interests of the Indemnitor and the Indemnitee with respect to such claim are in conflict with one another and, as a result, the Indemnitor could not adequately represent the interests of the Indemnitee in such claim, or (C) if the Indemnitor fails to give written notice that it shall assume the defense of such Third Party Claim within 30 days after receiving the Indemnitee's written indemnification claim notice pursuant to Section 10.8(a).

(ii) If the Indemnitor assumes the defense of any Third Party Claim, (A) it shall not settle, adjust or compromise or permit a default or consent to entry of any judgment in respect of the Third Party Claim without the prior written consent of the Indemnitee unless such settlement, adjustment, compromise or judgment (1) does not entail any admission of liability, criminal offense or a violation of any Legal Requirement on the part of any Indemnitor, (2) includes an unconditional full and complete written release of each Purchaser Indemnitee or Seller Indemnitee, as applicable from all Losses with respect to such Third Party Claim, and (3) involves solely monetary damages; and (B) the Indemnitor shall have the right (but not the obligation) to participate in the defense of such Third Party Claim and to employ, at its own expense, counsel separate from counsel employed by the Indemnitor.

(iii) If the Indemnitor does not or is not permitted to assume the defense of a Third Party Claim pursuant to this Section 10.8(b) and the Indemnitee does assume the defense thereof, the Indemnitee shall not settle, adjust or compromise or permit a default or consent to entry of any judgment in respect of any Third Party Claim if the Indemnitor shall have any obligation as a result of such settlement (whether monetary or otherwise) unless such settlement, adjustment, compromise, or judgment is consented to in writing by the Indemnitor, such consent not to be unreasonably withheld, conditioned, or delayed. All reasonable attorneys' fees and other costs and expenses relating to the defense by the Indemnitee shall be included in Losses if the Indemnitee is, or is determined to be, entitled to indemnification pursuant to this Agreement.

(iv) Each party shall cooperate, and cause their respective representatives and Affiliates to cooperate, in the defense or prosecution of any Third Party Claim. Without limiting the generality of the foregoing, if the Indemnitee assumes the defense of a Third Party Claim in accordance with this Section 10.9(b), the Indemnitor shall make available to the Indemnitee any documents and materials in its possession or control that may be necessary to the defense, negotiation or settlement of such Third Party Claim. Without limiting the generality of the foregoing, if the Indemnitor assumes the defense of a Third Party Claim in accordance with this Section 10.8(b), the Indemnitee shall make available to the Indemnitor any documents and materials in its possession or control that may be necessary to the defense, negotiation or settlement of such Third Party Claim. Any consent to be given by the Purchaser Indemnitees under this Section 10.8(b) shall be given by Purchaser acting on behalf of the Purchaser Indemnitees and any consent to be given by the Seller Indemnitees under this Section 10.8 shall be given by Seller acting for and on behalf of the Seller Indemnitees.

(c) With respect to a Third Party Claim under this Section 10.8, after (i) any final decision, judgment, or award shall have been rendered by a Governmental Entity of competent jurisdiction and the expiration of the time in which to appeal therefrom, (ii) a settlement shall have been consummated, or (iii) the Indemnitee and the Indemnitor shall have arrived at a mutually binding agreement: (A) if the Indemnitee is a Seller Indemnitee, the Seller Indemnitee shall forward to Purchaser notice of any sums due and owing by it in accordance with this Agreement with respect to such matter and Purchaser shall pay all of such remaining sums so due and owing to the Seller Indemnitee in accordance with this Article VI and (B) if the Indemnitee is a Purchaser Indemnitee, the Purchaser Indemnitee shall forward to Seller notice of any sums due and owing by it in accordance with this Agreement with respect to such matter and Seller shall pay all of such remaining sums so due and owing to the Purchaser Indemnitee in accordance with this Article X.

10.9 Exclusive Remedy. From and after Closing, the sole and exclusive remedy with respect to any and all claims (whether such claim is framed in tort, contract or otherwise, but other than claims arising from intentional fraud on the part of a party in connection with the transactions contemplated by this Agreement) for any breach of any representation, warranty, covenant, agreement, or obligation set forth herein or otherwise relating to the transactions contemplated hereby, shall be pursuant to the indemnification provisions set forth in this Article X. In furtherance of the foregoing, except in connection with intentional fraud on the part of a party in connection with the transactions contemplated by this Agreement, each party hereby waives, to the fullest

extent permitted under Legal Requirements, any and all rights, claims, and causes of action for any breach of any representation, warranty, covenant, agreement, or obligation set forth herein or otherwise relating to the Transactions contemplated by this Agreement it may have against the other party and its Affiliates and each of their respective representatives arising under or based upon any Legal Requirement or in equity, except pursuant to the indemnification provisions set forth in this Article X.

10.10 No Waiver Relating to Claims for Intentional Fraud. Notwithstanding any provision of this Agreement to the contrary, the liability of any party hereto under this Article X will be in addition to, and not exclusive of, any other liability that such party may have at law or equity based on such party's intentional fraud in connection with the transactions contemplated by this Agreement. No provision set forth in this Agreement, including any other provision of this Article X, will be deemed a waiver by any party to this Agreement of any right or remedy which such party may have at law or equity based on any other party's intentional fraud in connection with the Transactions, nor will any such provisions limit, or be deemed to limit, (a) the amounts of recovery sought or awarded in any such claim for intentional fraud; (b) the time period during which a claim for intentional fraud may be brought; or (c) the recourse that any such party may seek against another party with respect to a claim for intentional fraud in connection with the transactions contemplated by this Agreement; provided, however, that with respect to such rights and remedies at law or equity, the parties further acknowledge and agree that none of the provisions of this Section 10.11 will be deemed a waiver of any defenses that may be available in respect of actions or claims for intentional fraud, including defenses of statutes of limitations or limitations of damages.

ARTICLE XI **Miscellaneous**

11.1 Definitions. For purposes hereof, the following terms, when used herein with initial capital letters, shall have the respective meanings set forth herein:

"Administrative Services Agreement" shall have the meaning set forth in Section 2.2(a)(iv).

"Affiliates" means, with respect to any specified Person, any other Person that directly, or indirectly through one (1) or more intermediaries, controls, is controlled by, or is under common control with such Person. For purposes of this definition, "control" as applied to any person means the possession, directly or indirectly, of the power to direct or cause the direction of the management and policies of such Person, whether through the ownership of voting securities, by contract, or otherwise.

"Agreed Allocation Schedule" shall have the meaning set forth in Section 3.4.

"Agreement Regarding Leased Location by Tenant" shall have the meaning set forth in Section 2.2(a)(vi).

"Ancillary Agreements" means the Bill of Sale, the Assignment and Assumption of Lease, the Management Agreement, the Administrative Services Agreement, the Franchise Agreement, the Agreement Regarding Leased Location, the Development Agreement and each other agreement, instrument and document executed and delivered by the parties in connection with the transactions contemplated by this Agreement.

“Assignment and Assumption of Lease” shall have the meaning set forth in Section 2.2(a)(ii).

“Assumed Contracts” shall have the meaning set forth in Section 1.2(c).

“Bill of Sale” shall have the meaning set forth in Section 2.2(a)(i).

“Cash Purchase Price” means an amount in U.S. dollars equal to (a) the Closing Date Payment, plus or minus (b) the adjustments to the Purchase Price for adjustments and proration pursuant to Section 3.2(a), as finally determined in the Final Adjustment Statement, plus (c) the adjustment to the Purchase Price for the value of the unopened Inventory determined in accordance with Section 3.2(b), as finally determined in the Final Adjustment Statement.

“Closing” shall have the meaning set forth in Section 2.1.

“Closing Date Payment” means an amount in U.S. Dollars equal to [____], as calculated and set forth in Schedule 3.1.

“Code” means the United States Internal Revenue Code of 1986, as amended, and all rules and regulations promulgated thereunder.

“Cure Period” shall have the meaning set forth in Section 9.1(a)(ii).

“Decline Date” shall have the meaning set forth in Section 3.3(g)(i).

“Deductible Amount” shall have the meaning set forth in Section 10.4.

“Development Agreement” shall have the meaning set forth in Section 2.2(a)(vii).

“Disputed Items” shall have the meaning set forth in Section 3.3(g)(i).

“Dispute Notice” shall have the meaning set forth in Section 3.3(f).

“Draft Allocation Schedule” shall have the meaning set forth in Section 3.4.

“Earnest Money” shall have the meaning set forth in Section 3.1.

“Escrow Agent” shall have the meaning set forth in Section 3.1.

“Effective Time” shall have the meaning set forth in Section 2.1.

“Expiration Date” shall have the meaning set forth in Section 10.3.

“Final Adjustment Statement” shall have the meaning set forth in Section 3.3(g)(iii).

“Franchise Agreement” shall have the meaning set forth in Section 2.2(a)(v).

“GAAP” means generally accepted accounting principles consistently applied.

“Government Consents” shall have the meaning set forth in Section 8.1(g).

“Governmental Entity” means any governmental department, commission, board, bureau, agency, court, arbitrator or other instrumentality of the United States or any state, county, parish, municipality, jurisdiction, or other political subdivision thereof.

“Indemnitee” shall have the meaning set forth in Section 10.8(a).

“Independent Accounting Firm” shall have the meaning set forth in Section 3.3(g)(i).

“Intellectual Property” means any and all domestic and foreign: (a) Internet domain names and rights associated with such domain names; (b) issued patents, pending patent applications (including provisional, continuation, continuation-in-part and divisional applications), and unfiled patent applications; (c) trademarks, trademark registrations, pending trademark registration applications, trade dress, copyrights, copyright registrations, pending copyright registration applications, logos, business and product names, and other trade names and slogans; (d) moral rights; (e) unpatented inventions, specifications, processes, formulae, recipes, manuals, trade secrets, proprietary technical information or know-how, industrial models, manufacturing, engineering and technical drawings and product specifications; (f) intellectual property rights similar to the foregoing; and (g) copies and tangible embodiments thereof (in whatever form or medium, including electronic media).

“Inventory” shall have the meaning set forth in Section 1.2(d).

“Legal Requirements” or “Legal Requirement” means all applicable federal, state, local, municipal or foreign laws, ordinances, principles of common law, codes, regulations, rules, statutes, directives, Orders and writs of any Governmental Entity or any similar provisions having the force and effect of law.

“Liability” means, with respect to any Person, any liability or obligation of such Person of any kind, character or description, whether known or unknown, absolute or contingent, accrued or unaccrued, disputed or undisputed, liquidated or unliquidated, secured or unsecured, joint or several, due or to become due, vested or unvested, executory, determined, determinable or otherwise and whether or not the same is required to be accrued on the financial statements of such Person.

“Lien” means any charge, claim, community property interest, condition, equitable interest, lien, option, pledge, security interest, mortgage, right of way, easement, encroachment, servitude, right of first option, right of first refusal or similar restriction.

“Loss” or “Losses” means all debts, liabilities, damages, obligations, claims, interest (including prejudgment interest), penalties, fines, costs, fees and expenses (including reasonable legal fees and expenses and court costs) that directly and naturally arise from or relate to, and are the probable and reasonably foreseeable result of, the breach of this Agreement; provided, however, that in no event shall Losses include any amounts in respect of punitive damages (except for punitive damages actually paid in connection with a Third Party Claim).

“Major Equipment Component” shall have the meaning set forth in Section 7.7.

“Management Agreement” shall have the meaning set forth in Section 2.2(a)(iii).

“Orders” means all decrees, judgments, injunctions, rulings or other orders of a Governmental Entity having competent jurisdiction.

“Permits” shall have the meaning set forth in Section 1.2(f).

“Permitted Liens” mean any (a) Lien for Taxes not yet due and payable or being contested in good faith by appropriate procedures; (b) statutory Liens of landlords and mechanics', carriers', workmen's, repairmen's or other like Liens arising or incurred in the ordinary course of business; (c) easements, rights of way, zoning ordinances and other similar Liens affecting real property; (d) other than with respect to owned real property, Liens arising under original purchase price conditional sales contracts and equipment leases with third parties entered into in the ordinary course of business; and (e) other Liens, if any, that would not reasonably be expected to materially adversely affect the business of the Restaurants as currently conducted.

“Person” means an individual, partnership, corporation, business trust, limited liability company, limited liability partnership, joint stock company, trust, unincorporated association, joint venture or other entity, or a Governmental Entity.

“Petty Cash” shall have the meaning set forth in Section 3.3(c).

“Purchaser Indemnitees” shall have the meaning set forth in Section 10.1.

“Proceeding” means any action, arbitration, audit, hearing, investigation, litigation, or suit (whether civil, criminal, administrative, judicial or investigative, whether formal or informal, whether public or private) commenced, brought, conducted, or heard by or before, or otherwise involving, any Governmental Entity.

“Proposed Adjustment Statement” shall have the meaning set forth in Section 3.3(d).

“Restaurant Employees” shall have the meaning set forth in Article VI.

“Seller Indemnitees” shall have the meaning set forth in Section 10.2.

“Seller's Knowledge” (and any derivation thereof, whether capitalized or not) means the current, actual knowledge and awareness (and shall not include any deemed or constructive knowledge or awareness) of the President, Vice President of Finance and the Vice President of Business Development of Seller.

“Settlement Firm” shall have the meaning set forth in Section 3.3(g)(i).

