FRANCHISE DISCLOSURE DOCUMENT
Special Venue Scoop Shop Program

Ben & Jerry's Franchising, Inc.
(a Vermont corporation)
35 Thompson Street
South Burlington, Vermont 05403-6828
(802) 846-1500
(802) 846-1538 (Fax)
www.benjerry.com
franchise.info@benjerry.com

This franchise program is available to individuals and businesses that operate as contract feeders and providers of food and other managed services to various types of facilities, institutions and other special purpose venues. The franchisee will operate a type of "Ben & Jerry's" ice cream scoop shop that features an approved menu of ice cream, ice milk, sorbet, frozen yogurt, frozen desserts, toppings, confections, novelties, fountain drinks, and other food and beverage items, and which is located within or in connection with the approved business to which the franchisee is providing its managed services.

The total investment necessary to begin operation of a Ben & Jerry's Special Venue Scoop Shop Program franchise ranges from $236,300 to $526,300 for a Full-Sized Shop, $225,800 to $410,800 for an In-line Shop, and $185,600 to $375,300 for a Kiosk (not including estimates for real estate purchases should you wish to purchase the property for your Shop). This includes $8,500 to $18,000 that must be paid to the franchisor or affiliate.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note**, **however**, **that no governmental agency has verified the information contained in this document**.

You may wish to receive your Disclosure Document in another format more convenient for you. To discuss the availability of disclosures in different formats, contact Franchise Development, Ben & Jerry's Franchising, Inc. at 35 Thompson Street, South Burlington, Vermont 05403-6828 and (802) 846-1500.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

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

Issuance Date: May 29, 2026

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 F.
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 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 Ben & Jerry's 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 Ben & Jerry's franchisee?	Item 20 and Exhibit F list 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 G.

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 area development agreement require you to resolve disputes with the franchisor by mediation and then litigation only in the state in which the franchisor's principal place of business is located (which state is currently Vermont). Out-of-state mediation and litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate and litigate with the franchisor in Vermont than in your own state.

2. **Distribution of Ben & Jerry's Products**. We or our distributors will make reasonable efforts to provide Ben & Jerry's Products (as defined in Item 1 of this document) within 21 days after receipt of your order. We have no financial or other liability for any damages resulting from the unavailability of products.

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.

Michigan Disclosure

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, OVATION, 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 PROVISIONS 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 FRANCHISED 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 A 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 FRANCHISEE 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 THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

* * * *

IF THE FRANCHISOR'S MOST RECENT FINANCIAL STATEMENTS ARE UNAUDITED AND SHOW A NET WORTH OF LESS THAN $100,000.00, THE FRANCHISOR MUST, AT THE REQUEST OF THE FRANCHISEE, ARRANGE FOR THE ESCROW OF INITIAL INVESTMENT AND OTHER FUNDS PAID BY THE FRANCHISEE UNTIL THE OBLIGATIONS TO PROVIDE REAL ESTATE, IMPROVEMENTS, EQUIPMENT, INVENTORY, TRAINING, OR OTHER ITEMS INCLUDED IN THE FRANCHISE OFFERING ARE FULFILLED. AT THE OPTION OF FRANCHISOR, A SURETY BOND MAY BE PROVIDED IN PLACE OF ESCROW.

* * * *

THE NAME AND ADDRESS OF THE FRANCHISOR'S AGENT IN THIS STATE AUTHORIZED TO RECEIVE SERVICE OF PROCESS IS: MICHIGAN DEPARTMENT OF COMMERCE, CORPORATIONS AND SECURITIES BUREAU, 6546 MERCANTILE WAY, P.O. BOX 30222, LANSING, MICHIGAN 48910.

* * * *

ANY QUESTIONS REGARDING THIS NOTICE SHOULD BE DIRECTED TO:
DEPARTMENT OF THE ATTORNEY GENERAL'S OFFICE
CONSUMER PROTECTION DIVISION
ATTN: FRANCHISE
670 G. MENNEN WILLIAMS BUILDING
LANSING, MICHIGAN 48913
(517) 335-7567

FRANCHISE DISCLOSURE DOCUMENT
BEN & JERRY'S FRANCHISING, INC.
Special Venue Scoop Shop Program

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ITEM 1
THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

The Franchisor, Our Parents and Predecessors

Ben & Jerry's Franchising, Inc. ("**Franchisor**," "**we**" or "**us**") is a Vermont corporation that was incorporated on December 3, 1997. We maintain our principal place of business at 35 Thompson Street, South Burlington, Vermont 05403-6828. Our agents for service of process are listed in **Exhibit O**.

We are indirect subsidiary of The Magnum Ice Cream Company N.V. ("**TMICC**"), a Netherlands public company with limited liability, having its headquarters located at Reguliersdwarsstraat 63, 1017BK, Amsterdam, the Netherlands. TMICC has shares listed and traded on Euronext Amsterdam, the London Stock Exchange and the New York Stock Exchange under the ticker symbol "**MICC**." TMICC is the ultimate holding company of a group of consolidated subsidiaries (including TMICC, the "**TMICC Companies**"), which include Ben & Jerry's Holdco, LLC, a Delaware limited liability company with its address at 800 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. Ben & Jerry's Holdco, LLC is the direct parent of Ben & Jerry's Homemade, Inc. ("**Homemade**"), which is our direct parent company.

Homemade is a Vermont corporation that was incorporated on December 16, 1977. It maintains its offices at 35 Thompson Street, South Burlington, Vermont 05403-6828. Homemade has been in the ice cream business since 1978. As described below, Homemade is our predecessor, and we acquired our rights to the System (as defined below) from Homemade.

Prior to the Spin-Off, described below, Homemade was a wholly-owned subsidiary of Conopco, Inc., a New York corporation, which is an indirect subsidiary of UNUS Holding B.V. of Rotterdam and Unilever, PLC of London (together, "**Unilever**"). Conopco, Inc. is a direct subsidiary of Unilever United States, Inc. (a holding company for Unilever's principal operations in the United States). Conopco, Inc.'s principal business address is 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632.

The Spin-Off

On March 19, 2024, Unilever announced plans to separate its ice cream business into an independent group, and on February 13, 2025, Unilever announced that such separation would take place by way of a "demerger" or "spin-off." On December 6, 2025, the demerger became effective, and on December 8, 2025, TMICC became a separate publicly-listed entity (the "**Spin-Off**"). Unilever retained approximately 19.9% of the shares of TMICC, which are planned to be sold off within five years of the date of the Spin-Off.

Our Affiliates

The TMICC Companies are global manufacturers, marketers, distributors and developers of ice cream products. None of these products are distributed through means that are covered by the registration and disclosure requirements of the federal and state franchise laws. Some of the TMICC Companies produce and sell pre-packaged ice cream and frozen yogurt products and novelty frozen desserts to consumers in the United States and abroad under a variety of well-known brand names, including "Breyers," "Popsicle," "Klondike," "Magnum," "Talenti," "Yasso,"

"Cornetto," "Grom," and "Weis." Some of the TMICC Companies also have arrangements to distribute Ben & Jerry's Products to institutional accounts.

The TMICC Companies have operations and market branded products in approximately 80 countries and hold approximately 21% of the global retail market share of ice cream sales. Additional information with regard to the TMICC Companies, including financial statements, corporate governance materials and regulatory announcements, can be found on the website Life Tastes Better with Ice Cream | The Magnum Ice Cream Company at the following web address: https://corporate.magnumicecream.com/en/investors.html.

Homemade currently sells, indirectly through the TMICC Companies and distributors, Ben & Jerry's products including ice cream, sorbet, frozen yogurt, frozen desserts, non-dairy products, toppings, confections, novelties, fountain ingredients, and other food and beverage items, as well as proprietary gift products (the "**Ben & Jerry's Products**") and a limited selection of complementary and compatible products, including non-proprietary gift products, approved by us (the "**Non-Proprietary Products**"), which operate under the Proprietary Marks (described below). Ben & Jerry's Products and Non-Proprietary Products are collectively referred to as the "**Products**." Homemade (indirectly through the TMICC Companies and distributors) sells the Products, under the Ben & Jerry's name, to retailers (e.g., supermarkets, groceries, mom & pop shops, gourmet shops, convenience stores, and food carts), non-food retailers (e.g., warehouse clubs, drug stores, and bookstores), institutional accounts and facilities, contract feeders, and restaurants, and to independent distributors (through which you will acquire the Ben & Jerry's Products). The Products sold indirectly by Homemade are available in major markets throughout the United States and in certain foreign markets.

Note that you must look only to Ben & Jerry's Franchising, Inc. and not to Homemade, the TMICC Companies, nor to any other affiliate, to fulfill the franchisor obligations under your Franchise Agreement.

The System and Its Development

Homemade developed and has licensed to us a distinctive system (the "**System**") relating to the establishment and operation of retail frozen dessert businesses, which operate at retail shops that display our interior and exterior trade dress ("**Ben & Jerry's Shops**").

The distinguishing characteristics of the System include distinctive exterior and interior design, decor, color scheme, fixtures, and furnishings; standards and specifications for products, equipment, materials, and supplies; uniform standards, specifications, and procedures for operations; procedures for inventory and management control; training and assistance; and marketing and promotional programs; all of which may be changed, improved and further developed by us. The System is identified by certain trade names, service marks, trademarks, logos, emblems, and indicia of origin, including "**Ben & Jerry's**" (the "**Proprietary Marks**") as we may designate from time to time for use in our Confidential Operating Manual (the "**Manual**") or otherwise in writing.

Franchises for Ben & Jerry's Shops were first offered for sale by Homemade, starting in August 1981. As described below, Homemade developed different formats of Ben & Jerry's Scoop Shops, which it offered as franchises. These included Scoop Shops and Satellite Shops,

which are more fully described in this Item under the heading "The Franchises Offered."

We first began operating company-owned Ben & Jerry's Shops in February 1999, but we did not act as the franchisor of the System or enter into any franchise agreements until December 29, 2000 (the "**Acquisition Date**"). On the Acquisition Date, we and Homemade completed a corporate restructuring, through which we became the franchisor and operator of Ben & Jerry's Shops and we acquired all of the assets related to Homemade's company-owned Ben & Jerry's Shops, as well as the assets that Homemade used to manage and operate the System's franchising activities. At that time, we also acquired from Homemade all of the Ben & Jerry's franchise agreements that were in effect as of the Acquisition Date, as well as other agreements relating to those franchise agreements and franchised Ben & Jerry's Shops. We also then acquired from Homemade the right to use and to license others to use, the Proprietary Marks and the System. For additional information regarding the Proprietary Marks, see **Item 13** of this Disclosure Document. As of the Acquisition Date, Homemade ceased to operate and franchise Ben & Jerry's Shops, and it did not then, and does not now, offer franchises in any other line of business.

As of December 31, 2025, there were 158 franchised Scoop Shops, 16 franchised Satellite Shops, 18 franchised Special Venue Scoop Shops, and 2 company-owned Scoop Shops located in 31 states, Canada, the Bahamas, Puerto Rico and the District of Columbia. We have not offered franchises in any other line of business.

The Franchise Offered

We are offering through this Disclosure Document a type of Ben & Jerry's Shop referred to in this Disclosure Document as a "**Special Venue Scoop Shop**" to individuals and businesses that operate as contract feeders and providers of food and other managed services ("**Contract Feeders**") to various "**Institutional Facilities**" (defined below). We began offering franchises for Special Venue Scoop Shops (previously known as "Facility Scoop Shops") in April 2002. A Special Venue Scoop Shop is, however, similar to many of our other Ben & Jerry's Shops, some of which are operated by franchisees that also operate Special Venue Scoop Shops. A Special Venue Scoop Shop will be operated in conjunction with a business (which we must approve) that is, or operates, a special or limited purpose, limited access, or captive audience facility, or other type of institutional account (including, for example, airports and other public transportation facilities, parks, stadiums, business and industrial complexes, government offices, military bases, educational institutions and facilities, health care facilities, theaters, museums, art centers, zoos, warehouse clubs, amusement centers, and casinos (collectively, "**Institutional Facilities**"). A Special Venue Scoop Shop will operate at a specific location specified in the Franchise Agreement (the "**Authorized Location**") within the "**Special Venue**." A Special Venue may be all, or a portion of, the Institutional Facility.

We also offer franchises for Ben & Jerry's Shops that are not Special Venue Scoop Shops. This Disclosure Document *does not* describe the franchise program for those Ben & Jerry's Shops. That program is described in a separate Disclosure Document.

Ben & Jerry's Special Venue Scoop Shops are primarily engaged in the sale and distribution of Ben & Jerry's Products and Non-Proprietary Products under the System. If you meet our qualifications and are approved by us, you (individuals, partnerships, corporations, limited liability companies, and the owners of partnerships, corporations, and limited liability

companies will be referred to as "**you**") will sign a Ben & Jerry's Franchise Agreement for a Special Venue Scoop Shop (the "**Franchise Agreement**"). The term of the Franchise Agreement is five years (unless earlier terminated). If the franchise is owned by more than one individual or a corporation, partnership, or limited liability company, we require that there be an owner, shareholder, partner, or member (who is reasonably acceptable to us) who will have responsibility and decision-making authority regarding the Special Venue Scoop Shop's operations and your business. If the franchisee is a corporation, partnership, or limited liability company, we may require all owners, shareholders, partners, or members to personally sign the guarantee provision in the Franchise Agreement guaranteeing the legal entity's obligations under each agreement.

Ben & Jerry's Shops, including Special Venue Scoop Shops, will vary in size, assortment of Products offered, design and layout, based on a variety of factors, as well as the circumstances for each approved site. The most common types of Special Venue Scoop Shops are "**In-line**" shops. An "**In-line Shop**" is typically found in facilities where common area seating is available. An In-line Shop typically has an open store front, small support areas, offers a fewer number of flavors and core menu items, possibly some extended menu items, and typically occupies a site of 450 to 650 square feet. A Special Venue Scoop Shop may also be a "**Full-Sized Shop**," which has an exterior storefront, limited to plentiful seating, a "back of house" support area, and generally offers a full range of our core menu items (these include cups, cones, waffle cones, sundaes, and blended frozen drinks), and possibly extended menu offerings. The range of menu items may be somewhat restricted due to space limitations in some cases. It is typically located at a site of 750 to 1,200 square feet. A "**Kiosk**" is a free-standing, self-contained unit that has no customer seating or support area and has a limited offering of our core menu items and flavors. A Kiosk will require remote storage and typically ranges in size from 100 to 200 square feet.

In this Disclosure Document, the term "**Scoop Shop**" will refer to a Special Venue Scoop Shop unless specified to the contrary, and the term "**Shop**" will refer to your Special Venue Scoop Shop. Additionally, we will identify in the Franchise Agreement the geographic area for the Shop that is considered to be part of the Institutional Facility and will refer to that area as the "**Special Venue**."

You will market the Products to the general public. You may also market the Products and provide catering services to locations away from the Authorized Location, but within the Special Venue ("**Catering**"). You must conduct your Catering activities according to the terms in the Franchise Agreement and according to the terms that may be contained in our Manual, or that we may provide in writing.

Manager-to-Franchisee Pathways Program

For Ben & Jerry's Scoop Shop managers that are pursuing franchise ownership, we have a Manager-to-Franchisee Pathways Program that waives certain baseline requirements for franchise applicants and offers certain benefits and incentives, including a waiver or reduction of initial franchise fees, a period of royalty waivers, reimbursement for approved learning and development expenses, and customized training and support from our retail operations corporate team. Qualification for this program is evaluated on a case-by-case basis and managers must meet certain criteria to be considered for the program. As of the issuance date of this disclosure document, such criteria include (i) a minimum equity/ownership interest of 20% in the franchise; (ii) a minimum of 1-year experience as a Ben & Jerry's Scoop Shop manager; (iii) demonstrated System

participation (*e.g.*, attendance at Franchise Annual Meeting, participation in Systemwide calls, etc.); and (iv) a demonstrated commitment to and understanding of Ben & Jerry's three-part mission (as described in this **Item 1**, above). This program may be modified without notice at any time and we may establish and/or eliminate any benefits as we deem in the best interests of the System.

Competition and Business Disruption

The market for retail businesses that feature and serve ice cream is developed and is intensely competitive based on factors such as location, price, service, and product quality, and is often affected by changes in seasons, consumer taste, economic conditions, population, advertising, and travel patterns. You can expect to compete with numerous ice cream, frozen yogurt, and snack food shops in a wide variety of service formats. We (and/or our affiliates) directly and indirectly sell and distribute, and license others to sell or distribute, under the Proprietary Marks: (i) prepackaged and other Products to institutional accounts, including through Ben & Jerry's Scoop Shops operated by contract feeders and food service providers at Institutional Facilities, and to restaurants; (ii) only prepackaged Products to retail outlets (including supermarkets, groceries, mom & pop shops, gourmet shops, convenience stores, and food carts) and non-food retail stores (including without limitation warehouse clubs, drug stores, and book stores); (iii) prepackaged and other Products to audiences at special events; and (iv) prepackaged and other Products (including gift merchandise) through mail order, toll-free numbers or the Internet (see **Item 12** for additional information regarding the activities that we may conduct).

Regarding business disruptions, global events such as pandemics, wars and natural disasters can impact your business. For example, the COVID 19 pandemic caused significant disruptions in customer demand, the supply chain for products and services, employee availability, and other aspects of operating a Scoop Shop. Moreover, inflation, local minimum wage laws and other circumstances beyond our and our affiliates' control can potentially increase the cost of labor and the production costs of the Products and other items that we require to be used, sold or offered in connection with the operation of a Scoop Shop. Accordingly, it is imperative to consider such factors when evaluating the Ben & Jerry's franchise offering.

Industry-Specific Regulations

You must comply with all local, state, and federal laws that apply to your Shop including health, sanitation, no smoking, EEOC, OSHA, discrimination, employment, and sexual harassment laws. The Americans with Disabilities Act of 1990 requires readily accessible accommodations for disabled people and therefore may affect your building construction, site elements, entrance ramps, doors, seating, bathrooms, drinking facilities, etc. You must also obtain real estate permits and licenses and operational licenses. You should consult with your attorney concerning these and other local laws and ordinances that may affect your Shop. You also must comply with all applicable laws, rules, and orders of any government authority concerning any public health crisis, which may require businesses in the food industry to materially modify, limit, or cease operations for period of time.

Our Mission and Core Values

It is important that any of our operators be aware that we and Homemade may be guided in our decisions by our "Mission" and "Core Values." The three parts of our Mission are: (i) Product: to make, distribute, and sell the finest-quality ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment; (ii) Economic: to operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders, and expanding opportunities for development and career growth for our employees; and (iii) Social: to operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally, and internationally. Through our Core Values, we are committed to: (i) honoring the rights of all people to live with liberty, security, self-esteem, and freedom of expression and protest, and to have the opportunity to provide for their own needs and contribute to society; (ii) achieving equity, opportunity, and justice for communities across the globe that have been historically marginalized, recognizing that this is tied to fair livelihoods that enable individuals, families, and communities to thrive; and (iii) a positive, life-giving environmental impact that restores degraded natural environments and enables increased diversity and abundance of ecosystems.

We combine issue advocacy strategies with traditional marketing techniques, budgets, channels, and insights to advance progressive social change in alignment with our Core Values. As our values and activism strategies (as they may evolve and change over time) do not resonate with all consumers, it is important that any prospective operator give careful consideration to our corporate activism when evaluating the Ben & Jerry's franchise offering.

ITEM 2
BUSINESS EXPERIENCE

Unless otherwise noted, the following individuals perform their duties in South Burlington, Vermont.

Chief Executive Officer: Jochanan Senf

Mr. Senf became Chief Executive Officer of Ben & Jerry's Homemade in August 2025. Before that Mr. Senf was General Manager of Foods Germany and Vice President of Cooking Aids Europe for Unilever from July 2022 to August 2025. From January 2021 to June 2022, he was President of Nutrition Germany for Unilever.

Chief Operating Officer: Rebecca Robinson

Ms. Robinson became Chief Operating Officer of Ben & Jerry's Homemade in January 2025. Ms. Robinson served as Managing Director, Americas for Ben & Jerry's Homemade from May 2023 to December 2024. She also served as the Head of Marketing Operations, Americas for Ben & Jerry's Homemade from August 2019 to May 2023.

Global Head of Scooping & North America Associate Director: Dena Wimette

Ms. Wimette became Global Head of Scooping, NA Associate Director of Ben & Jerry's Homemade in April 2026. Ms. Wimette served as Director of Marketing for Pacha Soap Co. from November 2024 to January 2026. She served as the Director of Marketing for Lawson's Finest Liquids from June 2022 to October 2024. She also served as the Head of Product Innovation for Ben & Jerry's from July 2021 to June 2022.

Vice President: Venessa Vilar

Ms. Vilar has been our Vice President and the Chief Legal Officer for The Magnum Ice Cream Company since December 2025. Ms. Vilar formerly served as Ice Cream Group General Counsel for Unilever from January 2023 to November 2025 and as General Counsel Brazil and Latin America General Counsel for Personal Care from September 2019 to December 2022.

Vice President, Secretary and Director: Natalia Cavaliere

Ms. Cavaliere has been a Director since January 2022, Vice President since 2019 and Assistant Secretary from January 2019 to December 2025. Ms. Cavaliere has been Secretary since December 2025 and also serves as General Counsel – Americas for The Magnum Ice Cream Company since December 2025. Ms. Cavaliere performs her duties in Englewood Cliffs, New Jersey.

Treasurer: Catie Mayer

Ms. Mayer has been our Treasurer since December 2025 and the Head of Americas Finance Transformation for The Magnum Ice Cream Company since October 2024. Ms. Mayer formerly served as Head of Finance Ice Cream North America for Unilever from July 2022 to October 2024 and as Head of Customer Development Finance for Unilever from June 2021 to July 2022.

Sr. Contracts, Franchise Relations and Development Manager: Patrick Shank

Mr. Shank has been our Contracts Manager since April 2019 and Franchise Relations Manager since November 2021. Mr. Shank became our Development Manager in October 2025.

Retail Training Program Manager: Amanda Charron

Ms. Charron has served as our Retail Training Program Manager since August 2011.

ITEM 3
LITIGATION

PENDING LITIGATION

Ben & Jerry's Homemade, Inc., Class I Directors of Ben & Jerry's Independent Board v. Conopco, Inc. and Unilever PLC, United States District Court for the Southern District of New York, Case No.: 1.24-cv-08641-PKC**.**

On November 13, 2024, the Class I Directors of the Ben & Jerry's board of directors (the "**Class I Directors**") filed a complaint on their behalf and in the name of Ben & Jerry's Homemade, Inc. alleging that Conopco, Inc. and Unilever PLC (together, the "**Defendants**") breached the terms of the 2000 acquisition agreement (the "**Acquisition Agreement**"), as well as a mutual Settlement Agreement by and between the Class I Directors and Defendants (the "**Settlement Agreement**") in connection with previous litigation by and between them.

The Class I Directors filed a First Amended Complaint on January 27, 2025 (the "**First Amended Complaint**") adding new allegations and naming the independent directors as an additional plaintiff. The Class I Directors filed a Second Amended Complaint on April 4, 2025 (the "**Second Amended Complaint**") adding new allegations related to the resignation of Ben & Jerry's then-

Chief Executive Officer. Defendants filed motions to dismiss the First Amended Complaint and Second Amended Complaint on March 19, 2025 and April 25, 2025, respectively.

Before the court issued a decision on Defendants' motions to dismiss, the Class I Directors on December 17, 2025, sought leave to file yet another amended complaint and expressed an intention to seek a temporary restraining order and an injunction, enjoining Ben & Jerry's from holding any board meetings without the participation of the former Class I Directors. On December 18, 2025, Ben & Jerry's Foundation, Inc. (the "**Foundation**") filed a motion for leave to file a motion to intervene in the ongoing litigation between Plaintiffs and Defendants. Defendants opposed the motion for leave to amend and to intervene. The Court granted Plaintiffs' and the Foundation's motion, set an expedited briefing schedule for Defendants' Motion to Dismiss, waived the requirement that Defendants seek leave to file a motion to dismiss, and advised that it would rule expeditiously on the motion. On April 10, 2026, Plaintiffs filed a Third Amended Complaint (the "**Third Amended Complaint**") adding the Foundation as a Plaintiff and Ben & Jerry's Holdco, LLC and The Magnum Ice Cream Company as Defendants, and making some additional amendments to the claims and factual allegations. On the same day, Plaintiffs filed a motion for a temporary restraining order, seeking to enjoin Defendants from proceeding with a board meeting in the absence of the Class I Directors and from enforcing the amendments to the Bylaws and Articles of Amendment, filed in December 2025. On April 13, 2026, Defendants filed opposition to the motion, and on April 14, 2026, after oral argument on the motion, the Court denied Plaintiffs' request for a temporary restraining order and all requests for injunctive relief; the Court also set a schedule for discovery and for the filing of any further amended complaints. On May 7, 2026, Plaintiffs filed a Fourth Amended Complaint (the "**Fourth Amended Complaint**"). On May 18, 2026, Defendants filed a motion to dismiss all but two narrow claims of the Fourth Amended Complaint; a ruling is not expected for several months from the date of this Disclosure Document.

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Dana Hughes v. Ben & Jerry's Homemade, Inc., Superior Court for the State of California, Case No. 25STCV01128.

On January 15, 2025, Dana Hughes ("**Plaintiff**") filed a complaint against Ben & Jerry's Homemade, Inc. ("**Homemade**") alleging that Defendant's marketing practices violate California's Trap and Trace Law. Specifically, Plaintiff alleges that Homemade partnered with TikTok to install software on its website to identify the location, source and identity of consumers. Homemade has filed a challenge to the complaint and Plaintiff filed a Request for Dismissal on October 29, 2025. A final ruling by the court is pending.

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Center for Environmental Health v. Aesop USA, Inc. Superior Court for the State of California, County of San Francisco, Case No. CGC-25-623997.

On July 21, 2025, The Center for Environmental Health ("**Plaintiff**") filed a complaint against numerous businesses (collectively, the **"Defendants"**), including Ben & Jerry's Homemade, Inc. ("**Homemade**"), alleging that Defendants knowingly and intentionally exposed individuals in

California to Bisphenol S ("**BPS**") by using thermal receipt paper coated with BPS in Defendants' normal course of business in violation of California Proposition 65.

Homemade is seeking dismissal of the complaint as it does not control the procurement of thermal receipt paper at any of its franchised locations.

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Mittal v. Unilever PLC, et al., United States District Court for the Northern District of California, Case No. 4:26-cv-02660.

On March 26, 2026, Anuradha Mittal ("**Plaintiff**"), former chair of Ben & Jerry's independent board of directors, filed a complaint against Unilever PLC and The Magnum Ice Cream Company N.V ("**Defendants**") alleging that Defendants defamed Plaintiff and disclosed information that portrayed Plaintiff in a false light. Plaintiff also filed a First Amended Complaint on May 8, 2026, which named and added Jochanan Senf, CEO of Ben & Jerry's Homemade, Inc., as a Defendant and added factual allegations to amplify the claims for defamation, intentional infliction of emotional distress, and false light.

These complaints were only recently filed. As such, we anticipate that answers to the complaints containing denials of the allegations or a motion to dismiss soon will be filed.

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CONCLUDED LITIGATION

Dovid Tyrnauer v. Ben & Jerry's Homemade, Inc., United States District Court for the Southern District of New York, White Plains Division, Case No. 1:23-cv-01877. On March 3, 2023, Dovid Tyrnauer ("**Plaintiff**") filed a purported class action complaint against Ben & Jerry's Homemade, Inc. ("**Homemade**"), alleging that Plaintiff and the proposed class were harmed because, had they known that the products sold by Ben & Jerry's were produced via supply chains that may contain migrant child labor, they would not have bought these products at all or would have been willing to only pay a fraction of what they actually paid. In making the complaint, which accuses Homemade of breach of warranty and deceptive business practices, Plaintiff relies on a New York Times article (Hannah Dreier, "Biden Administration Plans Crackdown on Migrant Child Labor," (Feb. 27, 2023), at https://www.nytimes.com/2023/02/27/us/biden-child-labor.html).

On June 12, 2023, Plaintiff filed its First Amended Complaint. On August 11, 2023,the case was transferred to the United States District Court for the District of Vermont (Case No. 2:23-cv-00299-cr). Homemade filed a motion to dismiss Plaintiff's First Amended Complaint and the Court granted such motion and dismissed the case on August 27, 2024.

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Ben-Ami and Spiegelman Class Action

Ido Ben-Ami v. Ben & Jerry's Homemade, Inc., Class Action No. 45950-07-21 (Central Dist. Ct. of Israel), filed on July 21, 2021 (the "**Ben-Ami Case**"); and Rebecca Spiegelman v. Ben & Jerry's Homemade, Inc., Class Action No. 46391-07-21 (the "**Spiegelman Case**")).

The named plaintiffs in the Ben-Ami Case and the Spiegelman Case asserted that Ben & Jerry's Homemade, Inc.'s ("**Homemade's**") July 19, 2021 announcement that it would cease to sell products in the disputed territories was a violation of Section 3(a1) of the "Prohibition of Discrimination in Products, Services, and Entry to Public Places Law, 2000" In the Ben-Ami Case, the named plaintiff sought an order requiring Homemade to withdraw its announcement, and made a personal claim of NIS 100 (approximately USD$30), and the class's total claim was NIS 14,000,000 (approximately USD$4,307,690). In the Spiegelman Case, the named plaintiffs sought an injunction that would restrain Ben & Jerry's Homemade, Inc. ("**Homemade**") from discriminating against the residents of the disputed territories and would force Homemade to market its products in an equal manner in Israel. The amount sought in the Spiegelman Case was a personal claim of NIS 100 (approximately USD$30) and the class's total claim is NIS 30,000,000 (approximately USD$9,230,770).

On December 16, 2021, the Ben-Ami and Spiegelman plaintiffs (referred to hereafter as the "**Applicants**") moved together to submit a unified motion to certify a class action under the Israeli Class Action Law. At the same time, the Applicants moved to amend their motion to certify a class action in order to add a claim under Israel's "**Anti-Boycott Law**". On December 29, 2021, Homemade objected to the motions to unify and amend, arguing that (a) it would overburden Homemade to defend against two separate Applicants; and (b) because no "dealer-customer" relationship or consumer relationship exists between Homemade and the Applicants, a claim under the Anti-Boycott Law could not be adjudicated in the framework of the Israeli Class Actions Law. On January 16, 2022, the Applicants responded, making arguments that a) striking down one motion would be detrimental to the other represented class; (b) amendments of motions to certify class actions an early stage should be adjudicated with a liberal approach; and (c) a claim under the Anti-Boycott law should have been raised in Homemade's response to the motion to certify the class action.

In June 2022, the parties in the Avi Avraham Zinger and American Quality Products Ltd. v. Ben & Jerry's Homemade, Inc., Unilever United States, Inc. and Conopco, Inc., case, described below, reached an agreement with regard to the distribution of Ben & Jerry's products in Israel and the disputed territories, thereby nullifying the Applicants' claims. In November 2022, the Applicants petitioned the court to withdraw their motion for approval of class certification and to order the dismissal of the individual claims of the Applicants pursuant to an agreement reached by the parties, and in December 2022, the Ben Ami Case and the Spiegelman Case were settled for a combined nominal amount of $25,000, to be split equally, and were subsequently dismissed.

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Avi Avraham Zinger and American Quality Products Ltd. v. Ben & Jerry's Homemade, Inc., Unilever United States, Inc. and Conopco, Inc., United States District Court for the District of New Jersey, Case No.: 22:22-cv-01154-KM-JBC**.**

On March 3, 2022, a licensee of Homemade, American Quality Products Ltd. and its predecessors (collectively, "**AQP**"), as well as AQP's owner, Avi Zinger ("**Zinger**") (with AQP and Zinger being collectively referred to herein as "**Plaintiffs**"), filed an action to prohibit the termination of Plaintiffs' license agreement with Homemade and Unilever (comprised of Unilever United States, Inc. and Conopco, Inc.) and to declare the termination unlawful. In this case description, "**Defendants**" refers to Homemade and Unilever.

In June 2022, the parties settled the case upon reaching a new business arrangement pursuant to which Ben & Jerry's products will be sold under its Hebrew and Arabic names throughout Israel and the West Bank under the full ownership of AQP.

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Other than the above actions, no other litigation is required to be disclosed in this Item.

ITEM 4
BANKRUPTCY

There is no bankruptcy information required to be disclosed in this Item.

ITEM 5
INITIAL FEES

When you sign a Franchise Agreement you must pay us an initial franchise fee of $18,000. If you are an existing franchisee and you enter into a Franchise Agreement for an additional Scoop Shop, your initial franchise fee will be $8,500. The initial franchise fee is earned and non-refundable in consideration of administrative and other expenses we incur in entering into the Franchise Agreement.

We may reduce, defer or waive the initial franchise fee for other Ben & Jerry's Shops that require an entry fee to obtain a site or when a unique or compelling situation warrants. During our last fiscal year ended December 31, 2025, we did not reduce, defer or waive the initial franchise fee for any Special Venue Scoop Shop.

Except as described above, all fees are payable in lump sum.

Incentive Program

Manager-to-Franchisee Pathways Program

For Ben & Jerry's Scoop Shop managers that are pursuing franchise ownership, we offer a waiver of initial franchise fees (such waiver is intended for managers will own 100% of the franchise), up to a 2-year period of royalty waivers (a 2-year royalty waiver shall be applicable to managers that acquire at least 50% equity/ownership of a franchise in the aggregate; a 1-year royalty waiver shall be applicable to managers that acquire between 20-50% equity/ownership of

a franchise in the aggregate) and reimbursement for approved learning and development expenses. Qualification for this program is evaluated on a case-by-case basis and managers must meet certain criteria to be considered for the program. As of the issuance date of this disclosure document, such criteria include (i) a minimum equity/ownership interest of 20% in the franchise; (ii) a minimum of 1-year experience as a Ben & Jerry's Scoop Shop manager; (iii) demonstrated System participation (*e.g.* attendance at Franchise Annual Meeting, participation in Systemwide calls, etc.); and (iv) a demonstrated commitment to and understanding of Ben & Jerry's three-part mission (see **Item 1**, above). This program may be modified without notice at any time and we may establish and/or eliminate any benefits as we deem in the best interests of the System.

ITEM 6
OTHER FEES

OTHER FEES

Type of Fee[1/]	Amount	Due Date	Remarks
Royalty	Varies, but will not exceed 5% of Gross Sales [2/] Current Royalty: 3%	15th day of each month on the Gross Sales for the prior month [3/]	We may change royalty fee upon reasonable notice to you.
Advertising Obligations[4/,5/]	Fund Contributions: 2%	Same as royalty[3/]	See Item 11 for further details
Transfer Fee	$7,000[6/]	Prior to transfer	
Renewal Fee	$5,000	Prior to renewal	
Training for New or Replacement Manager(s)	Our then-current fee for Scoop U Training (currently $1,800)	Prior to attending training	Following the training of your initial manager, we may impose a training fee for any new or replacement manager
Refresher Training	Our then-current fee for Refresher Training (currently $0)	Prior to attending training	If we require you, your manager or your employees to attend refresher training, you may be charged a reasonable fee. As of the date of this Disclosure Document, we are not charging a fee for Refresher Training, but we may do so in the future, at our discretion

Type of Fee[1/]	Amount	Due Date	Remarks
Audit by Franchisor	Cost and expenses connected with inspection and audit (including travel, lodging, and wage expenses, and reasonable accounting and legal costs)	Upon demand	Payable if audit reveals under-statement of 3% or more in the financial reports you delivered to us
Re-Inspection Fee	Will vary under circumstances	Upon demand	You must reimburse us for travel expenses and room and board for our representatives if we determine based on an unsatisfactory inspection that re-inspection is required
Interest on Overdue Payments	1.5% per month, or maximum rate permitted by law	Upon demand	Payable on overdue amounts. As of the date of this Disclosure Document, we are not charging such a fee but we may do so in the future, at our discretion.
Fee on Returned Checks	Our then-current fee for returned checks (currently $0)	Upon demand	We may charge a reasonable fee if a check that you submit to us for any monies owed to us is declined by the bank. As of the date of this Disclosure Document, we are not charging such a fee but we may do so in the future, at our discretion.
Insurance Procurement	Cost of procuring insurance for you	Upon demand	Payable if you fail to procure insurance and we do it for you
Relocation Fee	$3,000	Upon demand	Payable if you

Type of Fee[1/]	Amount	Due Date	Remarks
			relocate your Shop. See Item 12 for information regarding the conditions for obtaining our approval to relocate the Shop
Securities Offering	Will vary under circumstances	Upon demand	Payable to reimburse us for actual costs (including legal and accounting fees) in evaluating your proposed offering
Costs and Attorneys' Fees	Will vary under circumstances	Upon demand	You must reimburse us for our expenses in enforcing or terminating the Franchise Agreement
Indemnification	Will vary under circumstances	Upon demand	You must reimburse us for claims arising from your operation of the Shop
National Convention Registration	Will vary	Prior to attending a national convention	You will be responsible for your expenses in attending the conventions and we may charge a registration fee for each convention.[8/]
Refurbishment Expense	In the range of $5,000 to $15,000 for required changes	Typically, you will have one year to complete required updates.	No more than once every five years, we may require that you refurbish and update your Shop to match our then-current standards (e.g., structural changes, installation of new equipment and signs (including, without limitation, menu board systems), remodeling, redecoration, and

Type of Fee[1/]	Amount	Due Date	Remarks
			modifications to existing improvements).
Point of Sale (POS) SaaS license fee	Will vary depending on POS vendor Currently: $100 per month	Same as Royalty (15th day of each month on the Gross Sales for the prior month)	You are responsible for the payment of any applicable monthly POS license fees although we may act as your agent and prepay the POS provider directly to ensure that the POS license remains active during the term of your Franchise Agreement.
Technology Fee	Varies but shall not exceed $3,500 annually	Upon Demand	We may charge a Technology Fee to cover costs associated with the implementation and/or maintenance of certain technologies required in connection with operating Scoop Shops and/or supporting the System.

Notes:

1. All fees described above are uniformly imposed and collected by us, and/or our affiliated entities, or suppliers who may provide the described services. We reserve the right to modify our procedures for collection of the fees. Additionally, we reserve the right to collect past due advertising contributions (including interest) by adding all or a portion of the past due amounts to the monies due for your purchases of Ben & Jerry's Products from us, our affiliates or our suppliers. If we use this procedure, all monies collected by our affiliates and suppliers for collection of your past due monies will be remitted to us on your account. With the exception of a portion of the Transfer Fee (see Note 6, below), all fees are non-refundable.

2. Gross Sales means revenue from the sale of all Products and all other income, whether for cash or credit, of every kind and nature related to the Shop and Catering, but excluding all sales taxes.

3. If the 15th is on a Saturday, Sunday, or holiday, the contribution will be due on the next business day. We may require that you pay your royalties and advertising fund contributions by cashier's check or EFT ("**Electronic Fund Transfer**"). Currently, we do not require that royalty and advertising fund contributions be made by a certain method; franchisees pay royalty and advertising fund contributions in the form that is most convenient for them.

4. The chart reflects the required percentage amount that you are required to spend and/or contribute on advertising, as described below. During any time you are required to make contributions or expenditures, you must submit to us, by the 15th day of each month, a report describing the amount of money contributed or expended on advertising during the previous month. Additionally, you must retain, and as requested or specified in the Manual, submit bills, statements, invoices, or other documentation regarding your advertising or marketing activities. See Item 11 under the subheading "Advertising" for more information.

5. The Fund. As described in **Item 11**, we have established the Fund for national or system-wide advertising and promotion of the System.

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ITEM 7
ESTIMATED INITIAL INVESTMENT

YOUR ESTIMATED INITIAL INVESTMENT

ESTIMATED EXPENDITURES
FOR FULL-SIZED SHOPS (APPROXIMATELY 750-1200 SQ.FT)

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee[1/]	$8,500 to $18,000	Lump Sum	Upon Signing	Us
Plans, Development & Permits[2/]	$4,000 to $13,000	As Arranged	As Incurred	Design Firm, City and State Licensing Authority
Leasehold Improvements & Construction[3/]	$105,000 to $275,000	As Arranged	As Arranged	Contractor
Furniture, Fixtures, Equipment, Casework, and Smallwares[4/]	$85,000 to $165,000	As Arranged	As Incurred	Vendors
Signage[5/]	$6,000to $22,000	As Arranged	As Incurred	Vendors
Professional Fees[6/]	$3,000 to $6,000	As Arranged	As Arranged	Attorney, Accountant, etc.
POS[7/]	$1,800 to $2,300	As Arranged	Prior to Installation	Vendors or Us as payment agent
Online Ordering System Hardware	$1,000 to $1,500	As Arranged	Prior to installation	Suppliers or Us (as payment agent)
Internet Connectivity, and Telephone[7/]	$1,000 - $1,500	As Arranged	Prior to Installation	Suppliers and Vendors
Deposits[8/]	$3,000 to $8,000	As Arranged	As Incurred	Landlord, Vendors, Utility Providers
Initial Training[9/]	$1,000 to $3,000	As Arranged	As Incurred	Vendors
Inventory[10/]	$8,000 to $14,000	As Arranged	As Incurred	Vendors, Distributors, Suppliers
Insurance[11/]	$500 to $2,500	As Arranged	As Arranged	Insurers

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Additional Funds (3 months)[12/]	$50,000 to $75,000	As Arranged	As Incurred	Employees; Distributors; Suppliers; Landlord; Utilities
TOTAL[13/]	**$277,800 to $606,800**			

ESTIMATED EXPENDITURES
FOR IN-LINE SHOPS (APPROXIMATELY 450-650 SQ.FT)

Type of Expenditure	Estimated Cost	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee[1/]		Lump Sum	Upon signing	Us
Plans, Development & Permits[2/]	$4,000 to $13,000	Lump Sum	As Incurred	Architect, City and State Licensing Authority
Leasehold Improvements & Construction[3/]	$65,000 to $135,000	As Arranged	As Arranged	Contractor
Furniture, Fixtures, Equipment, Casework, and Smallwares[4/]	$75,000 to $115,000	As Arranged	As Incurred	Vendors
Signage[5/]	$6,000 to $20,000	As Arranged	As Incurred	Vendors
Professional Fees[6/]	$3,000 to $6,000	As Arranged	As Arranged	Attorney, Accountant, etc.
POS[7/]	$1,800 to $2,300	As Arranged	Prior to Installation	Vendors or Us as payment agent
Online Ordering System Hardware	$1,000 to $1,500	As Arranged	Prior to installation	Suppliers or Us (as payment agent)
Internet Connectivity, and Telephone[7/]	$1,000 to $1,500	As Arranged	Prior to Installation	Suppliers and Vendors
Deposits[8/]	$3,000 to $8,000	As Arranged	As Incurred	Landlord, Vendors, Utility Providers
Initial Training[9/]	$1,000 to $3,000	As Arranged	As Incurred	Vendors
Inventory[10/]	$6,000 to $10,000	As Arranged	As Incurred	Vendors, Distributors, Suppliers

Type of Expenditure	Estimated Cost	Method of Payment	When Due	To Whom Payment is to be Made
Insurance[11/]	$500 to $2,500	As Arranged	As Arranged	Insurers
Additional Funds (3 months)[12/]	$50,000 to $75,000	As Arranged	As Incurred	Employees; Distributors; Suppliers; Landlord; Utilities
TOTAL[13/]	**$225,000 to $410,800**			

ESTIMATED EXPENDITURES FOR
A KIOSK SCOOP SHOP (APPROXIMATELY 100-200 SQ.FT)

Type of Expenditure	Estimated Cost	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee[1/]	$8,500 to $18,000	Lump Sum	Upon signing	Us
Plans, Development & Permits[2/]	$3,500 to $12,000	Lump Sum	As Incurred	Architect , City and State Licensing Authority
Leasehold Improvements & Construction[3/]	$10,000 to $85,000	As Arranged	As Arranged	Contractor
Kiosk base cost – includes front and back counters, lighting, sinks, sneeze guards, and delivery[4/]	$60,000 to $85,000	As Arranged	As Incurred	Suppliers
Equipment, and Smallwares[4/]	$30,000 to $60,000	As Arranged	As Incurred	Vendors
Menu Board Systems[4/]	$4,000 to $8,000	As Arranged	As Incurred	Vendors
Signage[5/]	$2,500 to $10,000	As Arranged	As Incurred	Vendors
Professional Fees[6/]	$3,000 to $6,000	As Arranged	As Arranged	Attorney, Accountant, etc.
POS[7/]	$1,800 to $2,300	As Arranged	Prior to Installation	Vendors or Us as payment agent

Type of Expenditure	Estimated Cost	Method of Payment	When Due	To Whom Payment is to be Made
Online Ordering System Hardware	$1,000 to $1,500	As Arranged	Prior to installation	Suppliers or Us (as payment agent)
Internet Connectivity, and Telephone[7/]	$1,000 to $1,500	As Arranged	Prior to Installation	Suppliers, Vendors
Deposits[8/]	$3,000 to $8,000	As Arranged	As Incurred	Landlord, Vendors, Utility Providers
Initial Training[9/]	$1,000 to $3,000	As Arranged	As Incurred	Vendors
Inventory[10/]	$6,000 to $10,000	As Arranged	As Incurred	Vendors, Distributors; Suppliers
Insurance[11/]	$500 to $2,500	As Arranged	As Arranged	Insurers
Additional Funds (3 months)[12/]	$50,000 to $75,000	As Arranged	As Incurred	Employees; Distributors; Suppliers; Landlord; Utilities
TOTAL[13/]	**$185,600 to $375,300**			

We do not finance any of the initial investment payments. Except as otherwise described below, all payments are non-refundable.

Notes:

1. You will not sign the Franchise Agreement and pay the initial franchise fee until a site has been authorized. As described in **Item 5**, initial franchise fees for Scoop Shops will be waived if you qualify for Manager-to-Franchisee Pathways Program.

2. As described in **Item 11**, you must pay a design firm to prepare layout and dimensions and preliminary drawings, and to prepare final plans for construction based upon the standardized design and specifications that we provide. As of the date of this Disclosure Document, we have one (1) 1 designated "system design firm" that you may use for the designs, specifications, and services for your location. You may use a local design firm so long as the local design firm meets our qualifications. The cost of design, plans, and permits will vary depending on store type, building conditions, local, state, and federal requirements and the scope of work. Costs listed are average based on completing design work for a standard vanilla shell; sites not brought to vanilla shell basic standards will incur additional expenses. Local, municipal, county and state regulation may require that you obtain licenses and permits to operate the Shop. See **Item 11** under the heading "**Construction and Layout of Shop**" for additional information.

3. The cost of construction of the typical Shop will vary considerably depending on the size of the store, condition of the leasehold, cost of local financing and other local conditions, including labor costs, and materials as well as local building ordinances which may mandate higher construction costs. These costs are based on an estimated range of approximately $135 to $185 per square foot for each Shop. Costs may be significantly higher in certain areas of the country including but not limited to: large cities and metropolitan areas such as New York, Los Angeles, and others, as well as tourist areas and coastal regions. Also, if union labor is required or if a franchisee chooses, or is required to comply with specific design elements, these costs may increase beyond the estimate.

4. You must purchase certain items of equipment, including smallwares, fixtures, furniture and trade dress, in order to open and operate the Shop as required by our specifications. The costs will vary depending upon the location type and size of your Shop and the menu of products you will serve.

5. The cost of signs may vary depending on the type, number, size and location of the signs, and the requirements of the landlord. The location of some Shops may require additional signs and design work that may increase the costs beyond the estimate in this category. Also, some franchisees may request additional signage that may increase the costs beyond this estimate in this category. Exterior signage is frequently restricted by lease covenants and local zoning requirements. You should check these carefully. Exterior signage is subject to permits.

6. You should review the lease, Franchise Agreement, and a business plan with an attorney, accountant and/or other consultants.

7. As more fully described in **Item 11**, you are required to purchase a Ben & Jerry's approved point-of-sale system ("**POS System**") and enter into a purchasing contract for the system hardware, software/software license, configuration, credit card, gift card, Dashboard, and help desk. The POS vendor provides integrated and PCI compliant credit card and gift card processing. If contracted, credit card processing and interchange fees are paid directly to the vendor. If you do not contract with the POS vendor to process credit cards, you will need to purchase the hardware, software and support for processing credit/debit/cards on your own (pricing will vary). You should note that our Manual requires that all locations that accept credit card payments must comply with the requirements of the Cardholder Information Security Program ("**CISP**") promulgated by Visa®, including compliance with all requirements mandated by the Payment Card Industry ("**PCI**"). You must also enter into a purchasing contract for the POS SaaS based software and support, and contract with local service provider(s) for the installation of cable or DSL internet access, and phone line.

   The POS equipment includes the monthly SaaS (software as a service, which is currently $100 per month per location). This includes access to Square Priority Support Services, POS software, Dashboard access, and Employee Management.

   The total cost of the equipment, software, configuration, and Dashboard is approximately $1,800-$2,300 (depending on POS hardware type) plus tax. All items described in this paragraph will be payable to an approved supplier or vendor.

In addition to the POS System, you are required to purchase hardware to support online ordering (which can include orders for cakes, catering and on-demand delivery). You can expect to pay approximately $1,000-$1,500 for such hardware, which includes an iPad, printer and stand.

In addition to the POS System and license costs, you can expect $1,000-$1,500 for a telephone system, DSL or cable internet access and related installation, wi-fi and wiring costs. In the event DSL or cable internet access is not available, alternative connectively costs will be higher.

