

Item 7: Estimated Initial Investment

YOUR ESTIMATED INITIAL INVESTMENT

Type of Expenditure	Amount	Method of Payment	Due Date	To Whom Payment is to be Made
Franchise Fee	\$12,500 - \$25,000	Lump Sum	At signing of Franchise Agreement	Us
Franchise Grand Opening Fee	\$15,000	Lump Sum	On the date the Lease is signed	Paid to us for various media and direct mail
Real Estate	\$2,000 – \$5,100 per month	Note 1	Note 1	Note 1
Security Deposits	\$0 - \$5,100	Lump Sum	Prior to Opening	Note 1
Leasehold Improvements	\$253,000 - \$327,000 Note 2	Lump Sum	Prior to Opening	Contractors
Architectural Drawings & Local Plan Review Fees	\$11,600- \$29,750 Note 3	Lump Sum	Prior to Opening	Designated Supplier - Licensed Architect
Equipment and Fixtures	\$106,124 - \$172,837 Note 4	Lump Sum	Prior to Opening	Us and Designated Suppliers/Vendors
Point of Sale System – Hardware Subscription	\$3,579 – \$3,678 Note 5	Note 5	Prior to Opening	Designated Suppliers/Vendors
Point of Sale System – Software-As-A-Service Subscription	\$444 - \$567 Note 6	Note 6	Prior to Opening	Designated Suppliers/Vendors
Opening Inventory	\$12,500 - \$14,250	Lump Sum	Prior to Opening	Distributing or other Designated Suppliers
Insurance	\$776 - \$1,200 Note 7	Lump Sum	Prior to Opening	Insurance companies
Security Deposits - Utilities	\$0 – \$500	Lump Sum	Prior to Opening	Utility companies
Exterior Signage	\$9,450 - \$20,226	Lump Sum	Prior to Opening	Contractors
Digital Displays	\$2,400 - \$6,200 Note 8	Lump Sum	Prior to Opening	Designated Suppliers/Vendors
Travel and Living Expenses During Training	\$2,500 - \$3,500 Note 9	As Incurred	Prior to Opening	Hotels, restaurants, etc.

Type of Expenditure	Amount	Method of Payment	Due Date	To Whom Payment is to be Made
Additional Funds - 3 Months	\$2,130 - \$20,000 Note 10	As Incurred	As Incurred	Employees, vendors, landlord, utilities
TOTAL Notes 11, 12, 13 & 14	\$431,873 - \$629,908			

Note 1. You must secure suitable real estate for your Restaurant. Typical locations for Restaurants are between 1,300 and 1,600 square feet. Ordinarily, the real estate is leased and located in strip centers within metropolitan and suburban areas. Less typically, the real estate is a free-standing building. The amounts indicated assume that the real estate is leased and reflect a typical range of monthly rentals. The amount of your rent is dependent upon such factors as size, condition and location. Neither Hungry Howie's nor its affiliates will lease real estate to you. The amount of rent, the time at which the rent is due and to whom the rent must be paid is subject to negotiation by you and the landlord. Ordinarily, you will not pay rent until you open your Restaurant. However, there are instances in which you may have to pay rent for 1-2 months prior to opening your Restaurant, due to your unique lease negotiations and construction schedule. Security deposits are payable to landlords and utility companies. This estimate contemplates a security deposit equal to one month's rent. You may be required to pay a larger security deposit. The space and monthly rent for a Non-Traditional Restaurant will be dependent upon the venue in which the Non-Traditional Restaurant is located and varies significantly.

Note 2. The amount of leasehold improvements is before any landlord-provided tenant improvements or allowances.

Note 3. The amount shown includes the fees assessed by various local municipalities, which vary. The amount shown does not include the \$2,500.00 fee that you must pay to our designated architect if you utilize an Alternate Architect. The use of an Alternate Architect is not typical. The amount shown also does not include additional services such as additional on-site visits, engineering fees and reimbursable expenses. Your cost will vary depending on the type of build-out of the Restaurant, such as in-line strip centers, conversion of free-standing buildings, or stand-alone shells.

Note 4. The amount shown is for the purchase of equipment and fixtures for a Restaurant. Equipment and fixtures for a Non-Traditional Restaurant will vary depending on space and menu limitations, but are generally less than a Restaurant. If you lease these items, your initial investment will be less than the amount shown but there will be a monthly lease payment.