“Tax” or “Taxes” means any income, corporation, gross receipts, profits, gains, capital stock, capital duty, franchise, gross margin, withholding, social security, unemployment, disability, property, wealth, welfare, stamp, excise, occupation, transfer, documentary, sales, use, value added, stamp, registration, alternative minimum, estimated or other similar tax (including any fee, assessment or other charge in the nature of or in lieu of any tax) imposed by any Governmental Entity, and any interest, penalties, additions to tax or additional amounts in respect of the foregoing, and including any transferee or secondary liability in respect of any tax (whether imposed by law, contractual agreement or otherwise).

“Tax Returns” means returns, declarations, reports, claims for refund, information returns or other documents (including any related or supporting schedules, statements or information) filed or required to be filed by any party in connection with the determination, assessment or collection of Taxes or the administration of any laws, regulations or administrative requirements relating to any Taxes.

“Terminated Employees” shall have the meaning set forth in Article VI.

“Third Party Claim” shall have the meaning set forth in Section 10.8(a).

“Transfer Taxes” shall have the meaning set forth in Section 7.6.

“Transferred Employees” shall have the meaning set forth in Article VI.

“WARN” shall mean the Worker Adjustment and Retraining Notification Act in effect as of the Effective Date and any amendments thereto.

11.2 Expenses. Except as otherwise expressly provided in this Agreement, each of the parties hereto will pay its respective fees and expenses incurred by it or on its behalf in connection with the transactions contemplated by this Agreement, whether or not such transactions are consummated.

11.3 Binding Effect; Assignment. No party to this Agreement may assign its rights or obligations hereunder, by operation of law or otherwise, without the prior written consent of the other party hereto. Subject to the foregoing, this Agreement shall inure to the benefit of and shall be binding upon the parties hereto, and their respective heirs, executors, successors and permitted assigns of such parties. No assignment shall limit the assignor’s obligations hereunder.

11.4 Amendment. This Agreement may be amended, supplemented or otherwise modified only by an instrument in writing signed by Seller and Purchaser.

11.5 Notices. All notices, communications and deliveries hereunder shall be made in writing signed by or on behalf of the party making the same, shall specify the Section hereunder pursuant to which it is given or being made, and shall be delivered personally or by electronic transmission or sent by registered or certified mail (return receipt requested) or by any national overnight courier service (with postage and other fees prepaid) as follows:

If to Purchaser:

[_____]
[_____]
[_____]

Attention:

Email:

If to Seller:

La Madeleine of [_____] , LLC
12201 Merit Drive, Suite 900
Dallas, Texas 75251
Attention: Legal Department
Email:legalnotices@lamadeleine.com

or to such other address or to such other person or persons designated in writing by such party or counsel, as the case may be. Any such notice, communication or delivery shall be deemed

given or made (a) on the date of delivery if delivered in person, (b) on the first business day after delivery to a national overnight courier service, (c) upon transmission by electronic mail if receipt is confirmed by telephone or (d) on the fifth business day after it is mailed by registered or certified mail.

11.6 Entire Understanding. This Agreement (including the exhibits), together with the Ancillary Agreements, represents the entire agreement and understanding of the parties hereto with respect to the subject matter hereof and supersedes all prior understandings, agreements (including the Letter of Intent between Purchaser and La Madeleine Franchising Company, Inc. dated [_____], as amended), negotiations, representations, undertakings, correspondence, memoranda, conversations or other communications with respect thereto, whether oral or written, with respect to the subject matter of this Agreement and the Ancillary Agreements.

11.7 Counterparts; Electronic Signatures.

(a) This Agreement may be executed in two or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument, and, when signed by all of the parties hereto, shall become legally binding on such parties effective as of the date set forth at the beginning of this Agreement.

(b) The exchange of copies of this Agreement or of any other document contemplated by this Agreement (including any amendment or any other change thereto) and of signature pages thereof by electronic mail in "portable document format" (".pdf") form, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, or by a combination of such means, shall constitute effective execution and delivery of this Agreement as to the parties and may be used in lieu of an original Agreement or other document for all purposes. Signatures of the parties transmitted by electronic mail in .pdf form or by any other electronic means referenced in the preceding sentence, or by any combination thereof, shall be deemed to be original signatures for all purposes.

11.8 Governing Law. This Agreement shall be governed by and interpreted under the laws of the State of Texas, without giving effect to any choice or conflict of laws principle or rule that would require the application of any other Legal Requirements other than those of the State of Texas.

11.9 Jurisdiction; Service of Process. Any Proceeding arising out of or relating to this Agreement or any transaction contemplated by this Agreement may be brought in the courts of the State of Texas, County of Dallas, or, if it has or can acquire jurisdiction, in the United States District Court for the Northern District of Texas, and each of the parties irrevocably submits to the exclusive jurisdiction of each such court in any such Proceeding, waives any objection it may now or hereafter have to venue or to convenience of forum, agrees that all claims in respect of the Proceeding shall be heard and determined only in any such court, and agrees not to bring any Proceeding arising out of or relating to this Agreement or any transaction contemplated hereby in any other court. The parties agree that either or both of them may file a copy of this section with any court as written evidence of the knowing, voluntary and bargained agreement between the parties irrevocably to waive any objections to venue or to convenience of forum. Process in any Proceeding referred to in the first sentence of this Section may be served on any party anywhere in the world.

11.10 **WAIVER OF JURY TRIAL.** THE PARTIES EACH HEREBY IRREVOCABLY WAIVE THEIR RIGHTS TO A JURY TRIAL IN ANY LEGAL ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS AGREEMENT AND THE ANCILLARY AGREEMENTS OR THE TRANSACTIONS HEREBY OR THEREBY. EACH PARTY CERTIFIES AND ACKNOWLEDGES THAT (A) NO REPRESENTATIVE, AGENT OR ATTORNEY OF ANY OTHER PARTY HAS REPRESENTED, EXPRESSLY OR OTHERWISE, THAT SUCH OTHER PARTY WOULD NOT, IN THE EVENT OF LITIGATION, SEEK TO ENFORCE THE FOREGOING WAIVER, (B) EACH PARTY UNDERSTANDS AND HAS CONSIDERED THE IMPLICATIONS OF THIS WAIVER, (C) EACH PARTY MAKES THIS WAIVER VOLUNTARILY, AND (D) EACH PARTY HAS BEEN INDUCED TO ENTER INTO THIS AGREEMENT BY, AMONG OTHER THINGS, THE MUTUAL WAIVERS, AGREEMENTS AND CERTIFICATIONS IN THIS SECTION 11.10.

11.11 **Enforcement of Agreement.** Each party acknowledges and agrees that the other parties would be irreparably damaged if any of the provisions of this Agreement are not performed in accordance with their specific terms and that any violation or breach of this Agreement by it could not be adequately compensated in all cases by monetary damages alone. Accordingly, in addition to any other right or remedy to which the other party may be entitled, at law or in equity, it shall be entitled to enforce any provision of this Agreement by a decree of specific performance and to temporary, preliminary and permanent injunctive relief to prevent any violations or breaches or threatened violations or breaches of any of the provisions of this Agreement, without posting any bond or other undertaking.

11.12 **Waiver.** Neither any failure nor any delay by any party in exercising any right, power, or privilege under this Agreement or any of the documents referred to in this Agreement will operate as a waiver of such right, power, or privilege, and no single or partial exercise of any such right, power, or privilege will preclude any other or further exercise of such right, power, or privilege or the exercise of any other right, power, or privilege. To the maximum extent permitted by Legal Requirements, (i) no claim or right arising out of this Agreement or any of the documents referred to in this Agreement can be discharged by one party, in whole or in part, by a waiver or renunciation of the claim or right unless in writing signed by the other party; (ii) no waiver that may be given by a party will be applicable except in the specific instance for which it is given; and (iii) no notice to or demand on one party will be deemed to be a waiver of any obligation of that party or of the right of the party giving such notice or demand to take further action without notice or demand as provided in this Agreement or the documents referred to in this Agreement.

11.13 **Confidentiality.** Subject to the provisions of section 11.14 herein below, Purchaser covenants and agrees that it will maintain strict confidentiality with respect to this Agreement and the terms thereof; provided, however, Purchaser may make such disclosures to its lenders, attorneys, accountants and other consultants to the extent such is necessary to negotiate and enter into this Agreement. Purchaser shall indemnify, protect, defend and hold Seller and Seller's officers, directors and employees harmless from and against any and all damages, actions, liabilities, costs and expenses arising from or attributable to a breach by Purchaser of this section. In addition, Purchaser acknowledges that its breach of this section shall cause Seller irreparable harm and shall be a default of this Agreement without notice or opportunity to cure and Seller shall have the right to pursue any and all remedies available to it under this Agreement, in equity or at law. The terms and provisions contained in this paragraph shall survive the termination of this Agreement.

11.14 Public Announcements. Subject to Legal Requirements, in each case as determined by Seller, any filing, public announcement, press release or similar publicity with respect to this Agreement or the transactions contemplated by this Agreement will be issued, if at all, only at such time and in such manner as Seller shall reasonably determine; provided, that, subject to such Legal Requirements, Seller shall provide Purchaser a draft of any press release prior to its release and shall provide Purchaser a reasonable opportunity to comment thereon. Seller and Purchaser will consult and agree with each other concerning the means by which Seller's or any of its Affiliates' employees and Seller's customers, suppliers and others having dealings with Seller will be informed of the transactions contemplated by this Agreement, and Purchaser shall have the right to be present for any such communication.

11.15 No Third Party Beneficiaries. Except as provided in Article XI, nothing in this Agreement is intended to confer, and shall not confer, any rights or remedies, whether express or implied, on any Persons other than the parties hereto and their successors and permitted assigns.

11.16 Interpretation and Construction.

(a) Unless the context of this Agreement clearly requires otherwise, references to the plural include the singular. The words "hereof," "herein," "hereunder," and similar terms in this Agreement refer to this Agreement as a whole, including exhibits and schedules hereto, and not to any particular provision of this Agreement. When a reference is made in this Agreement to Articles, Exhibits, Sections, or Schedules, such reference shall be to an Article, Exhibit, Section, or Schedule to this Agreement unless otherwise indicated. The words "include," "includes," and "including" shall be deemed in each case to be followed by the words "without limitation." Pronouns in the masculine, feminine, and neuter genders shall be construed to include any other gender, and words in the singular form shall be construed to include the plural and vice versa, unless the context otherwise requires. The table of contents and headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

(b) Except as otherwise provided in this Agreement, all payments pursuant hereto shall be made by wire transfer in United States Dollars in immediately available funds without any set-off, deduction, or counterclaim whatsoever.

(c) The parties hereto have participated jointly in the negotiation and drafting of this Agreement. If an ambiguity or question of intent or interpretation arises, this Agreement shall be construed as if drafted jointly by the parties and no presumption or burden of proof shall arise favoring or disfavoring any party because of the authorship of any provision of this Agreement.

(d) Notwithstanding anything contained in this Agreement to the contrary, except as otherwise expressly provided in this Agreement, no amount shall be (or is intended to be) included, in whole or in part (either as an increase or a reduction), more than once in the calculation of (including any component of) the components of Purchase Price, Cash Purchase Price, Closing Date Payment or any other calculated amount pursuant to this Agreement if the effect of such additional inclusion (either as an increase or a reduction) would be to cause such amount to be given duplicative effect.

11.17 Severability. If any term or provision of this Agreement is held invalid, illegal or unenforceable by any court of competent jurisdiction, the other terms and provisions of this Agreement will remain in full force and effect so long as the economic or legal substance of the transactions contemplated by this Agreement is not affected in any manner materially adverse to any party. Any provision of this Agreement held invalid, illegal or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid, illegal or unenforceable. Upon a determination that any term or other provision is invalid, illegal or unenforceable, Purchaser and Seller shall negotiate in good faith to modify this Agreement so as to effect the original intent of the parties as closely as possible in an acceptable manner in order that the transactions contemplated by this Agreement are consummated as originally contemplated to the greatest extent possible.

11.18 No Director or Affiliate Liability. This Agreement may only be enforced against, and any Proceeding based upon, arising out of, or related to this Agreement, or the negotiation, execution or performance of this Agreement, may only be brought against the parties hereto and then only with respect to the specific obligations set forth in this Agreement with respect to such party. No past, present or future director, officer, employee, incorporator, manager, member, partner, stockholder, agent, attorney, Affiliate or other representative of any party hereto, or any of their successors or permitted assigns, shall have any liability for any obligations or liabilities of any party under this Agreement or for any claim or Proceeding based on, in respect of, or by reason of the transactions contemplated by this Agreement.

11.19 Time. Time is of the essence in each and every provision of this Agreement and the Ancillary Agreements.

Signature page follows

IN WITNESS WHEREOF, the parties have executed or caused to be executed this Agreement effective as of the day and year first above written.