8. This estimate is for certain deposits required by landlords, utilities, and other vendors.

9. Training expenses will vary, depending on factors such as the number of people attending the training program, the cost of travel to the training site, and the cost of food and accommodations while in attendance. The training costs estimated are for airfare, rental car, hotel, and meals, but do not include other items such as wages or salaries.

10. You will be required to purchase sufficient inventory to open and operate the Scoop Shop under our specifications. The cost of opening inventory will vary, depending on factors such as the size and location of the Scoop Shop, and any planned promotional activities.

11. You must obtain certain types and amounts of insurance; see **Items 6** and **8** for details. Insurance costs will vary depending upon several factors, including the size and location of the Shop. Insurance deposits may be required by your insurance company, for your liability insurance, and workers compensation.

12. You will need additional funds to support on-going expenses, such as payroll, rent, and utilities, to the extent that these costs are not covered by sales revenue. New businesses often generate a negative cash flow. We estimate that the amount given will be sufficient to cover on-going expenses for the start-up phase of the business, which we calculate to be 3 months. This is only an estimate, however, and there is no assurance that additional working capital will not be necessary during the start-up phase or after.

13. The investments noted above are based on our estimates for the size of the Shops and the product line offered at the Shops. In some instances, the Shop will be located within another concept or in an institutional setting, which already provides certain leasehold improvements and storage facilities; also, Shops may vary by, for example, amount of customer seating or range of menu offerings. Each of these factors may affect the initial investment costs for any given Scoop Shop. These estimates do not include estimates for real estate purchases should you wish to purchase the property for your Shop.

    Our estimate is based on the experience of Homemade (our direct parent company) and us with respect to franchised and company-owned Shops. Your costs will vary depending on how much you follow our methods and procedures; your management skill, experience and business acumen; local economic conditions; the local market for products and services; the prevailing wage rate; competition within your market; and the sales level reached by your Shop during the start-up phase.

ITEM 8
RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

Ben & Jerry's Products, Proprietary Software, Trade Dress and Shop Design

You must purchase the Ben & Jerry's Products (as defined in **Item 1**) for your Shop that have been manufactured by Homemade (our direct parent company) as we determine in our sole discretion. At present, you must purchase the Ben & Jerry's Products directly from our designated independent distributors for your Shop. We have negotiated purchase arrangements with our suppliers, vendors and distributors for our franchisees. We do not issue specifications for, or entertain requests for approval of, Ben & Jerry's Products.

We have the right to, and in many instances we do, designate a single supplier for any equipment, supplies, services, or products and to require you to purchase exclusively from such approved supplier, which exclusive designated supplier may be us or an affiliate.

Also, you must purchase or lease, as we direct, proprietary graphics and trade dress (including videos, posters, banners, graphics, menu boards and strips, and specialty strips) for the Shop (the "**Trade Dress**") and proprietary non-ice cream food items, paper, plasticware, food, cleaning supplies, gift items, and equipment from suppliers that we have designated or approved in writing.

Additionally, as described in **Item 11** under the heading "Construction and Layout of the Shop," we have the right to designate approved suppliers of design, build and architecture services for Shops being developed. During any time that we have designated either or both a "System Design Firm" or a "System Architect" for the area in which your Shop will be located, you may be required to hire such designated System Design Firm(s) and System Architect(s) in developing your Shop. As of the date of this Disclosure Document, "Livit" (www.livit.design) is our designated System Design Firm that provides design and build services for Shops being developed.

None of our officers owns an interest or direct stock ownership in any of the approved suppliers used by Ben & Jerry's franchisees.

Non-Proprietary Products and Other Purchases

All Non-Proprietary Products sold or offered for sale at the Shop must meet our then-current standards and specifications and be approved by us prior to any use. Also, in addition to the Trade Dress described above, you must purchase, install, and use all fixtures, furnishings, equipment, décor, supplies, computer system hardware, point-of-sale system hardware, software, signs and materials as we may reasonably require in the Manual or other written materials. You must purchase all Non-Proprietary Products and other items solely from manufacturers, distributors, and suppliers who demonstrate to our continuing reasonable satisfaction the ability to meet our responsible sourcing standards, criteria and specifications, who possess adequate quality controls and capacity to supply your needs promptly and reliably, and who have been approved by us in the Manual or otherwise in writing. You may not purchase, offer or sell any Products, or purchase, install, or use on the premises of your Shop, any fixtures, furnishings, equipment, décor, supplies, computer system hardware, point-of-sale system hardware, software, signs and materials that we have not previously approved as meeting our standards and specifications. We may be an

approved supplier of some of such items. We may disapprove of Products and suppliers based on our desire to consolidate System purchases through fewer suppliers.

We may designate a single supplier, which may be us or one of our affiliates, for any products, equipment, supplies, or services, in which event you must purchase such items exclusively from the designated supplier. We and/or our affiliates may receive payments or other compensation from suppliers on account of the suppliers' dealings with us, you, or other Ben & Jerry's Shops in the System. We may use any amounts that we receive from suppliers for any purpose that we deem appropriate. We and/or our affiliates may negotiate supply contracts with our suppliers under which we are able to purchase products (including Products), equipment, supplies, and services at a price lower than that at which our franchisees are able to purchase the same items.

Product and Supplier Approvals and Specifications

If you want to purchase unapproved products, or equipment, supplies, services, or Non-Proprietary Products (the "**Non-Proprietary Item(s)**") from other than approved suppliers, you must submit a request to us in writing, together with the samples or other evidence of conformity with our specifications as we reasonably require. We will have the right to require that our representatives be permitted to inspect the supplier's facilities, and that samples from the supplier be evaluated and tested by us or an independent testing facility designated by us. You must pay a charge not to exceed the reasonable cost of the evaluation and testing. We must, within 90 days after we receive your completed written request and completion of evaluation and testing of the proposed supplier and/or any such product or item, notify you in writing of our approval or disapproval of the proposed supplier and/or the item. If approved, you will be allowed to use the Non-Proprietary Item(s) for a test period of six (6) months after which Ben & Jerry's will evaluate whether to approve the Non-Proprietary Item(s) for system-wide use, or decline the Non-Proprietary Item(s) for system-wide use.

We may revoke our approval of particular suppliers and/or Products, equipment, supplies, services, and other items when we determine that the supplier and/or Product or other item no longer meets our standards. When you receive written notice that we have revoked our approval of a supplier and/or Product or other item, you must stop purchasing from the disapproved supplier and/or stop selling or using the disapproved Product or other item. Our specifications for Non-Proprietary Products, equipment, supplies, services, and supplier approval are provided to you upon request; however, we have no obligation to make available to prospective suppliers, standards and specifications that we deem confidential. When approving suppliers, we consider ability to meet our then-current standards and specifications, quality controls and capacity to supply franchisees' needs promptly and reliably, and the possibilities for the System to take advantage of marketplace efficiencies. When approving Non-Proprietary Products, equipment, supplies, services, and other items we consider their conformity with our specifications, compatibility with our Ben & Jerry's Products, consistency with the desired image of our System, and availability to the System. We retain the sole control over the Products authorized for sale in our System and may deny our approval of a Product, equipment, supplies, services, or other item for any reason.

Marketing and Promotion

All marketing and promotion you use must be in the media and of the type and format that we approve. You must conduct the activities in a dignified manner, and they must conform to our standards. You must not use any marketing or promotional materials until you receive our written approval. You must submit samples of all marketing and promotional materials to us, for our prior approval (except as to prices you charge), if we have not prepared or previously approved the materials. If you do not receive written notice of disapproval within 10 days after the date we receive the materials, you may assume that we have approved them.

Insurance

You must obtain, before beginning any operations under the Franchise Agreement and must maintain in full force and effect at all times during the term of the Franchise Agreement, at your own expense, an insurance policy or policies protecting you and us. The policies must provide protection against any demand or claim relating to personal injury, death, or property damage, or any loss, liability or expense arising from the operation of your Shop. All policies must be written by a responsible carrier or carriers which we determine to be acceptable, must name us and our affiliates as an additional insured, and must provide at least the types and minimum amounts of coverage specified in the Manual as modified by us. Prior to the opening of your Shop, and on an annual basis thereafter, you must provide to us Certificates of Insurance showing the proper types and minimum amounts of coverage.

At the time of this Disclosure Document, we require the following types and minimum amounts of coverage:

Type of Coverage	Minimum Insurance Required
General Liability	$2,000,000 general aggregate $2,000,000 products/completed operations aggregate $2,000,000 personal & advertising injury $2,000,000 each occurrence $50,000 fire damage $10,000 medical expense
Worker's Compensation	$500,000/$500,000/$500,000

* * *

We estimate that your total purchases and leases that you must obtain from approved suppliers or distributors, or in accordance with our specifications will represent approximately 75% of your total purchases or leases in establishing your Shop, and approximately 80% of your total purchases or leases in the continuing operation of your Shop.

We do not require our franchisees to make any other purchases or leases from us, and therefore we did not have any revenue from required sales or leases of products or services to franchisees in 2025. Our current practice is that Homemade (our direct parent company) manufactures Ben & Jerry's Products and sells these products through distributors to various retail businesses, including our franchisees, as described above. Other than the distributors' purchases

of Ben & Jerry's Products, Homemade does not receive payments (including rebates or commissions) in connection with suppliers' sales to our franchisees.

During Homemade's last fiscal year, ending December 31, 2025, Homemade's revenue from sales of required purchases of Ben & Jerry's Products (that is, Homemade's revenue from sales of Ben & Jerry's Products made through independent distributors to franchisees under the System) was approximately $21,211,376 based on Homemade's unaudited financial statements for its last fiscal year.

As noted above, during our last fiscal year, we did not sell or lease any products or services to our franchisees. We receive commissions from Homemade in connection with purchases by franchisees of Ben & Jerry's Products through distributors. The commission is determined as a percentage of Homemade's revenues earned on account of sales of Ben & Jerry's Products to our franchisees. The commission paid to us for 2025 was 20% of Homemade's net receipts from franchisee purchases of Ben & Jerry's Products.

Other than the revenues and commissions from Homemade described above, neither we nor our affiliated entities receive payment from suppliers based on purchases by franchisees. We do not have purchasing or distribution cooperatives.

We consider a variety of factors when determining whether to renew or grant additional franchises. Among the factors we consider is compliance with the requirements described above.

ITEM 9
FRANCHISEE'S OBLIGATIONS

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(s) in Agreement	Disclosure Document Item
a. Site selection and acquisition/lease	§§ 5.1 and 5.2 of Franchise Agreement	Items 8 and 11
b. Pre-opening purchases/leases	§ 5 of Franchise Agreement	Items 5, 7, and 8
c. Site development and other pre-opening requirements	§§ 5 and 7 of Franchise Agreement; ADA Certification	Items 8 and 11
d. Initial and ongoing training	§ 6 of Franchise Agreement	Item 11

Obligation	Section(s) in Agreement	Disclosure Document Item
e. Opening	§ 5 of Franchise Agreement	Item 11
f. Fees	§§ 4 and 12 of Franchise Agreement	Items 5, 6, and 7
g. Compliance with standards and policies/Operating Manual	§§ 7 and 9 of Franchise Agreement	Items 8, 11, and 14
h. Trademarks and proprietary information	§§ 7, 8, and 10 of Franchise Agreement	Items 13 and 14
i. Restrictions on products/services offered	§ 7 of Franchise Agreement	Items 5, 8, and 16
j. Warranty and customer service requirements	§ 7 of Franchise Agreement	Item 16
k. Territorial development and sales quotas	Not Applicable	Item 12
l. Ongoing product/service purchases	§ 7 of Franchise Agreement	Item 8
m. Maintenance, appearance and remodeling requirements	§ 7 of Franchise Agreement	Item 8
n. Insurance	§ 13 of Franchise Agreement	Items 7, and 8
o. Advertising	§§ 7 and 12 of Franchise Agreement	Items 6, 8, and 11
p. Indemnification/ Guarantee	§ 20 and Guarantee Provision of Franchise Agreement	Item 6
q. Owner's participation/ management/staffing	§§ 7 and 17 of Franchise Agreement	Item 15
r. Records/reports	§ 11 of Franchise Agreement	Item 6

Obligation	Section(s) in Agreement	Disclosure Document Item
s. Inspection/audits	§ 7 of Franchise Agreement	Items 6 and 11
t. Transfer	§ 14 of Franchise Agreement	Item 17
u. Renewal	§ 2 of Franchise Agreement	Item 17
v. Post-termination obligations	§ 16 of Franchise Agreement	Item 17
w. Non-competition covenants	§ 17 of Franchise Agreement	Item 17
x. Dispute resolution	§ 26 of Franchise Agreement	Item 17
y. Taxes/permits	§§ 5 and 19 of Franchise Agreement	Item 1

ITEM 10
FINANCING

We do not offer direct or indirect financing. We will not guarantee your note, lease, or obligation. We will not offer, issue or otherwise make available to you any form of trade credit for the Ben & Jerry's Products, or any other products or services, purchased from us.

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

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

Pre-Opening Obligations

Before you open the Shop, we will provide the following types of assistance and services to you:

1. We will review your request for a location and preliminary design approval. (Franchise Agreement § 5.1) If applicable, we will review the lease or sublease to ensure that the lease contains the provisions we require, and that the duration of the lease is the same as the term of your Franchise Agreement. The current form of our required Lease Rider appears as **Exhibit E** to this Disclosure Document.

2. We will make available standardized plans and specifications for the Shop, which will include prototype interior design and layout, fixtures, equipment, furnishings, and signs and graphics. (Franchise Agreement §§ 3.1 and 5.3)

3. We will provide our initial training program ("**Scoop University**," "**Scoop U**," or "**Scoop U Training**"). (Franchise Agreement § 3.2). In certain circumstances Scoop U Training may occur virtually, with the curriculum modified accordingly.

4. We will provide on-site pre-opening and opening supervision and training as we deem advisable. (Franchise Agreement § 3.3)

5. We will provide you permission to access the Manual by electronic means (such as through the Ben & Jerry's Extranet) for the term of your franchise. (Franchise Agreement § 3.5)

Continuing Obligations

During your operation of the Shop, we will provide the following assistance and services to you:

1. We will make available to you marketing and promotional materials, which may include print media materials, coupons, merchandising materials, sales aids, point-of-purchase materials, special promotions, and similar marketing and promotional materials produced from contributions to the Fund. We may also make available to you, at our discretion, additional marketing materials not produced with contributions from the Fund. (Franchise Agreement § 3.4)

2. We will provide to you, as we deem appropriate, advice and written materials concerning techniques of managing and operating the Shop, suggested inventory and cost control methods, new developments and improvements in Shop layout and design, and new developments in products and marketing techniques. (Franchise Agreement § 3.6)

3. We will conduct, as we deem advisable, inspections of the operation of the Shop. Such inspections do not replace your duty to supervise the day-to-day operation of the Shop and the performance of your employees. (Franchise Agreement § 3.7)

4. Subject to the Products and other items (e.g., spoons, cups, cones, etc.) required by us to be offered, sold or used ("Other Items") being readily available, we will seek to make available for purchase by you, either directly or indirectly from us, approved suppliers or distributors those Products and Other Items; provided, however, that we reserve the absolute unfettered right:

(a) to discontinue the availability (in whole or in any quantity) of particular Products and Other Items from time to time;

(b) to designate particular Products and Other Items for offer and sale at retail in limited geographic regions, demographic markets, or types of facilities and venues, or to otherwise limit the offer and sale at retail of any Product or Other Item in such manner and for such periods of time as we deem appropriate. This may include

adjustments and deviations to reflect supply shortages (for whatever reason), varying customer preferences, to conduct seasonal or regional promotions, and to determine the marketability of a Product or Other Item or the feasibility and desirability of offering a Product or Other Item for sale under the System;

(c) to require the return or disposal of Products and Other Items that we reasonably believe to be adulterated, tainted, contaminated, spoiled, unsafe, hazardous, expired, or otherwise unfit to be used for its intended purpose. We will reimburse you for the cost of any such returned or disposed of Products together with all reasonable costs paid by you to return such returned Products, provided that such did not become returned or disposed of as a result of an act or failure to act by you;

(d) to allocate in the manner, amounts and proportions the supply of Products and Other Items among all Scoop Shops (whether operated by you, other franchisees, or us), based on reasons which we may determine; and

(e) to change the range, types and nature of the Products and Other Items, package sizes, packaging, product varieties, formulations, and specifications at any time.

5. We have the right, in our sole discretion, but not the obligation, to establish and maintain a Fund. We have established a Fund. We will direct all marketing programs, with sole discretion over the concepts, materials, and media used in these programs and the placement and allocations of them. Upon your request, we will provide you with an annual accounting of receipts and disbursements of the Fund. (Franchise Agreement §§ 12.1 and 12.3.4)

6. We and/or our designated distributors will seek to provide the Products (as we may approve for sale as described in paragraph number 4 above) within 21 days after receipt of your order. (Franchise Agreement §7.8.3)

7. We will have no financial or other liability for any damages resulting from the unavailability of Products or from our inability (or the inability of our affiliates, suppliers, or distributors) for any reason to meet your order for Products, or from shortages, errors or disruptions in deliveries, except in the case of our negligence (in which case, the maximum amount of damages will not exceed the agreement amount of the price that would have been invoiced to you had the Products been delivered to you). (Franchise Agreement § 3.8.6)

8. You will have sole discretion as to the prices of all Products you offer and sell to your customers, although we reserve the right, according to applicable law, to establish maximum, minimum or other pricing requirements with respect to the prices that you may charge. (Franchise Agreement §7.7)

Advertising

Advertising Obligations

Recognizing the value of advertising, and the importance of the standardization of advertising programs to the furtherance of the goodwill and public image of the System, we require you to expend on advertising and promotion, or to participate in and contribute for the purpose of advertising and promotion, each year during the term of the Franchise Agreement (the "**Advertising Obligations**"). We require you to contribute two percent (2%) of the preceding month's gross sales to the Fund. See **Item 6** for a summary of the total amount we can require you to expend on advertising and promotion.

As of the date of this Disclosure Document, there are no franchisee advertising councils.

You may not use any marketing or promotional plans or materials until the materials have been submitted for our prior approval. If you do not receive written notice of disapproval from us within 10 business days of the date of receipt by us of the samples or materials, we will be deemed to have approved them for your use (see **Item 8** above). (Franchise Agreement § 12.6).

Marketing Fund

We have the right to maintain and administer one or more marketing funds to promote our brand, the Ben & Jerry's Shops (including our existing Ben & Jerry's Shops), the Proprietary Marks, and the Products. Currently we maintain and administer a fund for franchisee promotions for Special Venue Scoop Shops, Satellite Shops, and to market the Ben & Jerry's brand (together the "**Fund**"). Contributions will be made to the Fund by new Ben & Jerry's Shops. We will administer the Fund as follows:

1. We will direct all marketing programs, with sole discretion over the concepts, materials, and media used in the programs and their placement. The Fund is intended to maximize general public recognition, acceptance, and use of the System; and we are not obligated, in administering the Fund, to make expenditures for you that are equivalent or proportionate to your contribution, or to ensure that any particular franchisee benefits directly or pro rata from expenditures by the Fund. We may use the Fund for national marketing programs and we are not obligated to spend any amount on advertising in the area where you are located. (Franchise Agreement § 12.3.1)

2. We will use the Fund, all contributions to it, and any earnings on it, exclusively for maintaining, administering, directing, conducting, and preparing marketing, advertising, public relations, and/or promotional programs and materials, and any other activities including socially responsible activities consistent with our Mission, which may include the costs of preparing and conducting media marketing campaigns (including Social Media) and developing, promoting and marketing the names of ice cream flavors to make political and other social statements; direct mail advertising; special events; marketing surveys and other public relations activities; employing advertising and/or public relations agencies to assist with them; purchasing promotional items; conducting and administering in-store promotions and customer sampling promotions; and providing promotional and other marketing materials and services to the Shops operating under the System. (Franchise Agreement § 12.3.2)

3. You must contribute to the Fund by making a payment separate from your royalty payment (currently, you pay such fees by check; however, in the future, you may be required to use another form of payment such as Electronic Funds Transfer or Direct Debit, as we may direct). (See **Item 6** for the amount of the contribution and manner of payment.) Company-owned Shops contribute to the Fund on the same bases as franchisees. We may not provide materials produced by the Fund to you if you have not made your contributions to the Fund, or during a period in which you are not required to make a contribution. We will account separately for all sums paid to the Fund. We will not use them for any of our expenses, except for reasonable costs and overhead, if any, that we incur in activities reasonably related to the direction and implementation of the Fund and marketing programs for franchisees and the System which may include national advertising. These costs may include costs of personnel for creating and implementing marketing, advertising, public relations, and promotional programs. The Fund and any earnings on it will not otherwise benefit us. (Franchise Agreement § 12.3.3)

4. We will provide you with an annual unaudited accounting of Fund contributions and disbursements, upon reasonable request. (Franchise Agreement § 12.3.4) During our fiscal year ended December 31, 2025, the Fund used approximately 10% of the money on in-shop promotion materials/production, 76% on digital programs and support, 9% on administrative costs, and 5% on other advertising costs such as Fishbowl (an email marketing tool provided to franchisees).

5. We have historically disseminated advertising in a variety of media, including print and radio. We will use the art, graphic and marketing department of Homemade and other agencies to prepare marketing and advertising for the Fund. We may also promote the brand and the System using radio and television, but those media will not be available for placement by Food Service Operators. If we do not use all of the fees in the Fund in the year in which they accrue, we will use these amounts in a subsequent year. If, for any reason, expenditures from the Fund are in excess of amounts available, the overage amount may be covered initially by us and thereafter reimbursed to us out of the franchise marketing funds raised for the subsequent year. We do not use any money from the Fund for advertising that is principally a solicitation for the sale of franchises. We do not receive any payment for providing goods or services to the Fund.

Websites

Any Webpage (as defined below) is deemed "advertising" under the Franchise Agreement, and is subject to (among other things) our review (as described above) and prior written approval before it may be used. The term "Website" means an interactive electronic document, contained in a network of computers linked by communications software, and includes, but is not limited to, Internet and World Wide Web home pages. The term "Webpage" means a standardized page for a Scoop Shop, in a form that we will provide to you.

We currently provide standardized Webpages to Shops that are open year-round and participate in all of our marketing programs. The standardized Webpages use the look and feel of our Website and provide the means for each franchisee to customize certain content areas of its Webpages, as long as the franchisee complies with our standards and guidelines. It is the responsibility of each franchisee to maintain specific information about its Scoop Shop and its

operations. We have final approval of all content on all Webpages and will have the right to remove any content. Your Webpage will be accessible to the public at a specific internet address. We control URL specifications and maintain the right to change the URL at any time in the future. We will provide administration tool support services for the Webpages.

In connection with any Website or Webpage, you agree to the following:

(1) We have the right, but not the obligation, to establish a Website to promote the Proprietary Marks, any or all of the Products, Ben & Jerry's Shops, and/or the System. We have the right to control all aspects of the Website, including its design, content, functionality, links to the Websites of third parties, and policies and terms of usage.

(2) You may not establish a Website that uses or involves the Proprietary Marks, or any of the Products, Ben & Jerry's Shops or the System.

(3) We have the right, but not the obligation, to designate one or more Webpage(s) of any Website that we maintain to describe any of our franchisees and/or Ben & Jerry's Shops. We will have the rights to limit and/or discontinue any or all Webpages.

(4) In addition to any other applicable requirements, you must comply with our policies for Webpages (which we may issue periodically in the Manual or otherwise in writing). (Franchise Agreement § 12.7.4).

Social Media

You must comply with our standards and procedures (which we may issue periodically in the Manual or otherwise in writing) as to your use of: blogs, social networks (like "Facebook" and "Instagram"), professional networks (such as "Linked-In"), live blogging tools (such as "Twitter"), virtual worlds, file, audio and video sharing sites and other similar social networking media or tools that in any way reference the Proprietary Marks or involve the System or your Scoop Shop. (Franchise Agreement §7.9.6)

Electronic Point-of-Sale and Computer Systems

We will require that you purchase and use computer system hardware, point-of-sale system hardware and software, point-of-sale SaaS (software as a service) license, accessories, Internet connectivity (DSL or cable), wi-fi, as well as a phone line, gift card programs, hardware and software, peripheral equipment, PCI compliant credit card and gift card processing hardware and software, and any other equipment or software we may specify, require, or otherwise approve in writing (collectively, the "**POS System**").

We will require that you purchase an approved POS System and related software, including any SaaS license required in connection with the POS System. The proprietary point of sale software has been customized for our System with information specific to our menu and reporting requirements. The POS System provides you with detailed information necessary to manage retail transactions and manage sales data including but not limited to: (i) sales reports on a daily, weekly and monthly basis; (ii) the number of products sold per category and per department on a daily, weekly, monthly basis; (iii) the number of transactions completed on a daily, weekly, and monthly basis; and (iv) time card detail information, if optional time card protocols are followed.

While you are responsible for payment of the POS SaaS license fee (which is currently $100 per month per location),we may act as your payment agent and prepay the POS vendor to ensure the POS license remains active for the term of your Franchise Agreement. If we act as payment agent, you will be billed for the POS license fee on your monthly statement.

The POS System will upload daily sales information to a cloud-based server, viewable via an online portal (the "**Dashboard**"). The Dashboard provides you with near real time transaction data with web-based reporting capabilities to meet our current requirements. The Dashboard is included in the POS platform offering.

A breakdown of estimated costs of the POS System and Dashboard is available in **Item 7**, Note 7. To summarize, the costs of the equipment, software, staging, and credit card equipment, and Dashboard for a one-terminal POS System range between $1,800-$2,300 plus tax. This includes POS equipment, software and hardware, one year of coverage for the POS SaaS license fee, access to Square Priority Support Services, Dashboard access, and Employee Management. The POS vendor provides integrated and PCI compliant credit card and gift card processing. If contracted, credit card processing and interchange fees are paid directly to the vendor. You should note that our Manual requires that all locations that accept credit card payments comply with the requirements of the Cardholder Information Security Program ("**CISP**") promulgated by Visa®, including compliance with all requirements mandated by the Payment Card Industry ("**PCI**"). In addition to the POS System and license costs, you can expect $1,000-$1,500 for telephone system, DSL or cable internet access, wi-fi and related installation and wiring costs. In the event DSL or cable internet access is not available, alternative connectivity costs will be higher. All networking costs will be paid directly to provider(s).

The POS System on the front counter is intended for ringing sales and transactions. Depending on selected equipment, standard iOS apps may be accessible. Local protocols, monitoring, and maintenance of the iOS system is the sole responsibility of the owner.

The standard Scoop Shop configuration and requirements are:

1- 1- POS terminal or 1 Tablet with POS stand
2- 1- Cash drawer
3- 1- Thermal Receipt printer and power supply
4- 1- Phone line for communication 1- DSL line or cable modem providing constant connection to Internet for portal, credit cards, and wi-fi
5- Dashboard – near real time sales and transaction information

In addition to the POS System, you are required to purchase hardware to support online ordering (which can include orders for cakes, catering and on-demand delivery). You can expect to pay approximately $1,000-$1,500 for such hardware.

All hardware and software of the POS System must be purchased new from an approved Ben & Jerry's vendor, unless otherwise approved in writing by the Ben & Jerry's Management team.

You will be responsible for installing and maintaining the necessary cabling, Internet connectivity (DSL or cable), wireless internet, telephone line, and dedicated electrical circuits in workmanlike fashion that meets our specifications.

You will be responsible for: (a) acquiring, operating, maintaining and upgrading your POS System as directed by Ben & Jerry's; (b) the manner in which your POS System may interface with our computer systems, if any, and the computer systems of third parties; and (c) any and all consequences that may arise if your POS System is not properly operated, maintained and upgraded. (Franchise Agreement § 7.9.3)

We reserve the right to change our specifications in the future to take advantage of technological advances or to adapt the POS System to meet operational needs and changes. As noted in **Item 6**, we may also collect a "technology fee" to support the System's technological advancements and any technology related fees paid by Ben & Jerry's for the benefit of franchisees. We also reserve the right to require that you acquire and install upgrades to the software used in your system. We may, in the future, require additional software programs (for example, programs or inventory control, forecasting, scheduling, payroll and invoice processing, as well as loyalty), some of which may be proprietary. In connection with a proprietary program, we or our approved vendor may require you to sign an agreement or service contract in order to obtain and use the proprietary program. We will endeavor to keep these changes infrequent and reasonable in price, but the Franchise Agreement does not impose a limit as to the cost of such changes to the POS system.

We do not provide support, maintenance or repair for back office or personal computer systems including mobile devices. As well, we do not provide support, maintenance or repair for shop internet connectivity or networking.

All such data entered into your POS or Dashboard, and otherwise captured in your POS, is and will be owned by us, and we will have the right to use such data in any manner that we deem appropriate without compensation to you. (Franchise Agreement § 11.5).

Manual

The table of contents from our Manual appears as contained in **Exhibit D**. This Manual is not provided in paper form; it is only accessible by electronic means such as the B&J Extranet. We have provided current page counts for each subject matter covered by the Manual.

Site Selection

In authorizing a location for the Shop, we consider factors such as the operations of the Special Venue and the Institutional Facility, the general neighborhood, traffic patterns, parking, layout, dimensions, visibility, physical characteristics of the site, tenant mix, lease duration and other factors.

You must submit a site for your Shop. A site evaluation package (the "**SEP**"), in a form prescribed by us, must be submitted with all requests for us to evaluate a site. We will have 10 days after we receive the complete SEP and materials from you to disapprove or permit you to proceed forward, in our sole discretion, with the proposed site for the Shop. You must obtain our written authorization of the proposed site, including basic footprint review, before executing a

lease. Your submission of an SEP will constitute your representation to us that you have the right under your agreement with the Special Venue to use the proposed site as a Scoop Shop for a time period corresponding to the term of the Franchise Agreement, and the authorization to enter into the Franchise Agreement with us. In evaluating potential sites, you may (but are not required to) use suppliers that we have approved for site consulting services. You must submit to us evidence that the lease or sublease will contain such terms and conditions for leasing or subleasing as are described in **Item 8** of this Disclosure Document.

Our authorization of a site does not constitute an assurance, representation, or warranty of any kind, express or implied, as to the suitability of the site for the Shop or for any other purpose. Authorization by us of the site indicates only that the site meets our minimum requirements for a Shop site as described in the Manual.

Construction and Layout of the Shop

You are responsible for developing and constructing your Shop. This process is described below and begins once an SEP is reviewed and approved by us. We have standard plans and specifications for the Shop and for a prototype interior design and layout. Our plans and layouts are not intended, with respect to your particular location, to contain, address or comply with the requirements of any federal, state or local law, code or regulation, including those concerning the Americans with Disabilities Act (the "**ADA**") or similar rules governing public accommodations for persons with disabilities.

You must use our designated design firm or, if there is no designated design firm, employ a design firm that meets our qualifications to prepare all preliminary floor and construction plans for your Shop. The design firm will prepare preliminary floor plans implementing our Shop designs and specifications, to suit the shape and dimensions of the site of your Shop. You will be responsible for paying for all design and architecture services.

You will be solely responsible for ensuring that such plans and specifications comply with the ADA and all other applicable regulations, ordinances, building codes and permit requirements and with lease or sublease requirements and restrictions, if any. You, or the design firm on your behalf, must submit final plans and specifications to us for approval before construction of the Shop begins. Our review is not designed to assess compliance with federal, state or local laws and regulations and is limited to review of such plans to access compliance with our design standards for Shops, including such items as trade dress, presentation of Proprietary Marks, and the provision to the potential customer of certain products and services that are central to the functioning of Shops. Additionally, prior to opening the Shop (and prior to renovating it after the initial opening), you must sign and deliver to us an ADA Certification (in the form that is attached as Exhibit C to the Franchise Agreement), certifying to us that the Shop and any proposed renovations comply with the ADA.

Opening the Franchised Business

You must construct, furnish, and open the Shop not later than the time period specified in your Franchise Agreement, which will typically be range from 45 to 90 days from the time we enter into the Franchise Agreement. Prior to opening for business, you must comply with all pre-opening requirements as described in the Franchise Agreement and our Manual. You must also

obtain our written approval prior to opening the Shop. We will typically conduct the opening inspection and approve or deny the opening of the Shop within 10 business days of your request to open, provided that during holiday and other atypical periods we may extend the time for us to conduct our opening inspection, as needed to accommodate the circumstances.

We estimate that the typical length of time between signing the Franchise Agreement and opening a Scoop Shop will range from approximately 45 to 90 days. Factors which may affect these time periods include the time of year you commence construction, construction delays, permit and license approval, and delivery and installation of equipment and signage.

Training

We will provide initial Scoop U Training for up to 2 trainees prior to the opening of your Shop, and for 1 additional trainee within the first 6 months of opening. If we allow you to attend in person and/or virtual training, or if we provide you with access to certain confidential and proprietary information, know-how, or documents prior to your signing of a preliminary Agreement or Franchise Agreement, you will be required to sign a Confidentiality Agreement (for Prospective Operators), a copy of which appears as **Exhibit A** to this Disclosure Document.

This training must be completed, to our satisfaction, prior to the opening of your Shop. A Scoop U-certified franchisee or manager is required at each location on a full-time and best-efforts basis. This person can include either:

1. You (as an individual or as an owner of a beneficial interest in the franchisee, who we approve) or

2. Your manager of a soon-to-be-opened shop (if you will not be the on-premises supervisor of the shop on a full-time basis)

All of our Scoop U trainers operate under the supervision of Amanda Charron, who serves as Global Learning and Development Manager. Ms. Charron has been with Ben & Jerry's since 2005, and had managed the flagship Burlington Scoop Shop location for over 7 years.

Additional Scoop U training can be scheduled for individuals fitting the criteria described in the paragraphs following the charts as needed and/or as space permits in our sessions. To become Scoop U certified, you must complete the following initial training program and requirements.

All training programs described below (Pre-Opening, Opening, and Follow Up Training) are provided on an as-needed basis.

TRAINING PROGRAM

SUBJECT	HOURS OF VIRTUAL OR INSTRUCTOR LED TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
Ice Cream 101 - Product Summary - Approved Products	:30	0	Scoop University South Burlington, VT

SUBJECT	HOURS OF VIRTUAL OR INSTRUCTOR LED TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
- Our Flavors/Flavor Facts - Dipcase Setup - Dipcase Tour & Tasting flavors			
Scooping 101 - Health & Hygiene - Scooping Tools & Technique - Portions - Practice	:30	0	Scoop University South Burlington, VT
Product Quality & Handling - Overview - Shelf Life & Handling - Quality testing and reporting issues	:30	0	Scoop University South Burlington, VT
Foreign Objects & Allergies - Reducing Risk of Allergic Reactions - Serving Allergenic Customers - Foreign Objects	:30	0	Scoop University South Burlington, VT
Activism, Social Mission & Sustainability - Mission Statement - Initiatives - Executing in Shops	1:30	0	Scoop University South Burlington, VT
Cleaning and Equipment - Approved Cleaning system - Cleaning/Sanitizing/3-bay sink - Scoop Shop Evaluation - Checklists - Dipcases/Freezers - Refrigerators - Other equipment/smallwares - Equipment use and maintenance	:30	0	Scoop University South Burlington, VT
Waterbury Experience/Tour	1:00	0	Ben & Jerry's Waterbury Facility Waterbury, VT
PR - Introduction & Examples - Why do PR?	:30	0	Scoop University South Burlington, VT
Orders/Vendors/Distribution - Ice Cream Orders - Retail Gift Program - Suppliers - Distribution/Supply Chain - Deliveries - Dry Storage Guidelines	0:30	0	Scoop University South Burlington, VT
Menu Items - Baked Goods (Waffle cones, Brownies, Cookies)	3	0	Scoop University South Burlington, VT

SUBJECT	HOURS OF VIRTUAL OR INSTRUCTOR LED TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
- Sundaes - Frozen Drinks			
Cash Handling and Security - Cash Handling Standards - Overages/Shortages - Deposits	:30	0	Scoop University South Burlington, VT
Introduction to POS - System Overview - Pieces/Parts - Ringing in Sales/Using the System - Practice - Back of House Information - Recommended Dashboard Reports	:30	0	Scoop University South Burlington, VT
Introduction to Cakes - How to sell a cake - Display vs. order cakes - Cake board - Storage and shelf lives - Packing cakes: hands-on practice - Decorating cakes: hands-on practice	2:30	0	Scoop University South Burlington, VT
Introduction to Consumer Services - Consumer complaints/praises - How to handle product issues	:30	0	Scoop University South Burlington, VT
Scoop Percent - What is Scoop Percent? - Managing Portion Control	:30	0	Scoop University South Burlington, VT
Open Scoop U for Business	1:30	0	Scoop University South Burlington, VT
Brand Experience at Company-Owned Scoop Shop		4	Downtown Store Burlington, VT
Cost of Goods Sold - Theoretical Cost of Goods Sold - Using the workbook/calculating - Actual Cost of Goods Sold - Controlling costs - Weekly Ice Cream Inventory form	:30	0	Scoop University South Burlington, VT
Monthly Financial Reporting - Requirements - Reporting Workbook/Portal Reporting - 4% Marketing Plan - Approved Marketing Expenses	:30	0	Scoop University South Burlington, VT
Financial Management - P&L Review - Break Even Analysis	:30	0	Scoop University South Burlington, VT

SUBJECT	HOURS OF VIRTUAL OR INSTRUCTOR LED TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
Retail Marketing/Digital - Current Promotions - Local Store Marketing Tools - Gift Cards - Scoop Shop Webpages - Social Media - Search - On-Demand	1:00	0	Scoop University South Burlington, VT
Catering - Introduction to Catering - Equipment Overview - How to Execute an Event	:30	0	Scoop University South Burlington, VT
Hiring & Training/Staff Development - Training Programs & Tools - Customer Service Standards	:30	0	Scoop University South Burlington, VT
Current Programs - Franchisee Incentives - Compliance	:30	0	Scoop University South Burlington, VT
R&D	:30	0	Scoop University South Burlington, VT

Times indicated also include meet and greets with various members of the Ben & Jerry's community, as well as clean up and review/wrap of each day.

Scoop U training is a mixture of classroom-style learning and online learning using the Rolling Cone and Ben & Jerry's Operations Manual as guide along with Scoop U online and hands-on experience in our demo Scoop Shop located at our corporate headquarters. Scoop U training may be administered fully virtually under certain circumstances, in which case the curriculum may be modified.

Pre-Opening Training

Scoop U consists of three full days of instruction conducted at our central office headquarters in South Burlington, Vermont, along with pre-work prior to arriving in Vermont and supplemental remote/virtual instruction as needed. The training program consists of lectures, presentations, conversations, field trips and hands-on experience conducted both in Scoop U as well as one or more of our company-owned Scoop Shops. Our instructors have management experience with our company-owned locations and/or franchised Scoop Shops. Various members of our Retail Operations staff will also provide instruction during Scoop U Training.

The training agenda shown in the chart above represents the training program for a Scoop Shop with a full menu offering. The hours shown in the chart are estimates and may vary based on a variety of factors, including: your experience, the size of your Shop, the range of Products that will be offered at your Shop, and the number of trainees in your program.

As described above, the Franchise Agreement provides for a certain number of initial attendees. We will provide, at no charge to you, instructors and training materials for the initial Scoop U Training for those attendees. In the event of a transfer, we will not require payment of an initial training fee to attend Scoop U for up to three (3) operators and managers of the transferee who complete training within the first six (6) months after the transfer takes place. If you are in need of training certification for additional persons, a training fee of up to $1,800.00 per person may be charged. You and your employees will be responsible for all other expenses that are incurred in connection with attending this and any other training program, including the cost of transportation, lodging, meals, and wages.

Opening Training

We will determine the level and duration of opening services you receive, based both on the results of your performance and evaluations received during Scoop U Training as well as our assessment of your level of readiness in opening the new Shop. Training support following the Shop's opening generally includes refreshing the franchisee and employees on our company history, preparation of menu items, sanitation and equipment maintenance, customer service, cake decoration, use of the POS System, and other skills associated with the daily operation of the Shop.

The trainer will also dedicate additional time to assist you in setting up initial business systems. For those franchisees opening additional locations, the level of service provided in the field to open additional locations may be modified to meet the skills of the existing franchisee and its staff.

Follow-Up Training

You, your manager and other employees may also be required to attend additional courses, seminars, and other training programs as we may require from time to time (and for which we may impose a fee). Additionally, for any new employee in the position of manager, we may require such employee to attend and successfully complete all or any portion of Scoop U Training, for which we may charge a fee.

Every 5 years, you must also attend such additional courses, seminars, and other training programs as we may require, irrespective of the number of Shops you operate. You will be responsible for all expenses, including tuition (if any is charged), for any training programs required of new or replacement managers, additional courses, seminars, training programs or refresher training programs.

Franchisee Advisory Council

We have organized and facilitated the growth of a council known as the "Ben & Jerry's Franchisee Advisory Council" ("**Council**"). The Council is composed of a representative group of eligible franchisees who meet periodically with us to discuss ideas, suggestions, as well as mutual problems and concerns. The purpose of the Council is, among others, to promote open communication between us and our franchisees. The Council serves in an advisory capacity and does not have the authority to directly modify our policies. However, we do acknowledge the Council's input in as much as it represents the experience and perspective of the entire franchise

system. When acting in its advisory capacity, all of the Council's recommendations are restricted to issues related to the System and not to issues of individual franchisees.

Manager Advisory Council

We have organized and facilitated the growth of a council known as the "Ben & Jerry's Manager Advisory Council" ("**MAC**"). The MAC is composed of a representative group of managers, nominated by the Operations Team or through a systemwide nomination process, who meet periodically with us to discuss ideas, offer suggestions, as well as share mutual problems and concerns. We also support their growth through various training programs presented to them. The purpose of the MAC is, among others, to promote open communication, learn from Managers on the front lines in our system, as well as help them grow. The MAC serves in an advisory capacity and does not have the authority to directly modify our policies. However, we do acknowledge the MAC's input in as much as it represents the experience and perspective of the entire franchise system. When acting in its advisory capacity, all of the MAC's recommendations are restricted to issues related to the System and not to issues of individual locations.

ITEM 12
TERRITORY

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets we own, or from other channels of distribution or competitive brands that we control. Your Franchise Agreement will specify the Authorized Location, Special Venue and Institutional Facility for your Shop.

Under the Franchise Agreement, we and our affiliates retain all the rights that we do not specifically grant to you. Among the rights that we retain are the following (the following list is only for purposes of illustration and is not meant to limit our rights):

(1) We may own, acquire, establish, and/or operate and license others to establish and operate, Scoop Shops, or other types of Ben & Jerry's Shops selling the Products at any location outside the Special Venue;

(2) We may own, acquire, establish and/or operate and license others to establish and operate, businesses under the Proprietary Marks, at any location, and which may be similar to your Shop but which do not operate under the System and are not operating as retail ice cream, sorbet, frozen yogurt and/or frozen dessert items businesses, at any location;

(3) We may acquire, own and/or operate, and license others to operate, businesses under other proprietary marks and other systems, whether the businesses are similar or different from your Shop, at any location;

(4) We may own, acquire, establish, and/or operate and license others to establish and operate, Scoop Shops, or other types of Ben & Jerry's Shops within other special venues, if any, within the Institutional Facility where your shop is located and regardless of the proximity of the Ben & Jerry's Shop or other special venue to your Authorized Location;

(5) We may give, donate, or contribute Products to charitable and community organizations and events for fund raising and other events, and offer Products for sampling by consumers and organizations for product testing, promotions and demonstrations at any location except the Authorized Location unless approved by you;

(6) We may sell or distribute, or license others to sell or distribute, at, to and/or from any location or site (whether real or virtual and notwithstanding its proximity to your Authorized Location), whether outside the Institutional Facility, or, if the Special Venue is a portion of the Institutional Facility, then within the Institutional Facility and outside of the Special Venue, any products (including any Products) whether or not under, in connection with or bearing any or all of the Proprietary Marks, and whether or not pre-packaged and whether sold or distributed for on-premises consumption, take-out or delivery. For example, this would include sales: (a) at and/or to institutional facilities (other than to locations within the Special Venue), and other facilities serviced by contract feeders; (b) at and/or from retail outlets (including without limitation supermarkets, groceries, mom & pops, gourmet shops, convenience stores, and food carts) and non-food retail stores (including without limitation warehouse clubs, drug stores, and book stores); (c) at, to, and/or from restaurants, food stations, carts, kiosks, coffee shops, pizza and other delivery shops, food courts, convenience stores, and any place at or from which food for consumption is sold; (d) through Catering, subject to the terms of your Franchise Agreement, or to audiences at off-premise special events, including specialty parties, weddings, festivals and business events; and (e) through delivery, mail order, catalogue sales, direct mail, toll-free numbers, the Internet (e-commerce), third-party delivery services, and/or any other means of distribution, including through alternative channels or methods of distribution, whether existing now or in the future.

As described in **Item 1**, you may conduct Catering at or to any location within the Special Venue. You may not scoop or sell Ben & Jerry's Products and/or Non-Proprietary Products or conduct Catering outside of the Special Venue.

* * *

You may not relocate the Shop from the Authorized Location unless you obtain our prior written approval of your request to relocate, which request must meet certain criteria. The substitute location must be within the Special Venue. Among other factors, we will assess your financial ability to meet the necessary costs incurred in relocating. We are not required to approve any relocation request. If you qualify to relocate, we will require that you enter into our then-current form of Franchise Agreement (replacing your existing franchise agreement) for the remainder of the term of your franchise. Although you will not pay an initial fee for entering into our then-current form of franchise agreement (as it will cover only the remainder of term of your existing franchise), we will charge a fee for the re-location of a franchise to include our costs for the evaluation of you, your proposed site and the documentation of your proposed location and replacement franchise agreement. See **Item 6** for more information regarding the relocation fee.

Our Affiliated Entities

As described in **Item 1**, Homemade (our direct parent company) and some of its affiliated entities sell ice cream and yogurt products and frozen novelty desserts and other products nationwide under several brands (including for example, Talenti, Breyers and Good Humor, and, by Homemade, under the Ben & Jerry's name) to wholesale accounts (such as restaurants), retail accounts (such as groceries and convenience stores), wholesalers, or otherwise, to any account and at any location. In addition, our indirect affiliate, Grom, sells through its company-owned outlets and, when established, its franchised outlets, gelato, sorbet and other frozen desserts under the

"GROM" marks. The Franchise Agreements do not restrict the ability of these entities to sell or license others to sell their products into or within any area or through any account or manner of distribution.

ITEM 13
TRADEMARKS

The Franchise Agreement will allow you to use the Proprietary Marks for your Shop. Of the Proprietary Marks for the United States, the principal marks that you will use are registered on the Principal Register of the United States Patent and Trademark office and are currently owned by Homemade, which is our direct parent company (see **Item 1**). The principal marks you will use are:

Mark	Registration Number	Registration Date
BEN & JERRY'S	1,303,989	November 6, 1984 (renewed as of January 29, 2025)
BEN & JERRY'S	1,961,757	March 12, 1996 (renewed as of March 20, 2026)
BEN & JERRY'S, design and banner	2,203,988	November 17, 1998 (renewed as of July 19, 2019)

Homemade has timely filed, or intends to timely file, with the USPTO all required affidavits of use and renewal applications, when due, for the Proprietary Marks. There are no currently effective material determinations of the USPTO, the Trademark Trial and Appeal Board, the trademark administrator of any state, or any court, and no pending infringement, opposition, or cancellation proceeding, or any pending material litigation, involving the Proprietary Marks, which may be relevant to their use in this state or in any other state. We do not know of any infringing uses that could materially affect your use of the principal marks in this state or elsewhere.

You must promptly notify us of any unauthorized use of the Proprietary Marks, any challenge to the validity of the Proprietary Marks, or any challenge to our ownership of, or right to use and to license others to use, or your right to use, the Proprietary Marks. We have the right to direct and control any administrative proceeding or litigation involving the Proprietary Marks, including any settlement. We have the right, but not the obligation, to take action against uses by others that may constitute infringement of the Proprietary Marks. We will defend you against any third-party claim, suit, or demand arising out of your use of the Proprietary Marks. If we determine that you have used the Proprietary Marks in accordance with the Franchise Agreement you have signed to operate the Shop, we will bear the cost of defense, including the cost of any judgment or settlement; however, you must bear the salary costs of your employees. If we determine that you have not used the Proprietary Marks in accordance with the Franchise Agreement you signed to operate the Shop, you must bear the cost of defense, including the cost of any judgment or settlement. If there is any litigation relating to your use of the Proprietary Marks, you must execute all documents and do all things as may be necessary to carry out a defense or prosecution, including becoming a nominal party to any legal action. Unless litigation results from your use of the

Proprietary Marks in a manner inconsistent with the terms of the Franchise Agreement we will reimburse you for your out-of-pocket costs.

Our right to use and license others to use the Proprietary Marks is exercised through a trademark license agreement with Homemade (the "**Trademark Agreement**"). Under the Trademark Agreement, we are granted the right to use and to permit others to use the Proprietary Marks. The initial term of the Trademark Agreement is for ten years, and with the right to extend the agreements for additional terms of ten years. The Trademark Agreement does not include any provisions related to termination in the event of default. In the event that we were ever to lose our rights to the Proprietary Marks, Homemade is required under the Trademark Agreement to allow our franchisees to maintain their rights to use the Proprietary Marks in accordance with their franchise agreements (including during any renewal period for which franchisees qualify under their existing agreements). Other than the Trademark Agreements, there are no agreements currently in effect which limit our rights to use or license the use of any Proprietary Mark. As earlier described, in addition to the principal marks listed above in this item, we typically use additional trademarks, service marks and other logos as part of the System, including trademarks for identifying various flavors of ice cream as we specify from time to time. For one trademark we currently use for an ice cream flavor, we have provided a third party with a limited and non-exclusive license to use the trademark in connection with clothing.