Prior to opening the Restaurant, you must purchase from us a conveyor oven and hood system. We are the only designated supplier for the sale of the conveyor oven and hood system which you are required to install in the Restaurant. The cost of the conveyor oven and hood system will be between \$33,500 and \$47,400, depending on the number and size of the ovens and hood system required, installation charges and shipping/freight charges. You will be required to pay a deposit of 50% of the total costs at the time you place an order with us. The balance must be paid prior to delivery and installation.

Note 5. The amount shown includes a \$3,361 required down payment that includes cloud configuration, data sync, installation and training plus the first month's payment for the hardware subscription. The hardware subscription is an ongoing monthly subscription fee you must pay to

our Designated Supplier as part of a 48-month contract between you and our Designated Supplier. The monthly subscription fee may vary depending on what optional hardware options, such as a tablet or additional ordering stations, are selected. The amounts shown do not include shipping, travel expenses related to installation and training, or any applicable federal, state or local taxes.

There is an advance replacement warranty on the hardware and peripherals. The warranty does not include items such as loss, theft, misuse, or destruction of the equipment due to casualty.

Note 6. The POS System is a cloud-based software-as-a-service and requires an ongoing monthly subscription fee of \$444 to \$567 which you must pay to our Designated Supplier as part of a 48-month contract between you and our Designated Supplier. The monthly subscription fee may vary depending on what optional features, such as use of a tablet, additional ordering stations, or credit card gateway fee, are selected. In addition to the monthly subscription fee, there is a \$0.50 per transaction fee for the text-to-order feature, which permits customers to place orders via text message. You may disable the text-to-order feature so that customers are no longer able to use it and you will not be charged the \$0.50 per transaction fee. However, you will still be required to pay the entire monthly subscription fee.

The amount shown does not include a \$26 monthly third party API fee or a \$49.00 monthly loyalty program fee, which are both currently paid for by the National Marketing Fund (defined in Item 8) to our Designated Supplier on your behalf.

Note 7. The amount shown includes an initial deposit (if applicable) and the first required insurance payment. Your initial payment may vary depending on the period of time your insurance policy covers and the amount of time over which it is paid. You must maintain the following insurance coverage: "all risk" business property for the restaurant build-out and contents for full replacement cost value; business interruption equal to actual loss sustained; general liability (including products liability); owned, non-owned, and hired auto liability; employment practices liability; workers' compensation and occupational disease; umbrella or excess liability. We may require you to purchase other types of insurance and we may require you to increase coverage limits.

Note 8. The amount shown includes total upfront fees which you must pay to our Designated Supplier. The amount shown does not include shipping and handling or any applicable federal, state or local taxes. Financing might be available through the Designated Supplier.

Note 9. The amount you spend during training will differ depending on a variety of factors, including your choice of accommodations, the rental car you select, the number of people who attend training on behalf of the Restaurant, etc.

Note 10. Estimated funds needed to cover your initial expenses during the first 3 months of operation (other than the items identified separately in the table), not including any draw or salary for you or an Operator. The amount shown includes the \$600 setup fee and \$510 a month you must pay to our Designated Supplier for the preparation of financial statements (see Item 8). You may need additional working capital during the first 3 months you operate your Restaurant and for a longer time period afterward. Your costs will depend on whether you follow our methods and procedures; your management skill, experience, and business acumen; local economic

conditions; the local market for your products and services; the prevailing wage rate; competition; and your Restaurant's sales during the initial period.

Note 11. We have relied on our numerous years of experience franchising, and our principals' and affiliates' numerous years of experience developing and operating, Hungry Howie's® Restaurants to complete these estimates. You should review these figures carefully with a business advisor before making any decision to purchase the franchise.

Note 12. We do not offer direct financing to franchisees for any items. Upon request, we will provide you with a list of lenders or persons that may be of assistance to you in securing financing.

Note 13. The expenditures are non-refundable unless otherwise provided in your agreement with the third party providing the goods and/or services.

Note 14. Your Estimated Initial Investment also includes Non-Traditional Restaurants. Any known variations between Restaurants and Non-Traditional Restaurants are stated in the notes above. We describe the Development Fee in Item 5. No separate initial investment is required when you sign the ADMUA.