PURCHASER:

[_____]

By: _____

Name: _____

Title: _____

SELLER:

La Madeleine of [_____], LLC

By: _____

Name: _____

Title: _____

EXHIBIT A TO ASSET PURCHASE AGREEMENT

ADDRESSES OF PREMISES

[FOLLOWS THIS COVER PAGE]

EXHIBIT B TO ASSET PURCHASE AGREEMENT

BILL OF SALE, ASSIGNMENT AND ASSUMPTION AGREEMENT

[FOLLOWS THIS COVER PAGE]

EXHIBIT C TO ASSET PURCHASE AGREEMENT

ASSIGNMENT AND ASSUMPTION OF LEASE

[FOLLOWS THIS COVER PAGE]

EXHIBIT D TO ASSET PURCHASE AGREEMENT

MANAGEMENT AGREEMENT

(Optional if Purchaser has not obtained alcohol licenses at Closing)

[FOLLOWS THIS COVER PAGE]

EXHIBIT E TO ASSET PURCHASE AGREEMENT

ADMINISTRATIVE SERVICES AGREEMENT

[FOLLOWS THIS COVER PAGE]

EXHIBIT F TO ASSET PURCHASE AGREEMENT

FRANCHISE AGREEMENT

[FOLLOWS THIS COVER PAGE]

EXHIBIT F-1 TO ASSET PURCHASE AGREEMENT

ADDENDUM TO FRANCHISE AGREEMENT FOR REFRANCHISING PROGRAM

THIS ADDENDUM to Franchise Agreement (the “Addendum”) is executed contemporaneously with the LA MADELEINE® FRENCH BAKERY & CAFÉ Franchise Agreement between LA MADELEINE FRANCHISING COMPANY, INC. (“Franchisor”) and _____ (“Franchisee”) for the Bakery Café located at _____ (the “Acquired Premises”).

BACKGROUND

Franchisee is purchasing the assets of one or more company-owned LA MADELEINE® FRENCH BAKERY & CAFÉ outlets from an affiliate of Franchisor pursuant to a Letter of Intent dated _____ (the “LOI”) and an Asset Purchase Agreement dated _____ (the “Purchase Agreement”). As a condition of closing the transaction, Franchisee is signing Franchisor’s standard form of Franchise Agreement for each acquired Bakery Café and a Development Agreement in which Franchisee commits to open additional Bakery Cafés. Because some of the terms of the standard Franchise Agreement are not appropriate for a business that is already open and operating, Franchisor and Franchisee are also signing this addendum to the Franchise Agreement for each acquired Bakery Café to revise the relevant terms.

AGREEMENT

In recognition that the Bakery Café at the Premises is already in operation, Franchisor and Franchisee agree to modify the Franchise Agreement as provided in this Addendum. Capitalized terms used but not otherwise defined in this Addendum have the same meaning as in the Franchise Agreement.

1. **Definitions.** Sections 1.4 and 1.9 of the Franchise Agreement are deleted and replaced with the following:
 - 1.4. “Development Agreement” means the LA MADELEINE® Development Agreement signed concurrently with this Agreement at the closing of the transactions contemplated by the Purchase Agreement.
 - 1.9. “Premises” means the location of the Acquired Store identified in this Addendum to Franchise Agreement.
2. **Initial Term.** Section 3.1 of the Franchise Agreement is deleted and replaced with the following:
 - 3.1. Initial Term. The initial term of this Agreement (the “Agreement Term”) begins on the date of the closing of the transactions contemplated by the Purchase Agreement (the “Commencement Date”) and will expire on the earlier of: (a) ten (10) years from the date of the Commencement Date; or (b) the end of the lease term in effect for the Acquired Store as of the Commencement Date.
3. **Plans and Specifications.** Section 5.1 of the Franchise Agreement is deleted and replaced with the following:
 - 5.1. Plans and Specifications. As between Franchisee and Franchisor, Franchisor’s building design, including both exterior and interior colors,

paint, look and appearance, carpet, and any and all interior and exterior design elements and the like, are owned by Franchisor, and are proprietary and confidential in nature. Franchisor has incurred significant expense to prepare and create such trade dress, and any unauthorized use of same, without the consent of Franchisor, shall be prohibited.

4. **Opening Supervision.** With respect to the Premises and any new Bakery Cafés developed by Franchisee in the same market as the Acquired Store, Section 5.4 of the Franchise Agreement is or will be deleted in its entirety. However, if the Development Area defined in the Development Agreement is an area in which Franchisee does not operate and will not acquire Bakery Cafés under the Purchase Agreement, Section 5.4 of the Franchise Agreement will apply to the first and second new Bakery Cafés developed by Franchisee in the Development Area.
5. **Franchise Fee.** Section 5.1 of the Franchise Agreement is deleted and replaced with the following:
 - 6.1. **Franchise Fee.** We acknowledge that the purchase price for the assets acquired under the Asset Purchase Agreement included payment of the Initial Franchise Fee of Forty Thousand Dollars (\$40,000) for the rights granted herein. The Initial Franchise Fee is non-refundable.
6. **Royalty.** Notwithstanding Section 6.2 of the Franchise Agreement, the royalty rate for the Acquired Store will be ____ percent (___%) of Gross Sales for the period from the Closing until _____. At that time, the royalty rate will revert to the standard rate of 5% of Gross Sales provided in Section 5.2. *[See Schedule 1 for list of Bakery Cafés and related royalty percentages that will be applied]*
7. **Constructing and Opening the Bakery Café.** Article 7 of the Franchise Agreement is deleted in its entirety. However, Franchisee undertakes the remodeling commitment in Paragraph 12 below.
8. **Training.** Section 8.1 of the Franchise Agreement is deleted and replaced with the following:
 - 8.1. **Initial Training.**
 - 8.1.1. If we determine that initial training is needed, we will schedule it within 30 days after you begin to operate the Acquired Store. The program is offered only in English. The instructional materials may include handouts, the Manual, quizzes, and checklists, as well as online learning materials. There is no training fee for the Lead Operator, general manager, and three assistant managers. You may send additional individuals to training on a space-available basis, but we may charge a training fee for additional trainees and/or for any individuals we require to re-take training due to failure of our certification program. The current fee for this additional training is \$300 per day per trainer, plus expenses (transportation, lodging and meals). You must also bear all expenses of your trainees associated with training, including travel, lodging, and meals.
 - 8.1.2. After the initial training we provide for the Acquired Store (and any other Bakery Cafés you acquire in the same transaction), training will be your responsibility. You can fulfill this obligation by paying us to train your managers at one of our certified training cafés, or you can train them in one of your Bakery Cafés that has been approved as a certified training café. Assuming that you train these individuals, you must confirm to us in writing that you have trained these individuals, except for any

persons who have previously completed our certified training program to our satisfaction. You must conduct management training at a Bakery Café that we have certified to administer our training program. The content and administration of your training program must adhere to the standards of our certified training program. We may, from time to time, perform brand audits to ensure that your management team is adhering to the standards. The content and administration of your training program must be at least equal to those of our training program and must be approved in advance by us. We will provide you with materials and, to the extent we deem it necessary or appropriate, assistance in designing and developing your training program. We have the right to review your training program periodically to ensure its quality and to verify that general managers and assistant managers are being trained in a timely and satisfactory manner. We will notify you of any deficiencies in the training program. You must promptly cure the deficiencies. If you fail to cure the deficiencies within a reasonable time, we may require all Bakery Café general managers and assistant managers to attend training conducted by us at your expense (including payment of reasonable training fees), until such time as the deficiencies in your program have been corrected to our satisfaction.

9. **Customer Data.** For greater certainty, the parties confirm that the term “Customer Data” in Section 13.6 of the Franchise Agreement includes any and all data transferred to Franchisee under the Purchase Agreement or otherwise obtained by Franchisee by virtue of Franchisee’s purchase of the Acquired Store.
10. **Grand Opening.** Section 14.7 of the Franchise Agreement is deleted in its entirety.

14.7. Reserved.
11. **Opening Date Letter.** Exhibit E to the Franchise Agreement is deleted in its entirety.
12. **Remodel Requirement.** As a condition of purchasing the Acquired Store, Franchisee agrees to remodel the Acquired Store to Franchisor’s specifications and in accordance with Exhibit C to the LOI. Franchisee agrees to complete the remodeling by _____(insert date). Franchisee acknowledges that the estimated cost of remodeling a Bakery Café is approximately \$200,000, depending on the specific location, and agrees to spend at least that amount for remodeling the Acquired Store if required. *(See Schedule 2 for list of Bakery Cafés that require remodeling)*
13. In the event of any conflict between the Franchise Agreement and this Addendum, the terms of this Addendum will control.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE

By: _____

By: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

EXHIBIT G TO ASSET PURCHASE AGREEMENT

AGREEMENT REGARDING LEASED LOCATION BY TENANT

[FOLLOWS THIS COVER PAGE]

EXHIBIT H TO ASSET PURCHASE AGREEMENT

DEVELOPMENT AGREEMENT

[FOLLOWS THIS COVER PAGE]

SCHEDULE 1.1

PERMITTED LIENS

1. Contractual and statutory Liens of landlords applicable to the Acquired Assets.

SCHEDULE 1.2(b)

ASSUMED CONTRACTS

[FOLLOWS THIS COVER PAGE]

SCHEDULE 1.2(f)

PERMITS/LICENSES

None.

SCHEDULE 1.2(h)

SECURITY DEPOSITS AND PREPAID ITEMS

[FOLLOWS THIS COVER PAGE]

SCHEDULE 1.3

OTHER EXCLUDED ASSETS

None.

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SCHEDULE 1.4

OTHER ASSUMED LIABILITIES

None.

SCHEDULE 3.1

CALCULATION OF CLOSING DATE PAYMENT

[FOLLOWS THIS COVER PAGE]

SCHEDULE 4.2

CONTRACTS REQUIRING CONSENTS AND NOTICES

1. Consent of applicable landlords and lessors to the assignment of Leases shown on attached Schedule 1.2(b).

SCHEDULE 4.6

SELLER'S PROCEEDINGS

None.

SCHEDULE 5.3

PURCHASER'S PROCEEDINGS

(To be completed by Purchaser)

SCHEDULE 7.7

MAJOR EQUIPMENT COMPONENTS

Major components of the roof top HVAC equipment: the Condensing Coil(s), the Evaporator Coil(s), the Compressor(s), the Heat Exchanger and the Indoor Air Blower of the air conditioning and heating units.

Major components of the walk-in cooler and freezer: the Compressor, the Condensing Coil, and the Evaporator coil.

SCHEDULE 8.1(f)

GOVERNMENT CONSENTS

None.

EXHIBIT E

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la Madeleine[®]
Operations Manual

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EXHIBIT F

Sample of Release to be signed when you develop, renew, or transfer a Café

GENERAL RELEASE

THIS GENERAL RELEASE (“Release”) is executed on _____ by _____ (“Franchisee”) and _____ (collectively, “Guarantors”) as a condition of the (1) transfer of the La Madeleine Café Development Agreement dated _____ (“Development Agreement”) between Franchisee and La Madeleine Franchising Company, Inc. (“Franchisor”); (2) transfer of the La Madeleine Café Franchise Agreement dated _____ (“Franchise Agreement”) between Franchisee and Franchisor; or (3) execution of a Successor Franchise Agreement by Franchisee and Franchisor.

- 1. Release by Franchisee and Guarantors.** Franchisee (if Franchisee is an entity, on behalf of itself and its parent, subsidiaries and affiliates and their respective past and present officers, directors, shareholders, agents and employees, in their corporate and individual capacities and, if Franchisee is an individual, on behalf of himself/herself and his/her heirs, representatives, successors and assigns) (collectively, “Releasers”) and Guarantors hereby release and forever discharge Franchisor, its predecessors, parents, subsidiaries, and affiliates and their respective officers, directors, shareholders, employees, successors, and assigns, past and present, from any claims, debts, liabilities, demands, obligations, actions, and causes of action, known or unknown, vested or contingent, which any of them may have ever had, now has, or may hereafter have by reason of any event, transaction, or circumstance arising out of or relating to the Franchise Agreement, the Development Agreement or the relationship of the parties thereto (collectively, “Claims”) unless prohibited by applicable law, but excluding claims based on any representation made by Franchisor in the most recent Franchise Disclosure Document (including its exhibits and amendments) that Franchisor delivered to Franchisee or its representative in connection with the offer and sale of the Franchise Agreement or Development Agreement.

[For California franchisees, add: Each of the Releasers and Guarantors expressly waive and relinquish all rights and benefits which they may now have or in the future have under and by virtue of California Civil Code Section 1542. The Releasers and Guarantors do so understanding the significance and consequence of such specific waiver. Section 1542 provides that “[a] general release does not extend to claims which the creditor does not know or suspect exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor.” For the purpose of implementing a general release and discharge as described herein, the Releasers and Guarantors expressly acknowledge that this agreement is intended to include in its effect, without limitation, all claims which the Releasers and Guarantors do not know or suspect to exist in their favor at the time of execution hereof, and that this agreement contemplates the extinguishment of any such claims.]

2. **Risk of Changed Facts.** Franchisee and Guarantors understand that the facts in respect of which the release in Section 1 is given may turn out to be different from the facts now known or believed by them to be true. Franchisee and Guarantors hereby accept and assume the risk of the facts turning out to be different and agree that the release in Section 1 shall nevertheless be effective in all respects and not subject to termination or rescission by virtue of any such difference in facts.

3. **No prior Assignment.** Franchisee and Guarantors represent and warrant that they are the sole owners of all Claims and rights released in Section 1 and that they have not assigned or transferred, or purported to assign or transfer, to any person or entity, any Claim released under Section 1.

4. **Covenant Not to Sue.** Franchisee and Guarantors (on behalf of Releasors) covenant not to initiate, prosecute, encourage, assist, or (except as required by law) participate in any civil, criminal, or administrative proceeding or investigation in any court, agency, or other forum, either affirmatively or by way of cross-claim, defense, or counterclaim, against any person or entity released under Section 1 with respect to any Claim released under Section 1.