We reserve the right to substitute different proprietary marks for use in identifying the System and the businesses operating under it if we, in our sole discretion, determine that substitution of different marks as Proprietary Marks will be beneficial to the System. You must promptly implement any substitution of new Proprietary Marks.

You must not use the Proprietary Marks (including our service marks), the abbreviations "B&J" or "BJ," or any of the names that we now, or in the future, use for Ben & Jerry's Products (for example, "Vermonster") as part of your corporate, partnership, or other legal name, or to identify you or your Shop in any other legal or financial activity (including in connection with any bank account or trade account), or as part of any e-mail address, domain name, or other identification of you or your Shop in any electronic medium, unless agreed to in advance, in writing, by us. You must also submit to us, for prior written approval, any corporate, partnership, or other legal name that you propose to use. As necessary to conduct the business of your Shop and obtain business permits for the operation of your Shop, you may indicate that your Shop will be doing business under the trade name "Ben & Jerry's" provided that you clearly identify yourself as the owner and operator of the Shop and properly identify the legal name under which you (or your business entity) will be acting.

ITEM 14
PATENTS, COPYRIGHTS, AND PROPRIETARY INFORMATION

Patents and Copyrights

We do not own any right in or to any currently registered or pending patents or copyrights that are material to the franchise. However, we claim common law copyright protection for the Manual for the Ben & Jerry's System and our other forms and materials. We also claim proprietary rights in the confidential information and trade secrets contained in the Manual for Ben & Jerry's Shops.

Confidential Manual

After you and your manager complete Scoop U Training to our satisfaction, we will provide you with access, via electronic media, for the term of your franchise. The Manual will be provided through electronic files. We will provide you with the Manual, as well as other instructional materials, through electronic media, including the Internet or the Ben & Jerry's Extranet. You must treat the Manual, any other materials created for or approved for use in the operation of your Shop, and the information contained in them, as confidential, and must use reasonable efforts to maintain this information (both in electronic and written format) as proprietary and confidential. You must not copy, download, print or otherwise reproduce these materials or otherwise make them available to any unauthorized person. The Manual will remain our sole property. You must keep it accessible only in a secure place on the Shop premises or at the office which supports the Shop.

The Manual contains standards, methods, policies, guidelines and procedures, some of which are mandatory and others of which are suggestions. We may revise the contents of the Manual periodically. You must ensure that the version of the Manual to which you refer is the most current version. If there is a dispute as to the contents of the Manual, the terms of the master version, which we maintain at our home office, will control.

Confidential Information

You must not, during or after the term of the agreements you execute, divulge or use for the benefit of anyone else any confidential information concerning the System and the methods of operation of the Shops. You may divulge confidential information only to those employees who must have access to it in order to operate your Shop. Any and all information, knowledge, and other data which we designate as confidential will be deemed confidential.

At our request, you must obtain and provide us with signed covenants to maintain the confidentiality of information from any or all of the following persons: (1) your managers and any other personnel employed by you who have received or will receive training, including Scoop U Training, from us; (2) all of your officers, directors, and holders of a beneficial interest of 1% or more of your securities and of any corporation, partnership, or limited liability company directly or indirectly controlling, controlled by, or under common control with you if you are a corporation, partnership, or limited liability company; and (3) your members, general partners, and any limited partners. These covenants must be in a form we find satisfactory, and specifically identify us as a third-party beneficiary of these covenants with the independent right to enforce them.

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

During the term of your franchise, except as we otherwise approve in writing, you must devote your "full time and best efforts" to the management and operation of the Shop, which consists of a minimum of 40 hours per week with certain additional availability to attend to issues that arise outside of the normal business hours that you determine need to be addressed. You may hire one or more fully-trained managers who has completed Scoop U Training to assist you with the operation of the Shop so long as you maintain your full-time role as the operator of your

Shop(s). Either you, or your fully-trained manager who has completed Scoop U Training to our satisfaction, must, at all times, provide supervision of the Shop. We strongly recommend, however, that you provide the on-site supervision. You must notify us of any replacement of any manager. We do not have the right to otherwise approve the manager, and you have the authority and control over the day-to-day operations of your Shop and your employees.

If the franchisee is a corporation, a partnership, or a limited liability company, you must, except as we otherwise approve in writing, have a person who has a minimum of 20% beneficial interest in the entity that is the franchisee devote his/her full time and best efforts to the management and operation of the Shop. The franchisee entity may hire one or more fully-trained managers who have completed Scoop U Training to assist the full-time and best efforts operator with the operation of the Shop. Managers must attend and successfully complete to our satisfaction our Scoop U Training program, as described in **Item 11**.

Any manager or personnel employed by you who has received or will receive training, including Scoop U Training, from us, may be required to sign a written agreement to execute covenants, as described in **Item 14** of this Disclosure Document, under the subheading "Confidential Information."

ITEM 16
RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

You must use the premises solely to operate the Shop.

You must not use the premises of your Shop for any other purpose or activity that is not provided for in the Franchise Agreement without first obtaining our written consent. If you desire to engage in Catering, you must comply with the terms described in **Item 12**. You must keep the Shop open and in normal operation for the minimum hours and days is required by the Institutional Facility in which your Shop is located (or, if your Institutional Facility does not designate minimum hours and days, then the minimum hours and days that we may specify in the Manual or otherwise in writing). Typically, your Shop must be open and operating for the same days and operating hours that the venue in which you are located is open and operating. You must operate the Shop in strict conformity with the specifications contained in the Manual or otherwise in writing. You must not deviate from our specifications and procedures without first obtaining our written consent.

You must sell only those Products that we have expressly approved in writing and which meet our current standards as established in the Manual or otherwise in writing. You must not sell any other kind of service or product without first obtaining our written consent. You must discontinue selling or offering for sale any Products which we, in our sole discretion, disapprove in writing at any time. You will have sole discretion as to the prices of all Products you offer and sell to your customers, although we reserve the right, according to applicable law, to establish maximum, minimum or other pricing requirements with respect to the prices that you may charge.

You must comply with all reasonable requirements if we supplement, improve, or modify the System, including offering and selling new or different Products that we specify. We have the right to change the types of authorized Products, and there are no limits on our right to make changes.

For a description of your restrictions on some purchases, see **Item 8** of this Disclosure Document.

Except as described above, neither the Franchise Agreement nor any other practice restricts the goods or services which you may offer, or the customers you may solicit.

ITEM 17
RENEWAL, TERMINATION, TRANSFER, AND DISPUTE RESOLUTION

THE FRANCHISE RELATIONSHIP

This table lists important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.

Provision	Section in Franchise or other Agreement	Summary
a. Length of the franchise term	§ 2.1 of Franchise Agreement	5 years
b. Renewal or extension of the term	§ 2.2 of Franchise Agreement	1 additional 5-year term
c. Requirements for you to renew or extend	§ 2.2 of Franchise Agreement	You may seek to renew the right to operate a Shop upon satisfaction of the following requirements: notice; satisfaction of monetary obligations; compliance with Franchise Agreement and all other agreements with us or our affiliates; compliance with lease or sublease for premises; release; execute then-current form of Franchise Agreement (the then-current form of Franchise Agreement may contain materially different terms and conditions than the original Franchise Agreement); payment of the renewal fee; comply with then-current training requirements; renovate to reflect then-current image of System; and present evidence of right to remain in possession of premises for renewal term.

Provision	Section in Franchise or other Agreement	Summary
d. Termination by you	Not Applicable	
e. Termination by us without cause	Not Applicable	
f. Termination by us with cause	§ 15 of Franchise Agreement	We can terminate you if you default.
g. "Cause" defined – curable defaults	§§ 15.3 and 15.4 of Franchise Agreement	All other defaults not specified in §§ 15.1 and 15.2 of the Franchise Agreement.
h. "Cause" defined – non-curable defaults	§§ 15.1 and 15.2 of Franchise Agreement	Bankruptcy, acting inconsistent with the lease or sublease, conviction of felony, misuse of or unauthorized use of the Proprietary Marks, transfer without approval or contrary to terms of Franchise Agreement.
i. Your obligations on termination/non-renewal	§ 16 of Franchise Agreement	Cease to operate the Shop; cease to use the Proprietary Marks; cancel any assumed name registration; at our option, assign the lease or sublease for the premises; complete de-identification; payment of amounts due to us, our affiliates and suppliers; turn over Manual; deliver, at no charge to us, all furnishings, equipment, and signs that bear the Proprietary Marks or are proprietary to the System; at our option, to sell us all other furnishings, equipment, signs, fixtures and supplies related to the Shop; and comply with covenants.
j. Assignment of contract by us	§ 14.1 of Franchise Agreement	There are no limits on our right to assign the agreement(s).
k. "Transfer" by you – defined	§ 14.2 of Franchise Agreement	Includes transfer of any direct or indirect interest in Franchise Agreement, Franchisee, the Shop or all or

Provision	Section in Franchise or other Agreement	Summary
		substantially all of the assets of the Shop.
l. Our approval of transfer by you	§ 14.3 of Franchise Agreement	We have the right to approve transfers.
m. Conditions for our approval of transfer	§ 14.3 of Franchise Agreement	You must satisfy the following requirements before we will approve your request for a transfer: payment of money owed; the transferee must enter into a written assignment and sign new Franchise Agreement; non-default; general release; transferee meets then-current educational, managerial, socially responsible and business standards; if the Shop has not been renovated within the last 5 years, renovate the Shop to image of new or recently remodeled Shops; transferor remain liable for obligations which arose prior to transfer; training for transferee and manager; and payment of transfer fee.
n. Our right of first refusal to acquire your business	§ 14.6 of Franchise Agreement	We can match any offer to purchase (except offers made by a spouse, domestic partner, parent or child of the seller) any direct or indirect interest in the Franchise Agreement, franchisee entity, the Shop, or in all or substantially all of the assets of the Shop.
o. Our option to purchase your business	§ 16.8 of Franchise Agreement	Upon termination or expiration of the Franchise Agreement, we can purchase any or all of the inventory and nonproprietary furnishings, equipment, signs, fixtures, and supplies related to the operation of the Shop at the

Provision	Section in Franchise or other Agreement	Summary
		lesser of your cost or fair market value.
p. Your death or disability	§ 14.7 of Franchise Agreement	Interest in the Shop must be transferred to a third–party we have approved within 3 months after death or incapacitation.
q. Non-competition covenants during the term of the franchise	§ 17.3 of Franchise Agreement	You must not own, maintain, operate, engage in, or be employed by any other business at or adjacent to the Authorized Location that is not under the System and is significantly engaged in the sale of ice cream, sorbet, frozen yogurt and/or other frozen dessert items. (a "**Competitive Business**")
r. Non-competition covenants after the franchise is terminated or expires	§ 17.4 of Franchise Agreement	Includes 2-year prohibition identical to those described in section "q" above, at or within a 5-mile radius of the Authorized Location or of any other Scoop Shop under the System. unless you are an Operator under the System under a franchise agreement with us.
s. Modification of the agreement	§ 24 of Franchise Agreement	Must be in writing executed by both parties.
t. Integration/merger clause	§ 24 of Franchise Agreement	Only the terms of the Franchise Agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and

Provision	Section in Franchise or other Agreement	Summary
		Franchise Agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	§ 26 of Franchise Agreement	Non-binding mediation by mediator or through established mediation program we select or by a mediator that is agreed upon.
v. Choice of forum	§ 26.4 of Franchise Agreement	Judicial district where we have our principal place of business at the time the action is initiated.
w. Choice of law	§ 26.1 of Franchise Agreement	Vermont Law.

ITEM 18
PUBLIC FIGURES

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

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 stores, if there is a reasonable basis for the information, and if the information is included in the Franchise 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 Shop 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.

Please read the following charts in conjunction with the notes that follow:

	Special Venue	
	Count	%
≧$600K	6	38%
$500,000 - $599,999	0	0%
$400,000 - $499,999	2	12%
$300,00 - $399,999	3	19%
$200,00 - $299,999	1	6%
<$200K	4	25%
Total	**16**	**100.0%**

Note 1: Chart 1 reflects reported historical sales data for Special Venue Scoop Shops that operated during the 52-week period ending December 31, 2025 (including shops operating under the Food Service Provider Agreement, see Note 2, below). As of December 31, 2025, there were 16 Special Venue Scoop Shops that reported sales each month during this time period or that reported sales during those months that they are open for business, if they are only open seasonally. The median reported gross sales for these Special Venue Scoop Shops was $475,477. The average reported gross sales in 2025 for these Special Venue Scoop Shops was $543,152. Among these Special Venue Scoop Shops, the lowest reported gross sales for 2025 was $195,043 and the highest reported gross sales for 2025 was $1,931,177. The median is defined as the midpoint such that fifty percent of Scoop Shops attained or surpassed this figure and fifty percent of Scoop Shops did not surpass or did worse that this figure.

Note 2: From April 2002 until April 2012, Ben & Jerry's offered a Food Service Provider Franchise Agreement ("**FSP Agreement**"), which was typically offered to institutions and/or providers of food and other managed services, contract feeders, and the like. In 2012, the FSP Agreement was replaced by the Special Venue Franchise Agreement ("Special Venue Agreement"), which was made available to any operator who had access to a special or limited purpose, limited access, or captive audience facility, or other type of institutional account (including, for example, airports and other public transportation facilities, parks, stadiums, business and industrial complexes, government offices, military bases, educational institutions and facilities, health care facilities, theaters, museums, art centers, zoos, warehouse clubs, amusement centers, and casinos). As these FSP Agreements expire, we migrate them to the Special Venue Agreement. Further, as Traditional Scoop Shop Franchise Agreements (see note 3B below) which were entered into for locations that have a limited purpose, limited access or captive facilities expire, we migrate them to the Special Venue Agreement.

Note 3: Chart 1 above does not contain any sales information from the following:

A) There were 2 Special Venue Scoop Shops that have been open for less than the 52-week period ending December 31, 2025 if they opened for the first time or permanently closed during that course of time. There were 6 Special Venue Scoop Shops that were open seasonally.

B) Ben & Jerry's scoop shops that are not Special Venue Scoop Shops ("Traditional Scoop Shops"). As noted in Item 1, this Franchise Disclosure Document does not describe the franchise program for Ben & Jerry's Traditional Scoop Shops which is set forth in a separate Scoop Shop Franchise Disclosure Document. A copy of the Franchise Disclosure Document for Traditional Scoop Shops will be made available to you upon request. We had 157 Traditional Scoop Shops open at least one month during the 52-week period ending on December 31, 2025, and these are not included in the stated results.

C) Company-Owned Shops. Ben & Jerry's operates two (2) Company-Owned scoop shops in Vermont and these are not included in the stated results.

Note 4: The figures reflected in the chart were compiled from unaudited information reported to us by our franchisees. We have not independently verified any of the sales information upon which this financial performance representation is based and the information has not been prepared on a basis consistent with generally accepted accounting principles.

Note 5: The financial performance representations figures do not reflect the cost of goods, operating expenses or other costs or expenses (i.e. rent) that must be deducted from the gross sales figures to obtain your potential net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in opening and operating your Ben & Jerry's Scoop Shop.

Note 6: Many of the shops included in this data have been open and operating for years. These franchisees have achieved their level of sales after spending many years building customer goodwill at a particular location. A newly opened business should not be expected to achieve sales volume (or maintain expenses) similar to those of an established business.

Note 7: The Special Venue Scoop Shops represented in this chart include locations in airports, amusement parks, attractions, casinos, cinemas, cruise ships, resorts, and universities. As potential customer volume and traffic patterns vary widely within the Special Venue category, so do the sales volumes.

Note 8: The sales results for a Ben & Jerry's Special Venue Scoop Shop are affected by a number of factors including but not limited to: the physical location of your Special Venue Scoop Shop; local demographics, including daytime and residential population and income levels; site characteristics (i.e. visibility, traffic count, ease of ingress and egress, parking availability); seating; seasonality (particularly in colder climates); local competition; brand and product awareness in the geographic area in which the Special Venue Scoop Shop is located; and your individual marketing efforts. Sales may also be affected by other factors such as weather events and road construction affecting traffic patterns. Sales may also be affected by the strength of and public reception to the Ben & Jerry's brand, by overall brand marketing, by flavor availability and by the overall public desire for super-premium ice cream.

Note 9: Your sales will be affected by your own operational ability, which may include your experience with managing a business, your capital and financing (including working capital), continual training of you and your staff, customer service orientation, your business plan and the use of experts (for example, an accountant) to assist in your business plan. Your sales may be negatively affected if you do not adhere to our standards and systems. There are numerous factors that may affect sales at your Special Venue Scoop Shop, and the factors listed above and below are not an all-inclusive list of those factors.

Note 10: Global events such as pandemics, wars and natural disasters can impact your business. For example, the COVID 19 pandemic caused significant disruptions in customer demand, the supply chain for products and services, employee availability, and other aspects of operating a Scoop Shop. Moreover, inflation, local minimum wage laws and other circumstances beyond our and our affiliates' control can potentially increase the cost of labor and the production costs of the Products and other items that we require to be used, sold or offered in connection with the operation of a Scoop Shop. Accordingly, it is imperative to consider such factors when evaluating the Ben & Jerry's franchise offering.

Note 11: We do not make any promises or representations of any kind that you will achieve any particular results or level of sales or profitability or even achieve break-even results in any particular year of operation.

Note 12: Except for the information presented above, we do not make any representations about a franchisee's future financial performance or the past financial performance of franchised shops. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting: Ben & Jerry's Franchising, Inc., 35 Thompson St., South Burlington, Vermont, 05403 or at (802) 846-1500, the Federal Trade Commission, and the appropriate state regulatory agencies.

Note 13: Written substantiation for the financial performance representation will be made available to you upon reasonable request.

Please note: Some Ben & Jerry's Scoop Shops have sold the amounts reflected in the charts above. Your individual results may differ. There is no assurance that you'll earn as much.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Special Venue Scoop Shop Outlet Summary
For Years 2023 to 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	35	22	-13
	2024	22	17	-5
	2025	17	17	0
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	**2023**	**35**	**22**	**-13**
	2024	**22**	**17**	**-5**
	2025	**17**	**17**	**0**

Notes:

1) All numbers are as of December 31 for each year.

2) We and/or our affiliates also have franchises and/or company-owned stores in portions of Europe and Asia, as well as Australia and New Zealand, Canada, and in the Caribbean. For details, visit our website at www.benjerry.com.

3) This Franchise Disclosure Document does not describe the franchise program for Ben & Jerry's traditional Scoop Shops, which is set forth in a separate Scoop Shop Franchise Disclosure Document. A copy of the Franchise Disclosure Document for traditional Scoop Shops will be made available to you upon request.

Table No. 2
Transfers of Special Venue Scoop Shop Outlets
from Franchisees to New Owners (Other than the Franchisor)
For Years 2023 to 2025

State	Year	Number of Transfers
District of Columbia	2023	0
	2024	0
	2025	1
Washington	2023	1
	2024	0
	2025	0
Total	**2023**	**1**
	2024	**0**
	2025	**1**

Note: States not listed had no franchise transfer activity during the relevant period.

Table No. 3
Status of Franchised Special Venue Scoop Shop Outlets
For Years 2023 to 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations Other Reasons	Outlets at End of the Year
Arizona	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	1	0
	2025	0	1	0	0	0	0	1
California	2023	2	0	0	0	0	1	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Colorado	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Connecticut	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	1	1
	2025	1	0	0	0	0	0	1
District Of Columbia	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations Other Reasons	Outlets at End of the Year
Florida	2023	8	0	0	0	0	8	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Georgia	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	1	0
	2025	0	0	0	0	0	0	0
Illinois	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	1	0
	2025	0	0	0	0	0	0	0
Maryland	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Massachusetts	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Minnesota	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Mississippi	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Missouri	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Nevada	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
	2025	3	0	0	0	0	0	3
New Jersey	2023	2	0	0	0	0	2	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
New York	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	1	2
	2025	2	0	0	0	0	1	1
Tennessee	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Texas	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	01	0	0	0

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations Other Reasons	Outlets at End of the Year
Vermont	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Washington	2023	2	1	0	0	0	0	3
	2024	3	0	0	0	0	0	3
	2025	3	0	0	0	0	0	3
Total	**2023**	**35**	**1**	**0**	**0**	**0**	**14**	**22**
	2024	**22**	**0**	**0**	**0**	**0**	**5**	**17**
	2025	**17**	**1**	**0**	**0**	**0**	**1**	**17**

Notes:

1) All numbers are as of December 31 for each year.

2) We and/or our affiliates also have franchises and/or company-owned stores in portions of Europe and Asia, as well as Australia and New Zealand, Canada, Brazil and in the Caribbean. For details, visit our website at www.benjerry.com.

3) There has been no franchise-related activity in states not listed above.

Table No. 4
Status of Company-Owned Scoop Shop Outlets
For Years 2023 to 2025

State	Year	Outlets at Start of the Year	Outlets Opened	Outlets Reacquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
Vermont	2023	2	0	0	0	0	2
	2024	2	0	0	0	0	2
	2025	2	0	0	0	0	2
Total	**2023**	**2**	**0**	**0**	**0**	**0**	**2**
	2024	**2**	**0**	**0**	**0**	**0**	**2**
	2025	**2**	**0**	**0**	**0**	**0**	**2**

Notes:
1) All numbers are as of December 31 for each year.

2) There has been no company-owned Shop activity in states not listed above.

Table No. 5
Projected Special Venue Scoop Shops Openings as of December 31, 2025

State	Franchise Agreements Signed But Outlet Not Opened	Projected New Franchised Outlets in The Next Fiscal Year	Projected New Company-Owned Outlets In the Next Fiscal Year
[State]	0	0	0
Total	**0**	**0**	**0**

The names, addresses, and telephone numbers of our franchisees and developer as of December 31, 2025 are listed in **Exhibit F**.

The name, city, state, and last known telephone number of every franchisee and developer who has had an agreement terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under our Franchise Agreement during the fiscal year ended December 31, 2025 or who has not communicated with us within ten weeks of the date of this Disclosure Document are listed in **Exhibit F**.

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

In some instances, current and former franchisees sign provisions restricting their ability to speak openly about their experience with Ben & Jerry's Franchising, Inc. You may wish to speak with current and former franchisees, but be aware that not all such franchisees will be able to communicate with you.

We do not know of any trademark-specific franchisee organization associated with the franchise system being offered. No independent franchisee organization has asked to be included in this Disclosure Document.

ITEM 21
FINANCIAL STATEMENTS

Our consolidated financial statements listed below are attached to this **Item 21** in the following order:

1. Audited Consolidated Financial Statements as of and for the years ended December 31, 2025 and December 31, 2024.

2. Audited Consolidated Financial Statements as of and for the years ended December 31, 2024 and December 31, 2023.

3. Unaudited Consolidated Financial Information[1] for the quarter ended March 31, 2026.

Our consolidated financial statements show that our revenue is derived from: (i) net sales from Company owned stores, (ii) franchise fee revenue (from initial franchise fees, and franchise fees related to area franchise agreements), (iii) royalty fee revenue, and (iv) commission revenue recognized at 20% of all ice cream sales that we facilitate between Homemade (our direct parent company) and our franchisees. The commission revenue of 20% is contractually paid to us by Homemade. Our consolidated financial statements do not show ice cream sales made to franchisees, or the costs of these ice cream sales made to franchisees. Those ice cream sales and related costs are reflected only on the books of Homemade.

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[1]The Unaudited Consolidated Financial Information has not been subject to an audit or review by an independent auditor.

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Financial Statements

December 31, 2025 and 2024

(With Independent Auditors' Report Thereon)

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

December 31, 2025 and 2024

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KPMG LLP
Suite 4000
150 John F. Kennedy Parkway
Short Hills, NJ 07078-2702

Independent Auditors' Report

The Board of Directors
Ben & Jerry's Franchising, Inc.

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the consolidated financial statements of Ben & Jerry's Franchising, Inc. and its subsidiary (the Company), which comprise the consolidated balance sheets as of December 31, 2025 and 2024, and the related consolidated statements of operations, changes in shareholder's equity, and cash flows for the years then ended, and the related notes to the consolidated financial statements.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2025 and 2024, and the results of its operations and its cash flows for the years then ended in accordance with U.S. generally accepted accounting principles.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated 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 Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with U.S. generally accepted accounting principles, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated 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 that the consolidated financial statements are issued.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' 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 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 consolidated financial statements.

KPMG LLP, a Delaware limited liability partnership, and its subsidiaries are part of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the consolidated 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 consolidated 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 consolidated 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.

KPMG LLP

Short Hills, New Jersey
May 18, 2026

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY
Consolidated Balance Sheets
(In Thousands)

	2025	2024
Assets		
Current assets		
Cash	$ 1,556	$ 1,487
Accounts receivable, allowance for credit losses of $22 and $90 at December 31, 2025 and 2024, respectively	1,350	348
Due from parent, net	41,993	35,002
Inventories	196	161
Prepaid expenses and other current assets	819	598
Total current assets	45,914	37,596
Deferred tax assets	494	326
Fixed assets, net	274	425
Right of use asset, operating	192	269
Indefinite Lived Intangibles	705	705
Total assets	$ 47,579	$ 39,321
Liabilities and Equity		
Current liabilities		
Accounts payable	$ 1,156	$ 693
Accrued liabilities	1,955	1,244
Due to related party	7,501	17,261
Current tax liabilities	542	458
Current portion of operating lease liability	82	79
Deferred revenue	83	54
Total current liabilities	11,319	19,789
Deferred revenue, noncurrent	573	308
Non-current portion of operating lease liability	128	210
Total liabilities	12,019	20,307
Shareholder's equity		
Common stock ($1 par value, authorized 1,000 shares; issued and outstanding, 100 shares)	-	-
Additional paid-in capital	29,773	14,311
Retained earnings	5,786	4,703
Total equity	35,559	19,014
Total liabilities and shareholder's equity	$ 47,579	$ 39,321

See accompanying notes to consolidated financial statements

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY
Consolidated Statements of Operations
(In Thousands)

	2025	2024
Net product sales	$ 5,835	$ 6,317
Other revenues		
Commission revenue	4,312	4,449
Franchise fee revenue	54	54
Royalty fee revenue	2,731	2,663
Franchise advertising contribution	2,130	2,191
Total revenues	15,062	15,674
Cost of sales	1,873	2,133
Gross profit	13,189	13,541
Selling, general and administrative expenses	11,726	11,824
Profit from operations	1,463	1,717
Other (expense) income		
Interest expense from related party	(6)	(8)
Profit before income taxes	1,457	1,709
Income tax (expense) benefit	(374)	(415)
Net profit	$ 1,083	$ 1,294

See accompanying notes to consolidated financial statements

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY
Consolidated Statements of Changes in Shareholder's Equity
(In Thousands)

	Common Stock Shares	Common Stock $1 par/Share	Paid-In Capital	Retained Earnings	Total Equity
Balance, December 31, 2023	100	$ -	$ 14,311	$ 3,409	$ 17,720
Net Profit	-	-	-	1,294	1,294
Balance, December 31, 2024	100	-	14,311	4,703	19,014
Capital Contribution / Conversion			15,462		15,462
Net Profit	-	-	-	1,083	1,083
Balance, December 31, 2025	100	$ -	$ 29,773	$ 5,786	$ 35,559

See accompanying notes to consolidated financial statements

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY
Consolidated Statements of Cash Flows
(In Thousands)

	2025	2024
Cash flows from operating activities:		
Net profit from operations	1,083	1,294
Adjustments to reconcile net profit to net cash provided by operating activities:		
Allowance for (recovery of) credit losses	-	44
Depreciation and amortization	151	155
Amortization of right of use asset, operating	77	77
Deferred income taxes	(168)	(50)
Changes in operating assets and liabilities:		
Accounts receivable	(1,002)	(17)
Inventories	(35)	58
Prepaid expenses and other assets	(221)	(182)
Due from parent, net	(6,991)	(11,761)
Accounts payable	463	152
Accrued liabilities	711	-
Operating lease obligations	(82)	(79)
Current tax liabilities	84	293
Due to related party	(9,760)	9,979
Deferred revenue	294	168
Net cash provided by operating activities	(15,396)	131
Cash flows from investing activities:		
Purchases of fixed assets	-	(33)
Net cash used in investing activities	-	(33)
Cash flows from financing activities:		
Capital Contributions/ Conversion	15,462	-
Payments on financing lease obligations	3	3
Net cash used in financing activities	15,465	3
Increase in cash	69	101
Cash at beginning of year	1,487	1,386
Cash at end of year	$ 1,556	$ 1,487

See accompanying notes to consolidated financial statements

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Notes to Consolidated Financial Statements (Dollars in Thousands)

December 31, 2025 and 2024

(1) Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies

(a) *Organization*

Ben & Jerry's Franchising, Inc. (the Company) is a wholly owned subsidiary of Ben & Jerry's Homemade, Inc. (Homemade or Parent). At the Company's inception, December 3, 1997, it issued 100 shares of $1 par value common stock to its' Parent, the sole owner of the stock issued. Homemade is a wholly owned subsidiary of Conopco, Inc. (Related Party), a New York corporation, which is an indirect subsidiary of Unilever, N.V. of Rotterdam and Unilever, PLC of London (together, Unilever). Conopco, Inc. is a holding company for Unilever's principal operations in the United States. Unilever, through its subsidiaries, is a global manufacturer and marketer of high quality, brand name products for consumers throughout the world.

The Company established a legal entity in 2010, Ben & Jerry's Gift Card LLC, (the Subsidiary) in Florida as a subsidiary of the Company. The purpose of the Subsidiary is to administer a national gift card program for the franchisees and Company owned stores. The Subsidiary is consolidated into the Company's financial statements, and all intercompany activity is eliminated.

On March 19, 2024, Unilever PLC announced plans to separate its Ice Cream business as a separate standalone business, and a productivity program to drive faster growth and higher margin for the Group. Due to the timing and the expected timeframe included as part of the announcement, we do not believe that there is any impact on the financial statements of the Company for the year ended December 31, 2025.

In December 2025, Unilever completed the separation of its global Ice Cream business into a standalone company, The Magnum Ice Cream Company ("TMICC"). As part of the demerger, the Company became a subsidiary of TMICC rather than Unilever. During the demerger, $15,462 of outstanding intercompany debt with Unilever was converted into equity for the Company. The conversion was accounted for as a capital contribution and, accordingly, did not affect the Company's results of operations.

Management concluded that no conditions or events 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.

(b) *Business*

The Company is a Vermont corporation incorporated on December 3, 1997. Effective December 29, 2000, the Company acquired from Homemade all of the rights to use, and license to use in the United States, the Ben & Jerry's trademarks, the franchise system (the System), and other intellectual property rights appropriate for the Company to fulfill the obligations of "franchisor" under the franchise and related agreements. The System refers to a distinctive system relating to the establishment and operation of company-owned and franchised scoop shops that feature Ben & Jerry's products, including ice cream, sorbet, frozen yogurt, frozen desserts, toppings, confections, novelties, fountain ingredients, and other food and beverage items, as well as proprietary gift products. Also on December 29, 2000, all Homemade owned stores and related franchising activities and support were contributed to the Company.

At December 31, 2025 and 2024, there were 192 and 207 franchise outlets in operation, respectively. During 2025 and 2024, the Company owned and operated the following stores:

Vermont

Burlington – Downtown
Waterbury

The Company relies on TMICC and Homemade to provide management, administrative and operational support post demerger. The consolidated financial statements include allocations from these companies of certain expenses, which management has determined to be a reasonable reflection of the utilization of services provided or the benefit received by the Company for the years ended December 31, 2025 and 2024.

The consolidated financial statements have been prepared with the understanding that Homemade has the ability and intent to financially support the Company's operations so as to enable the Company to meet its obligations as they become due through April 30, 2027, via a parental support letter dated April 2026.

(c) ***Use of Estimates***

The preparation of consolidated financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the consolidated financial statements and accompanying notes. The Company's significant estimates include the assessment of any impairment of its intangible assets and the allowance for credit losses. Actual results could differ from those estimates.

(d) ***Trade Accounts Receivable***

The Company records receivables and accesses collectability of outstanding receivables in accordance with ASC 326 Financial Instruments-Credit Losses.

Trade accounts receivable are recorded at the invoiced amount and do not bear interest. Amounts collected on trade accounts receivable are included in net cash provided by operating activities in the consolidated statements of cash flows. The Company maintains an allowance for credit losses for estimated losses inherent in its accounts receivable portfolio. The estimate of expected credit losses is based on the Company's historical loss experience, adjusted for current and reasonable and supportable forecasts of economic conditions and other pertinent factors affecting the Company's customers such as known credit risk or industry trends. The Company reviews its allowance for credit loss accounts monthly. Past due balances over 90 days and over a specified amount are reviewed individually for collectability. Account balances are charged off against the allowance after all means of collection have been exhausted and the potential for recovery is considered remote. The Company does not have any off-balance-sheet credit exposure related to its franchisees.

(e) ***Inventories***

Inventories are stated at the lower of cost or net realizable value. The Company costs inventory utilizing First In First Out (FIFO).

(f) ***Fixed Assets***

Fixed assets are carried at cost less accumulated depreciation and amortization. Depreciation, including amortization of leasehold improvements, is computed using the straight-line method over the shorter of the estimated useful lives of the related assets or lease term. Fixed assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. If circumstances require a long-lived asset or asset group be tested for possible impairment, the Company first compares undiscounted cash flows expected to be generated by that asset or asset group to its carrying amount. If the carrying amount of the long-lived asset or asset group is not recoverable on an undiscounted cash flow basis, an impairment is recognized to the extent that the carrying amount exceeds its fair value. Fair value is determined through various valuation techniques including discounted cash flow models, quoted market values and third-party appraisals, as considered necessary. For the years ended December 31, 2025 and 2024, no events or circumstances occurred that required an asset or asset group to be tested for impairment.

(g) ***Intangible Assets***

Intangible assets include territory rights. Under authoritative guidance for intangible assets, intangible assets deemed to have an indefinite life are not subject to amortization, but instead, are subject to an annual impairment test. As discussed in note 4, management evaluates the carrying value of its indefinite lived intangible assets on a yearly basis.

(h) ***Other Assets***

Other current assets and other assets consist of prepaid annual meetings, prepaid services and deposits.

(i) ***Leases***

The Company accounts for its leases in accordance with ASC 842 (Topic 842), *Leases*. The Company determines if an arrangement is or contains a lease at contract inception. The Company recognizes a right-of-use (ROU) asset and a lease liability at the lease commencement date. For both operating and financing leases, the Company separates lease and non-lease components. Lease liabilities are recognized at the present value of the fixed lease payments using a discount rate based on similar borrowing rates available to the Company. Right of use assets are recognized based on the initial present value of the fixed lease payments plus any direct costs from executing the leases. Lease assets are tested for impairment in the same manner as long-lived assets used in operations. The Company does not recognize ROU assets and lease liabilities for short-term leases that have a lease term of 12 months or less. The Company recognizes the lease payments associated with its short-term transportation equipment leases as an expense on a straight-line basis over the lease term. As of December 31, 2025, the weighted average discount rate of outstanding operating leases was 2.3%.

(j) ***Revenue Recognition***

Revenue is recognized in accordance with the five-step revenue model under *ASU 2014-09, Revenue from Contracts with Customers (Topic 606)* as follows; identifying the contract with the customer; identifying the performance obligations in the contract; determining the transaction price; allocating the transaction price to the performance obligations; and recognizing revenue when (or as) the entity satisfies a performance obligation.

The following are the main revenue streams for Ben & Jerry's Franchising:

- Revenue arising from Franchisees:
  - Franchise license fees
  - Royalties
  - Advertising fees
- Other revenues
  - Net Product Sales from Company owned stores
  - Commission Revenue from Parent

The Company's primary performance obligation related to revenue arising from Franchisees is granting certain rights to use the Company's intellectual property, and all other services the Company provides under the franchise agreement are highly interrelated, not distinct within the contract, and therefore accounted for under ASC 606 as a single performance obligation, which is satisfied over the term of each franchise agreement.

The Company has two company owned scoop shops as noted in b) above. These locations generate net product sales through customers purchasing ice cream and related products at a point in time (the customer transaction represents a single performance obligation that is satisfied in the shop) and are fully functioning scoop shops that mirror our independent franchisees. These shops report all their sales to the Company which appear as Net Product Sales on the Consolidated Statement of Operations. The Company pays all the expenses on behalf of the two locations.

The Company recognizes commission revenue from its Parent based on the Parent's gross manufacture and sales of ice cream products and ingredients specific to the franchise business. This single performance obligation is satisfied (commission earned) when these products are sold by the Parent to TMICC which then sells the products to the distribution network.

Franchise license fees

Generally, the franchise license granted for each scoop shop represents a single performance obligation. Therefore, initial franchise fees are recognized on a straight-line basis over the term of the respective franchise agreement, typically 10 years, from the date the scoop shop opens.

At the onset of a franchise agreement or prior to the end of an existing franchise term or as otherwise provided by the Company, any upfront fees are recognized on a straight-line basis over the term of the respective scoop shop agreement.

A franchisee may elect to renew the term of a franchise agreement and, if approved, may pay a renewal fee upon execution of the renewal term. Renewal fees paid are recognized in the same manner as upfront fees noted above.

If approved, a franchisee may transfer a franchise agreement to a new or existing franchisee, at which point a transfer fee may be paid and recognized over the term of the agreement. Transfers typically

result in a new franchise agreement with a 10-year full franchise shop term or a 5-year special venue shop term.

When a shop is transferred, a new agreement is created with the new franchisee and any transfer fee is recognized over the term of the new franchise agreement beginning at the time of transfer. Fees received or receivable that are expected to be recognized as revenue within one year are classified as current deferred revenue in the consolidated balance sheets. Accordingly, fees that are expected to be recognized beyond a year are classified as long-term deferred revenue.

Royalties

Royalty fees are earned from franchisees under terms of the franchise agreement and are up to 3% of monthly gross sales of franchise owned scoop shops. Under ASC 606, the Company applies the exception for variable consideration in the form of sales-based royalties and records its royalty revenue monthly, since these royalties relate to the Company's license of intellectual property (one performance obligation). The Company recognizes royalty fees in the month that the scoop shop recognizes its gross sales.

Advertising fees

Franchise agreements typically require the franchisee to contribute to a national franchisee marketing fund (2% Fund) on a monthly basis based on 2% of franchisee gross sales, which represents a portion of the consideration received for the single performance obligation of the franchise license. The 2% Fund receipts are required to be spent on costs that meet the definition of advertising costs under ASC 720-35. The Company may make a policy election whether to allow a net surplus in the income statement or whether the costs of advertising would be accrued up to advertising contributions recognized in revenue by applying the guidance on cooperative advertising by analogy (when the fund is in an underspent position), and an overspent position would not result in the acceleration of revenue or a deferral of costs. Per the Company's initial Franchisee Development Agreements, the Company must accrue any net surplus 2% Fund contributions but not record revenue for any overspent expenses from the 2% Fund. The Company recognizes revenue related to the advertising fees in the month that the franchisee recognizes its gross sales, as part of the overall performance obligation related to the granting of rights to use the Company's intellectual property.

Gift card program

The Company has a gift card program for the benefit of its franchisees. The Company and its franchisees sell gift cards that are redeemable for products and/or retail merchandise at franchised scoop shops. The gift card program, including an e gifting component, is administered by Square. For gift cards sold and redeemed by franchisees through Square, the Company acts as an agent, as it does not control the underlying goods or services prior to redemption, and the related funds for gift card sales and redemptions remain with the franchisee.

The gift card program also includes legacy WorldPay gift cards and gift cards sold at one location and redeemed at another location. With respect to these transactions, the Company is responsible for

facilitating settlement between franchisees. On a quarterly basis, the Company initiates a manual process to reimburse ("true up") franchisees for redemptions of legacy WorldPay cards and cross location redemptions.

Although the underlying gift card sale and redemption activity is economically attributable to the franchisees, the Company records a gift card liability and corresponding cash for amounts held by the Company related to the truing up process, as the Company has an obligation to remit cash to franchisees upon redemption. The gift card liability is recorded in accrued liabilities, with a corresponding cash balance, until settlement occurs.

Other revenues

For Company owned stores, revenue and the related costs are recognized when product is sold to the consumer.

Commission revenue from the Parent is recognized in the period the ice cream is sold at a rate of 20% for all scoop shop related ice cream sales that the Parent sells to TMICC as noted above.

(k) ***Advertising***

Advertising costs are expensed as incurred. Promotional costs are expensed no later than at the start of the related promotional event. The Company receives advertising fees from franchisees for an amount up to 2% of their gross sales. The Company uses these fees, combined with additional amounts paid by the Company, to fund the advertising activities for the franchise operations.

The Company is obligated to spend the fees on behalf of the franchise shops.

Total advertising costs incurred by the Company were approximately $2,042 and $2,058 in 2025 and 2024, respectively. Total advertising fees charged to franchised shops were approximately $2,130 and $2,191 in 2025 and 2024, respectively, and these fees are included in the revenue arising from franchisees. The total advertising revenue charged exceeded advertising costs by $88 in 2025 and $133 in 2024.

(l) ***Income Taxes***

The Company accounts for income taxes under the asset and liability method. Under the asset and liability method, deferred tax assets and liabilities are recognized for the tax consequences of temporary differences between the financial reporting and tax bases of the Company's assets and liabilities. Deferred income tax assets and liabilities are measured using the currently enacted tax rates that apply to taxable income in effect for the years in which those tax assets are expected to be realized or settled. If it is more likely than not that some portion or all of a deferred tax asset will not be realized, a valuation allowance is recorded. All deferred tax assets and liabilities balances have been offset by taxing jurisdictions and classified as noncurrent on the consolidated balance sheets as of December 31, 2025 and 2024.

The Company applies the authoritative accounting guidance for and disclosure of uncertain income tax positions. This guidance requires the Company to determine whether a tax position is more likely than not to be sustained upon examination, including resolution of any related appeals or litigation

processes, based on the technical merits of the position. The Company recognizes interest and penalties related to income tax matters as income tax expense. Management has evaluated and concluded that it does not have any uncertain tax positions.

The Company is included in the 2025 consolidated federal and state tax returns of the Unilever United States Group (UNUS Group). The UNUS Group represents all US affiliates of Unilever, including the Company, its Parent and its Parent's parent Conopco, Inc. The Company's income tax expense, including any current tax payable or refundable and related deferred income taxes, are computed as if the Company filed separate income tax returns. Any resulting payable or refund is paid to or received from Homemade.

For 2026 the Company will be included in TMICC consolidated federal and state returns post demerger from the UNUS group.

Recently Issued Accounting Pronouncements

In December 2023, the FASB issued ASU 2023 09, Income Taxes (Topic 740): Improvements to Income Tax Disclosures, which enhances the transparency and decision usefulness of income tax disclosures. The guidance will be effective for the Company for fiscal year ending December 31, 2026. The Company is evaluating the impact of this standard on its consolidated financial statements.

(2) Inventories

Inventories consist of the following at December 31:

	2025	2024
Ice cream	$ 40	$ 49
Paper goods	16	18
Food, beverages and gift items	140	94
	$ 196	$ 161

(3) Fixed Assets, net

Fixed assets, net consist of the following at December 31:

	Estimated Useful Lives/Lease Term	2025	2024
Building leasehold improvements	3-10 years	$ 937	$ 970
Equipment and furniture	3-14 years	716	683
		1,653	1,653
Less accumulated depreciation and amortization		1,379	1,228
		$ 274	$ 425
Construction in process		$ -	$ -
		$ 274	$ 425

Depreciation expense for the years ended December 31, 2025 and 2024 was approximately $151 and $155, respectively.

(4) Intangible Assets

Intangible assets represent franchise territory rights owned by the Company in the states of California and North Carolina. These territory rights are considered to have indefinite-lives and are included in intangible assets on the consolidated balance sheets.

The territory rights are indefinite by nature, and as such there are no costs incurred by the Company to renew or extend the terms.

The Company performs the annual test for impairment of these indefinite-lived intangible assets as of December 31. The impairment test for indefinite-lived intangible assets involves comparing the fair value of such assets with their carrying value, with any excess of carrying value over fair value recorded as an impairment charge. To determine fair value for indefinite-lived intangible assets, the Company uses the discounted cash flows that the asset or asset group can be expected to generate in the future. This valuation method requires management to project revenues, expenses, and cash flows over a multi-year period, as well as determine the weighted average cost of capital to be used as a discount rate. Significant management judgment is involved in preparing these estimates. Changes in projections or estimates could significantly change the estimated fair value of the indefinite-lived intangible assets. In addition, if management uses different assumptions or estimates in the future or if conditions exist in future periods that are different than those anticipated, operating results and the balances of indefinite-lived intangible assets could be affected by impairment charges.

As of December 31, 2025, and 2024, the indefinite-lived intangible assets had a carrying value of $705. There was no impairment of intangible assets for the years ended December 31, 2025 and 2024.

(5) Income Taxes

The provision (benefit) for income taxes includes:

	Year ended Decmeber 31, 2025	2024
Current:		
Federal	$ 469	$ 428
State	73	38
	542	466
Deferred:		
Federal	(167)	(64)
State	(1)	13
	(168)	(51)
Total income tax provision (benefit)	$ 374	$ 415

Significant components of the Company's deferred tax assets and liabilities are as follows:

	As of December 31, 2025	2024
Deferred tax assets:		
Fixed assets	$ 159	$ 136
Lease liabilities	44	61
Deferred revenue	138	76
Other accruals	103	19
State NOL, net	202	224
Deferred revenue state taxes	36	13
Federal NOL carryforward	-	-
Total deferred tax assets	$ 682	$ 528
Deferred tax liabilities:		
Intangible assets	$ (148)	$ (146)
Lease assets	(40)	(57)
Total deferred tax liabilities	$ (188)	$ (203)
Net deferred tax assets	$ 494	$ 326

The Company assesses the recoverability of deferred tax assets at each reporting date and where applicable, a valuation allowance is recognized when, based on the weight of all available evidence, it is considered more likely than not that all, or some portion, of the deferred tax assets will not be realized. The Company's assessment includes an analysis of reversing deferred tax liabilities and forecasted pre-tax income from operations. As of December 31, 2025 and 2024, there was no valuation allowance recorded.

A reconciliation of the income tax provision with amounts computed at the U.S. federal statutory rate is as follows:

	2025	Percentage	2024	Percentage
Computed tax provision at federal statutory rate	$ 306	21.3%	$ 358	21.0%
State and local taxes, net of federal benefit	$ 57	3.8%	$ 43	2.5%
Non-deductible expenses	$ 11	0.6%	$ 14	0.8%
Other	$ -	0.0%	$ 0	0.0%
Income tax provision	$ 374	25.7%	$ 415	24.3%

(6) Leases

The Company, as a lessee, is obligated under non-cancelable lease agreements for the rental of real estate property that expire through June 2026 and a vehicle which expired in December 2024. The real estate lease is considered an operating lease and contains renewal options and escalation clauses that

provide for increased rentals based upon a fixed rate, real estate taxes and the landlords' operating expenses. The vehicle lease is considered a financing lease.

At December 31, 2025 the weighted average remaining lease term for the operating leases was 3.5 years and the weighted average discount rate of outstanding operating leases was 2.3%.

The following is a maturity analysis of the annual undiscounted cash flows of the operating lease liability as of December 31, 2025:

	Year Ending December 31,	**Amount**
Within 1 Year	2026	$ 85
After 1 Year but within 2 Years	2027	87
After 2 Years but within 3 Years	2028	44
	Thereafter	
		$ 216
	Less: imputed interest	6
	Lease liability at December 31, 2024	$ 210

Lease expense comprises the following for the years ended December 31, 2025 and 2024:

	2025	**2024**
Finance lease expense		
Amortization of right-of-use assets	$ -	$ -
Total finance lease expense	-	-
Operating lease expense	$ 84	$ 84
Variable lease expense	-	-
Total lease expense	$ 84	$ 84

(7) Revenue recognition

(a) Disaggregation of revenue

Revenues are disaggregated by timing of revenue recognition related to contracts with customers ("ASC 606") as follows:

	2025	2024
Revenues recognized over time:		
Franchise fees	54	54
Royalty income	2,731	2,663
Advertising fees	2,130	2,191
Total revenues recognized over time	4,915	4,908
Revenues recognized at a point in time:		
Net product sales	5,835	6,317
Commission revenue	4,312	4,449
Total Revenues recognized at a point in time:	10,147	10,766
Total revenues	$ 15,062	$ 15,674

(b) Contract balances

Information about contract assets and contract liabilities is as follows:

	2025	2024
Receivables	$ 1,350	$ 348
Deferred revenue:		
Deferred revenue	83	54
Deferred revenue, noncurrent	573	308
Total	$ 656	$ 362

Receivables relate primarily to payments due for royalties and advertising fees. Deferred revenue primarily represents the Company's remaining performance obligations under its franchise agreements for which consideration has been received or is receivable and is generally recognized on a straight-line basis over the remaining term of the related agreement.

(c) Transaction price allocated to remaining performance obligations

Estimated revenue expected to be recognized in the future related to deferred revenue as of December 31, 2025 is as follows:

Fiscal year:		
2026	$	99
2027		91
2028		80
2029		68
2030		62
Thereafter		256
Total	$	656

The estimated revenue in the table above does not contemplate future franchise renewals or new franchise agreements for which a franchise agreement does not exist at December 31, 2025.

(8) Transactions with Parent

Homemade, and its parent, TMICC, perform a number of services on behalf of the Company. These services include cash management, the processing of accounts payable and payroll, and the payment of workers compensation, insurance, and income taxes. The Company reimburses Homemade and its parent TMICC, Inc. for all amounts processed and/or paid on the Company's behalf. The consolidated financial statements include allocations from these companies for these expenses, which include approximately $3,903 for personnel costs, $35 for rent and utility costs and $516 for other services in 2025, and $5,011 for personnel costs and $125 for rent and utility costs and $232 for other services in 2024.

TMICC has committed to provide additional funding to the Company, in the event that BJF requires such funds.

Ben & Jerry's Franchising, Inc. facilitates the sale of bulk tubs of ice cream by Homemade, Inc. to the Company-owned and franchise scoop shops. The Company receives commission revenue of 20%, on the sales they facilitate. The amount of commission revenue earned in 2025 and 2024 was $4,312 and $4,449, respectively.

The intercompany receivables and payables balances are settled on a periodic basis. All amounts due to and from the Parent are presented separately as a single net amount on the consolidated balance sheet as the Company has both the right and the intent to offset amounts due to and from the Parent. Due from Parent to the Company was $41,993 and $35,002 at December 31, 2025 and 2024, respectively and presented in current assets on the balance sheet.

Similarly, all amounts due to and from TMICC, the Related party, are presented as a single net amount on the consolidated balance sheet as the Company as both the right and intent to offset amounts due to and from TMICC. Due to the Related party from the Company was $7,501 and $17,261 at December 31, 2025 and 2024.

Unilever PLC is a former parent of the Company and, following the December 2025 demerger of Unilever's Ice Cream business, retains an indirect minority ownership interest in TMICC. As a result of this continued ownership interest and the Company's historical relationship with Unilever, Unilever is considered a related party for financial reporting purposes. During the year ended December 31, 2025, $15,462 of intercompany debt owed by the Company to Unilever was converted into equity in connection with the demerger and accounted for as a capital contribution. At year end December 31,2025 the Company had $722 in outstanding receivables with Unilever from the demerger that will clear in the following year.

(9) Commitments and Contingencies

The Company is subject to various legal actions arising in the normal course of business. Although the outcome of such actions cannot be determined with certainty, the Company's general counsel and management believe that the final outcome would not have a material effect on the Company's financial position, results of operations or cash flows.

(10) Subsequent Events

Management has evaluated subsequent events for the period from December 31, 2025, through May 18, 2026, the date on which the financial statements were available to be issued.

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Financial Statements

December 31, 2024 and 2023

(With Independent Auditors' Report Thereon)

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

December 31, 2024 and 2023

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KPMG LLP
Suite 4000
150 John F. Kennedy Parkway
Short Hills, NJ 07078-2702

Independent Auditors' Report

The Board of Directors
Ben & Jerry's Franchising, Inc.

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the consolidated financial statements of Ben & Jerry's Franchising, Inc. and its subsidiary (the Company), which comprise the consolidated balance sheets as of December 31, 2024 and 2023, and the related consolidated statements of operations, changes in shareholder's equity, and cash flows for the years then ended, and the related notes to the consolidated financial statements.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2024 and 2023, and the results of its operations and its cash flows for the years then ended in accordance with U.S. generally accepted accounting principles.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated 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 Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with U.S. generally accepted accounting principles, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated 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 that the consolidated financial statements are issued.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' 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 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 consolidated financial statements.

KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the consolidated 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 consolidated 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 consolidated 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.

KPMG LLP

Short Hills, New Jersey
April 22, 2025

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Balance Sheets

December 31, 2024 and 2023
(In thousands)

Assets		2024	2023
Current assets:			
Cash	$	1,487	1,386
Accounts receivable, allowance for credit losses of $90 and $46 at December 31, 2024 and 2023, respectively		348	375
Due from parent, net		35,002	23,241
Inventories		161	219
Prepaid expenses and other current assets		598	416
Total current assets		37,596	25,637
Deferred tax assets		326	276
Fixed assets, net		425	546
Right of use asset, operating		269	346
Intangible assets, net		705	705
Total assets	$	39,321	27,510
Liabilities and Shareholder's Equity			
Current liabilities:			
Accounts payable	$	693	541
Accrued liabilities		1,244	1,244
Due to related party		17,261	7,282
Current tax liabilities		458	165
Current portion of operating lease liability		79	76
Deferred revenue		54	47
Total current liabilities		19,789	9,355
Deferred revenue, noncurrent		308	147
Other non-current liabilities		210	288
Total liabilities		20,307	9,790
Shareholder's equity:			
Common stock ($1 par value, authorized 1,000 shares; issued and outstanding, 100 shares)		—	—
Additional paid-in capital		14,311	14,311
Retained earnings		4,703	3,409
Total shareholder's equity		19,014	17,720
Total liabilities and shareholder's equity	$	39,321	27,510

See accompanying notes to consolidated financial statements.

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Statement of Operations

Years ended December 31, 2024 and 2023
(In thousands)

		2024	2023
Net product sales	$	6,317	5,770
Other revenues:			
Commission revenue		4,449	4,644
Franchise fee revenue		54	33
Royalty fee revenue		2,663	2,603
Franchise advertising contribution		2,191	2,057
Total revenues		15,674	15,107
Cost of sales		2,133	1,748
Gross profit		13,541	13,359
Selling, general and administrative expenses		11,824	11,799
Profit from operations		1,717	1,560
Other income (expense):			
Interest expense from related party		(8)	(9)
Profit before income taxes		1,709	1,551
Income tax (expense) benefit		(415)	(390)
Net profit	$	1,294	1,161

See accompanying notes to consolidated financial statements.

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Statement of Changes in Shareholder's Equity

Years ended December 31, 2024 and 2023
(In thousands)

	Common Stock Shares	Common Stock $1 par/Share	Paid-in Capital	Retained Earnings	Total Equity
Balance, December 31, 2022	100	$ —	14,311	2,248	16,559
Net Profit	—	—	—	1,161	1,161
Balance, December 31, 2023	100	—	14,311	3,409	17,720
Net loss	—	—	—	1,294	1,294
Balance, December 31, 2024	100	$ —	14,311	4,703	19,014

See accompanying notes to consolidated financial statements.

BEN & JERRY'S FRANCHISING, INC. AND SUBSIDIARY

Consolidated Statements of Cash Flows

Years ended December 31, 2024 and 2023
(In thousands)

	2024	2023
Cash flows from operating activities:		
Net profit from operations	$ 1,294	1,161
Adjustments to reconcile net profit to net cash provided by operating activities:		
Allowance for (recovery of) credit losses	44	1
Depreciation and amortization	155	152
Amortization of right of use asset, operating	77	77
Amortization of right of use asset, financing	—	36
Deferred income taxes	(50)	225
Changes in operating assets and liabilities:		
Accounts receivable	(17)	(54)
Inventories	58	(37)
Prepaid expenses and other assets	(182)	(127)
Due from parent, net	(11,761)	(4,826)
Deposits	—	4
Accounts payable	152	(136)
Accrued liabilities	—	(414)
Operating lease obligations	(79)	(76)
Current tax liabilities	293	165
Due to related party	9,979	4,046
Deferred revenue	168	(74)
Net cash provided by operating activities	131	123
Cash flows from investing activities:		
Purchases of fixed assets	(33)	(8)
Net cash used in investing activities	(33)	(8)
Cash flows from financing activities:		
Payments on financing lease obligations	3	(36)
Net cash provided by financing activities	3	(36)
Increase in cash	101	79
Cash at beginning of year	1,386	1,308
Cash at end of year	$ 1,487	1,387

See accompanying notes to consolidated financial statements.

(1) Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies

(a) Organization

Ben & Jerry's Franchising, Inc. (the Company) is a wholly owned subsidiary of Ben & Jerry's Homemade, Inc. (Homemade or Parent). At the Company's inception, December 3, 1997, it issued 100 shares of $1 par value common stock to its' Parent, the sole owner of the stock issued. Homemade is a wholly owned subsidiary of Conopco, Inc. (Related Party), a New York corporation, which is an indirect subsidiary of Unilever, N.V. of Rotterdam and Unilever, PLC of London (together, Unilever). Conopco, Inc. is a holding company for Unilever's principal operations in the United States. Unilever, through its subsidiaries, is a global manufacturer and marketer of high quality, brand name products for consumers throughout the world.

The Company established a legal entity in 2010, Ben & Jerry's Gift Card LLC, (the Subsidiary) in Florida as a subsidiary of the Company. The purpose of the Subsidiary is to administer a national gift card program for the franchisees and Company owned stores. The Subsidiary is consolidated into the Company's financial statements and all intercompany activity is eliminated.

On March 19, 2024, Unilever PLC announced plans to separate its Ice Cream business as a separate standalone business, and a productivity program to drive faster growth and higher margin for the Group. Due to the timing and the expected timeframe included as part of the announcement, we do not believe that there is any impact on the financial statements of the Company for the year ended December 31, 2024. In addition, the Directors believe there is no resulting impact of the announcement on the going concern status of this entity for the next 12 months.

(b) Business

The Company is a Vermont corporation incorporated on December 3, 1997. Effective December 29, 2000, the Company acquired from Homemade all of the rights to use, and license to use in the United States, the Ben & Jerry's trademarks, the franchise system (the System), and other intellectual property rights appropriate for the Company to fulfill the obligations of "franchisor" under the franchise and related agreements. The System refers to a distinctive system relating to the establishment and operation of company-owned and franchised scoop shops that feature Ben & Jerry's products, including ice cream, sorbet, frozen yogurt, frozen desserts, toppings, confections, novelties, fountain ingredients, and other food and beverage items, as well as proprietary gift products. Also on December 29, 2000, all Homemade owned stores and related franchising activities and support were contributed to the Company.

At December 31, 2024 and 2023, there were 207 and 195 franchise outlets in operation, respectively. During 2024 and 2023, the Company owned and operated the following stores:

Vermont

Burlington – Downtown
Waterbury

The Company relies on Unilever and Homemade to provide management, administrative and operational support. The consolidated financial statements include allocations from these companies of

certain expenses, which management has determined to be a reasonable reflection of the utilization of services provided or the benefit received by the Company for the years ended December 31, 2024 and 2023.

The consolidated financial statements have been prepared with the understanding that Homemade has the ability and intent to financially support the Company's operations so as to enable the Company to meet its obligations as they become due through April 30, 2026, via a parental support letter dated March 5, 2025.

(c) Use of Estimates

The preparation of consolidated financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the consolidated financial statements and accompanying notes. The Company's significant estimates include the assessment of any impairment of its intangible assets and the allowance for allowance for credit losses. Actual results could differ from those estimates.

(d) Trade Accounts Receivable

The Company records receivables and accesses collectability of outstanding receivables in accordance with ASC 326 Financial Instruments-Credit Losses. ASC 326 verses prior codification does not result in any material differences.

Trade accounts receivable are recorded at the invoiced amount and do not bear interest. Amounts collected on trade accounts receivable are included in net cash provided by operating activities in the consolidated statements of cash flows. The Company maintains an allowance for credit losses for estimated losses inherent in its accounts receivable portfolio. The estimate of expected credit losses is based on the Company's historical loss experience, adjusted for current and reasonable and supportable forecasts of economic conditions and other pertinent factors affecting the Company's customers such as known credit risk or industry trends. The Company reviews its allowance for credit loss accounts monthly. Past due balances over 90 days and over a specified amount are reviewed individually for collectability. Account balances are charged off against the allowance after all means of collection have been exhausted and the potential for recovery is considered remote. The Company does not have any off-balance-sheet credit exposure related to its franchisees.

(e) Inventories

Inventories are stated at the lower of cost or net realizable value. The Company costs inventory utilizing First In First Out (FIFO).

(f) Fixed Assets

Fixed assets are carried at cost less accumulated depreciation and amortization. Depreciation, including amortization of leasehold improvements, is computed using the straight-line method over the shorter of the estimated useful lives of the related assets or lease term. Fixed assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. If circumstances require a long-lived asset or asset group be tested for possible impairment, the Company first compares undiscounted cash flows expected to be generated

by that asset or asset group to its carrying amount. If the carrying amount of the long-lived asset or asset group is not recoverable on an undiscounted cash flow basis, an impairment is recognized to the extent that the carrying amount exceeds its fair value. Fair value is determined through various valuation techniques including discounted cash flow models, quoted market values and third-party appraisals, as considered necessary. For the years ended December 31, 2024 and 2023, no events or circumstances occurred that required an asset or asset group to be tested for impairment.

(g) Intangible Assets

Intangible assets include territory rights. Under authoritative guidance for intangible assets, intangible assets deemed to have an indefinite life are not subject to amortization, but instead, are subject to an annual impairment test. As discussed in note 4, management evaluates the carrying value of its indefinite lived intangible assets on a yearly basis.

(h) Other Assets

Other current assets and other assets consist of prepaid annual meetings, prepaid services and deposits.

(i) Leases

The Company accounts for its leases in accordance with ASC 842 (Topic 842), *Leases*. The Company determines if an arrangement is or contains a lease at contract inception. The Company recognizes a right-of-use (ROU) asset and a lease liability at the lease commencement date. For both operating and financing leases, the Company separates lease and non-lease components. Lease liabilities are recognized at the present value of the fixed lease payments using a discount rate based on similar borrowing rates available to the Company. Right of use assets are recognized based on the initial present value of the fixed lease payments plus any direct costs from executing the leases. Lease assets are tested for impairment in the same manner as long-lived assets used in operations. The Company does not recognize ROU assets and lease liabilities for short-term leases that have a lease term of 12 months or less. The Company recognizes the lease payments associated with its short-term transportation equipment leases as an expense on a straight-line basis over the lease term. As of December 31, 2024, the weighted average discount rate of outstanding operating leases was 2.3%.

(j) Revenue Recognition

Revenue is recognized in accordance with the five-step revenue model under *ASU 2014-09, Revenue from Contracts with Customers (Topic 606)* as follows; identifying the contract with the customer; identifying the performance obligations in the contract; determining the transaction price; allocating the transaction price to the performance obligations; and recognizing revenue when (or as) the entity satisfies a performance obligation.

The following are the main revenue streams for Ben & Jerry's Franchising:

- Revenue arising from Franchisees:
  - Franchise license fees
  - Royalties

  - Advertising fees

- Other revenues
  - Net Product Sales from Company owned stores
  - Commission Revenue from Parent

The Company's primary performance obligation related to revenue arising from Franchisees is granting certain rights to use the Company's intellectual property, and all other services the Company provides under the franchise agreement are highly interrelated, not distinct within the contract, and therefore accounted for under ASC 606 as a single performance obligation, which is satisfied over the term of each franchise agreement.

The Company has two company owned scoop shops as noted in b) above. These locations generate net product sales through customers purchasing ice cream and related products at a point in time (the customer transaction represents a single performance obligation that is satisfied in the shop) and are fully functioning scoop shops that mirror our independent franchisees. These shops report all their sales to the Company which appear as Net Product Sales on the Consolidated Statement of Operations. The Company pays all the expenses on behalf of the two locations.

The Company recognizes commission revenue from its Parent based on the Parent's gross manufacture and sales of ice cream products and ingredients specific to the franchise business. This single performance obligation is satisfied (commission earned) when these products are sold by the Parent to Unilever's North America Supply Chain Company (UNASCC) which then sells the products to the distribution network.

(i) Franchise license fees

Generally, the franchise license granted for each scoop shop represents a single performance obligation. Therefore, initial franchise fees are recognized on a straight-line basis over the term of the respective franchise agreement, typically 10 years, from the date the scoop shop opens.

At the onset of a franchise agreement or prior to the end of an existing franchise term or as otherwise provided by the Company, any upfront fees are recognized on a straight-line basis over the term of the respective scoop shop agreement.

A franchisee may elect to renew the term of a franchise agreement and, if approved, may pay a renewal fee upon execution of the renewal term. Renewal fees paid are recognized in the same manner as upfront fees noted above.

If approved, a franchisee may transfer a franchise agreement to a new or existing franchisee, at which point a transfer fee may be paid and recognized over the term of the agreement. Transfers typically result in a new franchise agreement with a 10-year full franchise shop term or a 5-year special venue shop term.

When a shop is transferred, a new agreement is created with the new franchisee and any transfer fee is recognized over the term of the new franchise agreement beginning at the time of transfer.

Fees received or receivable that are expected to be recognized as revenue within one year are classified as current deferred revenue in the consolidated balance sheets. Accordingly, fees that are expected to be recognized beyond a year are classified as long-term deferred revenue.

(ii) Royalties

Royalty fees are earned from franchisees under terms of the franchise agreement and are up to 3% of monthly gross sales of franchise owned scoop shops. Under ASC 606, the Company applies the exception for variable consideration in the form of sales-based royalties and records its royalty revenue monthly, since these royalties relate to the Company's license of intellectual property (one performance obligation). The Company recognizes royalty fees in the month that the scoop shop recognizes its gross sales.

(iii) Advertising fees

Franchise agreements typically require the franchisee to contribute to a national franchisee marketing fund (2% Fund) on a monthly basis based on 2% of franchisee gross sales, which represents a portion of the consideration received for the single performance obligation of the franchise license. The 2% Fund receipts are required to be spent on costs that meet the definition of advertising costs under ASC 720-35. The Company may make a policy election whether to allow a net surplus in the income statement or whether the costs of advertising would be accrued up to advertising contributions recognized in revenue by applying the guidance on cooperative advertising by analogy (when the fund is in an underspent position), and an overspent position would not result in the acceleration of revenue or a deferral of costs. Per the Company's initial Franchisee Development Agreements, the Company must accrue any net surplus 2% Fund contributions but not record revenue for any overspent expenses from the 2% Fund. The Company recognizes revenue related to the advertising fees in the month that the franchisee recognizes its gross sales, as part of the overall performance obligation related to the granting of rights to use the Company's intellectual property.

(iv) Gift card program

The Company has a gift card program for the benefit of the franchisees. The Company and its franchisees sell gift cards that are redeemable for products and/or retail merchandise in the scoop shops. The gift card program is administered by Square. The gift card program also includes an E-gifting program. Under Square, funds for gift card sales and redemptions by the franchise shops remain with the franchisee.

The Company on a quarterly basis initiates a manual process to make the shops whole for redeeming legacy WorldPay (the prior administrator of the gift card program) cards (which Square refers to as 'Third Party' cards) and redeeming physical and e-gift cards sold at other locations. This transfer of funds is referred to as 'Truing Up' the shops. Funds for truing up are held as cash on the Company's balance sheet and the gift card liability is held in accrued liabilities.

(v) Other revenues

For Company owned stores, revenue and the related costs are recognized when product is sold to the consumer.

Commission revenue from the Parent is recognized in the period the ice cream is sold at a rate of 20% for all scoop shop related ice cream sales that the Parent sells to UNASCC as noted above.

(k) Advertising

Advertising costs are expensed as incurred. Promotional costs are expensed no later than at the start of the related promotional event. The Company receives advertising fees from franchisees for an amount up to 2% of their gross sales. The Company uses these fees, combined with additional amounts paid by the Company, to fund the advertising activities for the franchise operations.

The Company is obligated to spend the fees on behalf of the franchise shops.

Total advertising costs incurred by the Company were approximately $2,058 and $2,145 in 2024 and 2023, respectively. Total advertising fees charged to franchised shops were approximately $2,191 and $2,057 in 2024 and 2023, respectively, and these fees are included in the revenue arising from franchisees. The total advertising revenue charged exceeded advertising costs by $133 in 2024 and in 2023 advertising cost exceeded revenue by $88.

(l) Income Taxes

The Company accounts for income taxes under the asset and liability method. Under the asset and liability method, deferred tax assets and liabilities are recognized for the tax consequences of temporary differences between the financial reporting and tax bases of the Company's assets and liabilities. Deferred income tax assets and liabilities are measured using the currently enacted tax rates that apply to taxable income in effect for the years in which those tax assets are expected to be realized or settled. If it is more likely than not that some portion or all of a deferred tax asset will not be realized, a valuation allowance is recorded. All deferred tax assets and liabilities balances have been offset by taxing jurisdictions and classified as noncurrent on the consolidated balance sheets as of December 31, 2024 and 2023.

The Company applies the authoritative accounting guidance for and disclosure of uncertain income tax positions. This guidance requires the Company to determine whether a tax position is more likely than not to be sustained upon examination, including resolution of any related appeals or litigation processes, based on the technical merits of the position. The Company recognizes interest and penalties related to income tax matters as income tax expense. Management has evaluated and concluded that it does not have any uncertain tax positions.

The Company is included in the consolidated federal and state tax returns of the Unilever United States Group (UNUS Group). The UNUS Group represents all US affiliates of Unilever, including the Company, its Parent and its Parent's parent Conopco, Inc. The Company's income tax expense, including any current tax payable or refundable and related deferred income taxes, are computed as if the Company filed separate income tax returns. Any resulting payable or refund is paid to or received from Homemade.

(Continued)

(2) Inventories

Inventories consist of the following at December 31:

	2024	2023
Ice cream	$ 49	45
Paper goods	18	17
Food, beverages and gift items	94	158
	$ 161	220

(3) Fixed Assets, net

Fixed assets, net consist of the following at December 31:

	Estimated useful lives/ lease term	2024	2023
Building leasehold improvements	3-10 years	$ 970	937
Equipment and furniture	3-14 years	683	774
		1,653	1,711
Less accumulated depreciation and amortization		1,227	1,165
		426	546
Construction in process		—	—
		$ 426	546

Depreciation expense for the years ended December 31, 2024 and 2023 was approximately $155 and $144, respectively.

(4) Intangible Assets

Intangible assets represent franchise territory rights owned by the Company in the states of California and North Carolina. These territory rights are considered to have indefinite-lives and are included in intangible assets on the consolidated balance sheets.

The territory rights are indefinite by nature, and as such there are no costs incurred by the Company to renew or extend the terms.

The Company performs the annual test for impairment of these indefinite-lived intangible assets as of December 31. The impairment test for indefinite-lived intangible assets involves comparing the fair value of

such assets with their carrying value, with any excess of carrying value over fair value recorded as an impairment charge. To determine fair value for indefinite-lived intangible assets, the Company uses the discounted cash flows that the asset or asset group can be expected to generate in the future. This valuation method requires management to project revenues, expenses, and cash flows over a multi-year period, as well as determine the weighted average cost of capital to be used as a discount rate. Significant management judgment is involved in preparing these estimates. Changes in projections or estimates could significantly change the estimated fair value of the indefinite-lived intangible assets. In addition, if management uses different assumptions or estimates in the future or if conditions exist in future periods that are different than those anticipated, operating results and the balances of indefinite-lived intangible assets could be affected by impairment charges.

As of December 31, 2024, and 2023, the indefinite-lived intangible assets had a carrying value of $705. There was no impairment of intangible assets for the years ended December 31, 2024 and 2023.

(5) Income Taxes

The provision (benefit) for income taxes includes:

	Year ended December 31	
	2024	**2023**
Current:		
Federal	$ 428	158
State	38	7
	466	165
Deferred:		
Federal	(64)	183
State	13	42
	(51)	225
Total income tax provision (benefit)	$ 415	390

(Continued)

Significant components of the Company's deferred tax assets and liabilities are as follows:

	As of December 31,	
	2024	2023
Deferred tax assets:		
Fixed assets	$ 136	115
Lease liabilities	61	76
Deferred revenue	76	41
Other accruals	19	10
State NOL, net	224	244
Deferred revenue state taxes	13	6
Federal NOL carryforward	—	—
Total deferred tax assets	529	492
Deferred tax liabilities:		
Intangible assets	(146)	(143)
Lease assets	(57)	(73)
Total deferred tax liabilities	(203)	(216)
Net deferred tax assets	$ 326	276

The Company assesses the recoverability of deferred tax assets at each reporting date and where applicable, a valuation allowance is recognized when, based on the weight of all available evidence, it is considered more likely than not that all, or some portion, of the deferred tax assets will not be realized. The Company's assessment includes an analysis of reversing deferred tax liabilities and forecasted pre-tax income from operations. As of December 31, 2024 and 2023, there was no valuation allowance recorded.

A reconciliation of the income tax provision with amounts computed at the U.S. federal statutory rate is as follows:

	2024	Percentage	2023	Percentage
Computed tax provision at federal statutory rate	$ 358	21.0 %	326	21.0 %
State and local taxes, net of federal benefit	43	2.5	48	3.1
Non-deductible expenses	14	0.8	16	1.0
Other	—	—	—	—
Income tax (benefit) provision	$ 415	24.3 %	390	25.2 %

(Continued)

(6) Leases

The Company, as a lessee, is obligated under non-cancelable lease agreements for the rental of real estate property that expire through June 2026 and a vehicle which expired in December 2024. The real estate lease is considered an operating lease and contains renewal options and escalation clauses that provide for increased rentals based upon a fixed rate, real estate taxes and the landlords' operating expenses. The vehicle lease is considered a financing lease.

At December 31, 2024 the weighted average remaining lease term for the operating leases was 3.5 years and the weighted average discount rate of outstanding operating leases was 2.3%.

The following is a maturity analysis of the annual undiscounted cash flows of the operating lease liability as of December 31, 2024:

	Year Ending December 31,	Amount
Within 1 Year	2025	$ 84
After 1 Year but within 2 Years	2026	86
After 2 Years but within 3 Years	2027	87
After 3 Years but within 4 Years	2028	44
	Thereafter	—
		301
	Less: imputed interest	12
	Lease liability at December 31, 2024	$ 289

Lease expense comprises the following for the years ended December 31, 2024 and 2023:

	2024	2023
Finance lease expense:		
Amortization of right-of-use assets	$ —	36
Total finance lease expense	—	36
Operating lease expense	84	84
Variable lease expense	—	36
Total lease expense	$ 84	156

(Continued)

(7) Revenue recognition

(a) Disaggregation of revenue

Revenues are disaggregated by timing of revenue recognition related to contracts with customers ("ASC 606") as follows:

		2024	2023
Revenues recognized over time:			
Franchise fees	$	54	33
Royalty income		2,663	2,603
Advertising fees		2,191	2,057
Total revenues recognized over time		4,908	4,693
Revenues recognized at a point in time:			
Net product sales		6,317	5,770
Commission revenue		4,449	4,644
Total revenues recognized at a point in time		10,766	10,414
Total revenues	$	15,674	15,106

(b) Contract balances

Information about contract assets and contract liabilities is as follows:

		2024	2023
Receivables	$	348	378
Deferred revenue:			
Deferred revenue		54	47
Deferred revenue, noncurrent		308	147
Total	$	362	194

Receivables relate primarily to payments due for royalties and advertising fees. Deferred revenue primarily represents the Company's remaining performance obligations under its franchise agreements for which consideration has been received or is receivable and is generally recognized on a straight-line basis over the remaining term of the related agreement.

Deferred revenue recognized for the years December 31, 2024 and 2023 was approximately $54 and $33, respectively.

(Continued)

(c) Transaction price allocated to remaining performance obligations

Estimated revenue expected to be recognized in the future related to deferred revenue as of December 31, 2024 is as follows:

Fiscal year:		
2025	$	56
2026		55
2027		50
2028		41
2029		30
Thereafter		130
Total	$	362

The estimated revenue in the table above does not contemplate future franchise renewals or new franchise agreements for which a franchise agreement does not exist at December 31, 2024.

(8) Transactions with Parent

Homemade, and its parent, Conopco, Inc., perform a number of services on behalf of the Company. These services include cash management, the processing of accounts payable and payroll, and the payment of workers compensation, insurance, and income taxes. The Company reimburses Homemade and its parent Conopco, Inc. for all amounts processed and/or paid on the Company's behalf. The consolidated financial statements include allocations from these companies for these expenses, which include approximately $5,011 for personnel costs, $125 for rent and utility costs and $232 for other services in 2024, and $5,203 for personnel costs and $117 for rent and utility costs and $178 for other services in 2023.

Conopco has committed to provide additional funding to the Company, in the event that BJF requires such funds.

Ben & Jerry's Franchising, Inc. facilitates the sale of bulk tubs of ice cream by Homemade, Inc. to the Company-owned and franchise scoop shops. The Company receives commission revenue of 20%, on the sales they facilitate. The amount of commission revenue earned in 2024 and 2023 was $4,449 and $4,644, respectively.

The intercompany receivables and payables balances are settled on a periodic basis. All amounts due to and from the Parent are presented separately as a single net amount on the consolidated balance sheet as the Company has both the right and the intent to offset amounts due to and from the Parent. Due from Parent to the Company was $35,002 and $23,241 at December 31, 2024 and 2023, respectively and presented in current assets on the balance sheet.

Similarly, all amounts due to and from Conopco, the Related party, are presented as a single net amount on the consolidated balance sheet as the Company as both the right and intent to offset amounts due to and from Conopco. Due to the Related party from the Company was $17,261 and $7,282 at December 31, 2024 and 2023.

(Continued)

(9) Commitments and Contingencies

The Company is subject to various legal actions arising in the normal course of business. Although the outcome of such actions cannot be determined with certainty, the Company's general counsel and management believe that the final outcome would not have a material effect on the Company's financial position, results of operations or cash flows.

(10) Subsequent Events

Management has evaluated subsequent events for the period from December 31, 2024, through April 22, 2025, the date on which the financial statements were available to be issued.

UNAUDITED FINANCIAL STATEMENTS

THESE FINANCIAL STATEMENTS HAVE BEEN PREPARED WTHOUT AN AUDIT. PROSPECTIVE FRANCHISEES OR SELLERS OF FRANCHISES SHOULD BE ADVISED THAT NO INDEPENDENT CERTIFIED PUBLIC ACOUNTANT HAS AUDITED THESE FIGURES OR EXPRESSED AN OPINION WITH REGARD TO THEIR CONTENT OR FORM.

INTERIM Q1 2026 Financial Statements Unaudited
As of March 31, 2026

Ben & Jerry's Franchising, Inc.
Balance Sheet

(In thousands)

Assets		
Current assets:		
Cash	$	1,571
Accounts Receivable, less allowance for doubtful accounts of $20 and $20 at March 31, 2026 and 2025, respectively		467
Due from parent, net		42,777
Inventories		220
Prepaid expenses and other current assets		850
Total current assets		45,885
Deferred tax assets		385
Fixed assets, net		237
Right of use assets, operating		173
Intangible assets, net		705
Total assets		47,385
Liabilities and Equity		
Current liabilities:		
Accounts payable	$	1,287
Accrued liabilities		1,351
Due to related party		7,901
Current tax liabilities		-
Current portion of operating lease liability		82
Deferred revenue		81
Total current liabilities		10,702
Deferred revenue, non-current		527
Non-current portion of operating lease liability		107
Deferred tax liability		458
Total liabilities		11,794
Equity:		
Additional paid-in capital		29,773
Retained earnings		5,818
Total equity		35,591
Total liabilities and equity	$	47,385

THESE FINANCIAL STATEMENTS HAVE BEEN PREPARED WITHOUT AN AUDIT. PROSPECTIVE FRANCHISEES OR SELLERS OF FRANCHISES SHOULD BE ADVISED THAT NO INDEPENDENT CERTIFIED PUBLIC ACCOUNTANT HAS AUDITED THESE FIGURES OR EXPRESSED AN OPINION WITH REGARD TO THEIR CONTENT OR FORM.

INTERIM Q1 2026 Financial Statements Unaudited
As of March 31, 2026

Ben & Jerry's Franchising, Inc.
Statement of Operations

(In thousands)

Net product sales	$	721
Other revenues:		
Commission revenue		950
Franchise fee revenue		58
Royalty fee revenue		373
Franchise advertising contributions		364
Total revenue		2,466
Cost of sales		269
Gross profit		2,197
Selling, general and administrative expenses		2,140
Profit from operations		57
Other expense:		
Interest expense from related party		(1)
Profit before income taxes		56
Income tax benefits		59
Net profit	$	115

THESE FINANCIAL STATEMENTS HAVE BEEN PREPARED WITHOUT AN AUDIT. PROSPECTIVE FRANCHISEES OR SELLERS OF FRANCHISES SHOULD BE AWARE THAT NO INDEPENDENT CERTIFIED PUBLIC ACCOUNTANT HAS AUDITED THESE FIGURES OR EXPRESSED AN OPINION WITH REGARD TO THEIR CONTENT OR FORM.

ITEM 22
CONTRACTS

The following contracts are attached to this Disclosure Document:

Exhibit A	Confidentiality Agreement (for Prospective Operators)
Exhibit B	Franchise Agreement for a Special Venue Scoop Shop
Exhibit C	Sample General Release
Exhibit E	Lease Rider
Exhibit I	Franchisee Compliance Questionnaire and Certification

Item 23
RECEIPTS

The last two pages of this Disclosure Document (**Exhibit M**) are identical pages acknowledging receipt of this entire document (including the exhibits). Please sign and return to us one copy; please keep the other copy along with this Disclosure Document.

Remainder of Page Intentionally Left Blank

EXHIBIT A

CONFIDENTIALITY AGREEMENT

CONFIDENTIALITY AGREEMENT
FOR
PROSPECTIVE OPERATORS

THIS CONFIDENTIALITY AGREEMENT (the "**Agreement**") is entered into on _____, 20___ by and between Ben & Jerry's Franchising Inc., a Vermont corporation with its principal place of business at 35 Thompson Street, South Burlington, Vermont 05403-6828 ("**BEN & JERRY'S**"), and _____, a [resident of][corporation organized under the laws of][limited liability company organized under the laws of] _____ and having its principal place of business at _____ ("**PROSPECTIVE OPERATOR**").

RECITALS:

A. BEN & JERRY'S and its affiliates, as the result of the expenditure of time, skill, effort, and money, have developed a distinctive system (the "**System**") relating to the establishment and operation of retail frozen dessert businesses, which operate at retail shops that display BEN & JERRY'S interior and exterior trade dress ("**Ben & Jerry's Shops**") and that are primarily engaged in the sale at the Ben & Jerry's Shop of BEN & JERRY'S products including ice cream, ice milk, sorbet, yogurt, frozen yogurt, frozen desserts, toppings, confections, novelties, fountain ingredients, and other food and beverages items, as well as proprietary gift products (the "**Ben & Jerry's Products**") and a limited selection of complementary and compatible products, including non-proprietary gift products, approved by BEN & JERRY'S under the mark "Ben & Jerry's" and other marks;

B. PROSPECTIVE OPERATOR wishes to [attend training prior to entering into an agreement for][access certain confidential and proprietary information, know-how and documents related to the BEN & JERRY'S System which will help PROSPECTIVE OPERATOR decide whether to enter into a franchise agreement with BEN & JERRY'S for] a Ben & Jerry's scoop shop (the "**Scoop Shop**") to be located at [_____][a location to be determined], and

C. BEN & JERRY'S is willing to [allow PROSPECTIVE OPERATOR to attend training][provide certain confidential and proprietary information to PROSPECTIVE OPERATOR], subject to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the [training][information being provided to] of PROSPECTIVE OPERATOR by BEN & JERRY'S, the parties agree as follows:

1. For purposes of this Agreement, "**Confidential Information**" means: (a) any and all information, knowledge, or know-how relating to BEN & JERRY'S and the System which may be communicated to PROSPECTIVE OPERATOR prior to, on, or after the date of this Agreement, whether communicated in writing, orally, electronically, by inspection, or by sample, exhibit, training, demonstration, or by other means; and (b) all manuals, information, and materials received by PROSPECTIVE OPERATOR from BEN & JERRY'S; provided, however, it shall not include information which PROSPECTIVE OPERATOR can demonstrate came to its attention prior to disclosure thereof by BEN & JERRY'S, or which at or after the time of disclosure by BEN &

JERRY'S to PROSPECTIVE OPERATOR, had become or later becomes part of the public domain through publication or communication by others.. Confidential Information may include, but is not limited to, information relating to the development and operation of the System, including new products that may be in the testing stage; proprietary information and trade secrets regarding the Ben & Jerry's Products and the preparation of the Ben & Jerry's Products; advertising and marketing plans and materials for the System; information concerning the marketing, management and operation of scoop shops under the System; information concerning BEN & JERRY'S; electronic communications posted on the B&J Extranet; electronic mail distribution lists; and operating manuals. The foregoing list of confidential matters is illustrative only and does not necessarily include all matters considered confidential by BEN & JERRY'S.

2. PROSPECTIVE OPERATOR shall use the Confidential Information disclosed solely in connection with its evaluation of whether to enter into a Franchise Agreement for the operation of the Scoop Shop.

3. PROSPECTIVE OPERATOR shall not, at any time, without the prior written consent of BEN & JERRY'S: (i) copy any Confidential Information; (ii) communicate or divulge any Confidential Information to any other person or legal entity; or (iii) use any Confidential Information for the benefit of PROSPECTIVE OPERATOR or any other person or legal entity.

4. PROSPECTIVE OPERATOR acknowledges that all Confidential Information is, and shall treat all Confidential Information as, the property of BEN & JERRY'S, and upon the request of BEN & JERRY'S shall promptly return to BEN & JERRY'S all documents containing such Confidential Information, including, without limitation, any and all copies thereof (regardless of whether such copies were permitted under this Agreement).

5. PROSPECTIVE OPERATOR acknowledges that any violation of this Agreement by PROSPECTIVE OPERATOR will cause irreparable harm for which no adequate remedy at law may be available. Accordingly, PROSPECTIVE OPERATOR consents to the issuance of an injunction to prevent or to halt any violation of this Agreement. PROSPECTIVE OPERATOR shall reimburse BEN & JERRY'S upon demand for all costs incurred by BEN & JERRY'S in enforcing or obtaining remedies for the violation of this Agreement, including but not limited to attorneys' fees and court costs.

6. PROSPECTIVE OPERATOR acknowledges that any claim PROSPECTIVE OPERATOR may have against BEN & JERRY'S shall be a separate matter and shall not entitle PROSPECTIVE OPERATOR to violate, or justify any violation of, this Agreement. If any part of this Agreement is held invalid by a court or agency, the rest of this Agreement shall remain enforceable, and the part held invalid shall be enforceable to the extent found reasonable by the court or agency. This Agreement may be modified only by mutual agreement of the parties executed in writing.

7. This Agreement shall be binding upon and inure for the benefit of the undersigned parties, their successors and assigns; provided, however, that the Confidential Information shall not be assigned without the prior written consent of BEN & JERRY'S.

8. Failure to enforce any provision of this Agreement shall not constitute a waiver of any term hereof.

9. This Agreement shall be governed and construed in accordance with the laws of the State of Vermont, regardless of the laws that might otherwise govern under applicable principles of conflicts of law, as to all matters including but not limited to matters of validity, construction, effect, performance and remedies.

10. ANY SUIT, ACTION OR PROCEEDING WITH RESPECT TO THIS AGREEMENT SHALL BE BROUGHT EXCLUSIVELY IN THE APPROPRIATE STATE OR FEDERAL COURT OF GENERAL JURISDICTION WITHIN THE STATE OF VERMONT. FOR THE PURPOSES OF SUCH EXCLUSIVE JURISDICTION, THE PARTIES HEREBY IRREVOCABLY WAIVE ANY OBJECTIONS WHICH THEY MAY NOW OR HEREAFTER HAVE TO THE JURISDICATION OR VENUE OF ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS AGREEMENT BROUGHT IN SUCH COURTS AND HEREBY FURTHER IRREVOCABLY WAIVE ANY CLAIM THAT SUCH SUIT, ACTION OR PROCEEDING BROUGHT IN ANY SUCH COURT HAS BEEN BROUGHT IN AN INCONVENIENT FORUM. THE PARTIES HEREBY FURTHER IRREVOCABLY WAIVE ANY RIGHT TO A JURY TRIAL IN ANY ACTION ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR ANY RELATED AGREEMENTS.

11. Notwithstanding anything in this Agreement to the contrary, BEN & JERRY'S may seek to obtain at any time in any court of competent jurisdiction orders for specific performance or 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 BEN & JERRY'S irreparable harm. BEN & JERRY'S may have such specific performance or injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and PROSPECTIVE OPERATOR's sole remedy in the event of the entry of such specific performance or injunction order, shall be the dissolution of such order, if warranted (all claims for damages by reason of the wrongful issuance of any such order being expressly waived hereby).

12. This Agreement shall not be binding on either party until it is executed by both parties. This Agreement may be executed in two or more counterparts, each of which will be deemed an original, and all of which will constitute one and the same instrument. Each party agrees that this Agreement and any other documents entered into in connection with this Agreement are signed when a party's signature is delivered either as an original handwritten signature or through electronic means. Electronic signatures are to be treated the same as handwritten signatures for the purposes of validity, enforceability, and admissibility.

IN WITNESS WHEREOF, the undersigned parties have executed this Agreement on the date first written above.

_____	Ben & Jerry's Franchising, Inc.
PROSPECTIVE OPERATOR (print name)	BEN & JERRY'S
By:_____	By:_____
(signature)	
Name:_____	Name:_____
(print name of signatory)	
Title:_____	Title:_____
(print title of signatory)	

EXHIBIT B

FRANCHISE AGREEMENT



BEN & JERRY'S FRANCHISING, INC.

FRANCHISE AGREEMENT

FOR A SPECIAL VENUE SCOOP SHOP

BEN & JERRY'S FRANCHISING, INC.
FRANCHISE AGREEMENT FOR A
SPECIAL VENUE SCOOP SHOP

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BEN & JERRY'S FRANCHISING, INC.
FRANCHISE AGREEMENT FOR A
SPECIAL VENUE SCOOP SHOP

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BEN & JERRY'S FRANCHISING, INC
FRANCHISE AGREEMENT FOR A
SPECIAL VENUE SCOOP SHOP

THIS BEN & JERRY'S FRANCHISING, INC. FRANCHISE AGREEMENT FOR A SPECIAL VENUE SCOOP SHOP (the "**Agreement**") is made and entered into on the Effective Date (as set forth in **Exhibit A**) by and between BEN & JERRY'S FRANCHISING, INC., a Vermont corporation with its principal place of business at 35 Thompson Street, South Burlington, Vermont 05403-6828 ("**BEN & JERRY'S**"), and **OPERATOR** (as described in **Exhibit A**).

BACKGROUND:

A. BEN & JERRY'S and its affiliates, as the result of the expenditure of time, skill, effort, and money, have developed a distinctive system (the "**System**") relating to the establishment and operation of retail frozen dessert businesses, which operate at retail shops that display BEN & JERRY'S interior and exterior trade dress ("**Ben & Jerry's Shops**") and that are primarily engaged in the sale at the Ben & Jerry's Shop of BEN & JERRY'S products including ice cream, ice milk, sorbet, frozen yogurt, frozen desserts, toppings, confections, novelties, fountain ingredients, and other food and beverage items, as well as proprietary gift products (the "**Ben & Jerry's Products**") and a limited selection of complementary and compatible products, including non-proprietary gift products, approved by BEN & JERRY'S (the "**Non-Proprietary Products**"), and which operate under the Proprietary Marks (as defined below).

B. The distinguishing characteristics of the System include distinctive exterior and interior design, decor, color schemes, fixtures, and furnishings; standards and specifications for products, equipment, materials, and supplies; uniform standards, specifications, and procedures for operations; training and assistance; and marketing and promotional programs; all of which may be changed, improved, and further developed by BEN & JERRY'S from time to time.

C. The System is identified by means of certain trade names, service marks, trademarks, logos, emblems, and indicia of origin as are now designated and may hereafter be designated by BEN & JERRY'S in writing for use in connection with the System including the mark "Ben & Jerry's" and other marks (the "**Proprietary Marks**").

D. OPERATOR is in the business of providing food and managed services at limited purpose, limited access, and captive audience facilities, and other types of institutional accounts (which shall include airports and other public transportation facilities, parks, stadiums, business and industrial and military complexes, theaters, museums, amusement centers, educational facilities, hospitals and other health care facilities, and art centers) (collectively, "**Institutional Facilities**"), and OPERATOR desires to obtain the rights to operate at a location within the "**Institutional Facility**" (as defined in **Exhibit A**) a type of Ben & Jerry's Shop which operates at Institutional Facilities and which offers an assortment of Ben & Jerry's Products as may be designated by BEN & JERRY'S for service to customers at the Institutional Facility (the "**Scoop Shop**").

E. OPERATOR desires to enter into this agreement with BEN & JERRY'S for the purpose of operating the Scoop Shop within the Special Venue (as defined below), and to receive the training and other assistance provided by BEN & JERRY'S in connection therewith.

F. OPERATOR understands and acknowledges the importance of the high standards of BEN & JERRY'S for quality, cleanliness, appearance, and service and the necessity of operating the business franchised hereunder in conformity with the standards and specifications of BEN & JERRY'S.

NOW, THEREFORE, the parties, in consideration of the undertakings and commitments of each party to the other set forth in this Agreement, and for other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, agree as follows:

1. GRANT

1.1 BEN & JERRY'S grants to OPERATOR the right, and OPERATOR hereby undertakes the obligation, upon the terms and conditions set forth in this Agreement: (a) to establish and operate a Scoop Shop at the "**Authorized Location**" (as defined in **Exhibit A**) within the "**Special Venue**" (as defined in **Exhibit A**), and (b) to use the Proprietary Marks and the System solely in connection therewith.

1.2 BEN & JERRY'S grants to OPERATOR the right, but not the obligation, to engage in, and provide catering services for events held at locations outside of the Authorized Location but within the Special Venue ("**Catering**"). All Catering shall be subject to, and conducted in accordance with, the terms and conditions stated in this Agreement and as may be set forth in BEN & JERRY'S Confidential Operating Manual (the "**Manual**"), which are more fully described in Section 9 hereof, or otherwise by BEN & JERRY'S in writing.

1.3 OPERATOR shall operate the Scoop Shop only at the Authorized Location specified in **Exhibit A**. OPERATOR shall not relocate the Scoop Shop without the prior written approval of BEN & JERRY'S, which shall be subject to the terms of Section 7.23 below. Any authorizations furnished by BEN & JERRY'S pursuant to this Section 1.3 or assistance in selecting a location, shall be at the sole discretion of BEN & JERRY'S, and are not, and shall not be, a guarantee or assurance by BEN & JERRY'S that the Scoop Shop shall be profitable or successful. OPERATOR acknowledges and agrees that approval of OPERATOR's proposed location, under this Section 1.3 or pursuant to the Site Authorization Notice, does not constitute any assurance, representation, or warranty of BEN & JERRY'S of any kind, that OPERATOR's Scoop Shop at the Approved Location shall be profitable or successful.

1.4 Except as otherwise provided in this Agreement, during the term of this Agreement, BEN & JERRY'S shall not establish or operate, nor license any other person to establish or operate, a Scoop Shop, or other types of Ben & Jerry's Shops (collectively, "**Shops**") selling the Ben & Jerry's Products and Non-Proprietary Products (collectively, the "**Products**") at any location within the Special Venue. BEN & JERRY'S and its affiliates retain the rights, among others, on any terms and conditions BEN & JERRY'S deems advisable, and without granting OPERATOR any rights therein:

1.4.1 To own, acquire, establish, and/or operate and license others to establish and operate, Shops selling the Products at any location outside the Special Venue;

1.4.2 To own, acquire, establish and/or operate and license others to establish and operate, businesses under the Proprietary Marks at any location within or outside the Special Venue but which do not operate under the System and are not operating as retail ice cream, sorbet, frozen yogurt and/or other frozen dessert items businesses (this provision in no way limits the other rights reserved under Section 1.4.4);

1.4.3 To acquire, be acquired by, own and/or operate, and license others to operate, businesses under other proprietary marks and other systems, whether such businesses are similar or different from the Scoop Shop, at any location regardless of the proximity to the Authorized Location;

1.4.4 To own, acquire, establish, and/or operate and license others to establish and operate, Shops under the Proprietary Marks within other special venues, if any, within the Institutional Facility at any location regardless of the proximity of the other Shop and the other special venue to the Authorized Location. BEN & JERRY'S shall provide written notice to OPERATOR of its intent to establish, or license another to establish, a Shop under the Proprietary Marks within any such other special venue within the Institutional Facility near the Authorized Location, unless the foodservice rights at such other special venue are held by the owner or a contract feeder, or in the reasonable judgment of BEN & JERRY'S are not readily available to OPERATOR. If, within thirty (30) days of such notice, OPERATOR obtains or demonstrates its ability (in the reasonable judgment of BEN & JERRY'S) to obtain the right to establish a Shop within such other special venue in lieu of the business proposed by BEN & JERRY'S, BEN & JERRY'S shall not unreasonably withhold its consent for OPERATOR to establish such Shop within such other special venue;

1.4.5 To give, donate, or contribute Products to charitable and community organizations and events for fund raising and other events, and to offer Products for sampling by consumers and organizations for product testing, promotions and demonstrations at any location except the Authorized Location unless approved by OPERATOR; and

1.4.6 To sell or distribute, or license others to sell or distribute, at, to and/or from any location or site (whether real or virtual and notwithstanding its proximity to the Authorized Location), whether outside the Institutional Facility or, if the Special Venue is a portion of the Institutional Facility, then within the Institutional Facility and outside of the Special Venue, any products (including any Products) whether or not under, in connection with or bearing any or all of the Proprietary Marks, and whether or not pre-packaged and whether sold or distributed for on-premises consumption, take out or delivery. By way of example only, and not in any way a limitation of the foregoing, this would include sales:

1.4.6.1 at, and/or to institutional facilities (other than to locations within the Special Venue) and other facilities serviced by contract feeders;

1.4.6.2 at, to and/or from retail outlets (including supermarkets, groceries, mom & pops, gourmet shops, convenience stores, and food carts) and non-food retail stores (including warehouse clubs, drug stores, and book stores);

1.4.6.3 at, to and/or from restaurants, food stations, carts, kiosks, coffee shops, pizza and other delivery shops, food courts, convenience stores, and any place at or from which food for consumption is sold;

1.4.6.4 through Catering, subject to the terms of Section 7.2, below, and/or to audiences at off-premise special events, including specialty parties, weddings, festivals and business events; and

1.4.6.5 through delivery, mail order, catalogue sales, direct mail, toll-free numbers, the Internet (e-commerce), third-party delivery services, and/or any other means of distribution, including through alternative channels or methods of distribution, whether existing now or in the future.