5. **Complete Defense.** Franchisee and Guarantors: (a) acknowledge that the release in Section 1 shall be a complete defense to any Claim released under Section 1; and (b) consent to the entry of a temporary or permanent injunction to prevent or end the assertion of any such Claim.

6. **Successors and Assigns.** This Release will inure to the benefit of and bind the successors, assigns, heirs and personal representatives of Franchisor, Releasors and Guarantors.

7. **Capitalized Terms.** Any capitalized terms that are not defined in this Release shall have the meaning given them in the Development Agreement or the Franchise Agreement, as the context requires.

IN WITNESS WHEREOF, Franchisee and Guarantors have executed this Release as of the date shown above.

ATTEST:

By: _____

Print Name: _____

FRANCHISEE:

By: _____

Print Name: _____

Title: _____

Date: _____

WITNESS:

By: _____

Print Name: _____

GUARANTOR:

By: _____

Print Name: _____

Date: _____

EXHIBIT G TO FRANCHISE DISCLOSURE DOCUMENT

FRANCHISED OUTLETS AS OF DECEMBER 26, 2023

Outlet Address	Franchisee	Contact
ARIZONA (3)		
3605 West Chandler Blvd; Suite 7 Chandler, AZ 85226	Franklin Mountain Bistro AZ, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
2156 Williams Field Rd; Suite 101 Gilbert, AZ 85296	Franklin Mountain Bistro AZ, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
Phoenix Sky Harbor Int'l Airport* 3400 E. Sky Harbor Blvd. Phoenix, AZ 85034	Grand Isle Yogurt, Inc.12206 1947 East Marilyn Road Phoenix, AZ 85022	Sonya M. Anderson 602-549-7775
FLORIDA (1)		
Orlando International Airport, Terminal A* 1 Airport Boulevard Orlando, FL 32827	HMS Host 6905 Rockledge Drive Bethesda, MD 20817	Frank Sicklesmith 240-694-4100
GEORGIA (6)		
Atlanta Airport Kiosk* 6000 N. Terminal Parkway Terminal C, Gate 7 Atlanta, GA 30320	HMS Host 6905 Rockledge Drive Bethesda, MD 20817	Frank Sicklesmith 240-694-4100
Atlanta Airport Kiosk* 6000 N. Terminal Parkway Terminal C, Gate 40 Atlanta, GA 30320	HMS Host 6905 Rockledge Drive Bethesda, MD 20817	Frank Sicklesmith 240-694-4100
1795 Mall of Georgia Buford, GA 30519	HZ LM Casual Foods, LLC 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281- 748-3750
1165 Perimeter Center West Suite 330 Atlanta, GA 30338	HZ LM Casual Foods, LLC** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2255 Pleasant Hill Road Suite 480 Duluth, GA 30096	HZ LM Casual Foods, LLC** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750

4101 Roswell Road Suite 812 Marietta, GA 30062	HZ LM Casual Foods, LLC** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
LOUISIANA (7)		
7615 Jefferson Highway Baton Rouge, LA 70809	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
7707 Bluebonnet Blvd; Suite 190 East Baton Rouge, LA 70810	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2207-I Kaliste Saloom Road Lafayette, LA 70508	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
3434 Highway 190 Mandeville, LA 70471	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
3300 Severn Avenue, Suite 201 Metairie, LA 70002	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
601 South Carrollton Avenue New Orleans, LA 70118	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
5171 Citrus Blvd; Suite 2000 Harahan, LA 70123	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
NEW MEXICO (1)		
2110 Louisiana Boulevard Albuquerque, NM 87110	Franklin Mountain Bistro NM, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
OKLAHOMA (2)		
1924 24th Avenue NW Norman, OK 73069	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
8115 South Olympia Avenue West Suite B-110 Tulsa, OK 74132	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
SOUTH CAROLINA (1)		
Clemson University* 225 Walter T Cox Blvd Clemson, SC 29634	ARAMARK Food and Support Services Group, Inc. 1101 Market Street Philadelphia, PA 19107	Anne Marie Solomon 215-238-3000

TEXAS (41)		
9828 Great Hills Trail, Suite 650 Austin, TX 78759	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
14028 North US Highway 183 Suite 230 Austin, TX 78717	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
1201 Barbara Jordan Blvd #11 Austin, TX 78723	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
247 S. Loop 336 W., Suite 700 Conroe, TX 77304	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
Dallas Love Field Airport* 008 Cedar Springs Rd. Terminal 2, Gate 6 Dallas, TX 75235	HMS Host 6905 Rockledge Drive Bethesda, MD 20817	Frank Sicklesmith 240-694-4100
DFW Airport* 2040 N. Int'l Pkwy., Gate A25 DFW Airport, TX 75261	HMS Host 6905 Rockledge Drive Bethesda, MD 20817	Frank Sicklesmith 240-694-4100
8889 Gateway Blvd. West Suite 1400 El Paso, TX 79925	Franklin Mountain Bistro TX, LLC ** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
6801 North Mesa Bldg A; Suite A-8 El Paso, TX 79912	Franklin Mountain Bistro TX, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
3440 Joe Battle Blvd; Suite 102 El Paso, TX 79938	Franklin Mountain Bistro TX, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317
8008 State Hwy 121; Suite 100 Frisco, TX 75034	LaTash III, Frisco Series 5232 Sky Lake Drive Plano, Texas 75093	Tanzeem Rizvi 214-680-9911
5505-A FM 1960 West Houston, TX 77069	HZ LM Casual Foods, LLC** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
10001 Westheimer Rd; Suite 2123 Houston, TX 77042	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
5115 Westheimer; Suite 1420 Houston, TX 77056	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750

4700 Beechnut; Suite 620 Houston, TX 77096	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2047-A West Gray Street Houston, TX 77019	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
770 W. Sam Houston Pkwy North Suite 100 Houston, TX 77024	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
1560 Eldridge Parkway, Suite 190 Houston, TX 77077	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2423 Katy Freeway, Suite E Houston, TX 77007	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
5885 San Felipe Street, Suite 100 Houston, TX 77057	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
19710 Northwest Freeway Suite 100 Houston, TX 77065	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
6430 North MacArthur Boulevard Irving, TX 75039	LaTash II, LLC Macarthur Series 5232 Sky Lake Drive Plano, Texas 75093	Tanzeem Rizvi 214-680-9911
23322 Mercantile Parkway Katy, TX 77449	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
4570 Kingwood Drive, Space B Kingwood, TX 77345	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
401-A This Way Lake Jackson, TX 77566	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
8134 Agora Parkway, Suite 100 Live Oak, TX 78154	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
8201 Quaker Avenue, #118 Lubbock, TX 79424	LM Lubbock LLC 2030 S. Forum Dr. Apt 331 Grand Prairie, TX 75052	Corey Masters 214-418-8372
3625 West University Drive McKinney, TX 75071	La Tash II, LLC** 12330 Greenville Avenue Dallas, TX 75243	Tanzeem Rizvi 214-680-9911

11200 Broadway #1600 Pearland, TX 77584	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
Texas Heart Hospital Baylor Plano* 1100 Allied Drive, 1st Floor Plano, TX 75093	ARAMARK Food and Support Services Group, Inc. 1101 Market Street Philadelphia, PA 19107	Anne Marie Solomon 215-238-3000
1140 S. Preston Rd., Ste. 10 Prosper TX, 75078	La Tash II, LLC 12330 Greenville Ave. Dallas, TX 75243	Tanzeem Rizvi 214-680-9911
4820 Broadway San Antonio, TX 78209	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
11745 Hwy. 10 West, Suite 101 San Antonio, TX 78230	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
18030 US Hwy. 281 N, Suite 201 San Antonio, TX 78232	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
722 Northwest Loop 410, Suite 201 San Antonio, TX 78216	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
6805 N. Grand Parkway; Suite 805 Spring, TX 77389	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2675 Town Center Boulevard Sugar Land, TX 77479	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
5493 Brodie Lane Sunset Valley, TX 78745	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
9595 Six Pines Drive; Suite 100 The Woodlands, TX 77380	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
419 W. SW Loop 323 Tyler, TX 75701	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
929 West Bay Area Boulevard Webster, TX 77598	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750
2816 Marketplace Dr., Ste. 101 Waco, TX 76712	HZ LM Casual Foods, LLC ** 4415 Highway 6 Sugar Land, TX 77478	Amin Dhanani 281-748-3750

INDIA (1)		
Kempegowda International Airport Passenger Terminal Building Bangalore – 560300, India	HMSHost Services India PVT LTD Kempegowda International Airport Passenger Terminal Building Bangalore – 560300, India	Murali Gantashala murali.gantashala@hmshost.net

*These represent Express Cafés operating at Non-Traditional Facilities.

** These represent franchisees who have signed a Development Agreement.

FRANCHISEES THAT LEFT THE SYSTEM IN 2023

OUTLETS CLOSED

Outlet Address	Franchisee	Contact
45 West Jefferson Street Phoenix, AZ 85003	Franklin Mountain Bistro AZ, LLC** 123 West Mills Avenue, Suite 600 El Paso, TX 79901	Ruben Chavez 915-892-5317

OUTLETS TRANSFERRED

None.

FRANCHISE AGREEMENTS SIGNED, BUT OUTLETS NOT YET OPEN

Outlet Address	Franchisee	Contact
13395 W. Gateway Blvd. El Paso, TX 79928	Franklin Mountain Bistro Eastlake, LLC 123 West Mills Ave Ste. 600 El Paso, TX 79901	Ruben Chavez 915-892-5317

EXHIBIT H

List of State Administrators; Agents for Service of Process

LIST OF STATE ADMINISTRATORS

We intend to register this disclosure document as a “franchise” in some or all of the following states, if required by the applicable state laws. If and when we pursue franchise registration (or otherwise comply with the franchise investment laws) in these states, the following are the state administrators responsible for the review, registration, and oversight of franchises in these states:

<p>CALIFORNIA Office of the Commissioner California Department of Financial Protection and Innovation 320 West 4th Street, Suite 750 Los Angeles, California 90013-2344 (213) 576-7500 Toll Free: (866) 275-2677</p>	<p>NEW YORK New York State Department of Law Investor Protection Bureau 28 Liberty Street, 21st Floor New York, NY 10005 (212) 416-8222</p>
<p>ILLINOIS Chief - Franchise Bureau Office of Attorney General State of Illinois 500 South Second Street Springfield, Illinois 62706 (217) 782-4465</p>	<p>NORTH DAKOTA North Dakota Securities Department 600 East Boulevard Avenue, State Capitol 14th Floor Bismarck, North Dakota 58505-0510 (701) 328-2910</p>
<p>INDIANA Franchise Section Indiana Securities Commission 302 West Washington Street Indianapolis, Indiana 46204 (317) 232-6681</p>	<p>RHODE ISLAND Division of Securities 1511 Pontiac Avenue John O. Pastore Complex – Building 69-1 Cranston, Rhode Island 02920 (401) 222-3048</p>
<p>MARYLAND Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2020 (410) 576-6360</p>	<p>SOUTH DAKOTA Department of Labor and Regulation Division of Insurance – Securities Regulation 124 South Euclid Avenue, 2nd Floor Pierre, South Dakota 57501 (605) 773-3563</p>
<p>MICHIGAN Consumer Protection Division Antitrust and Franchise Unit Michigan Department of Attorney General G. Mennen Williams Building, 1st Floor 525 W. Ottawa Street Lansing, Michigan 48913 (517) 373-7117</p>	<p>VIRGINIA State Corporation Commission Division of Securities and Retail Franchising 1300 East Main Street, 9th Floor Richmond, Virginia 23219 (804) 371-9051</p>

<p>MINNESOTA Minnesota Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (651) 539-1500</p>	<p>WASHINGTON Department of Financial Institutions Securities Division 150 Israel Road, S.W. Tumwater, Washington 98501 (360) 902-8760</p>
<p>WISCONSIN Wisconsin Department of Financial Institutions 4822 Madison Yards Way, North Tower Madison, Wisconsin 53705 (608) 266-0448</p>	

AGENTS FOR SERVICE OF PROCESS

We intend to register this disclosure document as a “franchise” in some or all of the following states, if required by the applicable state law. If and when we pursue franchise registration (or otherwise comply with the franchise investment laws) in these states, we will designate the following state offices or officials as our agents for service of process in these states:

<p>CALIFORNIA Commissioner of the Department of Financial Protection and Innovation 320 West Fourth Street, Suite 750 Los Angeles, California 90013-2344 (213) 576-7500 Toll Free: (866) 275-2677</p>	<p>NEW YORK Attention: New York Secretary of State New York Department of State One Commerce Plaza 99 Washington Avenue, 6th Floor Albany, NY 12231-0001 (518) 473-2492</p>
<p>ILLINOIS Illinois Attorney General 500 South Second Street Springfield, Illinois 62706 (217) 782-4465</p>	<p>NORTH DAKOTA Securities Commissioner, State of North Dakota 600 East Boulevard Avenue, 14th Floor Bismarck, North Dakota 58505-0510 (701) 328-4712</p>
<p>INDIANA Indiana Secretary of State Franchise Section 201 State House 200 West Washington Street Indianapolis, Indiana 46204 (317) 232-6531</p>	<p>RHODE ISLAND Director of Department of Business Regulation 1511 Pontiac Avenue John O. Pastore Complex – Building 68-2 Cranston, Rhode Island 02920 (401) 462-9500</p>
<p>MARYLAND Maryland Securities Commissioner at the Office of Attorney General – Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2020 (410) 576-6360</p>	<p>SOUTH DAKOTA Department of Labor and Regulation Division of Insurance – Securities Regulation 124 South Euclid Avenue, 2nd Floor Pierre, South Dakota 57501 (605) 773-4823</p>
<p>MICHIGAN Department of Attorney General Corporate Oversight Division P.O. Box 30755 Lansing, Michigan 48909 (517) 373-7117</p>	<p>VIRGINIA Clerk, Virginia State Corporation Commission 1300 East Main Street, 9th Floor Richmond, Virginia 23219 (804) 371-9733</p>

<p>MINNESOTA Commissioner of Commerce Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (651) 539-1500</p>	<p>WASHINGTON Director, Department of Financial Institutions Securities Division – 3rd Floor 150 Israel Road, S.W. Tumwater, Washington 98501 (360) 902-8760</p>
<p>WISCONSIN Administrator, Division of Securities Department of Financial Institutions 345 West Washington Avenue Madison, Wisconsin 53703 (608) 266-8557</p>	

EXHIBIT I

**ADDITIONAL STATE-REQUIRED INFORMATION AND
STATE REQUIRED CONTRACT ADDENDA**

**ADDENDUM TO THE FRANCHISE AGREEMENT
FOR USE IN CALIFORNIA, INDIANA, MICHIGAN,
SOUTH DAKOTA, VIRGINIA AND WISCONSIN**

This Addendum (the “**Addendum**”) is made and entered into by and between La Madeleine Franchising Company, Inc., a Delaware corporation located at 12201 Merit Drive, Suite 900, Dallas, Texas 75251, (“**Franchisor**”), and _____, whose principal business address is _____ (“**Franchisee**”).