1.5 The grant given herein is limited to the right to operate one (1) Scoop Shop at the Authorized Location only, and does not include (i) any right to sell products (including food items, novelty items, apparel, etc.) identified by the Proprietary Marks at any location other than the Authorized Location (except for authorized Catering) or through any other channels or methods of distribution, including the Internet (or any other existing or future form of electronic commerce) and pre-packaged retail sales or (ii) any right to sell the Products to any person or entity for resale or further distribution.

1.6 OPERATOR acknowledges that the System may be supplemented, improved, and otherwise modified from time to time by BEN & JERRY'S; and OPERATOR agrees to comply with all requirements of BEN & JERRY'S in that regard, including offering and selling new or different Products or services as specified by BEN & JERRY'S from time to time.

2. **TERM AND RENEWAL**

2.1 This Agreement shall be in effect upon its acceptance and execution by BEN & JERRY'S and, unless this Agreement is sooner terminated as provided herein, the term of this Agreement shall be five (5) years from the date on which the Scoop Shop first opens for business, or if earlier, the date on which the lease (or, if applicable, the sublease) for the Authorized Location expires, including any renewals thereto. The records maintained by BEN & JERRY'S regarding the opening date of the Scoop Shop shall control in the event of a controversy or conflict between BEN & JERRY'S and OPERATOR as to the opening date.

2.2 OPERATOR may apply to operate a Scoop Shop for one (1) additional consecutive term of five (5) years if the following conditions are met prior to renewal:

2.2.1 OPERATOR shall give BEN & JERRY'S written notice of OPERATOR's election to renew at least six (6) months, but not more than nine (9) months, prior to the end of the term of this Agreement;

2.2.2 OPERATOR shall not have any past due monetary obligations or other outstanding obligations to BEN & JERRY'S and its affiliates, the approved suppliers of the System, or the lessor of the Authorized Location;

2.2.3 OPERATOR shall not be in default of any provision of this Agreement, or successor hereto, or any other agreement between OPERATOR and BEN & JERRY'S or its affiliates, the approved suppliers of the System, or the lessor of the Authorized Location; and OPERATOR shall have substantially complied with all the terms and conditions of such agreements during the terms thereof;

2.2.4 OPERATOR, any owner with a beneficial interest in OPERATOR (an "**Owner**") as listed in **Exhibit D** to this Agreement, and any franchisee, operator, licensee or developer of BEN & JERRY'S in which OPERATOR and/or any Owner has a beneficial interest, shall execute a general release, in a form prescribed by BEN & JERRY'S, of any and all claims against BEN & JERRY'S and its affiliates, and their respective officers, directors, agents, and employees;

2.2.5 OPERATOR and its Owners shall execute the then-current form of franchise agreement and guarantee offered by BEN & JERRY'S, which shall supersede this Agreement in all respects, and the terms of which may differ from the terms of this Agreement including requirements to pay a royalty fee and a higher marketing contribution, except that OPERATOR shall not be required to pay any initial franchise fee;

2.2.6 OPERATOR shall comply with the then current qualification and training requirements of BEN & JERRY'S;

2.2.7 OPERATOR shall make or provide for, in a manner satisfactory to BEN & JERRY'S, such renovation and modernization of the Authorized Location of the Scoop Shop as BEN & JERRY'S may reasonably require, including installation of new equipment and renovation of signs, furnishings, fixtures, and decor to reflect the then-current standards and image of the System;

2.2.8 OPERATOR shall present evidence satisfactory to BEN & JERRY'S that OPERATOR has the right to remain in possession of the Authorized Location for the duration of the renewal term; and

2.2.9 OPERATOR shall pay BEN & JERRY'S a renewal fee in an amount of Five Thousand Dollars ($5,000).

2.3 If OPERATOR does not sign a renewal Franchise Agreement by the end of the term of this Agreement and continues to accept the benefits of this Agreement after the expiration of this Agreement, then at the option of BEN & JERRY'S, this Agreement may be treated either as (i) expired as of the end of the term, with OPERATOR then operating without a franchise to do so and in violation of BEN & JERRY'S's rights; or (ii) continued on a month-to-month basis ("**Interim Period**") until one party provides the other with written notice of such party's intent to terminate the Interim Period, in which case the Interim Period will terminate thirty (30) days after

receipt of the notice to terminate the Interim Period. In the latter case, all obligations of OPERATOR shall remain in full force and effect during the Interim Period as if this Agreement had not expired, and all obligations and restrictions imposed on OPERATOR upon expiration of this Agreement shall be deemed to take effect upon termination of the Interim Period.

3. DUTIES OF BEN & JERRY'S

3.1 BEN & JERRY'S shall make available standardized design plans and specifications for the Scoop Shop, including interior design and layout, fixtures, equipment, furnishings, and signs and graphics, in the manner described in Section 5.3. Such standard design plans and specifications shall not contain the requirements of any federal, state or local law, code or regulation, including those concerning the Americans With Disabilities Act ("**ADA**") or similar rules governing public accommodations for persons with disabilities, nor shall such plans contain the requirements of, or be used for, construction drawings or other documentation as may be necessary to obtain permits or authorization to build a specific Shop. OPERATOR shall adapt the standard plans to the Scoop Shop's location, as provided in Section 5.3 hereof, subject to BEN & JERRY'S approval.

3.2 BEN & JERRY'S shall provide its initial training for operators and managers ("**Scoop U Training**"), as described in Section 6 of this Agreement, for up to three (3) trainees, at no charge to OPERATOR during a period of six (6) months, commencing on the Effective Date. After such time period, BEN & JERRY'S may require that OPERATOR pay BEN & JERRY'S then-current training fees for any such training provided by BEN & JERRY'S. Nothing in this Section 3.2 shall limit or otherwise affect the obligations of OPERATOR to satisfy the training requirements set forth in Section 6 below.

3.3 BEN & JERRY'S shall provide such on-site pre-opening and opening supervision and assistance as BEN & JERRY'S deems advisable.

3.4 BEN & JERRY'S shall make available to OPERATOR marketing and promotional materials as provided in Section 12.5 hereof. BEN & JERRY'S may also make available to OPERATOR from time to time, at the sole option of BEN & JERRY'S, additional marketing materials not produced with contributions from the Fund (as defined in Section 12.1 below).

3.5 BEN & JERRY'S shall provide OPERATOR with electronic access to the Manual of BEN & JERRY'S, as more fully described in Section 9 hereof.

3.6 BEN & JERRY'S shall provide to OPERATOR, from time to time, as BEN & JERRY'S deems appropriate, advice and written materials concerning techniques of managing and operating the Scoop Shop, including suggested inventory and cost control methods, new developments and improvements in Scoop Shop layout and design, and new developments in products and marketing techniques.

3.7 BEN & JERRY'S shall conduct, as it deems advisable, inspections of the operation of the Scoop Shop by OPERATOR. Such inspections are not in lieu of OPERATOR's duty to

supervise the day-to day operation of the Scoop Shop and the performance of OPERATOR'S employees.

3.8 Subject to the Products and other items (e.g., spoons, cups, cones, etc.) required by BEN & JERRY'S to be offered, sold or used ("**Other Items**") being readily available, BEN & JERRY'S shall seek to make available for purchase by OPERATOR, either through BEN & JERRY'S directly, or through its affiliates, approved suppliers or distributors, those Products and Other Items; provided, however, that BEN & JERRY'S reserves the absolute unfettered right::

3.8.1 To discontinue the availability (in whole or in any quantity) of particular Products and Other Items from time to time;

3.8.2 To designate particular Products and Other Items for offer and sale at retail in limited geographic regions, demographic markets, or types of facilities and venues, or to otherwise limit the offer and sale at retail of any Product or Other Item in such manner and for such periods of time as BEN & JERRY'S may deem appropriate, including to reflect supply shortages (for whatever reason), varying customer preferences, to conduct seasonal or regional promotions, and to determine the marketability of a Product or Other Item or the feasibility and desirability of offering a Product or Other Item for sale under the System;

3.8.3 To require the return or disposal of, as BEN & JERRY'S shall direct, Products and Other Items that BEN & JERRY'S reasonably believes to be adulterated, tainted, contaminated, spoiled, unsafe, hazardous, expired, or otherwise unfit to be used for its intended purpose. BEN & JERRY'S shall reimburse OPERATOR for the cost of any such returned or disposed-of Products, together with all reasonable costs paid by OPERATOR to return such returned Products, provided such Products did not become returned or disposed-of as a result of an act or failure to act by OPERATOR;

3.8.4 To allocate in the manner, amounts and proportions the supply of Products and Other Items among all Scoop Shops (whether operated by OPERATOR, other franchisees, or BEN & JERRY'S) based on such criteria as BEN & JERRY'S may determine;

3.8.5 To change the range, types and nature of the Products and Other Items, package sizes, packaging, product varieties, formulations, and specifications, at any time and without notice; and

3.8.6 BEN & JERRY'S shall have no financial or other liability to OPERATOR for any losses or damages, including loss of trade or profit, resulting from the unavailability or pricing (whether the price to OPERATOR or the price offered by OPERATOR) of Products or Other Items or from the inability of BEN & JERRY'S (or any of its affiliates, suppliers or distributors) for any reason to meet OPERATOR'S orders for Products~~,~~ and Other Items or from shortages, errors or disruptions in manufacturing or deliveries, except in cases of negligence by BEN & JERRY'S, in which event the maximum amount of any losses or damages recoverable from proven liability shall not exceed the aggregate amount of the price which would have been invoiced to OPERATOR if the amount of the Products and Other Items that had actually been ordered by

OPERATOR had been delivered (as shown by the records of BEN & JERRY'S or of its affiliates, suppliers or distributors, whichever is applicable).

3.9 OPERATOR acknowledges and agrees that any duty or obligation imposed on BEN & JERRY'S by this Agreement may be performed by any distributor, designee, employee, or agent of BEN & JERRY'S, as BEN & JERRY'S may direct from time to time.

4. **FEES**

4.1 In consideration of the franchise granted herein, OPERATOR has paid to BEN & JERRY'S an initial franchise fee, the receipt of which is hereby acknowledged, which is earned and non-refundable in consideration of administrative and other expenses incurred by BEN & JERRY'S in entering into this Agreement. The initial franchise fee shall be set forth in **Exhibit A**, and shall be eighteen thousand dollars ($18,000), unless OPERATOR is (a) an existing franchisee under the System prior to executing this Agreement; or (b) an OPERATOR who is operating for only certain limited seasonal opportunities, as such opportunities are determined by BEN & JERRY'S.

4.2 Each month during the term of this Agreement, OPERATOR shall pay BEN & JERRY'S a continuing royalty fee in an amount that will not exceed five percent (5.0%) of the Gross Sales (as defined in Section 4.4 below) of the Scoop Shop during the prior month.

4.3 OPERATOR shall make monthly contributions for marketing and promotion as specified in Section 12.2 based on the Gross Sales of the Scoop Shop.

4.4 As used in this Agreement, "**Gross Sales**" means revenue from the sale of all Products and all other income, whether for cash or credit, of every kind and nature related to the Scoop Shop (including Catering), including proceeds of any business interruption insurance policies, regardless of collection in the case of credit. Gross Sales shall not include any sales taxes or other taxes collected from customers by OPERATOR and paid directly to the appropriate taxing authority.

4.5 All monthly payments and contributions required under this Section 4 shall be paid by the fifteenth (15th) day of each month, calculated on the Gross Sales for the preceding calendar month in the manner specified by BEN & JERRY'S from time to time. Concurrent with such payments, OPERATOR shall submit to BEN & JERRY'S any reports or statements required under Section 11.3 below. For any payments required under Section 4 or 12, OPERATOR shall, if requested by BEN & JERRY'S, make each such payment by separate cashier's check or shall establish an arrangement for electronic funds transfer or deposit of any payments required under Sections 4 or 12. OPERATOR shall comply with the payment and reporting procedures specified by BEN & JERRY'S in the Manual or otherwise in writing.

4.5.1 Any payment, contribution, statement, or report not actually received by BEN & JERRY'S on or before such date shall be overdue. If any contribution or payment is overdue, OPERATOR shall pay BEN & JERRY'S immediately upon demand, in addition to the overdue amount, interest on such amount from the date it was due 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. Entitlement to such interest shall be in addition to any other remedies BEN & JERRY'S may have. If any payment or contribution submitted by check is returned or dishonored, OPERATOR shall pay BEN & JERRY'S immediately upon demand, in addition to the amount due, an amount established by BEN & JERRY'S from time to time to compensate BEN & JERRY'S for any fees or charges that BEN & JERRY'S incurs due to such returned or dishonored check.

4.5.2 BEN & JERRY'S reserves the right to collect all or a portion of OPERATOR's past due royalties and contributions (including interest) by adding such amount to the monies due for OPERATOR's purchases of Products from BEN & JERRY'S and/or its affiliates and approved suppliers or distributors (as provided in Section 7.8.3, cash on delivery may be required for purchases of Ben & Jerry's Products). All monies collected by BEN & JERRY'S affiliates and suppliers for OPERATOR's past due contributions shall be remitted to BEN & JERRY'S on OPERATOR's account. OPERATOR shall not delay, withhold or set-off any payments or contributions due hereunder against any monetary or other claim it may have against BEN & JERRY'S.

5. CONSTRUCTION AND OPENING OF SCOOP SHOP

5.1 OPERATOR agrees to locate and submit a specific site for the Scoop Shop. OPERATOR shall submit to BEN & JERRY'S a site evaluation package ("**SEP**"), in a form prescribed by BEN & JERRY'S, identifying the proposed site and describing the preliminary design, relevant demographic and cost factors concerning the site. BEN & JERRY'S shall have ten (10) days after receipt of the SEP from OPERATOR to approve or disapprove, in its sole discretion, the proposed site for the Scoop Shop. OPERATOR must obtain approval by BEN & JERRY'S of the proposed site, including its preliminary design.

5.2 OPERATOR acknowledges and agrees that its submission of a SEP to BEN & JERRY'S, shall constitute OPERATOR representation to BEN & JERRY'S that it has the right under the agreement with the Special Venue to use the proposed site as a Ben & Jerry's Shop and to enter into this Agreement with respect to the proposed site.

5.3 BEN & JERRY'S shall have the right to designate one or more suppliers of design services and/or architectural services (a "**Designated Design Firm**") to supply such services to the System. OPERATOR may also use a local design firm so long as the local design firm meets our qualifications and OPERATOR has received written permission from BEN & JERRY'S to do so. OPERATOR shall provide the layout and dimensions for the site of the Scoop Shop to the design firm in the manner specified by BEN & JERRY'S in the Manual or otherwise in writing, which will prepare a standardized design (a "**Preliminary Drawing**") of the Scoop Shop using such layout and dimensions. The design firm shall prepare final plans for construction based upon the Preliminary Drawings and specifications. The final plans for construction shall not thereafter be materially changed or modified without the prior written permission of BEN & JERRY'S. OPERATOR shall be solely responsible for payments for all design and architecture services. OPERATOR shall renovate or construct, and equip the Scoop Shop according to the final plans for construction, at OPERATOR's own expense.

5.4 OPERATOR shall be responsible for obtaining all zoning classifications and clearances that may be required by state or local laws, ordinances, or regulations or that may be necessary or advisable owing to any restrictive covenants relating to OPERATOR's location.

5.5 OPERATOR shall obtain all permits and certifications required for the lawful construction and operation of the Scoop Shop and shall certify in writing to BEN & JERRY'S that all such permits and certifications have been obtained.

5.6 OPERATOR shall employ a qualified general contractor, who is reputable and experienced building units of similar retail concepts, to construct the Scoop Shop and to complete all improvements. BEN & JERRY'S shall have the right, but not the obligation, to designate a single approved contractor or furnish OPERATOR with a list of approved contractors for OPERATOR to employ in the construction of the Scoop Shop. OPERATOR acknowledges and agrees that BEN & JERRY'S is not liable for the unsatisfactory performance of any contractor retained by OPERATOR, even if such contractor was designated by BEN & JERRY'S. Prior to construction, OPERATOR shall comply with the insurance requirements described in Section 13.

5.7 In renovating, constructing, and equipping the Scoop Shop, OPERATOR shall comply with all of the applicable provisions of the ADA and shall not discriminate against anyone on the basis of disability or any other protected class. BEN & JERRY'S review and approval of plans for the Scoop Shop shall be limited to review of such plans to assess compliance with BEN & JERRY'S design standards for Shops, including such items as trade dress, presentation of Proprietary Marks, and the provision to the potential customer of certain products and services that are central to the functioning of Shops. Such review is not designed to assess compliance with federal, state or local laws and regulations, including the ADA. Prior to opening the Scoop Shop and prior to renovating the Scoop Shop after the initial opening of the Scoop Shop, OPERATOR shall execute an ADA Certification in the form attached to this Agreement as **Exhibit C** that certifies in writing to BEN & JERRY'S that the Scoop Shop and any proposed renovations comply with the ADA. In the event OPERATOR receives any complaint, claim, or other notice alleging a failure to comply with the ADA, OPERATOR shall provide BEN & JERRY'S with a copy of such notice within five (5) days after receipt thereof.

5.8 Unless delayed by the occurrence of events constituting "force majeure" as defined below, OPERATOR shall construct, furnish, and open the Scoop Shop in accordance with this Agreement and OPERATOR shall open the Scoop Shop not later than ninety (90) days after all building permits are issued but in no event later than twelve (12) months after the Effective Date of this Agreement. However, OPERATOR shall make a good faith attempt to open within forty-five (45) days after the building permits are issued. Time is of the essence. Prior to opening for business, OPERATOR shall comply with all pre-opening requirements set forth in this Agreement, the Manual, and/or elsewhere in writing by BEN & JERRY'S. OPERATOR shall also obtain written approval by BEN & JERRY'S prior to opening the Scoop Shop. BEN & JERRY'S shall conduct the opening inspection and approve or deny the opening of the Scoop Shop within ten (10) business days of the request by OPERATOR, provided that during holiday and other atypical periods BEN & JERRY'S may extend, as needed to accommodate the circumstances, the time to conduct its opening inspection and provide its approval or denial to open. If OPERATOR fails the opening inspection, OPERATOR shall reimburse BEN & JERRY'S for the travel expenses

and room and board of representatives of BEN & JERRY'S for each inspection, including the first. As used in this Agreement, "**force majeure**" means an act of God, war, civil disturbance, act of terrorism, government action, fire, flood, accident, hurricane, earthquake, or other calamity, strike or other labor dispute, or any other cause beyond the reasonable control of OPERATOR; provided, however, force majeure shall not include OPERATOR's lack of adequate financing. In the event OPERATOR's opening is delayed by a force majeure event, OPERATOR's time to open the Scoop Shop shall be extended by the shorter of: (a) the delay caused by such event; or (b) thirty (30) days.

6. TRAINING

6.1 Before opening the Scoop Shop, (i) OPERATOR (or, if OPERATOR is other than an individual, an owner of a beneficial interest in OPERATOR (an "**Owner**") approved by BEN & JERRY'S), or (ii) OPERATOR's manager (if OPERATOR or an Owner will not be the on-premises supervisor of the Scoop Shop on a full-time basis) shall attend and complete to BEN & JERRY'S satisfaction Scoop U Training. If OPERATOR is an individual who will not manage the Scoop Shop personally, BEN & JERRY'S may require OPERATOR to attend and complete to BEN & JERRY'S satisfaction, initial training as determined by BEN & JERRY'S.

6.2 In addition to pre-opening training, BEN & JERRY'S may require any persons subsequently employed by OPERATOR in the position of manager to attend and complete, to BEN & JERRY'S satisfaction, Scoop U Training for managers, for which training BEN & JERRY'S may charge OPERATOR a fee. OPERATOR, OPERATOR's manager, and other employees as OPERATOR may designate shall also attend such additional courses, seminars and other training programs as BEN & JERRY'S may require from time to time.

6.3 All training programs shall be at such times as may be designated by BEN & JERRY'S. Training programs shall be provided in Vermont and/or such other locations as BEN & JERRY'S may designate. OPERATOR may be required to pay a fee to BEN & JERRY'S, or to trainers designated by BEN & JERRY'S, for training courses, seminars and programs provided after the pre-opening training described in Section 6.1. OPERATOR or its employees shall be responsible for any and all other expenses incurred by them in connection with Scoop U Training and any other training, including the costs of transportation, lodging, meals, and wages. Trainees will not receive compensation from BEN & JERRY'S for work performed during Scoop U Training or such other training. OPERATOR acknowledges that Scoop U Training is designed to protect the BEN & JERRY'S brand and reputation, and is not designed to control the day-to-day operation of the Scoop Shop.

7. DUTIES OF OPERATOR

7.1 OPERATOR understands and acknowledges that every detail of the System and this Agreement is important to OPERATOR, BEN & JERRY'S, and other operators in order to develop and maintain high operating, quality and service standards, to increase the demand for the Products sold by all operators, to protect Scoop Shops operating under the System, and to protect the brand, reputation and goodwill of BEN & JERRY'S. OPERATOR shall operate the Scoop Shop in strict conformity with such standards and specifications as BEN & JERRY'S may from time to time prescribe in the Manual or otherwise in writing, and shall refrain from deviating from

such standards, specifications, and procedures without the prior written consent of BEN & JERRY'S.

7.2 OPERATOR shall use the Authorized Location solely for the operation of the Scoop Shop in accordance with this Agreement. OPERATOR shall keep the Scoop Shop open and in normal operation for such minimum hours and days as are required by the Institutional Facility (or, in the event the OPERATOR'S lease does not designate minimum hours and days, such minimum days and hours as BEN & JERRY'S may specify in the Manual or otherwise in writing). Such hours and days shall be set forth in **Exhibit A**, or, BEN & JERRY'S may specify the hours and days in a separate writing. OPERATOR shall refrain from using or permitting the use of the Authorized Location for any other unauthorized or unlawful purpose, and shall refrain from using or permitting the use of the Authorized Location for any purpose or activity at any time without first obtaining the written consent of BEN & JERRY'S. As described in Section 1.2 herein, OPERATOR may engage in Catering, but only in accordance with the terms and conditions stated in this Agreement, in the Manual, or as otherwise prescribed by BEN & JERRY'S in writing, including without limitation guidelines and requirements relating to insurance coverage, event size, event duration and vehicle use in Catering.

7.3 OPERATOR shall purchase and install all fixtures, furnishings, equipment, decor, and signs (including menu board systems) and maintain sufficient supplies (including environmentally-friendly cleaning supplies) and materials, as BEN & JERRY'S may prescribe in the Manual or otherwise in writing. OPERATOR shall refrain from deviating therefrom by the use of any non-approved item without the prior written consent of BEN & JERRY'S. BEN & JERRY'S shall not require OPERATOR to spend more than fifteen thousand dollars ($15,000) in any twelve (12) month period for the purchase or refurbishment of any additional or replacement fixtures, furnishings, equipment, or signs (including, without limitation, menu board systems). OPERATOR further acknowledges and agrees that:

7.3.1 In the event any refurbishment or replacement (whether pursuant to this Section 7.3, or to Sections 7.15 or 14.3.6) results in the discontinuance of any fixtures, furnishings, equipment, decor, and signs (including menu board systems) which bear the Proprietary Marks or which BEN & JERRY'S otherwise deems to be proprietary to the System, OPERATOR shall deliver to BEN & JERRY'S, without charge, all such items; and

7.3.2 In no way limiting Section 7.3 above, OPERATOR shall not install or permit to be installed within the Authorized Location any vending machine, game, or coin, card, or electronic operated device, automated teller machine, computer for public use, televisions, video monitors, or other device for customer use, unless specifically approved in writing, in advance, by BEN & JERRY'S.

7.4 To maintain the high standards of quality and uniformity associated with the System, OPERATOR shall offer and sell only Products that BEN & JERRY'S specifies from time to time, unless otherwise approved in writing by BEN & JERRY'S; and OPERATOR shall offer and sell all Products as BEN & JERRY'S may specify for this Shop from time to time as required offerings at the Scoop Shop. OPERATOR is prohibited from offering or selling any products or services at or from the Scoop Shop that have not previously been authorized by BEN & JERRY'S.

If OPERATOR wishes to offer or sell any products or services that have not previously been authorized by BEN & JERRY'S, OPERATOR must first make a written request to BEN & JERRY'S, requesting authorization to offer or sell such services or products, and any approved product must be included in the OPERATOR's Gross Sales. BEN & JERRY'S may deny such approval for any reason. In connection with such request for approval, OPERATOR must submit to BEN & JERRY'S such information and samples as BEN & JERRY'S desires. OPERATOR agrees to pay to BEN & JERRY'S such amount as is necessary to cover BEN & JERRY'S costs of reviewing and evaluating such requests for approval submitted by OPERATOR.

7.5 OPERATOR acknowledges that (i) the Ben & Jerry's Products offered and sold under the System are prepared from proprietary recipes developed by and, in some cases, exclusively for BEN & JERRY'S; (ii) the Ben & Jerry's Products are unique and their formulae and manufacturing processes constitute trade secrets essential to the success of the System; and (iii) BEN & JERRY'S has the absolute right to make any and all changes to, and to vary, the Ben & Jerry's Products; the packaging; the package, tub and container sizes, weights, volumes and shapes; the fill levels; the product flavors and varieties; and the formulations and specifications of the Ben & Jerry's Products, including the texture, quality, "piece count," creaminess, weight, color, density, "chunk weight," and degree of overrun; and BEN & JERRY'S shall have no liability whatsoever to OPERATOR for any impact such changes may have on OPERATOR'S business; and (iv) OPERATOR has entered into this Agreement in order to, among other things, obtain the right to offer and sell the Ben & Jerry's Products listed in **Exhibit B** (the "**Approved Ben & Jerry's Products**"). In order to protect the interest of BEN & JERRY'S in the Ben & Jerry's Products and to ensure the quality, uniformity, and distinctiveness of the Ben & Jerry's Products, OPERATOR agrees to purchase, solely from BEN & JERRY'S or suppliers designated by BEN & JERRY'S, all of the Ben & Jerry's Products. OPERATOR acknowledges that the requirements of this Section 7.5 are in addition to the requirements of Section 7.6 below, which apply, generally, to Ben & Jerry's Products.

7.6 In no way limiting the terms of Section 7.5, all Products sold or offered for sale at the Scoop Shop must meet the then-current standards and specifications of BEN & JERRY'S, as established by BEN & JERRY'S in the Manual or otherwise in writing and in accordance with Section 7.7 below. OPERATOR further agrees:

7.6.1 Not to sell or otherwise market the Products for subsequent resale unless approved in writing by BEN & JERRY'S;

7.6.2 To handle and store the Products solely in the manner directed by BEN & JERRY'S in the Manual or otherwise in writing; and

7.6.3 Not to sell, offer for sale or sample, and to destroy immediately in accordance with procedures set forth in the Manual, any Product that it knows, or should know through the exercise of reasonable care, to be adulterated, tainted, contaminated, spoiled, unsafe, or otherwise unfit for human consumption.

7.7 OPERATOR agrees that BEN & JERRY'S in order to preserve BEN & JERRY'S legitimate interest in protecting the quality of its Products and the BEN & JERRY'S brand,

reputation and goodwill, reserves the right, to the fullest extent allowed by applicable law, to: establish maximum, minimum or other pricing requirements with respect to the prices OPERATOR may charge for the Products offered and sold hereunder; recommend retail prices; advertise specific retail prices for some or all Products sold by OPERATOR, which prices OPERATOR will be compelled to observe; engage in marketing, promotional and related campaigns, which OPERATOR must participate in and which may directly or indirectly impact OPERATOR's retail prices; and otherwise mandate, directly or indirectly, the prices which OPERATOR may charge.

7.8 Unless otherwise approved in writing by BEN & JERRY'S, OPERATOR shall purchase all equipment, fixtures, furnishings, signs (including menu board systems), décor, supplies, services, and products (including the Products) required for the establishment and operation of the Scoop Shop from suppliers designated or approved in writing by BEN & JERRY'S (as used in this Section 7.8 the term "supplier" shall include manufacturers, distributors and other forms of suppliers). BEN & JERRY'S shall have the right to designate, at any time and for any reason, a single supplier for any equipment, supplies, services, or products (including any Products) and to require OPERATOR to purchase exclusively from such designated supplier, which exclusive designated supplier may be BEN & JERRY'S or an affiliate of BEN & JERRY'S. BEN & JERRY'S and its affiliates may receive payments or other compensation from suppliers on account of such suppliers' dealings with OPERATOR and other franchisees; and BEN & JERRY'S may use all amounts so received for any purpose BEN & JERRY'S and its affiliates deem appropriate.

7.8.1 If OPERATOR desires to purchase any equipment, supplies, services, and products (including the Products) from suppliers other than those previously designated or approved by BEN & JERRY'S, OPERATOR shall first submit to BEN & JERRY'S a written request for authorization to purchase such items, together with such information and samples as BEN & JERRY'S may reasonably require. BEN & JERRY'S shall have the right to require periodically that its representatives be permitted to inspect such items and/or supplier's facilities, and that samples from the proposed supplier, or of the proposed items, be delivered for evaluation and testing either to BEN & JERRY'S or to an independent testing facility designated by BEN & JERRY'S. Permission for such inspections shall be a condition of the initial and continued approval of such manufacturer, distributor, or supplier. A charge not to exceed the reasonable cost of the evaluation and testing shall be paid by OPERATOR. BEN & JERRY'S shall, within ninety (90) days after its receipt of such request and completion of such evaluation and testing (if required by BEN & JERRY'S), notify OPERATOR in writing of its approval or disapproval. BEN & JERRY'S may deny such approval for any reason, including its determination to limit the number of approved suppliers.

7.8.2 BEN & JERRY'S may from time to time revoke its approval of particular items, Products or suppliers if BEN & JERRY'S determines that the items, Products, or suppliers no longer meet the standards of BEN & JERRY'S or BEN & JERRY'S determines that the product is no longer appropriate to sell in Shops. Within thirty (30) days after receipt of notice of such revocation (or, for failure to meet health or safety standards, immediately upon receipt of notice), OPERATOR shall cease to sell or use any disapproved item and Products, and cease to purchase from any disapproved supplier.

7.8.3 Subject to the terms of Section 3.8 above, BEN & JERRY'S and/or its designated distributor shall seek to provide the Products within twenty-one (21) days after receipt of OPERATOR's written order. Unless otherwise agreed upon by BEN & JERRY'S or its designated distributor, OPERATOR shall pay for all Products cash on delivery.

7.9 To ensure the efficient management and operation of the Scoop Shop and the transmission of data to and from BEN & JERRY'S, OPERATOR, at its expense, shall (i) purchase, and thereafter maintain, such computer and communication hardware and point-of-sale system hardware, financial accounting software, firmware, accessories, Internet connectivity, required dedicated telephone, broadband and/or other communication access services and power lines, modems(s), printer(s), and other computer-related accessories or peripheral equipment as BEN & JERRY'S specifies in the Manual or otherwise in writing and (ii) acquire computer and communication software as BEN & JERRY'S specifies in the Manual or otherwise in writing from BEN & JERRY'S or, if any, approved vendors (collectively, the "**Computer System**"). OPERATOR acknowledges that BEN & JERRY'S shall have no liability to OPERATOR in connection with any Computer System problems, including any issues caused by any approved supplier of any Computer System. Additionally, BEN & JERRY'S has established and may establish other Websites, including a Website providing private and secure communications between BEN & JERRY'S, OPERATOR, operators, franchisees, licensees and other persons and entities as determined by BEN & JERRY'S, at its sole option and in accordance with such rules and procedures as are determined by BEN & JERRY'S from time to time ("B&J Extranet**"**). OPERATOR agrees to the following:

7.9.1 OPERATOR's Computer System shall have the capacity to electronically exchange information, messages, and other data with other computers, by such means (including the Internet and the B&J Extranet), and using such protocols (e.g. TCP/IP), as BEN & JERRY'S may prescribe in the Manual or otherwise in writing. OPERATOR shall maintain at all times, access to the B&J Extranet in the manner specified by BEN & JERRY'S in the Manual or otherwise in writing. If required by BEN & JERRY'S, OPERATOR shall from time to time execute such agreements or acknowledge such policies as BEN & JERRY'S may prepare to set forth the terms of use for the B&J Extranet, and OPERATOR agrees at all times to comply;

7.9.2 BEN & JERRY'S shall have the right from time to time, and at any time, to retrieve data and information relating to the operations of the Scoop Shop from OPERATOR's Computer System, by modem or other requested means, and use it for any reasonable business purpose both during and after the term of this Agreement. BEN & JERRY'S may, from time to time, specify in the Manual or otherwise in writing the information that OPERATOR shall collect and maintain on the Computer System installed at the Scoop Shop, and OPERATOR shall provide to BEN & JERRY'S such reports as BEN & JERRY'S may reasonably request from the data so collected and maintained, which shall be in the form and format prescribed or approved by BEN & JERRY'S;

7.9.3 OPERATOR shall keep its Computer System in good maintenance and repair and, at its expense, shall promptly install such additions, changes, modifications, substitutions, and/or replacements to the Computer System, telephone and power lines, and other computer-related facilities, as BEN & JERRY'S directs (including those pertaining to the

processing of credit/debit cards as described in Section 7.9.7 and 7.9.8, below). OPERATOR shall have the sole and complete responsibility for: (a) acquiring, operating, maintaining and upgrading its Computer System; (b) the manner in which OPERATOR's Computer System interfaces with BEN & JERRY'S computer systems, and the computer systems of third parties; and (c) any and all consequences that may arise if OPERATOR's Computer System is not properly operated, maintained or upgraded;

7.9.4 BEN & JERRY'S may from time to time develop or authorize others to develop software programs for use in the System, which OPERATOR may be required to purchase and/or license, and use without individual modification or customization, in connection with the Scoop Shop and for which OPERATOR may be required to execute a license, sublicense, or maintenance agreement with BEN & JERRY'S or an approved vendor; and

7.9.5 OPERATOR shall abide by all applicable laws pertaining to the privacy of consumer, employee, and transactional information ("**Privacy Laws**"). OPERATOR shall comply with BEN & JERRY'S standards and policies pertaining to privacy information. If there is a conflict between BEN & JERRY'S such standards and policies and the Privacy Laws, OPERATOR shall: (a) comply with the requirements of the Privacy Laws; (b) immediately give BEN & JERRY'S written notice of said conflict; and (c) promptly and fully cooperate with BEN & JERRY'S and its counsel in determining the most effective way, if any, to meet BEN & JERRY'S standards and policies pertaining to privacy information. OPERATOR agrees not to publish, disseminate, implement, revise or rescind a data privacy policy without BEN & JERRY'S prior written consent.

7.9.6 OPERATOR shall comply with the standards and procedures developed by BEN & JERRY'S for the System, in the manner directed by BEN & JERRY'S in the Manual or otherwise in writing, with regard to OPERATOR's authorization to use, and use of, blogs, common social networks (such as "Facebook" and "Myspace"), professional networks (such as "Linked-In"), live blogging tools (such as "Twitter"), virtual worlds, file, audio and video sharing sites and other similar social networking media or tools ("**Social Media**") that in any way references the Proprietary Marks or involves the System or the Scoop Shop.

7.9.7 OPERATOR agrees to maintain, at all times, credit card relationships with the credit and debit card issuers or sponsors, check or credit verification services, financial-center services, merchant service providers, and electronic fund transfer systems (together, "Credit Card Vendors") that BEN & JERRY'S may periodically designate in the Manual or otherwise in writing. The term "Credit Card Vendors" includes, among other things, companies that provide services for electronic payment, such as near-field communication vendors (for example, "Apple Pay" and "Google Wallet"). OPERATOR agrees not to use any Credit Card Vendor for which BEN & JERRY'S has not given OPERATOR prior written approval, or as to which BEN & JERRY'S has revoked an earlier approval. BEN & JERRY'S has the right to modify the requirements for Credit Card Vendors and to designate additional approved or required methods of payment and vendors for processing such payments, and to revoke the approval of any service provider.

7.9.8 OPERATOR agrees to comply with such directives related to OPERATOR's compliance with the applicable industry regulations and/or guidelines related to the processing of credit/debit cards promulgated by the card issuers (e.g., Cardholder Information Security Program ("CISP") promulgated by Visa®)) and/or service companies/organizations, such as the Payment Card Industry ("PCI") Data Security Standards, as those standards may be revised and modified by the PCI Security Standards Council, LLC (see www.pcisecuritystandards.org), or any successor organization or standards that BEN & JERRY'S may reasonably specify in the Manual or otherwise in writing. Among other things, OPERATOR agrees to implement the enhancements, security requirements, and other standards that CISP, PCI Security Standards Council, LLC or their equivalent (or their successors) requires of a merchant that accepts payment by credit and/or debit cards.

7.9.9 BEN & JERRY'S and OPERATOR agree that changes to technology are dynamic and are not predictable within the term of this Agreement. In order to provide for inevitable but unpredictable changes to technological needs and opportunities, OPERATOR agrees that BEN & JERRY'S may establish from time to time in the Manual or otherwise in writing reasonable new standards for the implementation of technology in the System. OPERATOR agrees to comply with any reasonable new standard for technology that is developed by BEN & JERRY'S.

7.10 At the time the Scoop Shop opens, OPERATOR shall stock and display the initial inventory of Products and supplies prescribed by BEN & JERRY'S in the Manual or otherwise in writing. Thereafter, OPERATOR shall stock and maintain all types of approved Products in quantities sufficient to meet reasonably anticipated customer demand.

7.11 OPERATOR shall permit BEN & JERRY'S and its agents, and BEN & JERRY'S and its agents shall have the right, to enter upon the Authorized Location with or without notice to OPERATOR at any time during normal business hours for the purpose of conducting inspections of the Authorized Location, and to the extent that they relate to the Scoop Shop, the books, records and/or accounts of OPERATOR. OPERATOR shall cooperate with representatives of BEN & JERRY'S in such inspections by rendering such assistance as they may reasonably request; and, upon notice from BEN & JERRY'S or its agents, and without limiting other rights of BEN & JERRY'S under this Agreement, shall take such steps as may be necessary to correct immediately any deficiencies detected during any such inspection. During the course of any such inspection, BEN & JERRY'S may photograph or videotape any part of the Scoop Shop, whether or not OPERATOR is present. If BEN & JERRY'S determines, based on unsatisfactory findings of an inspection, that a re-inspection is required, OPERATOR shall reimburse BEN & JERRY'S for the travel expenses and room and board of BEN & JERRY'S representatives for subsequent inspections to ensure all deficiencies have been corrected. Should OPERATOR, for any reason, fail to correct such deficiencies within a reasonable time as determined by BEN & JERRY'S, BEN & JERRY'S shall have the right, but not the obligation, to correct any deficiencies which may be susceptible to correction by BEN & JERRY'S and to charge OPERATOR the actual expenses of BEN & JERRY'S in so acting, payable by OPERATOR upon demand. The foregoing shall be in addition to such other remedies BEN & JERRY'S may have. The inspections conducted pursuant to this Section 7.13 are not in lieu of OPERATOR's duty to supervise the day-to-day operation of the Scoop Shop and the performance of OPERATOR'S employees.

7.12 Subject to any local laws or Special Venue restrictions, OPERATOR shall ensure that all marketing and promotional materials, signs, decorations, paper goods (including disposable food containers, napkins, menus boards and all forms and stationery used in the Scoop Shop), Products, and other items specified by BEN & JERRY'S bear the Proprietary Marks in the form, color, location, and manner prescribed by BEN & JERRY'S. OPERATOR shall place and illuminate all signs in accordance with the specifications of BEN & JERRY'S.

7.13 OPERATOR shall participate in promotional programs developed by BEN & JERRY'S for the System, in the manner directed by BEN & JERRY'S in the Manual or otherwise in writing. Additionally, OPERATOR shall sell or otherwise issue gift cards ("**Gift Cards**") and (whether as part of, or separate from, Gift Cards) loyalty cards ("**Loyalty Cards**") that have been prepared utilizing the standard form of Gift Card or Loyalty Card provided or designated by BEN & JERRY'S, and only in the manner specified by BEN & JERRY'S in the Manual or otherwise in writing. OPERATOR shall fully honor all Gift Cards and Loyalty Cards that are in the form provided or approved by BEN & JERRY'S regardless of whether a Gift Card or Loyalty Card was issued by BEN & JERRY'S or another operator. OPERATOR shall sell, issue, and redeem Gift Cards and Loyalty Cards in accordance with procedures and policies specified by BEN & JERRY'S in the Manual or otherwise in writing. Gift certificates are not to be sold by any OPERATOR unless OPERATOR has received specific permission from BEN & JERRY'S to do so.

7.14 OPERATOR shall maintain the Authorized Location (including adjacent public areas) in a clean, orderly condition and in excellent repair; and, in connection therewith, OPERATOR shall, at its expense, make such repairs and replacements thereto (but no others without prior written consent of BEN & JERRY'S) as may be required for that purpose, including such periodic repainting or replacement of obsolete signs, furnishings, equipment, and decor as BEN & JERRY'S may reasonably direct. Any replacement, reconstruction, addition or modification to the Scoop Shop must be approved by BEN & JERRY'S and comply with the specifications of BEN & JERRY'S.

7.15 In order to preserve BEN & JERRY'S legitimate interest in protecting the quality of its Products and the BEN & JERRY'S brand, reputation and goodwill, at the request of BEN & JERRY'S, but not more often than once every five (5) years, unless sooner required by OPERATOR's lease, OPERATOR shall refurbish the Authorized Location, at its expense, to conform to the store design, trade dress, color schemes, and presentation of the Proprietary Marks in a manner consistent with the then-current image for new Scoop Shops. Such refurbishment may include structural changes, installation of new equipment and signs (including menu board systems), remodeling, redesign, redecoration, and modifications to existing improvements. Notwithstanding the foregoing, BEN & JERRY'S shall not require OPERATOR to spend more than Fifteen Thousand Dollars ($15,000) on such refurbishment pursuant to this Section 7.16 in any five-year period. The expenditure limitations of this Section 7.16 shall not apply to renovations, redesign, refurbishment, and modernization required pursuant to each of the following: Section 2.2.7 relating to the renewal of franchise rights; or Section 14.3.6 relating to transfers under this Agreement.

7.16 Without limiting the requirements of Section 18.1, OPERATOR has the sole authority and control over the day-to-day operations of the Scoop Shop and its employees and independent contractors. The Scoop Shop shall be under the direct supervision of OPERATOR or a manager of OPERATOR who has satisfactorily completed Scoop U Training. OPERATOR shall maintain a competent, conscientious, trained staff, including a fully-trained manager (who may be OPERATOR). OPERATOR shall take such steps as are necessary to ensure that its employees preserve good customer relations; render competent, prompt, courteous, and knowledgeable service; and meet such minimum standards as BEN & JERRY'S may establish from time to time in the Manual or otherwise in writing in order to protect the quality of its Products and the BEN & JERRY'S brand, reputation and goodwill. OPERATOR and its employees shall handle all customer complaints, refunds, returns, and other adjustments in a manner that will not detract from the name and goodwill of BEN & JERRY'S. OPERATOR will use the system designed by BEN & JERRY'S for training employees. OPERATOR shall be solely responsible for all employment decisions and functions of the Scoop Shop, including those related to hiring, firing, wage and hour requirements, recordkeeping, supervision, and discipline of employees. At no time will OPERATOR or OPERATOR'S employees and independent contractors be deemed to be employees of BEN & JERRY's or any affiliate of BEN & JERRY'S. BEN & JERRY'S has no right or obligation to direct OPERATOR'S employees or to operate the Scoop Shop.

7.17 OPERATOR shall not implement any change to the System (including the use of any product or supplies not already approved by BEN & JERRY'S) without the prior written consent of BEN & JERRY'S. Without limiting any other provision in this Agreement, BEN & JERRY'S has the perpetual and exclusive right to own and use and to authorize other Scoop Shops to use, and OPERATOR will fully and promptly disclose to BEN & JERRY'S, all ideas, plans, innovations, improvements, concepts, formulas, recipes, methods and techniques relating to the development or operation of a Scoop Shop or any similar business conceived or developed by OPERATOR or OPERATOR'S employees during the term of this Agreement (collectively, "**Innovations**"). BEN & JERRY'S shall have all right, title, and interest in any Innovations, without compensation to OPERATOR and OPERATOR shall have no right, title, or interest whatsoever in any and all Innovations. BEN & JERRY'S shall not be obligated to approve or accept any request to implement any Innovations. BEN & JERRY'S may from time to time revoke its approval of a particular change or amendment to the System. Upon receipt of written notice of such revocation, OPERATOR shall modify its activities in the manner described by BEN & JERRY'S.

7.18 OPERATOR shall comply with all terms of its lease or sublease, its financing agreements (if any), and all other agreements affecting the operation of the Scoop Shop; shall undertake best efforts to maintain a good and positive working relationship with its landlord and/or lessor; and shall not engage in any activity which may jeopardize OPERATOR's right to remain in possession of, or to renew the lease or sublease for, the Authorized Location.

7.19 OPERATOR must at all times pay its distributors, independent contractors, suppliers, trade creditors, landlord, lender, employees and other creditors promptly as the debts and obligations to such persons become due, and failure to do so shall constitute a breach of this Agreement.

7.20 OPERATOR shall meet and maintain the highest health standards and ratings applicable to the operation of the Scoop Shop under the Manual or as otherwise prescribed by BEN & JERRY'S in writing, and applicable health ordinances. OPERATOR shall also comply with the requirements set forth by BEN & JERRY'S in the Manual or otherwise in writing for submitting to BEN & JERRY'S a copy of a violation or citation relating to OPERATOR's failure to maintain any health or safety standards in the operation of the Scoop Shop.

7.21 OPERATOR recognizes and acknowledges that BEN & JERRY'S: (i) is not only a franchisor of Shops that offer, among other things, ice cream products but it is also a company devoted to social justice and engages in, supports and promotes, causes which it views as consistent with its progressive core values – including, but not limited to, human rights and dignity, social and economic justice, and environmental protection, restoration and regeneration; (ii) is a vocal advocate for change and will often publicly address topics (including by naming ice cream flavors to make political and other social statements) from a generally left-of-center perspective which may generate disagreement among operators and the public and may negatively impact the business of the Scoop Shop; and (iii) has the absolute unfettered right to decide the causes, policies and social activities it will engage in, support and promote (without any prior consultation with, or approval by, the operators). By way of examples only, BEN & JERRY'S has in the past engaged in efforts to advance racial equity which has included supporting the Black Lives Matter movement; campaigned for criminal justice reform and against mass incarceration; supported legislation to create reparations for African Americans; advocated for refugee and LGBTQ rights; and advocated concerning climate change. BEN & JERRY'S may take positions on these and other issues in the future and its position on even these issues may evolve and change over time (all of which is within BEN & JERRY's absolute unfettered right to determine). Operator shall use its best efforts to integrate into its business a reasonable number (given the size of OPERATOR's operation) of socially responsible activities which are the same as or not inconsistent with those activities and programs which BEN & JERRY'S conducts to implement its social mission described above and in memoranda and other documents directed to operators. OPERATOR agrees to discontinue involvement or affiliation with any activities or programs that BEN & JERRY'S determines (and has the absolute right to determine) to be (a) inconsistent with its social mission (regardless of the impact of that determination on the Scoop Shop); or (b) harmful to the Scoop Shop, other BEN & JERRY's Scoop Shops, BEN & JERRY'S or its affiliates, the Proprietary Marks, or the System. OPERATOR further agrees not to take any action to interfere with, or to seek to prevent or discontinue, the decisions, activities and programs that BEN & JERRY'S has determined to be consistent with its social mission (regardless of the impact of those decisions, activities or programs on the Scoop Shop).

7.22 OPERATOR shall notify BEN & JERRY'S in writing within five (5) days of the commencement of any suit to foreclose any lien or mortgage, or 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, including health agencies, which (i) relates to the operation of the Scoop Shop, (ii) may adversely affect the operation or financial condition of the Scoop Shop, or (iii) may adversely affect OPERATOR's financial condition.

7.23 As set forth in Section 1.3, OPERATOR shall operate the Scoop Shop only at the Authorized Location. OPERATOR shall not relocate the Scoop Shop from the Authorized

Location without the prior written approval of BEN & JERRY'S. If OPERATOR desires to relocate the Scoop Shop, OPERATOR shall submit such materials and information as BEN & JERRY'S may request for the evaluation of the requested plan of relocation. BEN & JERRY'S has the right to require any or all of the following as conditions of its approval for relocation: (i) OPERATOR not be in default under any provision of this Agreement or any other agreement between OPERATOR and BEN & JERRY'S; (ii) the proposed substitute location meets BEN & JERRY'S then-current standards for Scoop Shops; (iii) OPERATOR must possess the financial resources to meet the costs associated with relocating; (iv) OPERATOR enter into BEN & JERRY'S then-current form of Franchise Agreement (which shall replace this Agreement) for the remainder of the term of the franchise granted hereunder, provided that OPERATOR shall not be required to pay an initial fee; and (v) OPERATOR pay a relocation fee of three thousand dollars ($3,000). If, through no fault of OPERATOR, the premises of the Authorized Location are damaged or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then OPERATOR shall have forty-five (45) days after such event in which to apply for approval by BEN & JERRY'S to relocate and/or reconstruct the premises of the Authorized Location, which approval shall not be unreasonably withheld and, in such event, the relocation fee described above will not be required.

7.24 OPERATOR recognizes and acknowledges that BEN & JERRY'S: (i) is not only a franchisor of Shops that offer, among other things, ice cream products but it is also a company devoted to social justice and engages in, supports and promotes, causes which it views as consistent with its social mission and core values – including, but not limited to, human rights and dignity, social and economic justice, and environmental protection, restoration and regeneration; (ii) is a vocal advocate for change and will often publicly address topics (including by naming ice cream flavors to make political and other social statements) from a perspective which may generate disagreement among operators and the public and may negatively impact the business of the Scoop Shop; and (iii) has the absolute unfettered right to decide the causes, policies and social activities it will engage in, support and promote (without any prior consultation with, or approval by, the operators). By way of examples only, BEN & JERRY'S has in the past partnered with civil society groups with bold justice agendas to advance campaigns that address racial equity and drive systemic change; campaigned for criminal justice reform and against mass incarceration; supported legislation to create reparations for African Americans; advocated for refugee and LGBTQ rights; and advocated for policies to combat climate change and promote climate justice. BEN & JERRY'S may take positions on these and other issues in the future and its position on even these issues may evolve and change over time (all of which is within BEN & JERRY'S absolute unfettered right to determine). OPERATOR shall use its best efforts to integrate into its business a reasonable number (given the size of OPERATOR'S operation) of socially responsible activities which are the same as or not inconsistent with those activities and programs which BEN & JERRY'S conducts to implement its social mission described above and in memoranda, and other documents directed to operators. OPERATOR agrees to discontinue involvement or affiliation with any activities or programs that BEN & JERRY'S determines (and has the absolute right to determine) to be (a) inconsistent with its social mission (regardless of the impact of that determination on the Scoop Shop); or (b) harmful to the Scoop Shop, other BEN & JERRYS Scoop Shops, BEN & JERRY'S or its affiliates, the Proprietary Marks, or the System. OPERATOR further agrees not to take any action to interfere with, or to seek to prevent or discontinue, the decisions, activities and programs that BEN & JERRY'S has determined to be consistent with its

social mission (regardless of whether these decisions, activities and programs are effective and/or have an adverse impact on the Scoop Shop).

7.25 Whenever OPERATOR independently, or by notice by BEN & JERRY'S, a customer, or by any local or federal governmental agency becomes aware that any Product, or any ingredient or component thereof, is or may become harmful to persons or property, or that the Product is defective in any manner which is or may become harmful to persons or property, or that the same is mislabeled, it shall immediately give notice of such problem or defect to BEN & JERRY'S and shall provide all information in its possession with respect to such problem or defect. If BEN & JERRY'S deems it necessary to recall any quantity of the Product from OPERATOR's Scoop Shop, or from any customer, for any reason bearing on the quality and/or safety of the Product, OPERATOR agrees to take such steps as may be required by applicable law to protect the interests of the public, and such additional steps as BEN & JERRY'S may specify in its reasonable discretion, and to comply diligently with all product recall procedures established by the competent governmental agency responsible for such recalls. If OPERATOR fails or refuses to comply with a recall of the Products upon request by BEN & JERRY'S, BEN & JERRY'S shall be authorized to take such action as it deems necessary to recall the relevant Products from the Scoop Shop and from customers, and OPERATOR shall reimburse BEN & JERRY'S for its costs and expenses incurred in such recall procedure. Any such action taken by BEN & JERRY'S shall not relieve OPERATOR of its obligations or liability hereunder. If a recall is caused by a defect in the Ben & Jerry's Products, BEN & JERRY'S shall reimburse OPERATOR as provided by Section 3.8.3.

7.26 OPERATOR agrees to install and maintain one or more security cameras as required and/or specified by BEN & JERRY'S in the Manual or otherwise in writing, subject to any limitations imposed by any applicable law.

8. PROPRIETARY MARKS

BEN & JERRY'S represents with respect to the Proprietary Marks that:

8.1 An affiliate of BEN & JERRY'S ("**TM Affiliate**") is the registered owner of the Proprietary Marks for the United States. Through a license with TM Affiliate, BEN & JERRY'S holds a license to use, and to license others to use, the Proprietary Marks in the manner contemplated by this Agreement.

8.1.1 BEN & JERRY'S and TM Affiliate will take all steps reasonably necessary to preserve and protect the ownership and validity in and to the Proprietary Marks.

8.2 OPERATOR's right to use the Proprietary Marks is limited to such uses as are authorized under this Agreement, and any unauthorized use thereof shall constitute an infringement of rights of BEN & JERRY'S and TM Affiliate.

8.3 With respect to OPERATOR's use of the Proprietary Marks, OPERATOR agrees to:

8.3.1 Use only the Proprietary Marks designated by BEN & JERRY'S, and to use them only in the manner authorized and permitted by BEN & JERRY'S;

8.3.2 Use the Proprietary Marks only for the operation and marketing of the Scoop Shop, and in connection with Catering that have been approved by BEN & JERRY'S;

8.3.3 Operate and advertise the Scoop Shop only under the name "Ben & Jerry's," and use the Proprietary Marks without prefix or suffix, unless otherwise authorized or required by BEN & JERRY'S. OPERATOR shall not use the Proprietary Marks (including BEN & JERRY'S service marks), the abbreviations "B&J" or "BJ," or any name that is now, or in the future, used for the Ben & Jerry's Products, or any marks confusingly similar to any of them as part of its corporate, partnership, or other legal name, or to identify OPERATOR or the Scoop Shop in other legal or financial capacity (including in connection with bank checks, bank accounts, and other financial accounts), or as part of any e-mail address, domain name, or other identification of OPERATOR or the Scoop Shop in any electronic medium, unless agreed to in advance, in writing, by BEN & JERRY'S. OPERATOR may, as necessary to conduct the business of the Scoop Shop and to obtain governmental licenses and permits for the Scoop Shop, indicate that OPERATOR shall be operating the Scoop Shop under the trade name "Ben & Jerry's," provided that OPERATOR shall also clearly identify itself as the owner and operator of the Scoop Shop;

8.3.4 Identify itself as the owner of the Scoop Shop (in the manner required by BEN & JERRY'S) in conjunction with any use of the Proprietary Marks, including on invoices, order forms, receipts, and business stationery, as well as at such conspicuous locations at the Authorized Location as BEN & JERRY'S may designate in writing;

8.3.5 Not to use the Proprietary Marks to incur any obligation or indebtedness on behalf of BEN & JERRY'S;

8.3.6 Not to use the Proprietary Marks, or authorize any employee, contractor, officer or director or OPERATOR to use or have a title that contains the Proprietary Marks, in any manner that states or implies that the OPERATOR, employee, contractor, officer or director holds a position with BEN & JERRY'S.

8.3.7 Execute any documents deemed necessary by BEN & JERRY'S to obtain protection for the Proprietary Marks or to maintain their continued validity and enforceability; and

8.3.8 Promptly notify BEN & JERRY'S of any suspected unauthorized use of the Proprietary Marks, any challenge to the validity of the Proprietary Marks, or any challenge to TM Affiliate's ownership of, the right of BEN & JERRY'S to use and to license others to use, or OPERATOR's right to use, the Proprietary Marks. OPERATOR acknowledges that BEN & JERRY'S and TM Affiliate have the sole right to direct and control any administrative proceeding or litigation involving the Proprietary Marks, including any settlement thereof. BEN & JERRY'S and TM Affiliate have the right, but not the obligation, to take action against uses by others that may constitute infringement of the Proprietary Marks. BEN & JERRY'S shall defend OPERATOR against any third-party claim, suit, or demand arising out of OPERATOR's use of the Proprietary Marks. If BEN & JERRY'S, in its sole discretion, determines that OPERATOR has used the

Proprietary Marks in accordance with this Agreement, the cost of such defense, including the cost of any judgment or settlement, shall be borne by BEN & JERRY'S, except that OPERATOR shall bear the salary costs of its employees. If BEN & JERRY'S determines that OPERATOR has not used the Proprietary Marks in accordance with this Agreement, the cost of such defense, including the cost of any judgment or settlement, including attorney's fees, shall be borne by OPERATOR. In the event of any litigation relating to OPERATOR's use of the Proprietary Marks, OPERATOR shall execute any and all documents and do such acts as may, in the opinion of BEN & JERRY'S, be necessary to carry out such defense or prosecution, including becoming a nominal party to any legal action. Except to the extent that such litigation is the result of OPERATOR's use of the Proprietary Marks in a manner inconsistent with the terms of this Agreement, BEN & JERRY'S agrees to reimburse OPERATOR for its out-of-pocket costs in doing such acts.

8.4 OPERATOR expressly understands and acknowledges that:

8.4.1 TM Affiliate is the owner of all right, title, and interest in and to the Proprietary Marks and the goodwill associated with and symbolized by them, and that BEN & JERRY'S and TM Affiliate have the right to use, and license others to use, the Proprietary Marks;

8.4.2 During the term of this Agreement and after its expiration or termination, OPERATOR shall not directly or indirectly contest the validity of, or TM Affiliate's ownership of, or right to use and to license others to use, the Proprietary Marks;

8.4.3 OPERATOR's use of the Proprietary Marks does not give OPERATOR any ownership interest or other interest in or to the Proprietary Marks;

8.4.4 Any and all goodwill arising from OPERATOR's use of the Proprietary Marks shall inure solely and exclusively to the benefit of BEN & JERRY'S, and upon expiration or termination of this Agreement, no monetary amount shall be assigned as attributable to any goodwill associated with OPERATOR's use of the System or the Proprietary Marks;

8.4.5 Subject to the provisions of Section 1.4 hereof, the license of the Proprietary Marks granted hereunder to OPERATOR is nonexclusive, and BEN & JERRY'S thus has and retains the rights, among others: (a) to use the Proprietary Marks itself in connection with selling the Products; (b) to grant other licenses for the Proprietary Marks; and (c) to develop and establish other systems using the Proprietary Marks, similar proprietary marks, or any other proprietary marks, and to grant licenses thereto without providing any rights therein to OPERATOR; and

8.4.6 BEN & JERRY'S reserves the right to substitute different proprietary marks for use in identifying the System and the businesses operating under it.

9. **OPERATING MANUAL**

9.1 In order to protect the reputation and goodwill of BEN & JERRY'S and to maintain high standards of operation under the System, OPERATOR shall operate the Scoop Shop in accordance with the standards, methods, policies, guidelines and procedures specified in the Manual , some of which may be mandatory and others of which may be suggestions. BEN &

JERRY'S shall provide OPERATOR with access to the Manual, via electronic access (through the B&J Extranet), for the term of this Agreement upon completion by OPERATOR and OPERATOR's manager of Scoop U Training. OPERATOR, however, shall not be obligated to comply with any policy directive to the extent such directive extends beyond the Scoop Shop and Authorized Location, such as any human resources or eco-friendly policy that does not relate to the responsibilities and duties of OPERATOR or its employees as to the operation of the Scoop Shop. The Manual may be set forth in several volumes, including such amendments thereto, as BEN & JERRY'S may electronically publish from time to time. Additionally, OPERATOR acknowledges and agrees that BEN & JERRY'S may provide a portion or all (including updates and amendments) of the Manual, and other instructional information and materials in, or via, electronic media including through the use of computer disks, the Internet or the B&J Extranet.

9.2 OPERATOR shall treat the Manual, any other materials created for or approved for use in the operation of the Scoop Shop, and the information contained therein, as confidential, and shall maintain such information (in electronic format) as proprietary and confidential. OPERATOR shall not download, copy, duplicate, record, or otherwise reproduce the foregoing materials, in whole or in part, or otherwise make the same available to any unauthorized person.

9.3 The Manual shall remain the sole property of BEN & JERRY'S and shall be accessible only from a secure place on the Authorized Location, and shall only be accessed electronically.

9.4 BEN & JERRY'S may from time to time revise the contents of the Manual, and OPERATOR expressly agrees to comply with each new or changed provision of the Manual.

9.5 OPERATOR shall ensure that the version of the Manual referred to in the Scoop Shop is the most current version. In the event of any dispute as to the contents of the Manual, the terms of the master version maintained by the home office of BEN & JERRY'S shall be controlling.

10. CONFIDENTIAL INFORMATION

10.1 OPERATOR agrees to use and permit the use of confidential information (as defined below) solely in connection with the operation of the Scoop Shop. OPERATOR shall not, during the term of this Agreement or thereafter, nor shall OPERATOR permit any employee, agent or affiliate to, communicate, divulge, or use for the benefit of OPERATOR (except in connection with operating the Scoop Shop), any employee, agent or affiliate of OPERATOR, or any other person or entity, any confidential information, knowledge, or know-how concerning BEN & JERRY'S and/or the marketing, management or operations of the Scoop Shop that may be communicated to OPERATOR or of which OPERATOR may be apprised by virtue of OPERATOR's operation under the terms of this Agreement. OPERATOR shall divulge such confidential information only to such of its employees as must have access to it in order to operate the Scoop Shop. For purposes of this Agreement, "**confidential information**" means: (i) any and all information, knowledge, or know-how relating to BEN & JERRY'S and the System which may be communicated to OPERATOR, whether communicated in writing, orally, electronically, by inspection, or by sample, exhibit, training, demonstration, or other means; and (ii) all Manual,

information, and materials received by OPERATOR from BEN & JERRY'S; provided, however, it shall not include information which OPERATOR can demonstrate came to its attention prior to disclosure thereof by BEN & JERRY'S, or which, at or after the time of disclosure by BEN & JERRY'S to OPERATOR, had become or later becomes part of the public domain through publication or communication by others. Confidential information may include information relating to the development and operation of the System, including new products that may be in the testing stage; proprietary information and trade secrets regarding the Ben & Jerry's Products and the preparation of the Ben & Jerry's Products; advertising and marketing plans and materials for the System; information concerning the marketing, management and operation of scoop shops under the System; information concerning BEN & JERRY'S; electronic communications posted on the B&J Extranet; electronic mail distribution lists; and the Manual. The foregoing list of confidential information is illustrative only and does not necessarily include all matters considered confidential by BEN & JERRY'S.

10.2 At BEN & JERRY'S request, OPERATOR shall require its manager and any personnel having access to any confidential information of BEN & JERRY'S to execute covenants that they will maintain the confidentiality of information they receive in connection with their employment by OPERATOR at the Scoop Shop. Such covenants shall be in a form satisfactory to BEN & JERRY'S, including specific identification of BEN & JERRY'S as a third-party beneficiary of such covenants with the independent right to enforce them.

11. ACCOUNTING, RECORDS AND AUDIT RIGHTS

11.1 OPERATOR agrees to employ sound financial management and planning practices in connection with the Scoop Shop and the business operated hereunder. OPERATOR shall record all sales on a computer-based, point-of-sale record keeping and control system designated by BEN & JERRY'S, or on any other equipment or communication system specified by BEN & JERRY'S in the Manual or otherwise in writing. OPERATOR shall prepare, and shall preserve for at least five (5) years from the dates of their preparation, complete and accurate books, records, and accounts in accordance with generally accepted accounting principles recognized in the United States as consistently applied ("**Generally Accepted Accounting Principles**" or "**GAAP**") and in the form and manner prescribed by BEN & JERRY'S from time to time in the Manual or otherwise in writing, including daily cash reports, cash receipts journal and general ledger, cash disbursements journal and weekly payroll register, monthly bank statements, and daily deposit slips and canceled checks, all business tax returns, suppliers invoices (paid and unpaid), dated cash register tapes (detailed and summary), semi-annual balance sheets and monthly profit and loss statements, weekly inventories, records of promotion and coupon redemptions, and such other records and information as BEN & JERRY'S may from time to time request, all of which shall accurately reflect the operations and condition of the Scoop Shop. The reporting requirements of this Section 11 shall be in addition to, and not in lieu of, the electronic reporting required under Section 7.9.

11.2 All Gross Sales, sales tax, and charges collected on behalf of third parties shall be recorded by OPERATOR in accordance with the procedures prescribed by BEN & JERRY'S in the Manual or otherwise in writing, and on such point-of-sale record-keeping and control system as BEN & JERRY'S may specify pursuant to Section 7 hereof.

11.3 OPERATOR shall, at OPERATOR's expense, submit to BEN & JERRY'S in the form prescribed by BEN & JERRY'S, the following reports, financial statements, and other data:

11.3.1 No later than the fifteenth (15th) day of each month, or such other time as may correspond to the required payment periods as set forth in Section 4.5, OPERATOR shall submit to BEN & JERRY'S a royalty report, a marketing report, and Gross Sales report for the prior month, and such other information as BEN & JERRY'S specifies, all in the form prescribed by BEN & JERRY'S.

11.3.2 No later than the sixtieth (60th) day of the end of each calendar year, OPERATOR shall submit an annual profit and loss statement reflecting all Gross Sales during the preceding calendar year and such other information as BEN & JERRY'S may specify for the preceding calendar year. OPERATOR shall prepare profit and loss statements on an accrual basis and in accordance with GAAP; and

11.3.3 Other forms, statements, reports, records, information, and data as BEN & JERRY'S may designate.

11.4 BEN & JERRY'S and its agents shall have the right at all reasonable times during the term of this Agreement, and for up to two (2) years thereafter, to examine and copy, at the expense of BEN & JERRY'S, the books, records, accounts, and/or business tax returns of OPERATOR. BEN & JERRY'S shall also have the right, at any time, to have an independent audit made of the books of OPERATOR. If an inspection should reveal that any contributions or payments have been understated in any statement or report to BEN & JERRY'S, then OPERATOR shall immediately pay to BEN & JERRY'S the amount understated upon demand, in addition to interest from the date such amount was due 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. If an inspection discloses an understatement in any statement or report of three percent (3%) or more, OPERATOR shall, in addition to repayment of monies owed with interest, reimburse BEN & JERRY'S for any and all costs and expenses connected with the inspection (including travel, lodging and wages expenses, and reasonable accounting and legal costs). The foregoing remedies shall be in addition to any other remedies BEN & JERRY'S may have.

11.5 All data (except financial or labor data related to other units or the Special Venue, or such employment data relating to the Scoop Shop that OPERATOR is required to maintain as confidential) provided by OPERATOR to BEN & JERRY'S will be owned exclusively by BEN & JERRY'S, and BEN & JERRY'S shall have the right to use such data in any business related manner without compensation to OPERATOR, provided that BEN & JERRY'S shall use reasonable efforts to avoid public dissemination of any confidential financial information in a manner that would identify OPERATOR as the source of such information. BEN & JERRY'S also has the right to share such data and other information with third parties, including consultants and existing and potential operators.

11.6 In addition to the data required to be submitted to BEN & JERRY'S by this Section 11, OPERATOR must provide BEN & JERRY'S with the information that BEN & JERRY'S

reasonably requires concerning OPERATOR'S compliance with BEN & JERRY'S data and cybersecurity requirements

12. MARKETING AND PROMOTION

Recognizing the value of marketing and promotion, and the importance of the standardization of marketing and promotion programs to the furtherance of the goodwill and public image of the System, OPERATOR and BEN & JERRY'S agree as follows:

12.1 BEN & JERRY'S has established a marketing fund for the system (the "**Fund**") and OPERATOR shall contribute to the Fund in accordance with the provisions of Section 12.2. BEN & JERRY'S reserves the right, in its sole discretion, to discontinue the Fund upon written notice to OPERATOR.

12.2 OPERATOR shall contribute to the Fund amounts which, in the aggregate, are equal to two percent (2%) of OPERATOR's Gross Sales for the preceding month. OPERATOR understands and acknowledges that such required contribution is a minimum requirement only, and that OPERATOR may, and is encouraged to, expend additional funds for marketing and promotion.

12.3 The Fund shall be maintained and administered by BEN & JERRY'S as follows:

12.3.1 BEN & JERRY'S shall have the right to direct all marketing programs, and to determine the concepts, materials, and media (including Social Media) used in such programs and the placement and allocation thereof. BEN & JERRY'S is not obligated, in administering the Fund, to make expenditures for OPERATOR which are equivalent or proportionate to OPERATOR's contribution, or to ensure that any particular OPERATOR benefits directly or pro rata from expenditures by the Fund. Contributions to the Fund are not held by BEN & JERRY'S in trust and BEN & JERRY'S does not have any fiduciary obligation to OPERATOR with respect to contributions to the Fund. Contributions are not refundable to OPERATOR and, once received by BEN & JERRY'S, will be used in accordance with this section 12.3;

12.3.2 The Fund, all contributions thereto, and any earnings thereon, shall be used to meet any and all costs of maintaining, administering, directing, conducting, and preparing marketing, advertising, public relations, and/or promotional programs and materials, and any other activities including socially responsible activities, consistent with BEN & JERRY'S social mission, including, among other things, the costs of preparing and conducting media marketing campaigns (including Social Media) and developing, promoting and marketing the names of ice cream flavors to make political and other social statements; direct mail advertising; marketing surveys and other public relations activities; employing advertising and/or public relations agencies to assist therein; sponsorship of organizations and events, including athletic teams, fund raising activities, tournaments and other similar activities; purchasing promotional items; conducting and administering in-store promotions; and providing promotional and other marketing materials and services to the Shops operating under the System;

12.3.3 OPERATOR shall contribute to the Fund by separate payment made payable (or as otherwise directed for payment) to BEN & JERRY'S. All sums paid by OPERATOR to the Fund shall be accounted for separately and shall not be used to defray any of the expenses of BEN & JERRY'S, except for such costs and overhead, if any, as BEN & JERRY'S may incur in activities related to the management, direction and implementation of the Fund and marketing programs for operators and the System, including costs of personnel for creating and implementing marketing, advertising, and promotional programs. BEN & JERRY'S shall maintain separate bookkeeping accounts for the Fund;

12.3.4 BEN & JERRY'S, upon OPERATOR's reasonable written request, shall provide OPERATOR with an annual accounting of Fund receipts and disbursements; and

12.3.5 BEN & JERRY'S reserves the right, in its sole discretion, to discontinue the Fund upon written notice to OPERATOR.

12.4 All marketing and promotion to be used by OPERATOR shall be in such media and manner, and of such type and format, as BEN & JERRY'S may approve, shall be conducted in a dignified manner, and shall conform to such standards and requirements as BEN & JERRY'S may specify (except with respect to prices to be charged). OPERATOR shall not use any marketing or promotional plans or materials that are not provided by BEN & JERRY'S unless and until OPERATOR has submitted the materials to BEN & JERRY'S, pursuant to the procedures and terms set forth in Section 12.6 herein.

12.5 BEN & JERRY'S shall make available to OPERATOR from time to time, marketing plans and promotional materials, including newspaper mats, coupons, merchandising materials, sales aids, point-of-purchase materials, special promotions, direct mail materials, and similar marketing and promotional materials produced from contributions to the Fund; provided that OPERATOR acknowledges and agrees that BEN & JERRY'S has the right to withhold any such materials from OPERATOR during any period in which OPERATOR is in not in full compliance with its obligations to contribute to the Fund or in which BEN & JERRY'S does not require contributions from OPERATOR.

12.6 If OPERATOR desires to use marketing and promotional plans and materials that have not been provided or previously approved by BEN & JERRY'S, OPERATOR shall submit samples of all such marketing and promotional plans and materials to BEN & JERRY'S (as provided in Section 12.4 herein) for prior approval. If written notice of disapproval is not received by OPERATOR from BEN & JERRY'S within ten (10) business days of the date of receipt by BEN & JERRY'S of such samples or materials, BEN & JERRY'S shall be deemed to have approved them.

12.7 OPERATOR specifically acknowledges and agrees that any Webpage (as defined below) shall be deemed "advertising" under this Agreement, and will be subject to (among other things) BEN & JERRY'S approval under the provisions of Section 12.5 above. As used in this Agreement, the term "**Websit**e" means an interactive electronic document, series of symbols, or otherwise, that is contained in a network of computers linked by communications software. The term Website includes the Internet and World Wide Web home pages. As used in this Agreement,

the term "**Webpage**" means a standardized page for a Scoop Shop, in a form that BEN & JERRY'S provides to OPERATOR, the content of which may appear on the BEN & JERRY'S Website, subject to BEN & JERRY'S approval. In connection with any Website or Webpage, OPERATOR agrees to the following:

12.7.1 BEN & JERRY'S shall have the right, but not the obligation, to establish and maintain a Website, which may, without limitation, promote the Proprietary Marks, any or all of the Products, Shops, the franchising of Shops, and/or the System. BEN & JERRY'S shall have the sole right to control all aspects of the Website, including, without limitation, its design, content, functionality, links to the Websites of third parties, legal notices, contents of Webpages, and policies and terms of usage. BEN & JERRY'S shall also have the right to discontinue operation of the BEN & JERRY'S Website;

12.7.2 OPERATOR shall not establish a separate Website or register any domain name that displays or uses the Proprietary Marks or any marks confusingly similar thereto, or that refers to this Agreement, the Products, BEN & JERRY'S or the System. If OPERATOR registers any domain name in violation of this subsection, in addition to all other rights and remedies of BEN & JERRY'S under this Agreement, BEN & JERRY'S shall have the right, but not the obligation, to require OPERATOR to transfer any such registration(s) to BEN & JERRY'S or its designee, at OPERATOR's expense;

12.7.3 BEN & JERRY'S shall have the right, but not the obligation, to designate one or more Webpage(s) to describe OPERATOR and/or the Scoop Shop, with such Webpage(s) to be located within BEN & JERRY'S Website. OPERATOR shall comply with BEN & JERRY'S policies with respect to the creation, maintenance and content of any such Webpages; and BEN & JERRY'S shall have the right to refuse to post and/or discontinue posting any content and/or the operation of any Webpage; and

12.7.4 BEN & JERRY'S shall have the right to modify its policies and requirements regarding Websites and Webpages as BEN & JERRY'S may determine is necessary or appropriate.

12.8 OPERATOR acknowledges and agrees that any and all copyrights in and to advertising and promotional materials developed by or on behalf of OPERATOR which bear the Proprietary Marks shall be the sole property of BEN & JERRY'S, and OPERATOR agrees to execute such documents (and, if necessary, require its independent contractors to execute such documents) as may be deemed necessary by BEN & JERRY'S to give effect to this provision. Any advertising, marketing, promotional, public relations, or sales concepts, plans, programs, activities, or materials proposed or developed by OPERATOR for the Scoop Shop or the System and approved by BEN & JERRY'S may be used by BEN & JERRY'S and other operators under the System of BEN & JERRY'S without any compensation to OPERATOR.

13. **INSURANCE**

13.1 OPERATOR shall procure, prior to the commencement of construction or any operations under this Agreement, and shall maintain in full force and effect at all times during the

term of this Agreement, at OPERATOR's expense, an insurance policy or policies protecting OPERATOR and BEN & JERRY'S against any demand or claim with respect to personal injury, death, or property damage, or any loss, liability, or expense whatsoever arising or occurring upon or in connection with the Scoop Shop, including comprehensive general liability insurance, property and casualty insurance, statutory workers' compensation insurance, and product liability insurance. Such policy or policies shall reflect industry standards, shall be written by a responsible carrier or carriers acceptable to BEN & JERRY'S, shall name BEN & JERRY'S and its affiliates as additional insureds, and shall provide at least the types and minimum amounts of coverage as are specified in the Manual, or as otherwise prescribed by BEN & JERRY'S in writing, as such may be modified by BEN & JERRY'S from time to time.

13.2 OPERATOR's obligation to obtain and maintain the policy or policies in the amounts specified by BEN & JERRY'S in the Manual or otherwise in writing shall not be limited in any way by reason of any insurance which may be maintained by BEN & JERRY'S, nor shall OPERATOR's performance of that obligation relieve it of liability under the indemnity provisions set forth in Section 20.3 of this Agreement.

13.3 Prior to the commencement of any operations under this Agreement, and thereafter on an annual basis, OPERATOR shall deliver to BEN & JERRY'S Certificates of Insurance evidencing the proper types and minimum amounts of coverage. OPERATOR shall also maintain Certificates of Insurance evidencing the proper types and minimum amounts of coverage at the Scoop Shop. All Certificates shall expressly provide that no less than thirty (30) days' prior written notice shall be given to BEN & JERRY'S in the event of material alteration to or cancellation of the coverages evidenced by such Certificates.

13.4 Should OPERATOR, for any reason, fail to procure or maintain the insurance required by this Agreement, as such requirements may be revised from time to time by BEN & JERRY'S in the Manual or otherwise in writing, BEN & JERRY'S shall have the right and authority (but not the obligation) to procure such insurance and to charge the same to OPERATOR, which charges, together with a reasonable fee for the expenses of BEN & JERRY'S in so acting, shall be payable by OPERATOR immediately upon notice. The foregoing remedies shall be in addition to any other remedies BEN & JERRY'S may have.

14. **TRANSFER OF INTEREST**

14.1 BEN & JERRY'S shall have the right to transfer or assign this Agreement and all or any part of its rights or obligations herein to any person or legal entity, and any designated assignee of BEN & JERRY'S shall become solely responsible for all transferred or assigned obligations of BEN & JERRY'S under this Agreement from the date of assignment.

14.2 OPERATOR understands and acknowledges that BEN & JERRY'S has granted this franchise in reliance on OPERATOR's (or, if OPERATOR is a corporation, partnership or limited liability company, its principals') business skill, financial capacity, and personal character. Accordingly, neither OPERATOR, nor any individual, partnership, corporation, limited liability company, or other legal entity which directly or indirectly owns any interest in OPERATOR or in the Scoop Shop shall sell, assign, transfer, convey, pledge, encumber, merge, or give (collectively,

"**transfer**") away any direct or indirect interest in OPERATOR (including any direct or indirect interest in a corporate or partnership OPERATOR) in the Scoop Shop, or in all or substantially all of the assets of the Scoop Shop or the business franchised hereunder, without the prior written consent of BEN & JERRY'S.

14.3 OPERATOR shall notify BEN & JERRY'S in writing of any proposed transfer of any direct or indirect interest in this Agreement, in OPERATOR, in the Scoop Shop, or in all or substantially all of the assets of the Scoop Shop at least forty-five (45) days before such transfer is proposed to take place. BEN & JERRY'S will review the proposed transfer in connection with BEN & JERRY'S rights under Section 14.6 below and/or to determine whether the proposed terms and transferee(s) meets BEN & JERRY'S standards. OPERATOR authorizes BEN & JERRY'S to communicate with the transferee for the purpose of providing to the transferee any information BEN & JERRY'S deems appropriate. For any proposed transfer, BEN & JERRY'S has the right to require certain conditions for its approval, which may include the following:

14.3.1 That OPERATOR shall not have any past due monetary obligations or other outstanding obligations to BEN & JERRY'S and its affiliates, the approved suppliers of the System, or the lessor (or sublessor) of the Authorized Location;

14.3.2 That OPERATOR shall not be in default of any provision of this Agreement (including the submission of all reports, current to the date of transfer, required by Section 11.3.2), or successor hereto, or any other agreement between OPERATOR and BEN & JERRY'S or its affiliates, the approved suppliers of the System, or the lessor of the Authorized Location; and OPERATOR shall have substantially complied with all the terms and conditions of such agreements during the terms thereof;

14.3.3 That OPERATOR, any Owner, any franchisee or developer of BEN & JERRY'S in which OPERATOR and/or any Owner has a beneficial interest, shall execute a general release, in a form prescribed by BEN & JERRY'S, of any and all claims against BEN & JERRY'S and its affiliates, and their respective officers, directors, agents, and employees;

14.3.4 That any assignment agreement executed by the transferor and transferee shall be in a form designated by BEN & JERRY'S. The transferee of any owner of a beneficial interest in OPERATOR shall enter into a written agreement, in a form designated by BEN & JERRY'S, agreeing to be bound as an owner under the terms of this Agreement as long as such person or entity owns any interest in OPERATOR. If the transferee is other than an individual, the owners of a beneficial interest in the transferee, as BEN & JERRY'S may require, shall guarantee the performance of the transferee's obligations in writing in a form designated by BEN & JERRY'S. Additionally, at the option of BEN & JERRY'S, OPERATOR shall execute, for a term ending on the expiration date of this Agreement, the form of franchise agreement then being offered to new System franchisees (for the type of Ben & Jerry's Shop most similar to the Scoop Shop), and such other ancillary agreements required by BEN & JERRY'S for the business franchised hereunder, which agreements shall supersede this Agreement and its ancillary documents in all respects, and the terms of which may differ from the terms of this Agreement, including a higher royalty and advertising fee, provided, however, that OPERATOR shall not have to pay an initial franchise fee;

14.3.5 That the transferee demonstrate to BEN & JERRY'S satisfaction that the terms of the proposed transfer do not place an unreasonable financial or operational burden on the transferee, and that the transferee (or, if the transferee is other than an individual, such owners of a beneficial interest in the transferee as BEN & JERRY'S may require) meets the then-current educational, managerial, socially responsible, and business standards of BEN & JERRY'S (including a demonstration of competence with respect to computer applications, verbal and written language skills, mathematical applications and ability to prepare a business plan); possesses a good moral character, business reputation, and credit rating; has the aptitude and ability to operate the Scoop Shop (as may be evidenced by prior related business experience or otherwise) and absence of conflicting interests; and has adequate financial resources and capital to operate the Scoop Shop. If the transferee is already a OPERATOR under the System, transferee must also meet the current standards for new operators; have the ability to operate multiple Scoop Shops; have existing Scoop Shops that are proximate to the Scoop Shop that is being transferred; own less than eight percent (8%) of the franchised Shops operating under the System; and have a record of customer service and compliance with System standards satisfactory to BEN & JERRY'S. Additionally, if the transferee is an existing operator, and the Scoop Shop to be acquired by the transferee is further than a two-hour drive from the transferee's existing Shop, then the transferee shall be required to have a person who holds a minimum of twenty percent (20%) beneficial interest in the transferee entity act as the full time manager for the Scoop Shop being transferred under this Agreement;

14.3.6 If the Scoop Shop has not been refurbished pursuant to Section 7.15 within five (5) years of the proposed transfer, that the transferee shall, at its expense and in a manner satisfactory to BEN & JERRY'S, refurbish, renovate, and/or reconstruct the Scoop Shop, and expend such funds as BEN & JERRY'S requires in doing so, to conform to the building design, trade dress, color schemes, and presentation of the Proprietary Marks to the image then in effect for new or the most recently remodeled Scoop Shops including structural changes, remodeling, redecoration, and modifications to existing improvements;

14.3.7 That OPERATOR remain liable for all of the obligations to BEN & JERRY'S in connection with the Scoop Shop which arose prior to the effective date of the transfer and execute any and all instruments required by BEN & JERRY'S to evidence such continuing liability;

14.3.8 That the transferee (and, if the transferee is other than an individual, such owners of a beneficial interest in the transferee as BEN & JERRY'S may require), and the transferee's manager (if transferee or an owner of a beneficial interest in transferee will not manage the Scoop Shop), successfully complete any training programs then in effect for operators and managers upon such terms and conditions as BEN & JERRY'S may require.

14.3.9 That OPERATOR pay to BEN & JERRY'S a transfer fee in an amount of seven thousand dollars ($7,000);

14.3.10 That OPERATOR and the transferee satisfy all of the conditions (including the conditions in this Section) for BEN & JERRY'S consent to the transfer and consummate the transfer within thirty (30) days of the date on which the transferee completes the training requirements described in Section 14.3.8 hereof;

14.3.11 Notwithstanding anything in Section 14.2 and this Section 14.3 to the contrary, OPERATOR and BEN & JERRY'S acknowledge and agree as follows: OPERATOR may, upon delivering ninety (90) days prior written notice to BEN & JERRY'S in accordance with this Agreement, transfer this Agreement to any of its parents, subsidiaries, or affiliates, provided that such related entity (a) has a minimum of twenty-five (25%) percent ownership interest in common with OPERATOR, and (b) does not own, maintain, operate, engage in, provide any assistance to any retail business that is significantly engaged in the sale of ice cream, sorbet and/or frozen yogurt (as defined in Section 17.3.2 below) operating at the Special Venue. If any transferee in a transfer made pursuant to this Section 14.3.11, is not acceptable to BEN & JERRY'S, BEN & JERRY'S shall be entitled to terminate this Agreement upon forty five (45) days notice to OPERATOR; and

14.3.12 That transferor(s) shall agree in writing to comply with the covenants set forth in Section 17 below.

14.4 For any transfer not included in Section 14.3, each transferee shall, in addition to the requirement of obtaining BEN & JERRY'S consent as provided in Section 14.2 above, be subject to the requirements of Sections 14.3.3 and 14.3.4 (with respect to execution of personal guarantees) above.

14.5 Neither OPERATOR nor any Owner shall grant a security interest in, or otherwise encumber, any of the assets or securities of OPERATOR, including the Scoop Shop unless OPERATOR satisfies the requirements of BEN & JERRY'S. Such requirements may include execution of an agreement by the secured party in which it acknowledges the creditor's obligations under this Section 14, and agrees that in the event of any default by OPERATOR under any documents related to the security interest, BEN & JERRY'S shall have the right and option (but not the obligation) to be substituted as obligor to the secured party and to cure any default of OPERATOR, and, in the event BEN & JERRY'S exercises such option, any acceleration of indebtedness due to OPERATOR's default shall be void.

14.6 If any party holding any direct or indirect interest in this Agreement, in OPERATOR, in the Scoop Shop, or in all or substantially all of the assets of the Scoop Shop desires to accept any *bona fide* offer from a third party to purchase such interest, OPERATOR shall notify BEN & JERRY'S as provided in Section 14.3 hereof, and shall provide such information and documentation relating to the offer as BEN & JERRY'S may require (e.g., term sheet, letter of intent, proposed asset purchase agreement). BEN & JERRY'S shall have the right and option, exercisable within thirty (30) days after receipt of the written transfer request and the required information and documentation related to the offer (including any information that BEN & JERRY'S may require to supplement or clarify information provided to BEN & JERRY'S with the written transfer request), to send written notice to the seller that BEN & JERRY'S intends to purchase the seller's interest on the same terms and conditions offered by the third party; provided, however, a spouse, domestic partner, parent or child of the seller shall not be considered a third party for purposes of this Section 14.6. If BEN & JERRY'S elects to purchase the seller's interest, closing on such purchase shall occur within forty-five (45) days from the date of notice to the seller of the election to purchase by BEN & JERRY'S, or, if longer, on the same timetable as contained in the *bona fide* offer. If BEN & JERRY'S elects not to purchase the seller's interest,

any material change thereafter in the terms of the offer from the third party or by OPERATOR, or a change in the identity of the third party shall constitute a new offer subject to the same rights of first refusal by BEN & JERRY'S as in the case of the third party's initial offer. Failure of BEN & JERRY'S to exercise the option afforded by this Section 14.6 shall not constitute a waiver of any other provision of this Agreement, including all of the requirements of this Section 14, with respect to a proposed transfer.

14.7 Upon the death or incapacity of any person with an interest in this Agreement, in OPERATOR, in the Scoop Shop, or in all or substantially all of the assets of the Scoop Shop, the executor, administrator, or personal representative of such person shall transfer such interest to a third party approved by BEN & JERRY'S within three (3) months after such death or incapacity. Such transfers, including transfers by devise or inheritance, shall be subject to the same conditions as any *inter vivos* transfer except no transfer fee will be required. In the case of transfer by devise or inheritance, if the heirs or beneficiaries of any such person are unable to meet the conditions in this Section 14, the executor, administrator, or personal representative of the decedent shall transfer the decedent's interest to another party approved by BEN & JERRY'S within a reasonable time, which disposition shall be subject to all the terms and conditions for transfers contained in this Agreement. If the interest is not disposed of within a reasonable time (not to exceed six (6) months from such death or incapacity), BEN & JERRY'S may terminate this Agreement, pursuant to Section 15.4 hereof.

14.8 The consent of BEN & JERRY'S to any transfer pursuant to this Section 14 shall not constitute a waiver of any claims it may have against the transferring party, nor shall it be a waiver of the right of BEN & JERRY'S to demand exact compliance with any of the terms of this Agreement by the transferor or transferee.

14.9 All materials required for any offering of securities or partnership interests in OPERATOR by federal or state law shall be submitted to BEN & JERRY'S by the offeror for review prior to filing with any government agency; and any materials to be used in any exempt or other similar offering (including, without limitation, any "crowdfunding" or "crowdsourcing") shall be submitted to BEN & JERRY'S for review prior to their use. No offering shall imply, by use of the Proprietary Marks or otherwise, that BEN & JERRY'S is participating in an underwriting, issuance, or offering of securities of either OPERATOR or BEN & JERRY'S; and review by BEN & JERRY'S of any offering shall be limited solely to the subject of the relationship between OPERATOR and BEN & JERRY'S. At its option, BEN & JERRY'S may require the offering materials to contain written statements or disclaimers prescribed by BEN & JERRY'S including any limitations stated above in this paragraph. OPERATOR and the other participants in the offering must fully indemnify BEN & JERRY'S in connection with the offering. For each proposed offering, OPERATOR shall reimburse BEN & JERRY'S for its actual costs and expenses associated with reviewing the proposed offering materials, including legal and accounting fees. OPERATOR shall give BEN & JERRY'S written notice at least sixty (60) days prior to the date of commencement of any offering or other transaction covered by this Section 14.9. Any such offering shall be subject to prior written consent of BEN & JERRY'S and right of first refusal as provided in Sections 14.2 and 14.6, respectively.

14.10 Unless otherwise agreed by BEN & JERRY'S in writing, if OPERATOR is a corporation, partnership or limited liability company: (1) an original shareholder, partner or member approved by BEN & JERRY'S must at all times during the Term of this Agreement have a controlling interest in OPERATOR; and (2) OPERATOR shall require each shareholder, partner or member (as the case may be) holding an interest in OPERATOR to execute a covenant with BEN & JERRY'S agreeing not to transfer any interest in OPERATOR in violation of the terms of this Agreement.

14.11 If OPERATOR or any person holding any interest (direct or indirect) in OPERATOR becomes a debtor in a proceeding under the U.S. Bankruptcy Code or any similar law in the United States or elsewhere, it is the parties' understanding and agreement that any transfer of the ownership of OPERATOR, OPERATOR's obligations and/or rights hereunder and/or any material assets of OPERATOR, shall be subject to all of the terms of this Section 14.

14.12 Notwithstanding anything to the contrary in this Agreement, no transfer shall be made if the transferee, any of its affiliates, or the funding sources for either is a person or entity designated with whom BEN & JERRY'S, or any of its affiliates, are prohibited by law from transacting business.

15. DEFAULT AND TERMINATION

15.1 OPERATOR shall be in default under this Agreement, and all rights granted to OPERATOR herein shall automatically terminate without notice to OPERATOR, if OPERATOR shall become insolvent or make a general assignment for the benefit of creditors; if a petition in bankruptcy is filed by OPERATOR or such a petition is filed against and not opposed by OPERATOR; if OPERATOR is adjudicated a bankrupt or insolvent; if a bill in equity or other proceeding for the appointment of a receiver of OPERATOR or other custodian for OPERATOR's business or assets is filed and consented to by OPERATOR; if a receiver or other custodian (permanent or temporary) of OPERATOR's 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 should be instituted by or against OPERATOR; if a final judgment remains unsatisfied or of record for thirty (30) days or longer (unless supersedeas bond is filed); if OPERATOR is dissolved; if execution is levied against OPERATOR's business or property; if suit to foreclose any lien or mortgage against the Authorized Location or equipment is instituted against OPERATOR and not dismissed within thirty (30) days; or if the real or personal property of the Scoop Shop shall be sold after levy thereupon by any sheriff, marshal, or constable.

15.2 Upon the occurrence of any of the following events of default, or upon the breach of any of the covenants listed in Section 17 of this Agreement BEN & JERRY'S may, at its option, terminate this Agreement and all rights granted hereunder, without affording OPERATOR any opportunity to cure the default, effective immediately upon the provision of notice to OPERATOR (in the manner provided under Section 23 hereof):

15.2.1 If OPERATOR fails to open the Scoop Shop within twelve (12) months after the Effective Date, pursuant to Section 5.8, above;

15.2.2 If OPERATOR loses the right to occupy the Authorized Location, or acts or fails to act, in any manner which is inconsistent with or contrary to its lease or sublease for (or other contract to occupy) the Authorized Location, or in any way jeopardizes its right to renewal of such lease or sublease;

15.2.3 If OPERATOR or any of its Owners commits, is convicted of, or pleads guilty or "nolo contendere" to a felony, a crime involving moral turpitude, or any other act, crime or offense that BEN & JERRY'S believes is injurious to the System, the Proprietary Marks, the Products, the goodwill associated therewith;

15.2.4 If a threat or danger to public health or safety results from the construction, maintenance, or operation of the Scoop Shop;

15.2.5 If OPERATOR's action or inaction, at any time, results in the loss of the right to possession of the Authorized Location, or forfeiture of the right to do or transact business in the jurisdiction where the Scoop Shop is located;

15.2.6 If OPERATOR or other party covered by Section 14 above purports to transfer any rights or obligations under this Agreement, or any interest in OPERATOR, the Scoop Shop, or the assets of the franchised business to any third party in a manner that is contrary to the terms of Section 14 hereof;

15.2.7 If OPERATOR maintains false books or records, or knowingly submits any false statements or reports to BEN & JERRY'S;

15.2.8 If, contrary to the terms of Sections 9 or 10 hereof, OPERATOR discloses or divulges the contents of the Manual or other confidential information provided to OPERATOR by BEN & JERRY'S;

15.2.9 If OPERATOR or any of its Owners misuses or makes any unauthorized use of the Proprietary Marks or any other identifying characteristics of the System, or otherwise operates the Scoop Shop in a manner, or engages in any other conduct (including activities and communications with customers, suppliers, landlords, other franchisees or third parties) that BEN & JERRY'S determines to be injurious or prejudicial to the reputation or goodwill associated with the System, Proprietary Marks, Ben & Jerry's Products, or the rights of BEN & JERRY'S therein;

15.2.10 If OPERATOR commits four (4) or more defaults under this Agreement in any twenty-four (24) month period, whether or not each such default has been cured after notice (this provision in no way limits Section 15.2.11 below);

15.2.11 If OPERATOR, after curing a default pursuant to Sections 15.3 or 15.4 hereof, commits the same default again, whether or not cured after notice;

15.2.12 If OPERATOR at any time ceases to operate or otherwise abandons the Scoop Shop for a period of three (3) consecutive days unless such closure is approved in writing by BEN & JERRY'S, except for the normal holiday and closed periods of the Special Venue, or unless excused by force majeure pursuant to Section 5.8; or

15.2.13 If OPERATOR breaches any material provision of this Agreement which breach is not susceptible to cure.

15.3 Upon the occurrence of any of the following events of default, BEN & JERRY'S may, at its option, terminate this Agreement by giving written notice of termination (in the manner set forth under Section 23 hereof) stating the nature of the default to OPERATOR at least seven (7) days prior to the effective date of termination; provided, however, that OPERATOR may avoid termination by immediately initiating a remedy to cure such default, curing it to the satisfaction of BEN & JERRY'S, and by promptly providing proof thereof to BEN & JERRY'S within the seven (7) day period. If any such default is not cured within the specified time, or such longer period as applicable law may require, this Agreement shall terminate without further notice to OPERATOR, effective immediately upon the expiration of the seven (7) day period or such longer period as applicable law may require.

15.3.1 If OPERATOR fails, refuses, or neglects promptly to pay any monies owing to BEN & JERRY'S or its affiliates when due;

15.3.2 If OPERATOR refuses to permit BEN & JERRY'S to inspect the Authorized Location, or the books, records, or accounts of OPERATOR upon demand;

15.3.3 If OPERATOR fails to operate the Scoop Shop during such days and hours as specified by the Institutional Facility, in **Exhibit A** or as Ben & Jerry's specifies in writing;

15.3.4 If OPERATOR fails, refuses, or neglects promptly to submit Certificates of Insurance to BEN & JERRY'S when due as required under Section 13; or

15.3.5 If OPERATOR fails to maintain or observe any of the health and sanitation standards and procedures prescribed by BEN & JERRY'S in this Agreement, the Manual or otherwise in writing.

15.4 Except as otherwise provided in Sections 15.1, 15.2 and 15.3 of this Agreement, upon any other default by OPERATOR, BEN & JERRY'S may terminate this Agreement by giving written notice of termination (in the manner set forth under Section 23 hereof) stating the nature of the default to OPERATOR at least thirty (30) days prior to the effective date of termination; provided, however, that OPERATOR may avoid termination by immediately initiating a remedy to cure such default, curing it to the satisfaction of BEN & JERRY'S, and by promptly providing proof thereof to BEN & JERRY'S within the thirty (30) day period. If any such default is not cured within the specified time, or such longer period as applicable law may require, this Agreement shall terminate without further notice to OPERATOR, effective immediately upon the expiration of the thirty (30) day period or such longer period as applicable law may require.

15.5 If OPERATOR fails to cure a default within any applicable notice period, or if this Agreement is terminated as a result of OPERATOR's default, OPERATOR shall pay to BEN & JERRY'S all damages, costs and expenses, including late fees, collection fees, interest at one and one-half percent (1.5%) per month, or the highest permissible rate, and reasonable investigation

and attorney's fees incurred by BEN & JERRY'S as a result of any such default or termination. All such interest, damages, costs and expenses may be included in and form part of the judgment awarded to BEN & JERRY'S in any proceedings brought by BEN & JERRY'S against OPERATOR.

16. OBLIGATIONS UPON TERMINATION OR EXPIRATION

Upon termination or expiration of this Agreement, all rights granted hereunder to OPERATOR shall terminate, and:

16.1 OPERATOR shall immediately cease to operate the Scoop Shop, and shall not thereafter, directly or indirectly, represent to the public or hold itself out as a present or former operator of BEN & JERRY'S in connection with the promotion or operation of any other business.