1. **Background.** Franchisor and Franchisee are parties to that certain Franchise Agreement that has been signed at the same time as the signing of this Addendum (the “**Franchise Agreement**”). This Addendum is part of the Franchise Agreement.

2. **No Waiver of Disclaimer of Reliance in Certain States.** The following provision applies only to franchisees and franchises that are subject to the state franchise disclosure laws in California, Indiana, Michigan, South Dakota, Virginia, or Wisconsin:

No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

IN WITNESS WHEREOF, the parties have executed and delivered this Addendum, effective on the Effective Date stated in the Franchise Agreement.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**ADDENDUM TO THE DEVELOPMENT AGREEMENT
FOR USE IN CALIFORNIA, INDIANA, MICHIGAN,
SOUTH DAKOTA, VIRGINIA AND WISCONSIN**

This Addendum (the “**Addendum**”) is made and entered into by and between La Madeleine Franchising Company, Inc., a Delaware corporation located at 12201 Merit Drive, Suite 900, Dallas, Texas 75251, (“**Franchisor**”), and _____, whose principal business address is _____ (“**Developer**”).

1. **Background**. Franchisor and Developer are parties to that certain Development Agreement that has been signed at the same time as the signing of this Addendum (the “**Development Agreement**”). This Addendum is part of the Development Agreement.

2. **No Waiver of Disclaimer of Reliance in Certain States**. The following provision applies only to franchisees and franchises that are subject to the state franchise disclosure laws in California, Indiana, Michigan, South Dakota, Virginia, or Wisconsin:

No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

IN WITNESS WHEREOF, the parties have executed and delivered this Addendum, effective on the Effective Date stated in the Development Agreement.

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Print Name: _____

Title: _____

Title: _____

**INFORMATION REQUIRED
BY THE STATE OF CALIFORNIA**

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE DISCLOSURE DOCUMENT.

SEE THE COVER PAGE OF THE DISCLOSURE DOCUMENT FOR OUR WEB SITE ADDRESS, OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT. ANY COMPLAINTS CONCERNING THE CONTENTS OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION AT WWW.DFPI.CA.GOV.

Item 3, Additional Disclosure.

Neither we, nor any person identified in Item 2 above, is subject to any currently effective order of any national securities association or national securities exchange (as defined in the Securities and Exchange Act of 1934, 15 U.S.C. § 78a, et seq.) suspending or expelling such person from membership in such association or exchange.

Item 17, Additional Disclosures.

California Business and Professions Code Sections 20000 through 20043 provide rights to the franchisee concerning termination, transfer or non-renewal of a franchise. If the Franchise Agreement and/or Development Agreement includes a provision that is inconsistent with the law, the law will control.

The Franchise Agreement and the Development Agreement provide for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C. § 101, et seq.).

The Franchise Agreement and the Development Agreement contain a covenant not to compete which extends beyond the termination of the agreements. This provision may not be enforceable under California law.

The Franchise Agreement contains a liquidated damages clause. Under California Civil Code § 1671, certain liquidated damages clauses are unenforceable.

Both the Governing Law and Choice of Law for Franchisees operating outlets located in California, will be the California Franchise Investment Law and the California Franchise Relations Act regardless of the choice of law or dispute resolution venue stated elsewhere. Any language in the franchise agreement or amendment to or any agreement to the contrary is superseded by this condition.

The Franchise Agreement and Development Agreement contain a venue provision for litigation. This provision may not be enforceable under California law.

You must sign a general release if you transfer area development rights or renew or transfer the franchise. These provisions may not be enforceable under California law. California Corporations Code Section 31512 voids a waiver of your rights under the California Franchise Investment Law (California Corporations Code Sections 31000 through 31516). Business and Professional Code Section 21000 voids a waiver of your rights under the

California Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).

Section 31125 of the California Corporations Code requires us to give you a disclosure document, in a form containing the information that the commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.

The registration of this franchise offering by the California Department of Financial Protection and Innovation does not constitute approval, recommendation, or endorsement by the Commissioner.

**INFORMATION REQUIRED
BY THE STATE OF ILLINOIS**

Cover Page, Additional Disclosures.

THE GOVERNING LAW, VENUE AND JURISDICTION REQUIREMENTS IN THE DISCLOSURE DOCUMENT, THE FRANCHISE AGREEMENT, AND THE DEVELOPMENT AGREEMENT ARE SUBJECT TO THE PROVISIONS OF THE ILLINOIS FRANCHISE DISCLOSURE ACT, AND NOTHING IN THESE DOCUMENTS SHALL BE CONSIDERED A WAIVER OF ANY RIGHT CONFERRED UPON YOU BY THE ILLINOIS FRANCHISE DISCLOSURE ACT.

Item 17, Additional Disclosures.

The conditions under which the Franchise Agreement or Development Agreement can be terminated and your rights upon non-renewal may be affected by Sections 19 and 20 of the Illinois Franchise Disclosure Act.

Pursuant to Section 4 of the Illinois Franchise Disclosure Act, any provision in the Franchise Agreement or Development Agreement that designates jurisdiction or venue for litigation in a forum outside of Illinois is void.

The Illinois Franchise Regulations, Section 200.608, require that Illinois law govern franchise agreements entered into in Illinois.

Section 41 of the Illinois Franchise Disclosure Act provides that any condition, stipulation, or provision purporting to bind any person acquiring any franchise to waive compliance the Illinois Franchise Disclosure Act or any other law of Illinois is void.

ILLINOIS ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the Illinois Franchise Disclosure Act of 1987 (the “Act”), Illinois Compiled Statutes, Chapter 815, Sections 705/1 to 705/44, the parties agree to modify the Franchise Agreement as follows:

1. Term and Successor Franchise Agreement. Section 3 is amended by adding the following:

If anything in this Section concerning non-renewal is inconsistent with Section 20 of the Act, then the Act shall apply.

2. Default and Termination. Section 17 is amended by adding the following:

If anything in this Section concerning termination is inconsistent with Section 19 of the Act, then the Act shall apply.

3. Governing Law. Section 29.5 is deleted. The Illinois Franchise Regulations, Section 200.608, require that Illinois law govern franchise agreements entered into in Illinois.

4. Jurisdiction and Venue. Section 29.5 is amended by adding the following:

Section 4 of the Act states that any provision in a franchise agreement that designates jurisdiction or venue for litigation in a forum outside of Illinois is void with respect to any action which is otherwise enforceable in Illinois.

5. Time Limit on Filing. Section 29.10 is amended by adding the following:

Any claims arising under the Act shall be commenced within the period of limitation established in Section 27 of the Act.

6. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

7. Section 41 of the Act states that any condition, stipulation, or provision purporting to bind any person acquiring a franchise to waive compliance with any provision of the Act or any other law of Illinois is void. Section 41 will control over any inconsistent provisions in the Franchise Agreement.

8. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and LMFC all of the jurisdictional requirements of the Act, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

[SIGNATURES ON FOLLOWING PAGE]

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

ILLINOIS ADDENDUM TO THE DEVELOPMENT AGREEMENT

In recognition of the Illinois Franchise Disclosure Act of 1987 (the “Act”), Illinois Compiled Statutes, Chapter 815, Sections 705/1 to 705/44, the parties agree to modify the Development Agreement as follows:

1. Term. Section 2 is amended by adding the following:

If anything in this Section concerning non-renewal is inconsistent with Section 20 of the Act, then the Act shall apply.
2. Default and Termination. Section 9 is amended by adding the following:

If anything in this Section concerning termination is inconsistent with Section 19 of the Act, then the Act shall apply.
3. Governing Law. Section 21.5 is deleted. The Illinois Franchise Regulations, Section 200.608, require that Illinois law govern franchise agreements entered into in Illinois.
4. Jurisdiction and Venue. Section 21.5 is amended by adding the following:

Section 4 of the Act states that any provision in a franchise agreement that designates jurisdiction or venue for litigation in a forum outside of Illinois is void with respect to any action which is otherwise enforceable in Illinois.
5. Time Limit on Filing. Section 21.10 is amended by adding the following:

Any claims arising under the Act shall be commenced within the period of limitation established in Section 27 of the Act.
6. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
7. Section 41 of the Act states that any condition, stipulation, or provision purporting to bind any person acquiring a franchise to waive compliance with any provision of the Act or any other law of Illinois is void. Section 41 will control over any inconsistent provisions in the Franchise Agreement.
8. This Addendum will have effect only if the Development Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the Act, without considering this Addendum. Except as expressly modified by this Addendum, the Development Agreement remains unmodified and in full force and effect.

[SIGNATURES ON FOLLOWING PAGE]

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**INFORMATION REQUIRED
BY THE STATE OF MARYLAND**

Item 17, Additional Disclosures.

The Franchise Agreement and Development Agreement provide for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101 *et seq.*).

The Franchise Agreement requires you to sign a general release as a condition of renewal or transfer of the franchise. The Development Agreement requires you to sign a general release when you sign a Franchise Agreement to exercise development rights and as a condition of transfer of the development rights. These releases will not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

A franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.

Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three (3) years after the grant of the franchise.

Item 22, Additional Disclosure.

Your responses to the Disclosure Acknowledgment Statement (Exhibit D to the Franchise Agreement; Exhibit G to the Development Agreement) do not act as a release, estoppel, or waiver of any liability of the Franchisor under the Maryland Franchise Registration and Disclosure Law.

MARYLAND ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the Maryland Franchise Registration and Disclosure Law, Maryland Stat. §§ 14-201 to 14-233, and the Rules and Regulations promulgated thereunder, the parties agree to modify the Franchise Agreement as follows:

1. Releases. The following is added to Section 3.2 and Section 15.6 of the Franchise Agreement:

This release will not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

2. Entire Agreement; Disclosure Statement and Disclaimer. Section 26 and Section 28 are each amended by adding the following:

Notwithstanding anything to the contrary in this Agreement, you are not required to waive any of your rights under the Maryland Franchise Registration and Disclosure Law with regard to LMFC's prior representations.

3. Receipt of Agreement. Section 28.2 is deleted in its entirety.

4. Governing Law. Section 29.5 is amended by adding the following:

Notwithstanding the foregoing, the Maryland Franchise Registration and Disclosure Law shall govern any claim arising under that law.

5. Jurisdiction and Venue. Section 29.5 is amended by adding the following:

Any choice of forum for litigation is subject to your right to bring an action under the Maryland Franchise Registration and Disclosure Law in Maryland.

6. Time Limit on Filing. Section 29.10 is amended by adding the following:

The foregoing limitation on the period of time arbitration and/or litigation claims must be brought shall not act to reduce the 3-year statute of limitations afforded a franchisee for bringing a claim arising under the Maryland Franchise Registration and Disclosure Law. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

7. Acknowledgments. Section 30 is deleted in its entirety.

8. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

9. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

MARYLAND ADDENDUM TO THE DEVELOPMENT AGREEMENT

In recognition of the Maryland Franchise Registration and Disclosure Law, Maryland Stat. §§ 14-201 to 14-233, and the Rules and Regulations promulgated thereunder, the parties agree to modify the Development Agreement as follows:

1. Releases. The following is added to Section 8.5.3 of the Development Agreement:

This release will not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

2. Entire Agreement; Disclosure Statement and Disclaimer. Section 18 and Section 20 are each amended by adding the following:

Notwithstanding anything to the contrary in this Agreement, you are not required to waive any of your rights under the Maryland Franchise Registration and Disclosure Law with regard to LMFC's prior representations.

3. Receipt of Agreement. Section 20.2 is deleted in its entirety.

4. Governing Law. Section 21.5 is amended by adding the following:

Notwithstanding the foregoing, the Maryland Franchise Registration and Disclosure Law shall govern any claim arising under that law.

5. Jurisdiction and Venue. Section 21.5 is amended by adding the following:

Any choice of forum for litigation is subject to your right to bring an action under the Maryland Franchise Registration and Disclosure Law in Maryland.

6. Time Limit on Filing. Section 21.10 is amended by adding the following:

The foregoing limitation on the period of time arbitration and/or litigation claims must be brought shall not act to reduce the 3-year statute of limitations afforded a franchisee for bringing a claim arising under the Maryland Franchise Registration and Disclosure Law. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

7. Acknowledgments. Section 22 is deleted in its entirety.

8. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

9. This Addendum will have effect only if the Development Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the Maryland

Franchise Registration and Disclosure Law, without considering this Addendum. Except as expressly modified by this Addendum, the Development Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**INFORMATION REQUIRED
BY THE STATE OF MINNESOTA**

Item 13, Additional Disclosure.

LMFC will indemnify you against liability to a third party resulting from claims that your use of the Marks infringes trademark rights of the third party, provided that your use of the Marks is in accordance with the requirements of the Franchise Agreement and the System.

Item 17, Additional Disclosures.

LMFC will comply with Minnesota Statutes Section 80C.14, subdivisions 3, 4, and 5, which require, except in certain specified cases, that a franchisee be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Franchise Agreement.

Minnesota Statutes § 80C.21 and Minnesota Rule 2860.4400J prohibit us from requiring you to waive your rights as provided for in Minnesota Statutes, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

Minnesota Rule 2860.4400D prohibits us from requiring you to assent to a release, assignment, novation, or waiver that would relieve any person from liability imposed by Minnesota Statutes §§ 80C.01 - 80C.22.

Minnesota Rule 2860.4400J prohibits us from requiring you to waive your rights to a trial or to consent to liquidated damages, termination penalties, or judgment notes. This rule does not bar a voluntary arbitration of any matter.

MINNESOTA ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the Minnesota Franchises Law, Minn. Stat. §§ 80C.01-80C.22, and the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, the parties agree to modify the Franchise Agreement as follows:

1. Releases. The following sentence is added to Section 3.2 and Section 15.6:

Notwithstanding the foregoing, you will not be required to assent to a release, assignment, novation, or waiver that would relieve any person from liability imposed by Minnesota Statute §§ 80C.01 - 80C.22, provided that the foregoing shall not bar the voluntary settlement of disputes.

2. Term and Successor Franchise Agreement; Default and Termination. Section 3 and Section 17 are each amended by adding the following:

Notwithstanding anything to the contrary in Sections 3 and 17, LMFC will comply with Minnesota Statutes Clause 80C.14, Subdivision 3, 4, and 5, which require, except in certain cases, that Minnesota franchisees be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Franchise Agreement.

3. Proprietary Marks and Copyrights. Section 10 is amended by adding the following:

LMFC will indemnify you against liability to a third party resulting from claims that your use of the Proprietary Marks or the Works infringes trademark rights of the third party, provided that your use is in accordance with the requirements of the Franchise Agreement and the System.

4. Jurisdiction and Venue. Section 29.5 is amended to add the following:

Under Minnesota Statutes Section 80C.21, this section will not in any way abrogate or reduce any rights of the Franchisee as provided for in Minnesota Statutes, Chapter 80C, including the right to submit matters to the jurisdiction of the courts in Minnesota. Minnesota Statutes Section 80C.21 and Minnesota Rule 2860.4400J prohibit LMFC from requiring litigation to be conducted outside Minnesota.

5. Time Limit on Filing. Section 29.10 is amended to add the following:

Notwithstanding anything to the contrary in this Section, any claim or action arising out of or relating to the Minnesota Franchises Law must be commenced within three (3) years from the occurrence of the facts giving rise to the claim or action, or the claim or action is barred.

6. Entire Agreement; Disclosure Statement and Disclaimer; Acknowledgments. Section 26, Section 28, and Section 30 are each amended by adding the following:

Pursuant to Minn. Stat. § 80C.21 and Minn. Rule Part 2860.4400J, nothing in the Agreement shall in any way abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C.

7. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

8. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of Minnesota Statutes §§ 80C.01 - 80C.22. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Print Name: _____

Title: _____

Title: _____

MINNESOTA ADDENDUM TO THE DEVELOPMENT AGREEMENT

In recognition of the Minnesota Franchises Law, Minn. Stat. §§ 80C.01-80C.22, and the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, the parties agree to modify the Development Agreement as follows:

1. Releases. The following sentence is added to Section 8.5:

Notwithstanding the foregoing, you will not be required to assent to a release, assignment, novation, or waiver that would relieve any person from liability imposed by Minnesota Statute §§ 80C.01 - 80C.22, provided that the foregoing shall not bar the voluntary settlement of disputes.

2. Term; Default and Termination. Section 2 and Section 9 are each amended by adding the following:

Notwithstanding anything to the contrary in Sections 2 and 9, LMFC will comply with Minnesota Statutes Clause 80C.14, Subdivision 3, 4, and 5, which require, except in certain cases, that Minnesota franchisees be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Franchise Agreement.

3. Jurisdiction and Venue. Section 21.5 is amended to add the following:

Under Minnesota Statutes Section 80C.21, this section will not in any way abrogate or reduce any rights of the Franchisee as provided for in Minnesota Statutes, Chapter 80C, including the right to submit matters to the jurisdiction of the courts in Minnesota. Minnesota Statutes Section 80C.21 and Minnesota Rule 2860.4400J prohibit LMFC from requiring litigation to be conducted outside Minnesota.

4. Time Limit on Filing. Section 21.10 is amended to add the following:

Notwithstanding anything to the contrary in this Section, any claim or action arising out of or relating to the Minnesota Franchises Law must be commenced within three (3) years from the occurrence of the facts giving rise to the claim or action, or the claim or action is barred.

5. Entire Agreement; Disclosure Statement and Disclaimer; Acknowledgments. Section 18, Section 20, and Section 22 are each amended by adding the following:

Pursuant to Minn. Stat. § 80C.21 and Minn. Rule Part 2860.4400J, nothing in the Agreement shall in any way abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C.

6. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

7. This Addendum will have effect only if the Development Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of Minnesota Statutes §§ 80C.01 - 80C.22. Except as expressly modified by this Addendum, the Development Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**INFORMATION REQUIRED
BY THE STATE OF NEW YORK**

Cover page, Additional Disclosures.

INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT H OR YOUR PUBLIC LIBRARY FOR SOURCES OF INFORMATION. REGISTRATION OF THIS FRANCHISE BY NEW YORK STATE DOES NOT MEAN THAT NEW YORK STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT. IF YOU LEARN THAT ANYTHING IN THE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE NEW YORK STATE DEPARTMENT OF LAW, BUREAU OF INVESTOR PROTECTION AND SECURITIES, 28 LIBERTY STREET, 21ST FLOOR, NEW YORK, NEW YORK 10005.

THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON YOU TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS DISCLOSURE DOCUMENT.

LMFC REPRESENTS THAT THIS DISCLOSURE DOCUMENT DOES NOT KNOWINGLY OMIT ANY MATERIAL FACT OR CONTAIN ANY UNTRUE STATEMENT OF MATERIAL FACT.

Item 3, Additional Disclosures.

Neither LMFC nor any person listed in Item 2:

1. Has any administrative, criminal or material civil action pending against that person alleging: a felony; a violation of a franchise, antitrust or securities law, fraud, embezzlement, fraudulent conversion, misappropriation of property; unfair or deceptive practices or comparable civil or misdemeanor allegations. There are no pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of EBF franchises and the size, nature or financial condition of the System or its business operations.

2. Has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the ten-year period immediately preceding the date of this disclosure document, has been convicted of or pleaded nolo contendere to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud or securities law, fraud, embezzlement, fraudulent conversion or misappropriation of property, or unfair or deceptive practices or comparable allegations.

3. Is subject to a currently effective injunctive or restrictive order or decree relating to the franchise or under any federal, state or Canadian franchise, securities, antitrust, trade regulation or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency; or is subject to any currently effective order of any national securities association or national securities exchange (as defined in the Securities and Exchange Act of 1934) suspending or expelling such person from

membership in such association or exchange; or is subject to a currently effective injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

Item 4, Additional Disclosure.

Except as described in this Item, neither LMFC, its affiliates, its predecessors, officers, nor general partners, during the ten-year period immediately before the date of the disclosure document: (a) filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code or any foreign bankruptcy laws; (b) obtained a discharge of its debts under the U.S. Bankruptcy Code or any foreign bankruptcy laws; or (c) was a principal officer of a company or general partner of a partnership that either filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code or any foreign bankruptcy laws, or that obtained a discharge of its debts under the U.S. Bankruptcy Code or any foreign bankruptcy laws during or within one year after the officer or general partner of EBF held this position in the company or partnership.

Item 5, Additional Disclosure.

We use the initial franchise fee to defray our costs of offering franchises and assisting franchisees to start business. A portion of the initial franchise fee may be profit to us.

Item 17, Revised Disclosures.

1. *In the Item 17 Tables, the following sentence is added to item "d":*

You may also terminate the Franchise Agreement or Development Agreement on any grounds available by law.

2. *In the Item 17 Tables, the following sentence is added to item "j":*

However, no assignment will be made by LMFC except to an assignee who, in LMFC's good faith judgment, is willing and able to assume LMFC's obligations under the Franchise Agreement or Development Agreement.

3. *In the Item 17 Tables, the following sentence is added to item "w":*

The foregoing choice of law should not be considered a waiver of any right conferred upon you by the General Business Law of the State of New York, Article 33.

Item 17, Additional Disclosures.

The New York General Business Law, Article 33, Sections 680 through 695 may supersede any provision of the Franchise Agreement or Development Agreement inconsistent with that law.

You must sign a general release when you sign a Franchise Agreement to exercise development rights, when you transfer area development rights, or when you renew or transfer a franchise. This provision may not be enforceable under New York law.

NEW YORK ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the requirements of the New York General Business Law, Article 33, Sections 680 through 695, and of the regulations promulgated thereunder (N.Y. Comp. Code R. & Regs., tit. 13, §§ 200.1 through 201.16), the parties agree to modify the Franchise Agreement as follows:

1. Any provision in the Franchise Agreement that is inconsistent with the New York General Business Law, Article 33, Sections 680 – 695 may not be enforceable.
2. Releases. Section 3.2 and Section 15.6 are each amended to add the following:

The foregoing release of claims does not release any claim you may have under New York General Business Law, Article 33, Sections 680-695.
3. Assignment by LMFC. Section 16.1 is amended by adding the following:

LMFC will not assign its rights under the Franchise Agreement except to an assignee who in LMFC's good faith judgment is willing and able to assume LMFC's obligations under the Franchise Agreement.
4. Termination by Franchisee. Section 17.2 is amended by adding the following:

You also may terminate this Agreement on any grounds available by law under the provisions of Article 33 of the General Business Law of the State of New York.
5. Governing Law. Section 29.5 is amended by adding the following:

Notwithstanding the foregoing, the New York General Business Law shall govern any claim arising under that law.
6. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
7. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of New York General Business Law, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

[SIGNATURES ON FOLLOWING PAGE]

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

NEW YORK ADDENDUM TO THE DEVELOPMENT AGREEMENT

In recognition of the requirements of the New York General Business Law, Article 33, Sections 680 through 695, and of the regulations promulgated thereunder (N.Y. Comp. Code R. & Regs., tit. 13, §§ 200.1 through 201.16), the parties agree to modify the Development Agreement as follows:

1. Any provision in the Development Agreement that is inconsistent with the New York General Business Law, Article 33, Sections 680 – 695 may not be enforceable.
2. Releases. Section 8.5 is amended to add the following:

The foregoing release of claims does not release any claim you may have under New York General Business Law, Article 33, Sections 680-695.
3. Assignment by LMFC. Section 8.1 is amended by adding the following:

LMFC will not assign its rights under the Development Agreement except to an assignee who in LMFC's good faith judgment is willing and able to assume LMFC's obligations under the Development Agreement.
4. Governing Law. Section 21.5 is amended by adding the following:

Notwithstanding the foregoing, the New York General Business Law shall govern any claim arising under that law.
5. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
6. This Addendum will have effect only if the Development Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of New York General Business Law, without considering this Addendum. Except as expressly modified by this Addendum, the Development Agreement remains unmodified and in full force and effect.

[SIGNATURES ON FOLLOWING PAGE]

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**INFORMATION REQUIRED
BY THE STATE OF NORTH DAKOTA**

The North Dakota Securities Commissioner has held the following to be unfair, unjust, or inequitable to North Dakota franchisees (Section 51-19-09, N.D.C.C.):

- A. Restrictive Covenants: Franchise disclosure documents which disclose the existence of covenants restricting competition contrary to Section 9-08-06, N.D.C.C., without further disclosing that such covenants will be subject to this statute.
- B. Situs of Arbitration Proceedings: Franchise agreements providing that the parties must agree to arbitrate disputes at a location that is remote from the site of the franchisee's business.
- C. Restriction on Forum: Requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota.
- D. Liquidated Damages and Termination Penalties: Requiring North Dakota franchisees to consent to liquidated damages or termination penalties.
- E. Applicable Laws: Franchise agreements which specify that any claims arising under the North Dakota franchise law will be governed by the laws of a state other than North Dakota.
- F. Waiver of Trial by Jury: Requiring North Dakota franchisees to consent to the waiver of a trial by jury.
- G. Waiver of Exemplary and Punitive Damages: Requiring North Dakota franchisees to consent to a waiver of exemplary and punitive damages.
- H. General Release: Requiring North Dakota franchisees to execute a general release of claims as a condition of renewal or transfer of a franchise.
- I. Limitation of Claims: Requiring that North Dakota franchisees to consent to a limitation of claims. The statute of limitations under North Dakota law applies.
- J. Enforcement of Agreement: Requiring that North Dakota franchisees to pay all costs and expenses incurred by the franchisor in enforcing the agreement. The prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

NORTH DAKOTA ADDENDUM TO THE FRANCHISE AGREEMENT AND DEVELOPMENT AGREEMENT

In recognition of the requirements of the North Dakota Franchise Investment Law, N.D. Cent. Code, §§ 51 19 01 through 51 19 17, and the policies of the office of the State of North Dakota Securities Commission, the Franchise Agreement and Development Agreement (as applicable, the "Agreement") shall be amended as follows:

1. The North Dakota Securities Commissioner has held the following to be unfair, unjust, or inequitable to North Dakota franchisees (Section 51-19-09, N.D.C.C.):
 - A. Restrictive Covenants: Franchise disclosure documents which disclose the existence of covenants restricting competition contrary to Section 9-08-06, N.D.C.C., without further disclosing that such covenants will be subject to this statute.
 - B. Situs of Arbitration Proceedings: Franchise agreements providing that the parties must agree to arbitrate disputes at a location that is remote from the site of the franchisee's business.
 - C. Restriction on Forum: Requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota.
 - D. Liquidated Damages and Termination Penalties: Requiring North Dakota franchisees to consent to liquidated damages or termination penalties.
 - E. Applicable Laws: Franchise agreements which specify that any claims arising under the North Dakota franchise law will be governed by the laws of a state other than North Dakota.
 - F. Waiver of Trial by Jury: Requiring North Dakota franchisees to consent to the waiver of a trial by jury.
 - G. Waiver of Exemplary and Punitive Damages: Requiring North Dakota franchisees to consent to a waiver of exemplary and punitive damages.
 - H. General Release: Requiring North Dakota franchisees to execute a general release of claims as a condition of renewal or transfer of a franchise.
 - I. Limitation of Claims: Requiring that North Dakota franchisees to consent to a limitation of claims. The statute of limitations under North Dakota law applies.
 - J. Enforcement of Agreement: Requiring that North Dakota franchisees to pay all costs and expenses incurred by the franchisor in enforcing the agreement. The prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

2. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

3. This Addendum will have effect only if the Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the North Dakota Franchise Investment Law, without considering this Addendum. Except as expressly modified by this Addendum, the Agreement remain unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**RHODE ISLAND ADDENDUM TO THE
FRANCHISE AGREEMENT**

In recognition of the Rhode Island Franchise Investment Act, §§ 19-28.1-1 through 19-28.1-34, the parties agree to modify the Franchise Agreement as follows:

1. Governing Law. Section 29.5 is amended by adding the following:

Notwithstanding the foregoing, Rhode Island law governs any claim arising under the Rhode Island Franchise Investment Act.

2. Jurisdiction and Venue. Section 29.5 is amended by adding the following:

Notwithstanding the foregoing, you have the right to file any litigation under the Rhode Island Franchise Investment Act in Rhode Island.

3. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

4. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the Rhode Island Franchise Investment Act, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

**RHODE ISLAND ADDENDUM TO THE
DEVELOPMENT AGREEMENT**

In recognition of the Rhode Island Franchise Investment Act, §§ 19-28.1-1 through 19-28.1-34, the parties agree to modify the Development Agreement as follows:

1. Governing Law. Section 21.5 is amended by adding the following:

Notwithstanding the foregoing, Rhode Island law governs any claim arising under the Rhode Island Franchise Investment Act.

2. Jurisdiction and Venue. Section 21.5 is amended by adding the following:

Notwithstanding the foregoing, you have the right to file any litigation under the Rhode Island Franchise Investment Act in Rhode Island.

3. No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

4. This Addendum will have effect only if the Development Agreement and/or the relationship between you and LMFC satisfy all of the jurisdictional requirements of the Rhode Island Franchise Investment Act, without considering this Addendum. Except as expressly modified by this Addendum, the Development Agreement remains unmodified and in full force and effect.

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Print Name: _____

Title: _____

Title: _____

**INFORMATION REQUIRED
BY THE COMMONWEALTH OF VIRGINIA**

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document for use in the Commonwealth of Virginia is amended as follows:

Item 17, Additional Disclosure.

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in the Franchise Agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

**INFORMATION REQUIRED
BY THE STATE OF WASHINGTON**

Item 17, Additional Disclosures.

The State of Washington has a statute, RCW 19.100.180, which may supersede the Franchise Agreement and Development Agreement in your relationship with us, including the areas of termination and renewal of your franchise. There may also be court decisions which may supersede the Franchise Agreement and Development Agreement in your relationship with us, including the areas of termination and renewal of your franchise.

In the event of a conflict of laws between the Washington Franchise Investment Protection Act and the law chosen in the Franchise Agreement and Development Agreement, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW will prevail.

A release or waiver of rights executed by a franchisee will not include rights under the Washington Franchise Investment Protection Act, except when executed pursuant to a negotiated settlement after the franchise agreement is in effect and where the parties are represented by independent counsel. Provisions such as those that unreasonably restrict or limit the statute of limitations period for claims under the Act, rights or remedies under the Act such as a right to a jury trial may not be enforceable.

Transfer fees are collectable to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

WASHINGTON ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the requirements of the Washington Franchise Investment Protection Act, Wash. Rev. Code §§ 19.100.010 through 19.100.940, the parties agree to modify the Franchise Agreement as follows:

In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW will prevail.

RCW 19.100.180 may supersede the Franchise Agreement in your relationship with the Franchisor including the areas of termination and renewal of your franchise. There may also be court decisions which may supersede the Franchise Agreement in your relationship with the Franchisor including the areas of termination and renewal of your franchise.

In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the Franchise Agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.

A release or waiver of rights executed by a franchisee may not include rights under the Washington Franchise Investment Protection Act or any rule or order thereunder except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel. Provisions such as those which unreasonably restrict or limit the statute of limitations period for claims under the Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.

Transfer fees are collectable to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provisions contained in the franchise agreement or elsewhere that conflict with these limitations are void and unenforceable in Washington.

RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor.

This provision supersedes any other term of any document executed in connection with the franchise.

LA MADELEINE FRANCHISING COMPANY, INC.

FRANCHISEE [print company name]:

By: _____

By: _____

Print Name: _____

Title: _____

Title: _____

WASHINGTON ADDENDUM TO THE DEVELOPMENT AGREEMENT

In recognition of the requirements of the Washington Franchise Investment Protection Act, Wash. Rev. Code §§ 19.100.010 through 19.100.940, the parties agree to modify the Development Agreement as follows:

In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW will prevail.

RCW 19.100.180 may supersede the Development Agreement in your relationship with the Franchisor including the areas of termination and renewal of your franchise. There may also be court decisions which may supersede the Development Agreement in your relationship with the Franchisor including the areas of termination and renewal of your franchise.

In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the Development Agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.

A release or waiver of rights executed by a franchisee may not include rights under the Washington Franchise Investment Protection Act or any rule or order thereunder except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel. Provisions such as those which unreasonably restrict or limit the statute of limitations period for claims under the Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.

Transfer fees are collectable to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provisions contained in the franchise agreement or elsewhere that conflict with these limitations are void and unenforceable in Washington.

RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

No Waiver of Disclaimer of Reliance in Certain States. No statement, questionnaire or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or any other person acting on behalf of the franchisor.

This provision supersedes any other term of any document executed in connection with the franchise.

LA MADELEINE FRANCHISING COMPANY, INC.

DEVELOPER [print company name]:

By: _____

By: _____

Title: _____

Print Name: _____

Title: _____

EXHIBIT J
Financial Statements

Financial Statements and Report of
Independent Certified Public
Accountants

La Madeleine Franchising Company, Inc.

December 26, 2023, December 27, 2022 and
December 28, 2021

Contents

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REPORT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

Board of Directors
Le Duff America, Inc.

Opinion

We have audited the financial statements of La Madeleine Franchising Company, Inc., (the "Company"), which comprise the balance sheets as of December 26, 2023, December 27, 2022 and December 28, 2021, and the related statements of operations, changes in stockholders' equity, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Company as of December 26, 2023, December 27, 2022 and December 28, 2021, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for opinion

We conducted our audits of the financial statements in accordance with auditing standards generally accepted in the United States of America (US GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of management for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for one year after the date the financial statements are issued.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is

not a guarantee that an audit conducted in accordance with US GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with US GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Grant Thornton LLP

Dallas, Texas
March 5, 2024

La Madeleine Franchising Company, Inc.

BALANCE SHEETS

December 26, 2023, December 27, 2022 and December 28, 2021

	2023	2022	2021
ASSETS			
Cash	\$ 350,000	\$ 726,152	\$ 711,243
Due from licensees and franchisees	512,245	457,996	419,998
Prepaid marketing fees	-	159,473	61,144
Total current assets	862,245	1,343,621	1,192,385
Property and equipment, net	78,351	62,087	-
Deferred tax assets	148,068	142,443	140,838
Other assets	25,467	-	-
Advances to Le Duff America, Inc. and subsidiaries	15,723,448	13,681,901	10,155,965
Total assets	\$ 16,837,579	\$ 15,230,052	\$ 11,489,188
LIABILITIES AND STOCKHOLDER'S EQUITY			
Current liabilities			
Deferred franchise income, short term	\$ 662,953	\$ 329,513	\$ 499,363
Accounts payable - trade	172,890	174,840	102,182
Deferred marketing fees	85,629	30,000	111,660
Accrued other expenses	15,958	-	-
Total current liabilities	937,430	534,353	713,205
Deferred franchise income, long term	564,511	1,020,509	948,146
Total liabilities	1,501,941	1,554,862	1,661,351
Stockholder's equity			
Common stock, no par value. 1,500 shares authorized; issued and outstanding 100 shares	250,000	250,000	250,000
Retained earnings	15,085,638	13,425,190	9,577,837
Total stockholder's equity	15,335,638	13,675,190	9,827,837
Total liabilities and stockholder's equity	\$ 16,837,579	\$ 15,230,052	\$ 11,489,188

The accompanying notes are an integral part of these financial statements.

La Madeleine Franchising Company, Inc.

STATEMENTS OF OPERATIONS

Years ended December 26, 2023, December 27, 2022 and December 28, 2021

	2023	2022	2021
Revenue			
Marketing fees	\$ 2,880,305	\$ 2,846,853	\$ 2,605,164
Royalty fees	6,696,562	6,112,213	4,781,687
Franchise fees	275,057	137,486	131,756
Total revenue	9,851,924	9,096,552	7,518,607
Expenses			
Management fee	4,825,867	1,375,000	1,350,000
Marketing and advertising	2,879,407	2,845,692	2,604,724
Franchise costs	13,003	-	31,586
Depreciation and amortization	10,606	-	-
Bank, other taxes, and administrative	18,139	3,902	1,659
Total expenses	7,747,022	4,224,594	3,987,969
Income before taxes and interest	2,104,902	4,871,958	3,530,638
Other expenses			
Interest expense	-	153	-
INCOME BEFORE TAXES	2,104,902	4,871,805	3,530,638
Income tax expense	444,454	1,024,452	745,568
NET INCOME	\$ 1,660,448	\$ 3,847,353	\$ 2,785,070

The accompanying notes are an integral part of these financial statements.

La Madeleine Franchising Company, Inc.

STATEMENTS OF STOCKHOLDER'S EQUITY

Years ended December 26, 2023, December 27, 2022 and December 28, 2021

	<u>Common Stock</u>		<u>Retained Earnings</u>	<u>Total</u>
	<u>Shares</u>	<u>Dollars</u>		
Balance at December 29, 2020	100	\$ 250,000	\$ 6,792,767	\$ 7,042,767
Net income	-	-	2,785,070	2,785,070
Balance at December 28, 2021	100	250,000	9,577,837	9,827,837
Net income	-	-	3,847,353	3,847,353
Balance at December 27, 2022	100	250,000	13,425,190	13,675,190
Net income	-	-	1,660,448	1,660,448
Balance at December 26, 2023	100	\$ 250,000	\$ 15,085,638	\$ 15,335,638

The accompanying notes are an integral part of these financial statements.

La Madeleine Franchising Company, Inc.

STATEMENTS OF CASH FLOWS

Years ended December 26, 2023, December 27, 2022 and December 28, 2021

	2023	2022	2021
Operating activities:			
Net income	\$ 1,660,448	\$ 3,847,353	\$ 2,785,070
Adjustments to reconcile net income to net cash provided by (used in) operating activities:			
Deferred tax benefit	(5,625)	(1,605)	(1,379)
Changes in operating assets and liabilities:			
Due from licensees and franchisees	(54,249)	(37,998)	(117,819)
Accounts receivable, other	-	-	-
Prepaid expenses and other assets	(25,467)	-	-
Prepaid marketing fees	159,473	(98,329)	(61,144)
Deferred marketing fees	55,629	(81,660)	(124,953)
Deferred franchise income	(122,558)	(97,487)	(91,755)
Accounts payable - trade	(1,950)	72,658	(36,466)
Accrued other expenses	15,958	-	-
Net cash provided by operating activities	1,681,659	3,602,932	2,351,554
Investing activities:			
Advances to Le Duff America, Inc. and subsidiaries	(2,041,547)	(3,525,936)	(2,423,831)
Purchase of property and equipment	(16,264)	(62,087)	-
Net cash used in investing activities	(2,057,811)	(3,588,023)	(2,423,831)
NET (DECREASE) INCREASE IN CASH	(376,152)	14,909	(72,277)
Cash, beginning of year	726,152	711,243	783,520
Cash, end of year	\$ 350,000	\$ 726,152	\$ 711,243

The accompanying notes are an integral part of these financial statements.

La Madeleine Franchising Company, Inc.

NOTES TO FINANCIAL STATEMENTS

December 26, 2023, December 27, 2022 and December 28, 2021

NOTE 1 - NATURE OF BUSINESS

La Madeleine Franchising Company, Inc. (the “Company”) offers franchises for LA MADELEINE® restaurants (“Cafés”) specializing in the sale of fresh bakery goods, French-themed entrées, sandwiches, soups, salads, pastries, gourmet coffees, wine, and privately labeled retail items such as soups, salad dressings and gourmet coffees. La Madeleine, Inc. (“LMI”) owns 100% of the Company. LMI is a subsidiary of Le Duff America, Inc. (“LDA”). For each of the years ended December 26, 2023, December 27, 2022 and December 28, 2021, the Company owned the royalty rights to 54, 52, and 49 operating franchise locations, respectively, and 10, 8, and 8 non-traditional locations, respectively throughout the United States and additional royalty rights to locations not yet in operations.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Fiscal Year

The Company’s fiscal year is the 53/52-week period ending on the last Tuesday in December and reported on a 4-4-5 week basis. For years ending December 26, 2023, December 27, 2022 and December 28, 2021, each contained 52 weeks.

Franchise Operations

The Company provides the use of the LA MADELEINE® name and specified initial services which include site selection assistance, building specifications, operations manuals, manager training, pre-opening and opening assistance, and advertising and promotional assistance. These costs are classified as franchise costs on the statements of operations.

Franchisees generally enter into development agreements which provide for a specified nonrefundable development fee, payable at the commencement of the agreement, based upon the expected number of cafés to be opened over the term of the agreement. Franchise fees are payable prior to the opening of a café. Typically, a portion of the development fee will be applied toward the franchise fee.

The Company also offers a franchise agreement along with the non-traditional addendum where the primary premises is not a restaurant, such as (but not limited to) an airport, college or university or hospital.

Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents

The Company considers all highly liquid investments with original maturities of 90 days or less at the time of purchase to be cash equivalents. As of December 26, 2023, December 27, 2022 and December 28, 2021, the Company had no cash equivalents. The Company maintains cash at financial institutions, which may at times exceed federally insured limits. The Company has not experienced any losses in such accounts and believes it is not exposed to any significant credit risks on such accounts.

Due from Franchisees and Licensees

The Company accounts for receivables based on the amounts billed to franchisees and licensees, which potentially subject the Company to a concentration of credit risk. For 2023, there was one location with

La Madeleine Franchising Company, Inc.

NOTES TO FINANCIAL STATEMENTS - CONTINUED

December 26, 2023, December 27, 2022 and December 28, 2021

more than 10% of the total due from franchisees and licensees, for the years 2022 and 2021 there were no locations with more than 10% total due from franchisees and licensees.

Allowance for Doubtful Accounts

The Company assesses the status of receivables based on the number of days past due. Management establishes an allowance for doubtful accounts, which is based on a periodic review of the collectability of the receivables considering historical experience, the nature and volume of the receivables, and other subjective factors. When management determines that a receivable is uncollectible, it is written off against the allowance for doubtful accounts, and payments subsequently received on such receivables are credited to bad debt expense. Management has determined that no allowance is required as of December 26, 2023, December 27, 2022 and December 28, 2021.

Leasehold Improvements

Leasehold Improvements are recorded at historical cost less accumulated depreciation. Depreciation is computed over the estimated useful lives using straight-line method. The estimated useful lives are as follows:

Leasehold improvements	5 years
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Leasehold improvements consist of \$78,351 at December 26, 2023.

Revenue Recognition

Royalty Revenue

Royalties are based on a percentage of restaurant sales and are recognized as earned.

Development Fees Revenue

Development fees are deferred and recognized as revenue when all material conditions have been substantially completed. Typically, a portion of the development fee will be applied to the franchise fee. The Company also recognizes development fees as revenue in the event of a default by a franchisee under a development agreement, which typically occurs when a franchisee fails to open the specified number of units. Revenue recognized in 2023 totaled \$100,000, and \$0 in 2022 and 2021 relating to terminated development agreements.

Franchise Fee Revenue

Franchisees are required to pay fees in accordance with the franchise agreements. The franchise agreements include training and assistance of initial café openings as distinct services the Company will assist with during the opening of new locations. Revenue related to the distinct preopening services can be recognized at the time of service. The remaining deferred franchise fees are amortized over the life of the franchise agreement. For 2023, there were four new café openings with a total franchise fee of \$117,500 and for 2022, there were three new café openings with a total franchise fee of \$120,000, while for 2021, there were no new café openings. Pre-opening costs that met the requirement under Topic 606 to be recognized at the time of service totaled \$13,003 in 2023, \$0 in 2022 and 2021, respectively. Amortized franchise fee income was \$175,058 for 2023, \$137,486 for 2022, and \$131,756 for 2021, respectively.

Deferred franchise opening fees are \$652,465 as of December 26, 2023, \$710,022 as of December 27, 2022 and \$727,509 as of December 28, 2021. Deferred development fees are \$575,000 as of December 26, 2023, \$640,000 as of December 27, 2022 and \$720,000 as of December 28, 2021, respectively.

La Madeleine Franchising Company, Inc.

NOTES TO FINANCIAL STATEMENTS - CONTINUED

December 26, 2023, December 27, 2022 and December 28, 2021

Marketing Fee Revenue

Franchisees and LMI generally contribute a percent of net sales to the Company for agreed upon marketing efforts in order to provide standardization of advertising and promotion of the public image of the La Madeleine brand. Marketing fees received by the Company are recognized to the extent of marketing and advertising expenses incurred each year. Marketing fees received in excess of marketing expense are recorded as deferred marketing fees on the balance sheets. Marketing expense in excess of fees received is recorded as prepaid marketing fees on the balance sheets. Licensed locations (airports, college campuses) generally do not contribute marketing fees as they pay for any marketing efforts as directly billed to them. For the year ended December 26, 2023, both franchisees and corporate locations contributed 1.75% of net sales to the Company. For the year ended December 27, 2022, the Company increased the contribution percentage to 1.75% of net sales during the year for both franchisees and corporate locations. For the year ended December 28, 2021, both franchisees and corporate locations contributed 1.5% of net sales to the Company.

Marketing and Advertising Expense

Marketing and advertising expenses include marketing, advertising, promotional and brand research and development costs that are expensed in the period incurred.

Income Taxes

The Company is included in the consolidated federal income tax return of LDA Holding Company, Inc. ("LDAH"), the parent company of LDA. The Company's income taxes have been presented on a stand-alone separate income tax return basis. Income taxes are accounted for under the asset and liability method. Under this method, deferred tax assets and liabilities are recognized for the future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the enactment date.

The components of income tax expense include current federal tax expense of \$450,337, \$1,026,057, and \$746,946, for the years ended December 26, 2023, December 27, 2022 and December 28, 2021, respectively. Deferred tax (benefit) associated with temporary differences was \$(5,625), \$(1,605), and \$(1,378) for the years ended December 26, 2023, December 27, 2022 and December 28, 2021, respectively, and there were no permanent differences. As of December 26, 2023, December 27, 2022 and December 28, 2021, the Company had deferred tax assets of \$148,068, \$142,443, and \$140,838, respectively.

The Company has adopted accounting provisions related to uncertain tax positions. The Company's estimate of the potential outcome of any uncertain tax issues is subject to management's assessment of relevant risks, facts, and circumstances existing at that time. The Company uses a more likely than not threshold for financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return. To the extent that the Company's assessment of such tax position changes, the change in estimate is recorded in the period in which the determination is made. The Company did not recognize any liabilities for uncertain tax issues for the years ended December 26, 2023, December 27, 2022 and December 28, 2021. The Company reports tax related interest and penalties as a component of operating expenses. The Company does not have any outstanding interest or penalties, and none have been recorded in the statements of operations for the years ended December 26, 2023, December 27, 2022 and December 28, 2021.

La Madeleine Franchising Company, Inc.

NOTES TO FINANCIAL STATEMENTS - CONTINUED

December 26, 2023, December 27, 2022 and December 28, 2021

All tax positions taken related to the Company for which the statute of limitations remains open have been reviewed, and management is of the opinion that the positions taken by the Company would more likely than not be sustained upon examination. The tax years that are still subject to examination are 2019 through 2022.

Development Fees Revenue

Development fees are deferred and recognized as revenue when all material conditions have been substantially completed, which generally occurs when each restaurant under the related area development agreement is opened. Typically, a portion of the development fee will be applied to the franchise fee, therefore, revenue will follow the revenue recognition policy for franchise fees. The Company also recognizes development fees as revenue in the event of a default by a franchisee under a development agreement, which typically occurs when a franchisee fails to open the specified number of units.

NOTE 3 - PROPERTY AND EQUIPMENT, NET

Property and equipment consist of the following at December 26, 2023, December 27, 2022, and December 28, 2021:

	<u>2023</u>	<u>2022</u>	<u>2021</u>
Leasehold improvements	\$ 88,957	\$ 0	\$ 0
Less: accumulated depreciation	<u>(10,606)</u>	<u>(0)</u>	<u>(0)</u>
	<u>\$ 78,351</u>	<u>\$ 0</u>	<u>\$ 0</u>

Depreciation expense related to property and equipment was \$10,606, \$0, and \$0 for the years ended December 26, 2023, December 27, 2022, and December 28, 2021, respectively.

NOTE 4 - RELATED PARTY

LDA charges a management fee to the Company for salaries, rent, management and training services, and other general and administrative services provided to the Company. Management fee expenses for 2023, 2022 and 2021 were \$4,718,000, \$1,375,000, and \$1,350,000, respectively. Beginning in 2023, an affiliate is charging additional management fees. Total charges for 2023 were \$107,867.

The Company's cash from operations is advanced to a subsidiary of LDA. The Company's gift card receivables are included as advances to Le Duff America, Inc. and subsidiaries in long-term assets as it is not expected they will be settled within one year.

NOTE 5 - SUBSEQUENT EVENTS

Subsequent events have been evaluated through March 5, 2024, the date these financial statements were available to be issued.

NEW YORK REPRESENTATIONS PAGE

THE FRANCHISOR REPRESENTS THAT THIS PROSPECTUS DOES NOT KNOWINGLY OMIT ANY MATERIAL FACT OR CONTAIN ANY UNTRUE STATEMENT OF A MATERIAL FACT.

State Effective Dates

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

State	Effective Date
California	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

RECEIPT

This Franchise Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this document and all agreements carefully.

If LMFC offers you a franchise, LMFC must provide this document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this disclosure document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship. Michigan requires that we give you this disclosure document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If LMFC does not deliver this document on time or if it contains a false or misleading statement or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and to the appropriate state agency listed in Exhibit H.

The franchisor is La Madeleine Franchising Company, Inc., 12201 Merit Drive, Suite 900, Dallas, TX 75251, (214) 696-6962. The franchise sellers are Lionel Ladouceur and Christine Johnson. If any other individuals are involved in offering the franchise, write in the name(s) of the individual(s):

_____.

Issuance date: April 15, 2024 (the effective dates of this disclosure document in states with franchise registration laws are listed in the State Effective Dates page, which appears immediately before this receipt).

LMFC authorizes the agents listed in Exhibit H to receive service of process.

I have received a disclosure document dated April 15, 2024 that included the following Exhibits:

- A. Franchise Agreement
- B. Development Agreement
- C. Non-Traditional Addendum to the Franchise Agreement
- D. Letter of Intent, Asset Purchase Agreement, and Re-Franchising Addendum to Franchise Agreement
- E. Table of Contents of Operations & Training Manuals
- F. Sample of Release to be signed when you develop, renew, or transfer a Café
- G. Franchisees as of December 26, 2023
- H. List of State Administrators; Agents for Service of Process
- I. Additional State-Required Information and State-Required Contract Addenda
- J. Financial Statements

Date Received

Signature of Prospective Franchisee

Name (please print)

This copy to be retained by Prospective Franchisee

RECEIPT

This Franchise Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this document and all agreements carefully.

If LMFC offers you a franchise, LMFC must provide this document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this disclosure document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship. Michigan requires that we give you this disclosure document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If LMFC does not deliver this document on time or if it contains a false or misleading statement or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and to the appropriate state agency listed in Exhibit H.

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Date Received

Signature of Prospective Franchisee

Name (please print)

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