16.2 OPERATOR shall immediately and permanently cease to use, in any manner whatsoever, any confidential methods, procedures, and techniques associated with the System; the Proprietary Mark "Ben & Jerry's" and all other Proprietary Marks and distinctive forms, slogans, signs, symbols, and devices associated with the System. In particular, OPERATOR shall cease to use all signs, marketing materials, displays, stationery, email addresses, forms, products, and any other articles which incorporate or display the Proprietary Marks.

16.3 OPERATOR shall take such action as may be necessary to cancel any assumed name registration or equivalent registration obtained by OPERATOR which contains the mark "Ben & Jerry's" or any other Proprietary Marks, and OPERATOR shall furnish BEN & JERRY'S with evidence satisfactory to BEN & JERRY'S of compliance with this obligation within five (5) days after termination or expiration of this Agreement.

16.4 OPERATOR shall, at the option of BEN & JERRY'S, assign to BEN & JERRY'S any interest which OPERATOR has in any lease or sublease for the Authorized Location. In the event BEN & JERRY'S does not elect to exercise its option to acquire the lease or sublease for the Authorized Location, OPERATOR shall make such modifications or alterations to the Authorized Location (including the changing of, and the assigning to BEN & JERRY'S of, the telephone number) immediately upon termination or expiration of this Agreement as may be necessary to distinguish the appearance of the Authorized Location from that of Scoop Shops under the System, and shall make such specific additional changes thereto as BEN & JERRY'S may require for that purpose. In the event OPERATOR fails or refuses to comply with the requirements of this Section 16.4, BEN & JERRY'S shall have the right to enter upon the Authorized Location, 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 the expense of OPERATOR, which expense OPERATOR agrees to pay upon demand Additionally, if BEN & JERRY'S does not elect to exercise the option to acquire the lease/sublease, OPERATOR shall comply with Section 17.4.2 below regarding a Competitive Business, as defined in Section 17.3.2 of this Agreement.

16.5 OPERATOR agrees, in the event it continues to operate or subsequently begins to operate any other business, not to use any reproduction, counterfeit, copy, or colorable imitation of the Proprietary Marks, either in connection with such other business or the promotion thereof,

which is likely to cause confusion, mistake, or deception, or which is likely to dilute the rights of BEN & JERRY'S in and to the Proprietary Marks. OPERATOR further agrees not to utilize any designation of origin, description, or representation (including reference to BEN & JERRY'S, the System, or the Proprietary Marks) which suggests or represents a present or former association or connection with BEN & JERRY'S, the System, or the Proprietary Marks. OPERATOR acknowledges and agrees that the unauthorized use of the Proprietary Marks, or any reproduction, counterfeit, copy, or colorable imitation of the Proprietary Marks in violation of this Section constitutes a default of this Agreement and will cause irreparable harm to BEN & JERRY'S. BEN & JERRY'S will notify OPERATOR in the event that BEN & JERRY'S determines that any of the violations as described in this Section 16.5 have occurred. Ben & JERRY'S has the exclusive right to determine what is likely to cause confusion, mistake, or deception, what is likely to dilute the rights of BEN & JERRY'S in and to the Proprietary Marks, and what suggests or represents a present or former association or connection with BEN & JERRY'S, the System, or the Proprietary Marks

16.6 OPERATOR shall promptly pay all sums owing to BEN & JERRY'S and its affiliates, including BEN & JERRY'S reasonable attorneys' fees and costs, in accordance with Section 15.5 above.

16.7 OPERATOR shall, at its own expense, immediately deliver to BEN & JERRY'S the Manual and all other records, correspondence, and instructions containing confidential information relating to the operation of the Scoop Shop (and any copies thereof, even if such copies were made in violation of this Agreement), all of which are acknowledged to be the property of BEN & JERRY'S.

16.8 OPERATOR shall deliver to BEN & JERRY'S, without charge, all equipment, signs (including menu board systems) and furnishings which bear the Proprietary Marks and which BEN & JERRY'S deems to be proprietary to the System. In addition, BEN & JERRY'S shall have the option, to be exercised within thirty (30) days after termination, to purchase from OPERATOR any or all of the non-proprietary furnishings, equipment, signs, fixtures, supplies, or inventory of OPERATOR related to the operation of the Scoop Shop, at the lesser of OPERATOR's cost or fair market value. The cost for such items shall be determined based upon a five (5) year straight-line depreciation of original costs. For equipment that is five (5) or more years old, the parties agree that fair market value shall be deemed to be ten percent (10%) of the equipment's original cost. If BEN & JERRY'S elects to exercise any option to purchase herein provided, it shall have the right to set off all amounts due from OPERATOR.

16.9 OPERATOR (and Owners) shall comply with the covenants contained in Section 17 of this Agreement.

17. **COVENANTS**

17.1 OPERATOR covenants that, during the term of this Agreement, except as otherwise approved in writing by BEN & JERRY'S, OPERATOR (or, if OPERATOR is other than an individual, an Owner) shall devote full time and best efforts to the management and operation of the Scoop Shop. "Full time and best efforts" shall be as set forth by BEN & JERRY'S

in the Manual or otherwise in writing, and shall constitute a minimum of 40 hours per week with certain additional availability to attend to issues that arise that OPERATOR determines need to be attended to outside of normal business hours. OPERATOR will devote full time and best efforts to the management and operation of the business and must be present at the Scoop Shop for such minimum hours of each day as specified by the Institutional Facility, or that BEN & JERRY'S has specified in **Exhibit A** or otherwise in writing, and also be directly responsible for (i) marketing the Scoop Shop; (ii) customer service and customer relations; (iii) complying with the operation standards, the Manual and other directives in writing; and (iv) management of the staff. OPERATOR acknowledges and agrees that the success of the Scoop Shop and the System is dependent upon the marketing, solicitation, and sale of the Products under the System. To that end, OPERATOR shall use best efforts to: (1) maximize the sale of the Products at the Authorized Location; (2) promote the Scoop Shop; and (3) implement recommendations from BEN & JERRY'S.

17.2 OPERATOR specifically acknowledges and agrees that (a) pursuant to this Agreement, OPERATOR will receive valuable specialized training and confidential information, including information regarding the operational, sales, promotional, and marketing methods and techniques of BEN & JERRY'S and the System; (b) OPERATOR and the other individuals and entities required to comply with this Section 17 will receive an advantage through the training provided under this Agreement, the knowledge of the day-to-day operation of the Scoop Shop and access to the Manual, System and confidential information; and (c) the covenants and restrictions in this Section 17 are (i) reasonable, appropriate and necessary to protect the System, confidential information, other franchisees operating under the System, the goodwill of the System, relationships with BEN & JERRY'S prospective and existing customers, and BEN & JERRY'S legitimate business interests; and (ii) do not cause undue hardship on OPERATOR or any of the other individuals and entities required by this Section 17 to comply with the covenants and restrictions.

17.3 OPERATOR covenants that during the term of this Agreement, except as otherwise approved in writing by BEN & JERRY'S, OPERATOR shall not, either directly or indirectly, for itself, or through, on behalf of, or in conjunction with any person, persons, partnership, corporation or entity:

17.3.1 Divert or attempt to divert any present or prospective business or customer of any Scoop Shop to any competitor, 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 BEN & JERRY'S (or any of its affiliates), the Products, the Proprietary Marks or the System; or

17.3.2 Own, maintain, operate, engage in, be employed by, provide any assistance to, or have any more than a one percent (1%) interest in (as owner or otherwise) any business that is significantly engaged in the sale of ice cream, sorbet, frozen yogurt and/or other frozen dessert items. A business will be considered to be significantly engaged in the sale of ice cream, sorbet, frozen yogurt and/or other frozen dessert items if twenty percent (20%) or more of its Gross Sales in any month are from ice cream, sorbet, frozen yogurt and/or other frozen dessert items (a "**Competitive Business**"). Furthermore, OPERATOR acknowledges and agrees that OPERATOR shall be considered in default under this Agreement and that this Agreement will be

subject to termination as provided in Section 15 herein, in the event that a person in the immediate family (including spouse, domestic partner, parent or child) of OPERATOR (or, if OPERATOR is other than an individual, each Owner that is subject to these covenants) engages in a Competitive Business that would violate this Section 17.3.2 if such person was subject to the covenants of this Section 17.

17.4 OPERATOR covenants that, except as otherwise approved in writing by BEN & JERRY'S, for a continuous uninterrupted period of two (2) years commencing upon the date of: (a) a transfer permitted under Section 14 of this Agreement; (b) expiration of this Agreement; (c) termination of this Agreement (regardless of the cause for termination); (d) a final order of a duly authorized arbitrator, panel of arbitrators, or a court of competent jurisdiction (after all appeals have been taken) with respect to any of the foregoing or with respect to enforcement of this Section 17.4; or (e) any or all of the foregoing:

17.4.1 OPERATOR shall not either directly or indirectly, for itself, 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 (as owner or otherwise) a Competitive Business (as defined above) that is, or is intended to be, located at or within a five (5) mile radius of the Authorized Location or of any other Scoop Shop under the System; provided, however, that this provision shall not apply to the operation by OPERATOR of any business under the System under a franchise agreement with BEN & JERRY'S; or

17.4.2 OPERATOR shall not sublease, assign, or sell OPERATOR's interest in any lease, sublease, or ownership of the Authorized Location or assets of the Scoop Shop to a third party for the operation of a Competitive Business, or otherwise arrange or assist in arranging for the operation by a third party of a Competitive Business.

17.5 Sections 17.3.2 and 17.4 shall not apply to ownership by OPERATOR of a less than one percent (1%) beneficial interest in the outstanding equity securities of any corporation which has securities registered under the Securities Exchange Act of 1934. The parties intend to be bound by Sections 17.3.2 and 17.4. Should there be a change in the law which would render Sections 17.3.2 or 17.4 inoperative, then the parties authorize any judge to make any and all changes to ensure that the restraints for both time and geography are within the scope of the law.

17.6 OPERATOR understands and acknowledges that BEN & JERRY'S shall have the right to reduce the scope of any obligation imposed on OPERATOR by Sections 17.3 and 17.4, and that such modified provision shall be effective upon OPERATOR's receipt of written notice thereof.

17.7 OPERATOR expressly agrees that the existence of any claims it may have against BEN & JERRY'S, whether or not arising from this Agreement, shall not constitute a defense to the enforcement by BEN & JERRY'S of the covenants in this Section 17; provided, however, any claims OPERATOR may have against BEN & JERRY'S may be brought in a separate proceeding. OPERATOR agrees to pay all costs and expenses (including reasonable attorneys' fees) incurred by BEN & JERRY'S in connection with the enforcement of this Section 17.

17.8 At the request of BEN & JERRY'S, OPERATOR shall obtain and furnish to BEN & JERRY'S executed covenants similar in substance to those set forth in this Section 17 (including covenants applicable upon the termination of a person's relationship with OPERATOR) and the provisions of Sections 10 and 16 of this Agreement (as modified to apply to an individual) from any or all of the following persons: (a) all managers of OPERATOR and any other personnel employed by OPERATOR who have received or will receive training from BEN & JERRY'S; (b) all officers, directors, and holders of a beneficial interest of one percent (1%) or more of the securities of OPERATOR, and of any corporation or limited liability company directly or indirectly controlling, controlled by, or under common control with, OPERATOR, if OPERATOR is a corporation; and (c) the general partners and any limited partners (including any corporation or limited liability company, and the officers, directors, and holders of a beneficial interest of one percent (1%) or more of the securities of any corporation or limited liability company which controls, directly or indirectly, any general or limited partner), if OPERATOR is a partnership. Every covenant required by this Section 17.8 shall be in a form approved by BEN & JERRY'S, including specific identification of BEN & JERRY'S as a third-party beneficiary of such covenants with the independent right to enforce them.

17.9 OPERATOR agrees to comply with and/or to assist BEN & JERRY'S to the fullest extent possible in BEN & JERRY'S efforts to comply with Anti-Terrorism Laws (as defined below). In connection with such compliance, OPERATOR certifies, represents, and warrants that none of OPERATOR's property or interests are subject to being "blocked" under any of the Anti-Terrorism Laws, and that OPERATOR is not otherwise in violation of any of the Anti-Terrorism Laws. "**Anti-Terrorism Laws**" means Executive Order 13224 issued by the President of the United States, the USA PATRIOT Act, and all other present and future U.S. federal, state and local laws, ordinances, regulations, policies, lists and any other requirements of any governmental authority addressing or in any way relating to terrorist acts and acts of war. Any violation of the Anti-Terrorism Laws by OPERATOR, OPERATOR'S employees, or any "blocking" of OPERATOR's assets under the Anti-Terrorism Laws shall constitute grounds for immediate termination of this Agreement and any other agreement OPERATOR has entered with BEN & JERRY'S or its affiliates in accordance with the termination provisions of this Agreement.

18. CORPORATE, LIMITED LIABILITY COMPANY, OR PARTNERSHIP OPERATOR

18.1 Unless otherwise agreed by BEN & JERRY'S in writing, if OPERATOR is a corporation, limited liability company, or partnership, each shareholder, member or partner of OPERATOR, and the interest of such person in OPERATOR, shall be identified in **Exhibit D** hereto. OPERATOR shall immediately furnish BEN & JERRY'S with an update to the information contained in **Exhibit D** upon any change, provided that nothing in this Section 18.1 shall waive or otherwise limit the terms of Section 14 regarding transfers. Additionally, OPERATOR shall identify in **Exhibit D**, an Owner, who is acceptable to BEN & JERRY'S, to serve as OPERATOR's "**Designated Owner**." The Designated Owner is, and at all times during the term of this Agreement shall be, an Owner of at least twenty percent (20%) of the capital stock of OPERATOR (on a fully diluted basis). The Designated Owner must devote his or her full time and best efforts to the management of the operations of the Scoop Shop, and OPERATOR empowers the Designated Owner with the responsibility and decision-making authority regarding

the Scoop Shop's operation and OPERATOR's business. OPERATOR acknowledges and agrees that BEN & JERRY'S shall have the right to rely upon the Designated Owner for such purposes. Additionally, OPERATOR shall not remove or replace the Designated Owner identified in **Exhibit D** without the prior written approval of BEN & JERRY'S.

18.2 Unless otherwise agreed by BEN & JERRY'S in writing, if OPERATOR is a corporation or limited liability company, OPERATOR shall comply with the following requirements:

18.2.1 OPERATOR shall be newly organized and its charter shall at all times provide that its activities are confined exclusively to operating the Scoop Shop;

18.2.2 Copies of OPERATOR's Articles of Incorporation, Bylaws, articles of organization, operating agreement and/or other governing documents, and any amendments thereto, including the resolution of the Board of Directors or members authorizing entry into this Agreement, shall be promptly furnished to BEN & JERRY'S, upon request of BEN & JERRY'S;

18.2.3 OPERATOR shall maintain stop-transfer instructions against the transfer on its records of any equity securities; and each stock certificate or issued securities of OPERATOR shall have conspicuously endorsed upon its face a statement in a form satisfactory to BEN & JERRY'S that it is held subject to, and that further assignment or transfer thereof is subject to, all restrictions imposed upon assignments by this Agreement; provided, however, that the requirements of this Section 18.2.3 shall not apply to a publicly-held corporation; and

18.2.4 OPERATOR shall submit to BEN & JERRY'S, for prior written approval, any corporate or other legal name that OPERATOR proposes to use.

18.3 If OPERATOR or any successor to or assignee of OPERATOR is a partnership, it shall comply with the following requirements:

18.3.1 OPERATOR shall furnish BEN & JERRY'S with a copy of its partnership agreement as well as such other documents as BEN & JERRY'S may reasonably request, and any amendments thereto; and

18.3.2 OPERATOR shall submit to BEN & JERRY'S, for prior written approval, any name of the partnership or other legal name that OPERATOR proposes to use.

19. TAXES, PERMITS, AND INDEBTEDNESS

19.1 OPERATOR shall promptly pay when due all taxes levied or assessed, including unemployment and sales taxes, and all accounts and other indebtedness of every kind incurred by OPERATOR in the operation of the Scoop Shop. OPERATOR shall pay to BEN & JERRY'S an amount equal to any sales tax, gross receipts tax, or similar tax (other than income tax) imposed on BEN & JERRY'S with respect to any payments to BEN & JERRY'S required under this Agreement, unless the tax is credited against income tax otherwise payable by BEN & JERRY'S.

19.2 In the event of any bona fide dispute as to OPERATOR's liability for taxes assessed or other indebtedness, OPERATOR 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 shall OPERATOR permit a tax sale or seizure by levy or execution or similar writ or warrant, or attachment by a creditor, to occur against the Authorized Location of the Scoop Shop, or any improvements thereon.

19.3 OPERATOR shall comply with all federal, state, and local laws, rules, and regulations, and shall timely obtain any and all permits, certificates, or licenses necessary for the full and proper conduct of the Scoop Shop, including licenses to do business, fictitious name registrations, sales tax permits, and fire clearances. OPERATOR also must comply with all applicable laws, rules, and orders of any government authority concerning any public health crisis, which may require businesses in OPERATOR's area or in the industry to cease or materially modify or limit operations for a period of time.

20. INDEPENDENT CONTRACTOR AND INDEMNIFICATION

20.1 OPERATOR is an independent contractor. BEN & JERRY'S and OPERATOR are completely separate entities and are not fiduciaries, partners, joint venturers, joint-employers, employers/employees or agents of the other in any sense and neither shall have the power to bind the other. No act or assistance given by either party to the other pursuant to this Agreement shall be construed to alter the relationship. OPERATOR shall be solely responsible for compliance with all federal, state, and local laws, rules and regulations, and for OPERATOR's policies, practices, and decisions relating to the operation of the Scoop Shop and its business. Without limiting the foregoing, OPERATOR acknowledges that BEN & JERRY'S has no responsibility to ensure that the Scoop Shop is developed and operated in compliance with all applicable laws, ordinance and regulations and that BEN & JERRY'S shall have no liability in the event the development or operation of the Scoop Shop violates any law, ordinance or regulation. Neither this Agreement nor BEN & JERRY'S course of conduct is intended, nor may anything in this Agreement (nor BEN & JERRY'S course of conduct) be construed to state or imply that BEN & JERRY'S is the employer of OPERATOR'S employees and/or independent contractors, nor vice versa.

20.2 During the term of this Agreement, OPERATOR shall hold itself out to the public as an independent contractor operating the Scoop Shop pursuant to a franchise agreement from BEN & JERRY'S. OPERATOR agrees to take such action as may be necessary to do so, including exhibiting notices of that fact in conspicuous places at the Authorized Location, the content of which BEN & JERRY'S reserves the right to specify. In all public records, in relationships with other persons, and on letterhead and business forms, OPERATOR must indicate independent ownership of the Scoop Shop and that OPERATOR is solely a franchisee of BEN & JERRY'S. In addition, on any and all payroll and other employment-related documentation, including on employees' paychecks, OPERATOR must use its legal entity's identifying information (including the legal entity's name and address) and such documentation shall not include any Proprietary Mark or identifying information of BEN & JERRY'S.

20.3 Nothing in this Agreement authorizes OPERATOR to make any contract, agreement, warranty, or representation on the behalf of BEN & JERRY'S, or to incur any debt or

other obligation in the name of BEN & JERRY'S; and BEN & JERRY'S shall in no event assume liability (or joint liability) for, or be deemed liable (or jointly liable) hereunder as a result of, any such action; nor shall BEN & JERRY'S be liable (or jointly liable) by reason of any act or omission of OPERATOR or OPERATOR'S employees in its operation of the Scoop Shop or for any claim or judgment arising therefrom against OPERATOR (or OPERATOR'S employees) or BEN & JERRY'S. OPERATOR hereby waives all claims against BEN & JERRY'S for damages to property or injuries to persons arising out of the operation of OPERATOR's business. OPERATOR is solely responsible and shall indemnify and hold BEN & JERRY'S, and the officers, directors, and employees of BEN & JERRY'S (the "**Indemnitees**") harmless against any and all causes of action, claims, losses, costs, expenses, liabilities, litigation, damages or other expenses, including settlement costs and attorneys' fees (regardless of whether any of the foregoing is reduced to judgment), arising directly or indirectly from, as a result of, or in connection with the operation of the Scoop Shop or OPERATOR's (or OPERATOR'S employees') conduct under this Agreement, including: (a) any labor and employment violations; (b) joint employer violations; and (c) those claims alleged to be caused by the Indemnitees' negligence. OPERATOR agrees that with respect to any threatened or actual litigation, proceeding or dispute which could directly or indirectly affect any of the Indemnitees, the Indemnitees shall have the right, but not the obligation, to: (i) choose counsel, (ii) direct, manage and/or control the handling of the matter; and (iii) settle on behalf of the Indemnitees, and/or OPERATOR, any claim against the Indemnitees at their sole option. Such right to defense and indemnification will exist even if joint claims are brought, or if joint liability is imposed on BEN & JERRY'S by law. All vouchers, canceled checks, receipts, receipted bills or other evidence of payments for any such losses, liabilities, costs, damages, charges or expenses of whatsoever nature incurred by any Indemnitee shall be taken as prima facie evidence of OPERATOR's obligation hereunder.

21. APPROVALS AND WAIVERS

21.1 Whenever this Agreement requires the prior authorization, approval or consent of BEN & JERRY'S, OPERATOR shall make a timely written request to BEN & JERRY'S therefor, and such approval or consent must be obtained in writing. With the exception of decisions regarding marketing and promotional plans and materials (Section 12.6), failure by BEN & JERRY'S to provide approval or consent in writing shall constitute a denial of the same.

21.2 BEN & JERRY'S makes no warranties or guarantees upon which OPERATOR may rely, and assumes no liability or obligation to OPERATOR, by providing any waiver, approval, consent, or suggestion to OPERATOR in connection with this Agreement, or by reason of any neglect, delay, or denial of any request therefor.

21.3 No failure of BEN & JERRY'S to exercise any power reserved to it by this Agreement, or to insist upon strict compliance by OPERATOR with any obligation or condition hereunder, and no custom or practice of the parties at variance with the terms hereof, including any practice or action of BEN & JERRY'S in its dealing with any other party, shall constitute a waiver of the right of BEN & JERRY'S to demand exact compliance with any of the terms hereof. Waiver by BEN & JERRY'S of any particular default of OPERATOR shall not affect or impair the rights of BEN & JERRY'S with respect to any subsequent default of the same, similar, or different nature; nor shall any delay, forbearance, or omission of BEN & JERRY'S to exercise any

power or right arising out of any breach or default by OPERATOR of any of the terms, provisions, or covenants hereof, affect or impair the right of BEN & JERRY'S to exercise the same, nor shall such constitute a waiver by BEN & JERRY'S of any right hereunder, or the right to declare any subsequent breach or default and to terminate this Agreement prior to the expiration of its term. Subsequent acceptance by BEN & JERRY'S of any contributions or payments due to it hereunder shall not be deemed to be a waiver by BEN & JERRY'S of any preceding breach by OPERATOR of any terms, covenants, or conditions of this Agreement.

21.4 BEN & JERRY'S shall have the right to operate, develop and change the System in any manner that is not specifically precluded by this Agreement. Whenever BEN & JERRY'S reserves or is deemed to have reserved a right, option, or discretion in a particular area or where BEN & JERRY'S agrees or is deemed to be required to exercise its rights reasonably or in good faith, BEN & JERRY'S will satisfy its obligations whenever it exercises reasonable business judgment in making its decision or exercising its rights. A decision or action by BEN & JERRY'S will be deemed to be the result of reasonable business judgment, even if other reasonable or even arguably preferable alternatives are available, if BEN & JERRY'S is intended, in whole or significant part, to promote or benefit the System generally even if the decision or action also promotes a financial or other interest of BEN & JERRY'S and/or is adverse to OPERATOR's interests. Examples of items that will promote or benefit the System include enhancing the value of the Proprietary Marks, improving customer service and satisfaction, improving product quality, improving uniformity, enhancing or encouraging modernization, and improving the competitive position of the System. BEN & JERRY'S reasonable business judgment shall not be subject to any limitation or review and neither OPERATOR nor any third party (including a trier of fact), shall substitute its judgment for BEN & JERRY'S reasonable business judgment. If applicable law implies a covenant of good faith and fair dealing in this Agreement, BEN & JERRY'S and OPERATOR agree that such covenant shall not imply any rights or obligations that are inconsistent with a fair construction of the terms of this Agreement and that this Agreement grants BEN & JERRY'S the right to make decisions, take actions and/or refrain from taking actions not inconsistent with OPERATOR's rights and obligations hereunder.

22. **WARRANTIES OF OPERATOR**

22.1 BEN & JERRY'S entered into this Agreement in reliance upon the statements and information submitted to BEN & JERRY'S by OPERATOR in connection with this Agreement. OPERATOR represents and warrants that all such statements and information submitted by OPERATOR in connection with this Agreement are true, correct and complete in all material respects. OPERATOR agrees to promptly advise BEN & JERRY'S of any material changes in the information or statements submitted.

22.2 OPERATOR represents and warrants to BEN & JERRY'S that neither OPERATOR (including any and all of its employees, directors, officers and other representatives), nor any of its affiliates or the funding sources for either is a person or entity designated with whom BEN & JERRY'S, or any of its affiliates, are prohibited by law from transacting business.

23. NOTICES

Any and all notices required or permitted under this Agreement shall be in writing and shall be personally served, mailed by certified mail, return receipt requested, or dispatched by overnight delivery envelope, 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 BEN & JERRY'S:	Ben & Jerry's Franchising, Inc. 35 Thompson Street South Burlington, Vermont 05403-6828 Attn: Legal Department
Notices to OPERATOR:	_____ _____ _____ _____

Notices shall be deemed to have been received as follows: by personal service – at the time of service; by overnight delivery service – on the next business day following the date on which the Notice was given to the overnight delivery service; and certified mail – three (3) days after the date of mailing.

24. ENTIRE AGREEMENT

24.1 This Agreement, and any exhibits attached hereto, constitute the entire Agreement between BEN & JERRY'S and OPERATOR concerning the subject matter hereof, supersedes any prior agreements, and no other representations having induced OPERATOR to execute this Agreement. Except for those permitted to be made unilaterally by BEN & JERRY'S hereunder, no amendment, change, or variance from this Agreement shall be binding on either party unless mutually agreed to by the parties and executed by their authorized officers or agents in writing.

24.2 Notwithstanding the foregoing, nothing in this Agreement shall disclaim or require OPERATOR to waive reliance on any representation that BEN & JERRY'S made in the most recent disclosure document (including its exhibits and amendments) that BEN & JERRY'S delivered to OPERATOR or its representative, subject to any agreed-upon changes to the contract terms and conditions described in that disclosure document and reflected in this Agreement (including any riders or addenda signed at the same time as this Agreement).

25. SEVERABILITY AND CONSTRUCTION

25.1 If, for any reason, any section, part, term, provision, and/or covenant herein is determined to be invalid and contrary to, or in conflict with, any existing or future law or regulation by a court or agency having valid jurisdiction, such shall not impair the operation of, or have any other effect upon, such other portions, sections, parts, terms, provisions, and/or covenants of this Agreement as may remain otherwise intelligible; and the latter shall continue to be given full force and effect and bind the parties hereto; and the invalid portions, sections, parts, terms, provisions, and/or covenants shall be deemed not to be a part of this Agreement.

25.2 Any provision or covenant in this Agreement which expressly or by its nature imposes obligations beyond the expiration, termination or assignment of this Agreement (regardless of cause for termination), or assignment shall survive such expiration, termination, including Sections 10, 16, 17, 20.3 and 26.

25.3 Except as expressly provided to the contrary herein, nothing in this Agreement is intended, nor shall be deemed, to confer upon any person or legal entity other than OPERATOR, BEN & JERRY'S, officers, directors, shareholders, agents, and employees of BEN & JERRY'S, and such successors and assigns of BEN & JERRY'S as may be contemplated by Section 14 hereof, any rights or remedies under or by reason of this Agreement.

25.4 OPERATOR expressly agrees to be bound by any promise or covenant imposing the maximum duty permitted by law which is subsumed within the terms of any provision hereof, as though it were separately articulated in and made a part of this Agreement, that may result from striking from any of the provisions hereof any portion or portions which a court or agency having valid jurisdiction may hold to be unreasonable and unenforceable in an unappealed final decision to which BEN & JERRY'S is a party, or from reducing the scope of any promise or covenant to the extent required to comply with such a court or agency order.

25.5 All captions in this Agreement are intended solely for the convenience of the parties, and no caption shall be deemed to affect the meaning or construction of any provision hereof. The word "including" shall be construed to include the words "but not limited to." The term "OPERATOR" is applicable to one or more persons, a corporation, limited liability company or a partnership and its owners, as the case may be. If two or more persons are at any time OPERATOR hereunder, whether as partners, joint venturers or otherwise, their obligations and liabilities to OPERATOR should be joint and several. Reference to a "controlling" interest in an entity shall mean more than fifty (50%) of the equity or voting control of such entity.

26. APPLICABLE LAW

26.1 This Agreement takes effect upon its acceptance and execution by BEN & JERRY'S, and shall be interpreted and construed exclusively under the laws of the State of Vermont, which laws shall prevail in the event of any conflict of law (without regard to, and without giving effect to, the application of the choice-of-law rules of such state); provided, however, that if any provision of this Agreement, including the covenants in Section 17 of this Agreement, would not be enforceable under the laws of the State of Vermont and the Scoop Shop is located outside of the State of Vermont, then that provision shall be interpreted and construed under the laws of the state in which the Scoop Shop is located. Nothing in this Section 26.1 is intended by the parties to subject this Agreement to any franchise or similar law, rule, or regulation to which this Agreement would not otherwise be subject.

26.2 Except as otherwise provided in this Agreement, any claim or controversy arising out of or related to this Agreement (including any claim that the Agreement or any of its provisions is invalid, illegal, or otherwise voidable or void), the relationship between BEN & JERRY'S and OPERATOR, or OPERATOR's operation of the Scoop Shop shall, as a condition to filing the legal action, first be subject to the alternative dispute resolution process ("**ADR Process**"). The

ADR process shall not be required by either BEN & JERRY'S or OPERATOR with respect to (a) any claim or dispute involving actual or threatened disclosure or misuse of the confidential information of BEN & JERRY'S, (b) any claim or dispute involving the ownership, validity, or use of the Proprietary Marks, (c) any claim or dispute related to monies owed to BEN & JERRY'S by OPERATOR (including, but not limited to, all actions to collect such monies owed (whether by BEN & JERRY'S or a collection agency designated by BEN & JERRY'S)), (d) any claim or dispute involving the insurance or indemnification provisions of this Agreement, or (e) any action to enforce the covenants set forth in Section 17 of this Agreement.

26.3 The ADR Process under this Section 26 is not intended to alter or suspend the rights or obligations of the parties under this Agreement or to determine the validity or effect of any provision of this Agreement, but is intended to furnish the parties an opportunity to resolve disputes amicably, expeditiously and in a cost-effective manner on mutually acceptable terms.

26.3.1 The ADR Process provided for hereunder shall be commenced by a party wishing to resolve a dispute (the "**Complainant**"). The Complainant shall initiate negotiation proceedings by sending a certified or registered letter to the party with whom dispute resolution is sought (the "**Respondent**") setting forth the particulars of the dispute, the term(s) of the Agreement (if any) that are involved, and a proposed resolution of the dispute. All aspects of the ADR Process shall be treated as confidential, shall not be disclosed to others, and shall not be offered or admissible in any other proceeding or legal action whatsoever.

26.3.2 The Respondent must respond within thirty (30) days of receipt with a written explanation and response to the proposed resolution.

26.3.3 If the dispute is not resolved through correspondence, then the Complainant and Respondent shall meet at a place determined by BEN & JERRY'S on at least one (1) occasion within sixty (60) days of receipt of the initial letter in an attempt to resolve the dispute.

26.3.4 If the Complainant and Respondent are unable to resolve the dispute within sixty (60) days of receipt of the initial letter (or within such extended period of time as the Complainant and Respondent shall agree upon in writing), the parties will then submit the dispute to non-binding mediation.

26.3.5 Non-binding mediation hereunder shall be conducted by a mediator (the "**Designated Mediator**") mutually agreeable to BEN & JERRY'S and OPERATOR. The parties shall attempt to agree upon a mediator within one hundred and twenty (120) days of receipt of the initial letter or within sixty (60) days of any extended period as may be agreed upon by the parties in writing. If the parties are unable to mutually agree upon a mediator within this time period, the Complainant may seek the appointment of a mediator through JAMS, Inc. (and if JAMS, Inc. is no longer operational, a comparable mediator service) and the procedures for selecting the mediator shall be those of JAMS, Inc. (or, if applicable, of the comparable mediation service) in effect at the time. The parties agree that in the event of the initiation of individual mediations involving the same or similar issues at or about the same time, BEN & JERRY'S shall have the option to determine that no Designated Mediator shall be a mediator in more than one of those mediations.

26.3.6 Non-binding mediation hereunder shall be concluded within sixty (60) days of the date the Designated Mediator is agreed upon in writing (or selected through JAMS, Inc. or the comparable mediation service) or such longer period as may be agreed upon by the parties in writing. All aspects of the mediation process shall be treated as confidential, shall not be disclosed to others, and shall not be offered or admissible in any other proceeding or legal action whatsoever. Complainant and Respondent shall each bear their own costs of mediation, and each shall bear one-half the cost of the mediator, including any mediation service fees.

26.4 Any legal action brought by any party against the other in any forum or court, whether federal or state, shall be brought only within the judicial district in which BEN & JERRY'S has its principal place of business at the time the action or proceeding is initiated. Any such action shall be brought in federal court if federal court jurisdiction exists and, if it does not exist, then in state court. The parties agree that this Section 26.4 shall not be construed as preventing either party from removing an action from state to federal court. The parties hereby waive all questions of personal jurisdiction or venue for the purpose of carrying out this provision.

26.5 Any proceeding to resolve a dispute (whether part of the ADR Process or a legal action) shall be conducted on an individual basis, and not as part of a consolidated, common, representative, group or class action.

26.6 No right or remedy conferred upon or reserved to BEN & JERRY'S by this Agreement is intended to be, nor shall be deemed, exclusive of any other right or remedy provided herein or permitted by law or equity, but each shall be cumulative of every other right or remedy.

26.7 **WAIVER OF JURY TRIAL: BEN & JERRY'S AND OPERATOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION OR PROCEEDING WITH RESPECT TO ANY CLAIM, INCLUDING ANY COUNTERCLAIMS, 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.**

26.8 Any and all claims and actions arising out of or relating to this Agreement, the relationship of OPERATOR and BEN & JERRY'S, or OPERATOR's operation of the Scoop Shop, brought by either party hereto against the other, whether in mediation, or a legal action, shall be commenced within one (1) year from the occurrence of the facts giving rise to such claim or action, or such claim or action shall be barred.

26.9 **WAIVER OF PUNITIVE AND EXEMPLARY DAMAGES: BEN & JERRY'S AND OPERATOR 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 ANY ACTUAL DAMAGES SUSTAINED BY IT.**

26.10 Nothing herein contained shall bar the right of either party to obtain, without invoking the ADR Process, injunctive relief against threatened conduct that will cause it loss or

damages (including those matters set forth in the second sentence of Section 26.2, as well as potential violations of the terms of Sections 8, 9, 10, 14, 16 and 17 of this Agreement) under the usual equity rules, including the applicable rules for obtaining restraining orders and preliminary injunctions.

27. MISCELLANEOUS

27.1 OPERATOR acknowledges that it has conducted an independent investigation of the business of operating a scoop shop, and recognizes that the business venture contemplated by this Agreement involves business risks and that its success will be largely dependent upon the ability of OPERATOR (or, if OPERATOR is a corporation, partnership or limited liability company, the ability of its principals) as (an) independent businessperson(s), his/her active participation in the daily affairs of the business, market conditions, area competition, availability of product, quality of services provided as well as other factors. BEN & JERRY'S expressly disclaims the making of, and OPERATOR acknowledges that it has not received, any warranty or guarantee, express or implied, as to the potential volume, profits, or success of the business venture contemplated by this Agreement.

27.2 OPERATOR acknowledges that it shall have sole and complete responsibility for the choice of the Approved Location; that BEN & JERRY'S has not (and shall not be deemed to have, even by BEN & JERRY'S approval of the site that is the Approved Location) given any representation, promise, or guarantee of Franchisee's success at the Approved Location; and that OPERATOR shall be solely responsible for its own success at the Approved Location.

27.3 OPERATOR acknowledges that it received a copy of this Agreement, the exhibit(s) hereto, and agreements relating hereto, if any, as well as a copy of BEN & JERRY'S current franchise disclosure document ("**FDD**"), at such time(s) as required by the applicable federal and state franchise laws and regulations.

27.4 OPERATOR acknowledges that whenever the term "including" appears throughout this Agreement, the term shall necessarily have the meaning "including, without limitation," including, but not limited to," and any variations thereto.

27.5 OPERATOR acknowledges that it has read and understood the FDD, this Agreement, and the exhibits to this Agreement, and that BEN & JERRY'S has accorded OPERATOR ample time and opportunity to consult with advisors of OPERATOR's own choosing about the potential benefits and risks of entering into this Agreement. OPERATOR acknowledges that it has no knowledge of any representations by Franchisor, or anyone purporting to act on BEN & JERRY'S behalf, that are contrary to the statements made in the FDD or contrary to the terms of this Agreement.

27.6 OPERATOR, for itself and on behalf of its affiliates and related entities, and their respective shareholders, officers, directors, limited liability company members, managers and employees, and their respective successors and assigns, and on behalf of the OPERATOR's Owners, hereby (i) releases and forever discharges BEN & JERRY'S, its parents, affiliates and related entities, and its and their respective current and former officers, directors, owners,

shareholders, employees, agents, representatives and attorneys, and its and their respective successors and assigns, from any and all claims, demands and causes of action, whether known or unknown, of any kind or nature, vested or contingent, at law or in equity, arising prior to or on the Effective Date, and (ii) agrees that none of them will institute any litigation or other legal action or proceeding, at law or in equity, against BEN & JERRY'S, its parents, affiliates and related entities, and its and their respective current and former officers, directors, owners, shareholders, employees, agents, representatives and attorneys, and its and their respective successors and assigns, directly or indirectly, relating to any claim or demand released under this Section 27.6, provided, however, that this release and covenant not to sue shall not apply to any claim that arises under any applicable federal and state franchise laws, except to the extent that such claims may by law be released by this Agreement. OPERATOR shall take whatever actions are necessary or appropriate to carry out the terms of this release and covenant not to sue upon BEN & JERRY'S request. This Section 27.6 shall survive the expiration or termination of this Agreement.

27.7 This Agreement shall not be binding on either party until it is executed by both parties. This Agreement may be executed in two or more counterparts, each of which will be deemed an original, and all of which will constitute one and the same instrument. Each party agrees that this Agreement and any other documents entered into in connection with this Agreement are signed when a party's signature is delivered either as an original handwritten signature or through electronic means. Electronic signatures are to be treated the same as handwritten signatures for the purposes of validity, enforceability, and admissibility.

27.8 **No Waiver or 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, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, or Wisconsin:

> No statement, questionnaire, or acknowledgment signed or agreed to by you 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 us, any franchise seller, or any other person acting on behalf of us. This provision supersedes any other term of any document executed in connection with the Franchise.

[signature page to follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement on the date first above written.

_____	Ben & Jerry's Franchising, Inc. _____
OPERATOR (print name of Operator)	BEN & JERRY'S
By: _____	By: _____
(signature)	
Name: _____	Name: _____
(print name of signatory)	
Title: _____	Title: _____
(print title of signatory)	

UNLESS OTHERWISE AGREED BY BEN & JERRY'S IN WRITING, IF OPERATOR IS A CORPORATION, PARTNERSHIP, OR OTHER LEGAL ENTITY, ALL OWNERS MUST EXECUTE THE FOLLOWING:

GUARANTEE PROVISION

As an inducement to BEN & JERRY'S to enter this Agreement between BEN & JERRY'S and OPERATOR, the undersigned, jointly and severally, hereby unconditionally guarantee to BEN & JERRY'S and its successors and assigns that all of OPERATOR's obligations under this Agreement will be punctually paid.

Upon demand by BEN & JERRY'S, the undersigned each hereby jointly and severally agree to immediately make each payment required of OPERATOR under the Agreement and waive (i) all rights to payments and claims for reimbursement or subrogation that any of the undersigned may have against OPERATOR arising as a result of the undersigned's execution of and performance under this Guarantee Provision, for the express purpose that none of the undersigned shall be deemed a "creditor" of OPERATOR under any applicable bankruptcy law with respect to OPERATOR's obligations to BEN & JERRY'S, (ii) any right to require BEN & JERRY'S to: (a) proceed against OPERATOR for any payment required under the Agreement, (b) proceed against or exhaust any security from OPERATOR**,** (c) take any action to assist any of the undersigned in seeking reimbursement or subrogation in connection with this Guarantee Provision, or (d) pursue, enforce or exhaust any remedy, including any legal or equitable relief, against OPERATOR**,** (iii) any benefit of, any right to participate in, any security now or hereafter held by BEN & JERRY'S, and (iv) acceptance and notice of acceptance by BEN & JERRY'S of the undersigned's undertakings under this Guarantee Provision; all presentments, demands and notices of demand for payment of any indebtedness or non-performance of any obligations hereby guaranteed; protest; notices of dishonor; and notices of default to any party with respect to the indebtedness or nonperformance of any obligations hereby guaranteed; and any other notices and legal or equitable defenses to which any of the undersigned may be entitled. Without affecting the obligations of the undersigned under this Guarantee Provision, BEN & JERRY'S may, without notice to the undersigned, extend, modify, supplement, waive strict compliance with, or release all or any provisions of the Agreement or any indebtedness or obligation of OPERATOR, or settle, adjust, release, or compromise any claims against OPERATOR or any Guarantor, make advances for the purpose of performing any obligations of OPERATOR under the Agreement, assign the Agreement or the right to receive any sum payable thereunder, and the undersigned each hereby jointly and severally waive notice of same and agree to remain and be bound by any and all such amendments and changes to the Agreement. BEN & JERRY'S shall have no present or future duty or obligation to the undersigned under this Guarantee Provision, and each of the undersigned waives any right to claim or assert any such duty or obligation, to discover or disclose to the undersigned any information, financial or otherwise, concerning OPERATOR, any other Guarantor, or any collateral securing any obligations of OPERATOR to BEN & JERRY'S.

Upon demand by BEN & JERRY'S, the undersigned will immediately make each contribution or payment required of OPERATOR under this Agreement. The undersigned hereby waives any right to require BEN & JERRY'S to: (a) proceed against OPERATOR for any contribution or payment required under this Agreement; (b) proceed against or exhaust any security from OPERATOR; or (c) pursue or exhaust any remedy, including any legal or equitable relief, against OPERATOR. Without affecting the obligations of the undersigned under this guarantee provision, BEN & JERRY'S may, without notice to the undersigned, extend, modify, or release any indebtedness or obligation of OPERATOR, or settle, adjust, or compromise any claims against OPERATOR. The undersigned waives notice of amendment of this Agreement and notice of demand for contribution or payment by OPERATOR, and agrees to be bound by any and all such amendments and changes to this Agreement.

Further, the undersigned, individually, jointly and severally, hereby agree to be personally bound by each and every condition and term contained in this Agreement as though each of them had executed an agreement containing the identical terms and conditions of this Agreement including the dispute resolution provisions, and any amendments, extensions, or other modifications to this Agreement.

WAIVER OF JURY TRIAL: BEN & JERRY'S AND GUARANTOR OPERATOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION OR PROCEEDING WITH RESPECT TO ANY CLAIM, INCLUDING ANY COUNTERCLAIMS, 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.

WAIVER OF PUNITIVE AND EXEMPLARY DAMAGES: BEN & JERRY'S AND GUARANTOR OPERATOR 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 ANY ACTUAL DAMAGES SUSTAINED BY IT.

The undersigned hereby agrees to defend, indemnify, and hold BEN & JERRY'S harmless 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) ("**Claims**") resulting from, consisting of, or arising out of or in connection with any failure by OPERATOR, its officers, directors, agents, or employees to perform any obligation under this Agreement, any amendment thereto, or any other agreement executed by OPERATOR referred to therein.

Notwithstanding any other language contained herein, the obligations of Guarantor(s) under this Guarantee Provision shall not apply to any obligations or Claims arising due to the actions of third parties not under the operation, direction or control of OPERATOR.

Guarantor represents and warrants to BEN & JERRY'S that neither Guarantor (including any and all of its employees, directors, officers and other representatives), nor any of its affiliates

or the funding sources for either is a person or entity designated with whom BEN & JERRY'S or any of its affiliates, is prohibited by law from transacting business.

This guarantee provision shall terminate upon the termination or expiration of this Agreement, except that all obligations and liabilities of the undersigned which arose from events which occurred on or before the effective date of such termination shall remain in full force and effect until satisfied or discharged by the undersigned, and all covenants which by their terms continue in force after the expiration or termination of this Agreement shall remain in force according to their terms. Upon the death of any undersigned, the estate of such individual shall be bound by this guarantee provision, but only for defaults and obligations hereunder existing at the time of death; and the obligations of the other undersigned will continue in full force and effect.

Unless specifically stated otherwise, the terms used in this guarantee provision shall have the same meaning as in this Agreement, and shall be interpreted and construed in accordance with Section 26 of this Agreement. This guarantee provision shall be interpreted and construed under the laws of the State of Vermont. In the event of any conflict of law, the laws of Vermont shall prevail, without regard to, and without giving effect to, the application of the State of Vermont conflict of law rules. If any provision of this guarantee provision would not be enforceable under the laws of the State of Vermont and the Scoop Shop is located outside of the State of Vermont, then that provision shall be interpreted and construed under the laws of the state in which the Scoop Shop is located. Nothing in this guarantee provision is intended by the parties to subject this guarantee provision to any franchise or similar law, rule, or regulation of the State of Vermont or of any other state to which it would not otherwise be subject.

Any and all notices required or permitted under this guarantee provision shall be in writing and shall be personally delivered, in the manner provided under Section 23 of this Agreement.

[signature page to follow]

IN WITNESS WHEREOF, the undersigned has signed this guarantee provision as of the date of this Agreement.

GUARANTOR(S)

_____

_____

_____

Exhibit A
to
Ben & Jerry's Franchising, Inc. Franchise Agreement
for A Special Venue Scoop Shop

1. **OPERATOR** : _____, a [resident of] [corporation organized under the laws of] [limited liability company organized under the laws of] _____ and having its principal place of business at _____. (See first paragraph)

2. **Effective Date**: _____ ____, 20__. (See first paragraph)

3. The "**Authorized Location**" for the Scoop Shop shall be _____
_____
_____
_____ (See Section 1.1).

4. The "**Institutional Facility**" shall be _____
_____(See Recital D).

5. The "**Special Venue**" shall be (check one) (See Section 1.1):

   ☐ a. the portion of the Institutional Facility that consists of the following:
   _____;
   or

   ☐ b. the same as the Institutional Facility.

6. The hours and days of operation shall be _____
_____
_____ (See Section 7.2).

7. **Initial Franchise Fee**. The initial franchise fee shall be $_____ (See Section 4.1). The initial franchise fee is determined and payable as follows (check one):

   ☐ $18,000 for an operator who is new to the Ben & Jerry's System;

   ☐ $8,500 for an existing operator; or

   ☐ $0, for certain limited seasonal opportunities

Initial: _____ Date: _____
OPERATOR

Initial: _____ Date: _____
BEN & JERRY'S FRANCHISING, INC.

Exhibit B
to
Ben & Jerry's Franchising, Inc. Franchise Agreement
for A Special Venue Scoop Shop

APPROVED PRODUCTS

The Approved Products shall be (See Section 7.5):

Exhibit C
to
Ben & Jerry's Franchising, Inc. Franchise Agreement
for A Special Venue Scoop Shop

ADA CERTIFICATION

Ben & Jerry's Franchising, Inc. ("**BEN & JERRY'S**") and _____ ("**OPERATOR**") are parties to a franchise agreement dated _____ for the operation of a scoop shop at _____ (the "**Scoop Shop**"). In accordance with Section 5.7 of the Franchise Agreement, OPERATOR certifies to BEN & JERRY'S that, to the best of OPERATOR's knowledge, the Scoop Shop and its adjacent areas comply with all applicable federal, state and local accessibility laws, statutes, codes, rules, regulations and standards, including the Americans with Disabilities Act. OPERATOR acknowledges that it is an independent contractor and the requirement of this certification by BEN & JERRY'S does not constitute ownership, control, leasing or operation of the Scoop Shop. OPERATOR acknowledges that BEN & JERRY'S has relied on the information contained in this certification. Furthermore, OPERATOR agrees to indemnify BEN & JERRY'S and the officers, directors, and employees of BEN & JERRY'S in connection with any and all claims, losses, costs, expenses, liabilities, compliance costs, and damages incurred by the indemnified party(ies) as a result of any matters associated with OPERATOR's compliance with the Americans with Disabilities Act, as well as the costs, including attorneys' fees, related to the same.

OPERATOR _____

By: _____

Name: _____

Title: _____

Exhibit D
to
Ben & Jerry's Franchising, Inc. Franchise Agreement
for A Special Venue Scoop Shop

All of OPERATOR's (i) owners of record and all beneficial owners of any class of voting securities or securities convertible into voting securities; and/or (ii) general and limited partners.

Name of Shareholder/Partner/ Member	Address	Interest (%) (with description)

Designated Owner: The following identifies OPERATOR's Designated Owner (as defined in Section 18.1 of the Franchise Agreement):

Name and Title	Address	Interest (%) (with description)

Exhibit E
to
Ben & Jerry's Franchising, Inc. Franchise Agreement
for A Special Venue Scoop Shop

AUTHORIZATION AGREEMENT FOR PREARRANGED PAYMENTS

AUTHORIZATION AGREEMENT FOR PREARRANGED PAYMENTS (DIRECT DEBITS)
_____ (Name of Person or Legal Entity)
_____(ID Number)

The undersigned depositor ("**Depositor**") hereby authorizes Ben & Jerry's Franchising, Inc. ("**BEN & JERRY'S**") to initiate debit entries and/or credit correction entries to the undersigned's checking and/or savings account(s) indicated below and the depository designated below ("**Depository**") ("**Bank**") to debit or credit such account(s) pursuant to BEN & JERRY'S instructions.

_____	_____
Depository	Branch
_____	_____ _____ _____
City	State Zip Code
_____	_____
Bank Transit/ABA Number	Account Number

This authority is to remain in full and force and effect until Depository has received joint written notification from BEN & JERRY'S and Depositor of the Depositor's termination of such authority in such time and in such manner as to afford Depository a reasonable opportunity to act on it. Notwithstanding the foregoing, Depository shall provide BEN & JERRY'S and Depositor with thirty (30) days' prior written notice of the termination of this authority. If an erroneous debit entry is initiated to Depositor's account, Depositor shall have the right to have the amount of such entry credited to such account by Depository, if: (a) within fifteen (15) calendar days following the date on which Depository sent to Depositor a statement of account or a written notice pertaining to such entry; or (b) forty-five (45) days after posting, which ever occurs first, Depositor shall have sent to Depository a written notice identifying such entry, stating that such entry was in error and requesting Depository to credit the amount thereof to such account. These rights are in addition to any rights Depositor may have under federal and state banking laws.

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

EXHIBIT C

SAMPLE GENERAL RELEASE

SAMPLE GENERAL RELEASE

The following is our current general release language that we expect to include in a release that a franchisee, and/or transferor may sign as part of a renewal or an approved transfer. We may, in our sole discretion, periodically modify the release.

RELEASE LANGUAGE

Each of the Franchisee Parties, on behalf of themselves and their respective successors, assigns, heirs and personal representatives, all other persons acting on their behalf or claiming under them and all entities in which the Franchisee Parties have or had an ownership interest (individually, collectively or in any combination, the "**Releasing Franchisee Parties**"), hereby release and forever discharge BEN & JERRY'S, its current and former affiliates, parents, subsidiaries and related entities, and its and their respective current and former officers, directors, shareholders, owners, employees, predecessors, successors, attorneys, agents, representatives and assigns (individually, collectively or in any combination, the "**Released BEN & JERRY'S Parties**"), from any and all suits, claims, controversies, rights, promises, debts, liabilities, demands, obligations, costs, expenses, actions and causes of action of every nature, character, and description, in law or in equity, whether presently known or unknown, vested or contingent, suspected or unsuspected, which any or all of the Releasing Franchisee Parties now own or hold or have based on any transaction, event or circumstance at any time heretofore owned or held, or may at any time own or hold against any or all of the Released BEN & JERRY'S Parties, arising prior to and including the Effective Date of this Release (the "**Released Claims**"). The Releasing Franchisee Parties acknowledge and agree that they may in the future learn of facts in addition to or different from those which they now know or believe to be true with respect to the subject matter of this paragraph, but that nonetheless, it is the intention of the Franchisee Parties to fully, finally, and forever settle and release all of the Released Claims.

The Releasing Franchisee Parties waive the provisions of Section 1542 of the Civil Code of the State of California (as well as under any other statutes or common law principles of similar effect whether now or hereinafter existing), which provides:

> **A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.**

EXHIBIT D

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BEN & JERRY'S FRANCHISING, INC.
FRANCHISE OPERATIONS MANUAL

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BEN & JERRY'S FRANCHISING, INC.
2026 FRANCHISE OPERATIONS MANUAL

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EXHIBIT E

LEASE RIDER

BEN & JERRY'S
LEASE RIDER

This lease rider (the "**Rider**") is made to that certain Lease (the "**Form Lease**") dated _____, 20__, by and between, _____, a(n) [resident of] [corporation organized under the laws of] [limited liability company organized under the laws of] _____ and having its principal place of business at _____ as Landlord and _____, a(n) [resident of] [corporation organized under the laws of] [limited liability company organized under the laws of] _____ and having its principal place of business at _____ as Tenant for the Premises ("**Premises**") with an address of_____ in the _____ Shopping Center (the "**Shopping Center**") in _____ (City),_____(State):

In the event of a conflict between the terms and conditions set forth within this Rider and the terms and conditions set forth in the Form Lease to which this Rider is attached, the terms and conditions set forth within this Rider shall govern and control.

1. **Permitted Use**. The Premises are leased to Tenant for the operation of a "Ben & Jerry's" retail scoop shop primarily selling (i) various types of specialty ice cream, frozen yogurt, ice milk, sherbet and sorbet products, non-dairy products, toppings, and other frozen desserts; (ii) shakes, "smoothies" and other blended drinks, coffee, tea, juices, bottled waters (flavored and plain), soft drinks, milk products and other beverages; (iii) cookies, brownies, pastries, and other baked goods, and packaged candies, chocolates and specialty confections; (iv) Ben & Jerry's logoed or themed retail gift items to include specialty t-shirts, hats, aprons and other clothing, coffee cups, glassware, dishware, scoops and other home accessories, magnets, pencils and pens, key chains, scoops, and other related items; and (v) other frozen dessert items, food items and accessories sold from time-to-time (on a permanent, seasonal, or test basis) in other Ben & Jerry's retail scoop shops, catalogs or web sites.

2. **Signage and Premises Use**. Notwithstanding anything contained within the Form Lease to the contrary, Tenant shall, subject to the requirements of local law, have the right to:

(a) utilize its standard signage and other proprietary marks and identification on both the exterior and within the interior of the Premises; and

(b) operate in a manner that permits all customers (both paying and non-paying) to be able to enter, be present at, and utilize the Premises in a non-discriminatory, welcoming, and safe manner.

3. **Notices**. Copies of any demand letters, default notices or other similar notices of non-compliance ("**Notice**") sent by Landlord to Tenant shall also be sent to Franchisor at the following address:

Ben & Jerry's Franchising, Inc.
35 Thompson Street
South Burlington, Vermont 05403-6828
Attention: Legal Department

4. **De-Identification**. Landlord and Tenant hereby acknowledge that trademarked and/or logoed fixtures (such as signage, menu boards, awnings and ice cream counters) (collectively "**Trade Dress Materials**") are the property of Franchisor and that (in the event the Franchise Agreement expires or is terminated, Tenant is obligated under the Franchise Agreement to take certain steps to de-identify the location as a Ben & Jerry's Ice Cream Scoop Shop operated by Tenant and may be required to return to Franchisor the Trade Dress Materials. Landlord agrees to cooperate fully with Franchisor in enforcing such provisions of the Franchise Agreement against Tenant, including allowing Franchisor, its employees and agents, upon five (5) days prior written notice, to enter and remove the Trade Dress Materials and any other signs, decor and materials bearing or displaying any marks, designs or logos of Franchisor. As between Franchisor and Landlord, Franchisor shall bear all costs and expenses of such de-identification activities in the event it undertakes such work, as aforesaid, and shall repair any damage to the Premises caused as a result of such entry and de-identification activities taken by Franchisor. Tenant agrees that if Tenant fails to de-identify the Premises and if required, to return the Trade Dress Materials promptly upon termination or expiration as required under the Franchise Agreement, Franchisor may cause all required de-identification to be completed at Tenant's sole cost and expense.

LANDLORD:	**TENANT**:
_____	_____
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____

EXHIBIT F

LIST OF CURRENT AND FORMER SHOPS AND FRANCHISEES

LIST OF CURRENT FRANCHISEES

(as of December 31, 2025)

Entity	Street	City	State	ZIP	Phone	Proprietor
DESERT DIAMOND CASINO	9431 W. Northern Ave.	Glendale	AZ	85305	570-780-5051	Tom Recine, Michael Hughes
THUNDER VALLEY CASINO	1200 Athens Ave.	Lincoln	CA	95648	916-408-8208	United Auburn Indian Community
DENVER INTERNATIONAL AIRPORT CONCOURSE A	8700 Pena Boulevard, Concourse Level, Center Court	Denver	CO	80249	303-342-6857	David Mosteller
MOHEGAN SUN	Mohegan Sun Casino Complex, Unit C130, Mohegan Sun Blvd.	Uncasville	CT	06382	860-862-9780	Olga Cherkasova and Dmitriy Gorbunov
NATIONAL ZOO	3001 Connecticut Avenue NW	Washington	DC	20008	919-548-4153	Antonio McBroom, Phillip Scotton, Eric Taylor
YANKEE CANDLE	25 Greenfield Rd.	South Deerfield	MA	01373	877-636-7707	The Yankee Candle Company
BUSCH STADIUM	405 South Broadway	St. Louis	MO	63102	314-306-9400	Mark Livingston, Edward & Michael Esstman
HARD ROCK CASINO - BILOXI	777 East Beach Boulevard	Biloxi	MS	39530	228-432-0655	Clay & Cynthia Giuffria, Hattie & Guy Billups
SUNSET STATION	1301 West Sunset Road	Henderson	NV	89104	702-435-1010	Georges Maalouf
HARRAH'S LAS VEGAS	3475 Las Vegas Boulevard South	Las Vegas	NV	89109	702-722-1552	Georges Maalouf
GRAND BAZAAR	3635 Las Vegas Boulevard South, Suite 606	Las Vegas	NV	89109	702-772-9026	Georges Maalouf
ROCHESTER INSTITUTE OF TECHNOLOGY	139 Lomb Memorial Drive, Shop # 1370	Rochester	NY	14623	585-475-5112	Rochester Institute of Technology
VANDERBILT CHILDREN'S HOSPITAL	2200 Children's Way, Food Court, 2nd Floor	Nashville	TN	37232	615-936-5689	Michael J. (Joe) Bullock & Emily C. Bruton
SMUGGLERS' NOTCH	4323 VT Route 108 S.	Jeffersonville	VT	05464	n/a	Hadi Monavar & Peter Brown
NORTHERN QUEST RESORT & CASINO	100 North Hayford Road	Airway Heights	WA	99001	509-481-4870	Alanna & Jonathan Lakey

Entity	Street	City	State	ZIP	Phone	Proprietor
SUNSET BEACH CAFE	2000 NW Sammamish Road	Issaquah	WA	98027	206-356-3730	Mark Mullet & Jonathan Stebbins
MANITO PARK BENCH CAFE	1928 S. Tekoa	Spokane	WA	99203	509-993-7448	Kari & Steve Conner

FRANCHISE AGREEMENTS SIGNED BUT OUTLET NOT OPENED
(as of December 31, 2025)

None.

LIST OF CLOSED AND TRANSFERRED SHOPS & FORMER FRANCHISEES
(that ceased operations in 2025)

The name, city, state, and last known telephone number of every franchisee who has had an agreement terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under our Franchise Agreement during the fiscal year ended December 31, 2025 are listed below. Franchisees who have had an agreement terminated, cancelled, not renewed, or otherwise voluntarily or involuntary ceased to do business under our Franchise Agreement since January 1, 2026, or who have not communicated with us within 10 weeks of the date of this Disclosure Document, are listed in a separate chart, below. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the system.

Entity	Street	City	State	ZIP	Phone	Proprietor
SPECIAL VENUE SCOOP SHOPS – CLOSED IN 2025						
YANKEE STADIUM	1 E 161st St, Concession Areas 125 and 318	Bronx	NY	10451	n/a	Anthony Parnagian
SPECIAL VENUE SCOOP SHOPS – TRANSFERRED IN 2025						
NATIONAL ZOO	3001 Connecticut Ave. NW	Washington	DC	20008	919-548-4153	Antonio McBroom, Phillip Scotton, Eric Taylor

UPDATED LIST OF CLOSED AND TRANSFERRED SHOPS & FORMER FRANCHISEES
(as of the date of this Disclosure Document)

None.

EXHIBIT G

LIST OF STATE ADMINISTRATORS

LIST OF STATE ADMINISTRATORS

We intend to register this Disclosure Document as a "franchise" in some or all of the following states, in accordance with 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:

CALIFORNIA Commissioner of Department of Financial Protection & Innovation Department of Financial Protection & Innovation 320 West Fourth Street, Suite 750 Los Angeles, California 90013-2344 (213) 576-7500 Toll Free: (866) 275-2677 Website: www.dfpi.ca.gov Email: ask.DFPI@dfpi.ca.gov	**NEW YORK** NYS Department of Law Investor Protection Bureau, Franchise Section 28 Liberty Street, 21st Floor New York, New York 10005 (212) 416-8236
HAWAII Commissioner of Securities Department of Commerce & Consumer Affairs Business Registration Division 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722	**NORTH DAKOTA** North Dakota Insurance & Securities Department 600 East Boulevard Avenue Bismarck, North Dakota 58505 (701) 328-2910
ILLINOIS Illinois Attorney General 500 South Second Street Springfield, Illinois 62706 (217) 782-4465	**RHODE ISLAND** Department of Business Regulation – Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Building 69-1 Cranston, Rhode Island 02902 (401) 462-9500
INDIANA Secretary of State Securities Division 302 West Washington Street, Room E-111 Indianapolis, Indiana 46204 (317) 232-6681	**SOUTH DAKOTA** Division of Insurance – Securities Regulation 124 South Euclid Avenue, Suite 104 Pierre, South Dakota 57501 (605) 773-3563
MARYLAND Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2021 (410) 576-6360	**VIRGINIA** State Corporation Commission Division of Securities and Retail Franchising 1300 East Main Street, 9th Floor Richmond, Virginia 23219 (804) 371-9051
MICHIGAN Michigan Attorney General's Office Consumer Protection Div., Franchise Section G. Mennen Williams Building, 1st Floor 525 West Ottawa Street Lansing, Michigan 48933 (517) 335-7567	**WASHINGTON** Department of Financial Institutions Securities Division P.O. Box 41200 Olympia, Washington 98504-1200 (360) 902-8760
MINNESOTA Commissioner of Commerce Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (651) 539-1500	**WISCONSIN** Division of Securities Department of Financial Institutions 4822 Madison Yards Way, North Tower Madison, Wisconsin 53705 (608) 266-9555

EXHIBIT H

AGENTS FOR SERVICE OF PROCESS

AGENTS FOR SERVICE OF PROCESS

We intend to register this Disclosure Document as a "franchise" in some or all of the following states, in accordance with 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:

CALIFORNIA Commissioner of 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 Website: www.dfpi.ca.gov Email: ask.DFPI@dfpi.ca.gov	**NEW YORK** New York Secretary of State New York Department of State One Commerce Plaza 99 Washington Avenue, 6th Floor Albany, New York 12231-0001 (518) 473-2492
HAWAII Commissioner of Securities Department of Commerce & Consumer Affairs Business Registration Division 335 Merchant Street, Room 205 Honolulu, Hawaii 96813 (808) 586-2722	**NORTH DAKOTA** Insurance Commissioner North Dakota Insurance & Securities Department 600 East Boulevard Avenue, State Capitol Bismarck, North Dakota 58505-0510 (701) 328-2910
ILLINOIS Illinois Attorney General 500 South Second Street Springfield, Illinois 62706 (217) 782-4465	**RHODE ISLAND** Department of Business Regulation – Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Building 69-1 Cranston, Rhode Island 02920 (401) 462-9500
INDIANA Indiana Secretary of State 201 State House 200 West Washington Street Indianapolis, Indiana 46204 (317) 232-6531	**SOUTH DAKOTA** Director of Division of Insurance – Securities Regulation 124 South Euclid Avenue, Suite 104 Pierre, South Dakota 57501 (605) 773-3563
MARYLAND Maryland Securities Commissioner at the Office of Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2021 (410) 576-6360	**VIRGINIA** Clerk of the State Corporation Commission 1300 East Main Street, First Floor Richmond, Virginia 23219 (804) 371-9733
MICHIGAN Michigan Attorney General's Office Consumer Protection Division Attn: Franchise Section G. Mennen Williams Building, 5th Floor 525 West Ottawa Street Lansing, Michigan 48933 (517) 335-7567	**WASHINGTON** Director of Department of Financial Institutions Securities Division 150 Israel Road, S.W. Tumwater, Washington 98501 (360) 902-8760
MINNESOTA Commissioner of Commerce Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (615) 539-1500	**WISCONSIN** Administrator, Division of Securities Department of Financial Institutions 4822 Madison Yards Way, North Tower Madison, Wisconsin 53705 (608) 266-2139

EXHIBIT I

FRANCHISEE COMPLIANCE QUESTIONNAIRE AND CERTIFICATION

FRANCHISEE COMPLIANCE QUESTIONNAIRE AND CERTIFICATION (FOR NEW OPERATORS)

NOTE: THIS FRANCHISEE COMPLIANCE QUESTIONNAIRE AND CERTIFICATION (FOR NEW OPERATORS) SHALL NOT BE COMPLETED OR SIGNED BY YOU, AND WILL NOT APPLY, IF THE OFFER OR SALE OF THE SCOOP SHOP IS SUBJECT TO THE FRANCHISE DISCLOSURE LAWS IN THE STATES OF CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MICHIGAN, MINNESOTA, NEW YORK, NORTH DAKOTA, RHODE ISLAND, SOUTH DAKOTA, VIRGINIA, WASHINGTON, OR WISCONSIN.

DO NOT SIGN THIS FRANCHISEE COMPLIANCE QUESTIONNAIRE AND CERTIFICATION (FOR NEW OPERATORS) IF THE FRANCHISE IS TO BE OPERATED IN, OR YOU ARE A RESIDENT OF, CALIFORNIA OR MARYLAND.

Instructions

Please complete the attached questionnaire as you work through the process of becoming a Ben & Jerry's franchisee. We ask that you complete this questionnaire, and sign the certification that appears on the last page.

The overall purpose of the information collected by this questionnaire is to determine whether any statements or promises were made to you by employees or representatives of Ben & Jerry's that Ben & Jerry's has not authorized, and that may be untrue, inaccurate, or misleading. With that purpose in mind, you will find questions with regard to statements that may have been made to you during the application process.

In addition to questions relating to statements made to you during the application process, you will also find questions relating to the dates that certain documents (such as the Franchise Disclosure Document, Franchise Agreement, or Development Agreement) were received, or dates on which payment of fees were made. *When purchasing a franchise, the timing of the receipt of documents, payment of franchisee fees, and other events are very important.* Also, questions relating to your understanding of the Ben & Jerry's Agreement are contained in the questionnaire.

For ease of reference, we refer to the agreement that you are entering with Ben & Jerry's (Preliminary Agreement, Franchise Agreement – including, if applicable, a Satellite Addendum or Reduced Term Addendum, or Development Agreement) as the "**Ben & Jerry's Agreement**." Also, the questionnaire refers to either a Scoop Shop or a Satellite Shop as a "**Scoop Shop**."

Please provide us with the completed Franchise Compliance Questionnaire and Certification (For New Operators) at the time you sign your Ben & Jerry's Agreement and any addenda. Please send the Questionnaire and Certification, along with the Ben & Jerry's Agreement and any addenda, to us at: Legal Department, 35 Thompson Street, South Burlington, Vermont 05403-6828.

QUESTIONNAIRE
(FOR NEW OPERATORS)

Please review each of the following questions and statements carefully and provide honest and complete responses to each.

Initial Contact with Ben & Jerry's

1) The following date and information are true and correct:

a._____, 20__ The date of my first face-to-face meeting with any person to discuss the possible purchase of a Ben & Jerry's Scoop Shop franchise.

Initials_____

The Franchise Disclosure Document

2) The following date and information are true and correct.

a._____, 20__ The date on which I received the Ben & Jerry's Franchise Disclosure Document ("**FDD**").

Initials_____

3) Have you received and personally reviewed the Ben & Jerry's FDD that was provided to you?

Yes _____ No _____

4) Did you sign a receipt for the FDD indicating the date you received it?

Yes _____ No _____

5) Do you understand all of the information contained in the FDD and any state-specific Addendum to the FDD?

Yes _____ No _____

If "No," what parts of the FDD and/or Addendum do you not understand? (Attach additional pages, if necessary.)

_____

_____

_____

_____

Communications with Ben & Jerry's

6) Has any employee or other person speaking on behalf of Ben & Jerry's made any statement or promise concerning the revenues or profits of a Scoop Shop operated by Ben & Jerry's or its franchisees that is contrary to, or different from, the information contained in the FDD?

Yes _____ No _____

7) Has any employee or other person speaking on behalf of Ben & Jerry's made any statement or promise regarding the amount of money you may earn in operating the franchised business that is contrary to, or different from, the information contained in the FDD?

Yes _____ No _____

8) Has any employee or other person speaking on behalf of Ben & Jerry's made any statement or promise concerning the total amount of revenue the Scoop Shop will generate, that is contrary to, or different from, the information contained in the FDD?

Yes _____ No _____

9) Has any employee or other person speaking on behalf of Ben & Jerry's made any statement or promise concerning the likelihood of success that you should or might expect to achieve from operating a Scoop Shop?

Yes _____ No _____

10) Has any employee or other person speaking on behalf of Ben & Jerry's made any statement, promise or agreement concerning the advertising, marketing, training, support service or assistance that Ben & Jerry's will furnish to you that is contrary to, or different from, the information contained in the FDD?

Yes _____ No _____

11) If you have answered "Yes" to any one of questions 6-10, please provide a full explanation of each "Yes" answer in the following blank lines. (Attach additional pages, if necessary, and refer to them below.) If you have answered "No" to each of questions 6-10, please leave the following lines blank:

_____

_____

_____

Communications with Current and Former Ben & Jerry's Franchisees

12) I have spoken with current and former Ben & Jerry's franchisees, and I chose which franchisees, and how many franchisees, to speak with.

Yes _____ No _____

If you answered "Yes" to this question 12, please complete chart below (attach additional pages, as needed, and refer to them below.) If you have not spoken with any Ben & Jerry's franchisees, then please leave the chart blank.

Name of Ben & Jerry's Franchisee I Spoke With	**Approximate Date**

The Ben & Jerry's Agreement

13) The following dates and information are true and correct:

a._____, 20 ____ The date when I received a fully completed copy (other than signatures) of the Ben & Jerry's Agreement and all other documents I later signed.

Initials _____

b._____, 20 ____ The date on which I signed the Ben & Jerry's Agreement.

Initials _____

c._____, 20 ____ The date on which I made a payment of consideration relating the Ben & Jerry's franchise.

Initials _____

14) Have you received and personally reviewed the Ben & Jerry's Agreement?

Yes _____ No _____

15) Do you understand all of the information contained in the Ben & Jerry's Agreement?

Yes _____ No _____

If No, what parts of the Ben & Jerry's Agreement do you not understand?

_____

_____

_____

_____

_____

16) Do you understand that no agreement or addendum is effective until it is also signed and dated by Ben & Jerry's?

Yes _____ No _____

17) Do you understand that there are no promises, agreements, "side deals," arrangements, written or oral that are not in the Ben & Jerry's Agreement?

Yes _____ No _____

18) Do you understand that all disputes and claims you may have against Ben & Jerry's may be heard in the state or federal courts in Vermont?

Yes _____ No _____

19) Do you understand that the Ben & Jerry's Agreement provides that you can only collect compensatory damages on any claim under or related to the Ben & Jerry's Agreement, and not any consequential or punitive damages?

Yes _____ No _____

20) Do you understand that the Ben & Jerry's Agreement includes a waiver of jury trials?

Yes _____ No _____

21) If you have answered "No" to any one of the questions 16-20, please provide a full explanation of each "No" answer in the following blank lines. If you have answered "Yes" to each of the questions 16-20, please leave the following lines blank:

_____

_____

_____

_____

_____

22) Have you entered into any binding agreement with Ben & Jerry's concerning the purchase of this franchise *prior* to the date you signed the Ben & Jerry's Agreement (*i.e.*, the date indicated in 13(b), above)?

Yes _____ No _____

23) Have you paid any money to Ben & Jerry's concerning the purchase of this franchise *prior* to the date you signed the Ben & Jerry's Agreement (*i.e.*, the date indicated in 13(b), above)?

Yes _____ No _____

General Considerations

24) Have you discussed the benefits and risks of establishing and operating a Scoop Shop with an attorney, accountant, or other professional advisor?

Yes _____ No _____

If No, do you wish to have more time to do so?

Yes _____ No _____

25) Do you understand that there are a variety of location types (*i.e.*, free standing, downtown, strip center, interior mall, entertainment center, transportation center, captive, and lifestyle center) and that average revenue and operating costs for each category vary widely?

Yes _____ No _____

26) Do you understand that the success or failure of your Scoop Shop will depend in large part upon your skills and abilities, competition from other businesses, interest rates, inflation, labor and supply costs, lease terms and other economic and business factors?

Yes _____ No _____

27) If you have answered "No" to either of the questions 25-26, please provide a full explanation of each "No" answer in the following blank lines. If you have answered "Yes" to each of the questions 25-26, please leave the following lines blank:

_____

_____

_____

_____

_____

CERTIFICATION
(FOR NEW OPERATORS)

Your responses to these questions are important to us and we will rely on them.

By signing this certification, you are representing that you have responded truthfully, accurately, and completely to each of the above questions.

Please provide us with the completed Franchise Compliance Questionnaire and Certification (For New Operators) at the time you sign your Ben & Jerry's Agreement and any addenda. Please send the Questionnaire and Certification, along with the Ben & Jerry's Agreement and any addenda, to us at: Legal Department, 35 Thompson Street, South Burlington, Vermont 05403-6828.

FRANCHISE APPLICANT

_____
Signed

_____
Print Name

_____
Date

EXHIBIT J

STATE-SPECIFIC DISCLOSURES

No Waiver or 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, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, or Wisconsin:

> No statement, questionnaire, or acknowledgment signed or agreed to by you 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 us, any franchise seller, or any other person acting on behalf of us. This provision supersedes any other term of any document executed in connection with the Franchise.

Hawaii Disclosure

The FDD Cover Page shall be amended by the addition of the following:

THESE FRANCHISES WILL BE/HAVE BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF REGULATORY AGENCIES OR A FINDING BY THE DIRECTOR OF REGULATORY AGENCIES THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING. THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, OR SUBFRANCHISOR, AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY THE FRANCHISEE, OR SUBFRANCHISOR, WHICHEVER OCCURS FIRST, A COPY OF THE OFFERING CIRCULAR, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE. THIS OFFERING CIRCULAR CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.

1. The following paragraph is added to the end of Item 17 of the Franchise Disclosure Document:

No statement, questionnaire, or acknowledgement signed or agreed to by you 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 us, any franchise seller, or any other person acting on our behalf. This provision supersedes any other term of any document executed in connection with the franchise.

2. Exhibit I (Franchisee Compliance Certification) to the Franchise Disclosure Document is hereby deleted in its entirety.

Maryland Disclosure

The Franchise Disclosure Document for Ben & Jerry's Franchising, Inc. for use in the State of Maryland is amended as follows:

1. **Item 17**, "**Renewal, Termination, Transfer and Dispute Resolution**," is amended by the addition of the following language:

> The general releases required for renewal or transfer will not apply with respect to any claim you may have which arises under the Maryland Franchise Registration and Disclosure Law.
>
> Except with respect to claims arising under the Maryland Franchise Registration and Disclosure Law, the Franchise Agreement permits you to sue only in the jurisdiction in which we maintain our principal place of business.
>
> Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise or development rights.
>
> You may sue in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.

2. **Item 17**, "**Renewal, Termination, Transfer and Dispute Resolution**," shall be amended by the addition of the following language to the summary of Provision "h" of each chart:

> Termination upon bankruptcy may not be enforceable under federal bankruptcy law, 11 U.S.C. Section 101 et seq.

3. **Item 17**, "**Renewal, Termination, Transfer and Dispute Resolution**," shall be amended by the addition of the following language to the summary of Provisions "v" and "w" of each chart:

> , except for claims arising under the Maryland Franchise Registration and Disclosure Law.

4. **Exhibit I**, "**Franchisee Compliance Certification**," shall be amended by the addition of the following at the end of **Exhibit I**:

> The representations under this Franchisee Compliance Certification are not intended, nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

5. Each provision of this Addendum to the Disclosure Document is effective only to the extent (with respect to each provision) that the Maryland Franchise Registration and Disclosure Law (Md. Code Bus. Reg. §§ 14-201 through 14-233), would apply to your franchise and/or development rights, without reference to this Addendum.

Minnesota Disclosure

In recognition of the requirements of the Minnesota Franchises Law, Minn. Stat. §§ 80C.01 through 80C.22, and of the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, Minn. Rules §§ 2860.0100 through 2860.9930, the Franchise Disclosure Document for Ben & Jerry's Franchising, Inc. for use in the State of Minnesota shall be amended to include the following:

1. **THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE MINNESOTA FRANCHISE ACT. REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF COMMERCE OF MINNESOTA OR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.**

2. **THE MINNESOTA FRANCHISE ACT MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WHICH IS SUBJECT TO REGISTRATION WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, AT LEAST 7 DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST 7 DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION, BY THE FRANCHISEE, WHICHEVER OCCURS FIRST, A COPY OF THIS PUBLIC OFFERING STATEMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE FRANCHISE. THIS PUBLIC OFFERING STATEMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR AN UNDERSTANDING OF ALL RIGHTS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.**

3. In **Item 13**, under the heading "**Trademarks**," the third paragraph shall be deleted in its entirety, and shall be replaced by the following new paragraph:

> You must promptly notify us of any unauthorized use of the Proprietary Marks, any challenge to the validity of the Proprietary Marks, or any challenge to our ownership of, right to use and to license others to use, or your right to use, the Proprietary Marks. We have the right to direct and control any administrative proceeding or litigation involving the Proprietary Marks, including any settlement. We will defend you against any third-party claim, suit, or demand arising out of your use of the Proprietary Marks. If we determine that you have used the Proprietary Marks in accordance with the Franchise Agreement and any applicable addendum you have signed to operate the Shop, we will bear the cost of defense, including the cost of any judgment or settlement. If we determine that you have not used the Proprietary Marks in accordance with the

Franchise Agreement and any applicable addendum you have signed to operate the Shop, you must bear the cost of defense, including the cost of any judgment or settlement. If there is any litigation relating to your use of the Proprietary Marks, you must execute all documents and do all things as may be necessary to carry out a defense or prosecution, including becoming a nominal party to any legal action. Unless litigation results from your use of the Proprietary Marks in a manner inconsistent with the terms of the Franchise Agreement and any applicable addendum, we will reimburse you for your out-of-pocket costs. Pursuant to Minnesota Stat. Sec. 80C.12, Subd. 1(g), we are required to protect any rights which you have to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify you from any loss, costs and expenses arising out of any claim, suit or demand regarding the use of the name. Under Minnesota Stat. Sec. 80C.12, Subd. 1(g), Minnesota considers it unfair to not protect your right to use the trademarks.

4. **Item 17**, under the heading "**Renewal**, **Termination**, **Transfer and Dispute Resolution**," shall be amended by the addition of the following new paragraphs:

With respect to franchisees/developers governed by Minnesota law, we will comply with Minn. Stat. Sec. 80C.14, Subds. 3,4, and 5 which require, except in certain specified cases, that a franchisee/developer be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice of non-renewal of the Franchise Agreement, and that consent to the transfer of the franchise not be unreasonably withheld.

Pursuant to Minn. Rule 2860.4400D, any general release of claims that you or a transferor may have against us or our shareholders, directors, employees and agents, including without limitation claims arising under federal, state, and local laws and regulations shall exclude claims you or a transferor may have under the Minnesota Franchise Law and the Rules and Regulations promulgated thereunder by the Commissioner of Commerce.

Minn. Stat. §80C.21 and Minn. Rule 2860.4400J prohibit us from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring you to consent to liquidated damages, termination penalties or judgment notes. In addition, we must comply with the limitation on actions provision appearing at Minn. Stat. §80C.17, Subd. 5. Nothing in the Franchise Disclosure Document or agreement(s) can abrogate or reduce any of 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.

5. Each provision of this Addendum shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Minnesota Franchises Law or the Rules and Regulations promulgated thereunder by the Minnesota Commission of Commerce are met independently without reference to this Addendum to the Disclosure Document.

Virginia Disclosure

In recognition of the requirements of the Virginia Retail Franchising Act (Code of Virginia, Title 13.1, Chapter 8, §§ 13.1-557 through 13.1-574), and of the associated Retail Franchising Act Rules (Title 21, Chapter 110 of the Virginia Administrative Code), the Franchise Disclosure Document for Ben & Jerry's Franchising, Inc. for use in the Commonwealth of Virginia shall be amended to include the following:

1. The following language is added to the end of the "**Summary**" section of **Item 17(r)** of the Franchise Disclosure Document, captioned "**Non-competition covenants after the franchise is terminated or expires**":

> Effective July 1, 2026, under subdivision A 4 of § 13.1-563 of the Virginia Retail Franchising Act ("Act"), it is unlawful to offer or enter into a franchise agreement that restricts the right of a franchisee to engage in the business of offering, selling, or distributing goods or services at retail after termination or expiration of the franchise agreement. However, subsection B of § 13.1-563 of the Act provides that if a franchisee sells a franchise at a mutually agreed upon price to a third party or back to the franchisor, such sale may include a term restricting the right of such franchisee to engage in the business of offering, selling, or distributing goods or services at retail for a period of no more than two years after such sale.

2. The following language is added to the end of the "**Summary**" section of **Item 17(w)** of the Franchise Disclosure Document, captioned "Choice of Law":

> Effective July 1, 2026, under subsection D of § 13.1-559 of the Virginia Retail Franchising Act, for all franchises located in Virginia, the franchise contract or agreement offered or entered into pursuant to terms of this chapter shall be governed by the laws of the Commonwealth of Virginia.

3. The following paragraph is added to the end of **Item 17** of the Franchise Disclosure Document:

> No statement, questionnaire, or acknowledgement signed or agreed to by you 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 us, any franchise seller, or any other person acting on our behalf. This provision supersedes any other term of any document executed in connection with the franchise.

Each provision of this Addendum to the Disclosure Document is effective only to the extent (with respect to each provision) that the Virginia Retail Franchising Act (Code of Virginia, Title 13.1, Chapter 8, §§ 13.1-557 through 13.1-574), and of the associated Retail Franchising Act Rules (Title 21, Chapter 110 of the Virginia Administrative Code)

would apply to your franchise and/or development rights, without reference to this Addendum.

EXHIBIT K

STATE SPECIFIC AGREEMENT AMENDMENTS

Hawaii Amendment to Franchise Agreement

In recognition of the requirements of Hawaii Franchise Investment Law, Hawaii Rev. Stat. §§ 482E, *et seq.*, the parties to the attached Ben & Jerry's Franchising, Inc. Franchise Agreement (the "**Agreement**") agree as follows:

1. The acknowledgements in Section 27 of the Franchise Agreement are hereby deleted.

IN WITNESS WHEREOF, the parties hereto have duly executed and delivered this Hawaii amendment to the Franchise Agreement on the same date as the Franchise Agreement was executed.

_____	Ben & Jerry's Franchising, Inc.
OPERATOR	BEN & JERRY'S
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____

Maryland Franchise Agreement Amendment

In recognition of the requirements of the Maryland Franchise Registration and Disclosure Law, Md. Code Bus. Reg., §§ 14-201 through 14-233, the parties to the attached Ben & Jerry's Franchising, Inc. Franchise Agreement (the "**Agreement**") agree as follows:

1. **Section 2.2.4** of the Agreement, under the heading "**Term And Renewal**," shall be deleted in its entirety and shall have no force or effect, and the following shall be substituted in lieu thereof:

> 2.2.4. OPERATOR, any owner with a beneficial interest in OPERATOR (an "**Owner**") as listed in Exhibit C to this Agreement, and any franchisee, operator, licensee or developer of BEN & JERRY'S in which OPERATOR and/or any Owner has a beneficial interest, shall execute a general release, in a form prescribed by BEN & JERRY'S, of any and all claims against BEN & JERRY'S, and its respective officers, directors, agents, and employees, excluding only such claims as the OPERATOR or Owner may have under the Maryland Franchise Registration and Disclosure Law;

2. **Section 14.3.3** of the Agreement, under the heading "**Transfer Of Interest**," shall be deleted in its entirety and shall have no force or effect, and the following shall be substituted in lieu thereof:

> 14.3.3 That OPERATOR, any Owner, any franchisee or developer of BEN & JERRY'S in which OPERATOR and/or any Owner has a beneficial interest, shall execute a general release, in a form prescribed by BEN & JERRY'S, of any and all claims against BEN & JERRY'S, and their respective officers, directors, agents, and employees, excluding only such claims as the transferor may have under the Maryland Franchise Registration and Disclosure Law;

3. **Section 26.4** of the Agreement, under the heading "**Applicable Law**," shall be deleted in its entirety, and shall have no force or effect; and the following shall be substituted in lieu thereof:

> 26.4 Any legal action brought by any party against the other in any forum or court, whether federal or state, shall be brought only within the judicial district in which BEN & JERRY'S has its principal place of business at the time the action or proceeding is initiated**, except with respect to claims arising under the Maryland Franchise Registration and Disclosure Law.** Any such action shall be brought in federal court if federal court jurisdiction exists and, if it does not exist, then in state court. The parties agree that this Section 26.4 shall not be construed as preventing either party from removing an action from state to federal court. The parties hereby waive all questions of personal jurisdiction or venue for the purpose of carrying out this provision.

4. Section 26.8 of the Agreement, under the heading "**Applicable Law**," shall be deleted in its entirety, and shall have no force or effect; and the following shall be substituted in lieu thereof:

> 26.8 Any and all claims and actions arising out of or relating to this Agreement, the relationship of OPERATOR and BEN & JERRY'S, or OPERATOR's operation of the Scoop Shop, brought by either party hereto against the other, whether in mediation, or a legal action, shall be commenced within one (1) year from the occurrence of the facts giving rise to such claim or action, or such claim or action shall be barred; except that any and all claims arising under the Maryland Franchise Registration and Disclosure Law (Md. Code Bus. Reg. §§ 14-201 through 14-233) shall be commenced within three (3) years from the grant of the franchise.

5. Section 27.5 of the Agreement shall be supplemented by the following:

> The foregoing acknowledgments are not intended to nor shall they act as a release, estoppel or waiver of any liability under the Maryland Franchise Registration and Disclosure Law.

6. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law are met independently without reference to this amendment.

IN WITNESS WHEREOF, the parties hereto have duly executed and delivered this Maryland amendment to the Franchise Agreement on the same date as the Franchise Agreement was executed.

_____	Ben & Jerry's Franchising, Inc.
OPERATOR (print name of Operator)	BEN & JERRY'S
By: _____	By: _____
(signature)	
Name: _____	Name: _____
(print name of signatory)	
Title: _____	Title: _____
(print title of signatory)	

Minnesota Amendment to Franchise Agreement

In recognition of the requirements of the Minnesota Franchises Law, Minn. Stat. §§ 80C.01 through 80C.22, and of the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, Minn. Rules §§ 2860.0100 through 2860.9930, the parties to the attached Ben & Jerry's Franchising, Inc. Franchise Agreement (the "**Agreement**") agree as follows:

1. Subsection 2.2.4 of the Agreement, under the heading "**Term and Renewal**," shall be deleted in its entirety and shall have no force or effect, and the following new subsection 2.2.4 shall be inserted in lieu thereof:

> 2.2.4 OPERATOR shall execute a general release, in a form prescribed by BEN & JERRY'S, of any and all claims against BEN & JERRY'S and its affiliates, and their respective officers, directors, agents, and employees, excluding only such claims as OPERATOR may have that have arisen under the Minnesota Franchises Law and the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce;

2. Section 2 of the Agreement, under the heading "**Term and Renewal**," shall be supplemented by the addition of the following new subsection 2.4:

> 2.4 Minnesota law provides franchisees with certain non-renewal rights. In sum, Minn. Stat. § 80C.14 (subd. 4) currently requires, except in certain specified cases, that a franchisee be given 180 days' notice of non-renewal of a franchise agreement.

3. Section 8 of the Agreement, under the heading "**Proprietary Marks**," shall be supplemented by the addition of the following new subsections 8.5:

> 8.5 Pursuant to Minnesota Stat. Sec. 80C.12, Subd. 1(g), BEN & JERRY'S is required to protect any rights OPERATOR may have to use the Proprietary Marks.

4. Subsection 14.3.3 of the Agreement, under the heading "**Transfer of Interest**," shall be deleted in its entirety and shall have no force or effect, and the following new subsection 14.3.3 shall be inserted in lieu thereof:

> 14.3.3 That the transferor (and, if the transferor is other than an individual, the transferor and such owners of a beneficial interest in the transferor as BEN & JERRY'S may request) shall have executed a general release in a form satisfactory to BEN & JERRY'S of any and all claims against BEN & JERRY'S and its affiliates and their respective officers, directors, agents, and employees, excluding only such claims as the transferor may have under the Minnesota Franchises Law and the Rules and

Regulations promulgated thereunder by the Minnesota Commissioner of Commerce;

5. Section 14 of the Agreement, under the heading "**Transfer of Interest**," shall be supplemented by the addition of the following new subsection 14.13:

14.13 Minnesota law provides franchisees with certain transfer rights. In sum, Minn. Stat. § 80C.14 (subd. 5) currently requires that consent to the transfer of the franchise may not be unreasonably withheld.

6. Section 15 of the Agreement, under the heading "**Default and Termination**," shall be supplemented by the addition of the following new subsection 15.6:

15.6 Minnesota law provides franchisees with certain termination rights. In sum, Minn. Stat. § 80C.14 (subd. 3) currently requires, except in certain specified cases, that a franchisee be given 90 days' notice of termination (with 60 days to cure) of a franchise agreement.

7. Section 26.7 and 26.8 of the Agreement, under the heading "**Applicable Law**," shall be deleted in its entirety and shall have no force or effect, and the following new subsections 26.7 and 26.8 shall be substituted in lieu thereof:

26.7 **WAIVER OF JURY TRIAL**. **BEN & JERRY'S AND OPERATOR IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM, WHETHER AT LAW OR INEQUITY, BROUGHT BY EITHER OF THEM AGAINST THE OTHER, EXCLUDING ONLY SUCH ACTIONS AS MAY ARISE UNDER THE MINNESOTA FRANCHISES LAW AND THE RULES AND REGULATIONS PROMULGATED THEREUNDER BY THE MINNESOTA COMMISSIONER OF COMMERCE**.

26.8 Any and all claims and actions arising out of or relating to this Agreement, the relationship of OPERATOR and BEN & JERRY'S, or OPERATOR's operation of the Scoop Shop, brought by either party hereto against the other, whether in mediation, or a legal action, shall be commenced within two (2) years from the occurrence of the facts giving rise to such claim or action, or such claim or action shall be barred, excluding only such actions as may arise under the Minnesota Franchises Law and the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, which shall be commenced within three (3) years from the occurrence of the facts giving rise to such claim or action, or such claim or action shall be barred.

8. Section 26.10 of the Agreement, under the heading "**Applicable Law**," shall be deleted in its entirety and shall have no force or effect, and the following new subsection 26.10 shall be substituted in lieu thereof:

> 26.10 Nothing herein contained shall bar the right of BEN & JERRY'S to seek injunctive relief against threatened conduct that will cause it loss or damages (including, but not limited to, those matters set forth in the second sentence of Section 26.2, as well as potential violations of the terms of Sections 8, 9, 10, 14, 16, and 17 of this Agreement) under the usual equity rules, including the applicable rules for obtaining restraining orders and preliminary injunctions.

9. Section 26 of the Agreement, under the heading "**Applicable Law**," shall be supplemented by the addition of the following new subsection 26.11:

> 26.11 Minn. Stat. § 80C.21 and Minn. Rule 2860.4400J prohibit BEN & JERRY'S from requiring litigation to be conducted outside Minnesota, or from requiring OPERATOR to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in this Agreement can abrogate or reduce (1) any of OPERATOR'S rights as provided for in Minnesota Statutes, Chapter 80C, or (2) OPERATOR'S rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

10. Each provision of this Agreement shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Minnesota Franchises Law or the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce are met independently without reference to this Addendum to the Agreement.

IN WITNESS WHEREOF, the parties hereto have duly executed this Minnesota amendment to the Franchise Agreement in duplicate on the date first above written.

_____	Ben & Jerry's Franchising, Inc.
OPERATOR	BEN & JERRY'S
By:_____	By:_____
Name:_____	Name:_____
Title:_____	Title:_____

Virginia Franchise Agreement Amendment

THIS AMENDMENT IS TO BE SIGNED ONLY IF THE FRANCHISE AGREEMENT TO WHICH IT RELATES IS SIGNED ON OR AFTER JULY 1, 2026.

In recognition of the requirements of the Virginia Retail Franchising Act (Code of Virginia, Title 13.1, Chapter 8, §§ 13.1-557 through 13.1-574), the parties to the attached Ben & Jerry's Franchising, Inc. Franchise Agreement (the "**Agreement**") agree as follows:

1. Effective July 1, 2026, the Virginia Retail Franchising Act provides as follows:

   a. Under subdivision A 4 of § 13.1-563 of the Virginia Retail Franchising Act ("**Act**"), it is unlawful to offer or enter into a franchise agreement that restricts the right of a franchisee to engage in the business of offering, selling, or distributing goods or services at retail after termination or expiration of the franchise agreement. However, subsection B of § 13.1-563 of the Act provides that if a franchisee sells a franchise at a mutually agreed upon price to a third party or back to the franchisor, such sale may include a term restricting the right of such franchisee to engage in the business of offering, selling, or distributing goods or services at retail for a period of no more than two years after such sale.

   b. Under subsection D of § 13.1-559 of the Virginia Retail Franchising Act, for all franchises located in Virginia, the franchise contract or agreement offered or entered into pursuant to terms of this chapter shall be governed by the laws of the Commonwealth of Virginia.

2. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Virginia Retail Franchising Act is met independently without reference to this amendment.

IN WITNESS WHEREOF, the parties hereto have duly executed and delivered this Virginia amendment to the Franchise Agreement on the same date as the Franchise Agreement was executed.

_____	Ben & Jerry's Franchising, Inc.
OPERATOR (print name of Operator)	BEN & JERRY'S
By: _____	By: _____
(signature)	
Name: _____	Name: _____
(print name of signatory)	
Title: _____	Title: _____
(print title of signatory)	

Disclosure Regarding Washington Assurance of Discontinuance

On October 11, 2019, we voluntarily, and without admitting any liability, entered into an Assurance of Discontinuance ("AOD") with the State of Washington (No. 19-2-26752-6) to resolve allegations by the Washington Attorney General that certain provisions of our franchise agreement (which historically appeared in the franchise agreements used by many franchise systems) violated Washington state and federal antitrust and unfair practices laws. Pursuant to the AOD, we agreed to remove from all future franchise agreements any provision which restricts a franchisee from soliciting and/or hiring our employees or the employees of our franchisees. While we have never enforced this provision against any franchisee, we also agreed not to enforce this provision in any existing franchise agreements, and to notify our franchisees accordingly. The State of Washington did not assess any fines or other monetary penalties against us in connection with the AOD or the Attorney General's allegations.

EXHIBIT L

STATE EFFECTIVE DATES

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	May 29, 2026 (Exempt)
Hawaii	Pending
Illinois	May 29, 2026 (Exempt)
Indiana	May 29, 2026 (Exempt)
Maryland	Pending (Exempt)
Michigan	May 29, 2026
Minnesota	Pending
New York	May 29, 2026 (Exempt)
North Dakota	Pending (Exempt)
Rhode Island	Pending (Exempt)
South Dakota	Pending
Virginia	Pending (Exempt)
Washington	Pending (Exempt)
Wisconsin	June 3, 2026

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.

EXHIBIT M

RECEIPTS

RECEIPTS
(To be retained by Franchisee)

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If Ben & Jerry's Franchising, Inc. offers you a franchise, it must provide this Disclosure 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. However, the state of Michigan requires Ben & Jerry's Franchising, Inc. to provide this Disclosure Document to you at least 10 business 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.

If Ben & Jerry's Franchising, Inc. does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and your state agency.

The name, principal business address, and telephone number of each franchise seller is as follows:

Patrick Shank

Ben & Jerry's Franchising, Inc.
35 Thompson Street
South Burlington, Vermont 05403
(802) 846-1500

Issuance Date: May 29, 2026

We authorize the agents listed in **Exhibit H** to receive service of process for us.

I have received a Disclosure Document dated May 29, 2026 that included the following Exhibits and other Attachments:

A	Confidentiality Agreement	G	List of State Administrators
B	Franchise Agreement for a Special Venue Scoop Shop	H	Agents for Service of Process
		I	Franchisee Compliance Certification
C	Sample General Release	J	State-specific Disclosures
D	Table of Contents for Ben & Jerry's Franchising, Inc. Franchise Operations Manual	K	State-specific Agreement Amendments
		L	State Effective Dates
		M	Receipts
E	Lease Rider		
F	List of Current and Former Franchisees		

_____
Date Received

_____
Prospective Franchisee

_____
Name (please print)
Address:_____

_____

RECEIPTS
(To be signed, dated, and sent to Franchisor)

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If Ben & Jerry's Franchising, Inc. offers you a franchise, it must provide this Disclosure 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. However, the state of Michigan requires Ben & Jerry's Franchising, Inc. to provide this Disclosure Document to you at least 10 business 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.

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		M	Receipts
E	Lease Rider		
F	List of Current and Former Franchisees		

Date Received

Prospective Franchisee

Name (please print)
Address: