

The minimum sales performance standards currently in place or as modified and supplemented in the future are not an earnings claim or financial performance representation (see Item 19) and do not imply that you will experience gross sales of any particular level.



Even though we grant you territorial rights under the franchise agreement, we retain the right to approach and solicit clients, customers or locations and sell advertising and other products and services in your Area whenever you are not meeting the then-applicable minimum sales or performance standards or participating in programs available to you to sell advertising or other products and services to business in the Area. Also, DISCOVERY MAP INTERNATIONAL, INC., retains the exclusive right to approach and solicit clients, customers or locations and sell advertising and other products and services within your Area, regardless of whether you currently provide services to them, in order to develop them as a regional or national account. A regional or national account is a customer or group of customers that operate under common ownership or control, under the same trademarks or service marks through company stores, independent franchisees, independent dealerships, or some other association, that we have arranged or may in the future arrange as DISCOVERY MAP® advertisers. We retain the right to negotiate with any regional or national account and set the contract terms, conditions and prices. When a national account is available in your Area, you must participate in the regional or national account and abide by the contract terms, conditions and prices established by us. We retain the right to service all regional or national accounts established in your Area and receive up to 20% of the advertisement's sale price on these accounts as a sales and administration fee.

Item 13 TRADEMARKS

We grant you the right to operate a business under the name DISCOVERY MAP®, except in the State of Washington, where you are granted the right to operate under the name DESTINATION MAP. In Washington only, Discovery Map is used by another business. Consequently, Washington franchisees must use the alternative DESTINATION MAP name for their businesses and products. You may also use other current or future trademarks that we develop to identify the goods and services associated with the DISCOVERY MAP® system. By trademark, we mean trade name, trademark, service marks, logos or other commercial symbols used to identify your DISCOVERY MAP® Franchised Business. We have received federal registration for all of our six principal trademarks.

The following is a description of the principal trademarks we will license to you:

In the United States:

Mark	Registration No.	Registration Date	United States Patent and Trademark Office/ Principal or Supplemental Register
	5,059,409	October 11, 2016	Principal
	2,308,880	January 18, 2000	Principal

Registrations Nos. 2,308,880 is endorsed as follows:

“Registration limited to the area comprising the entire United States except for an area comprising Washington State.”

All required affidavits have been filed for each of these trademarks.

There are presently no effective determinations by the USPTO, Trademark Trial and Appeal Board, the trademark administrator of any state or any court, of any pending infringement, opposition, or cancellation proceedings, or any pending material litigation involving our trademarks. There are no agreements currently in effect which significantly limit our rights to use or license the use of our trademarks in any manner material to the franchise except in the state of Washington, nor are there any superior rights or infringing uses actually known to us which would materially affect your use of the trademarks.

We have no affirmative obligation to preserve and protect the ownership and validity of our trademarks. However, we will take all steps that we deem reasonably appropriate. Any decision to protect your right to use these trademarks or to protect you against claims of infringement shall be made by us. Should we elect to protect the trademarks or protect you against claims of infringement, we will control any administrative proceeding or litigation involving a trademark licensed by us to you. If litigation involving our trademarks is filed or threatened against you, or you become aware of any infringement by a third party, you must tell us promptly and cooperate with us fully in pursuing, defending or settling the litigation. We will have no obligation to defend or indemnify you for your expenses or damages if the claim against you relates to your use of the trademarks in violation of the Franchise Agreement.

You must sign all documents requested by us or our counsel that are necessary to protect our trademarks or to maintain their validity and enforceability. We may substitute different trademarks to identify the business conducted under the DISCOVERY MAP® system if we can no longer use or license the trademarks, or if we decide that substitution of different trademarks is good for the business.

If that happens, you must make the modifications required by us within a reasonable time after you are notified that we have decided to substitute different trademarks to identify your Franchised

Business. We shall have no liability or obligation whatsoever with respect to your modification or discontinuance of the Marks. You must not directly or indirectly contest our right to our trademarks, trade secrets or business techniques that are part of our business.

Your Franchise Agreement provides that any use of our trademarks that is not authorized is an infringement. You may not use our trademarks as part of your corporate or other legal name without our consent.

Item 14

PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION

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

Although we have not filed applications for copyright registration, we claim common law copyrights on our published maps, and in addition we assert trade secret and copyright protection for our DISCOVERY MAP® Operations Manual. Although we have not filed an application for copyright registration, the information in the DISCOVERY MAP® Operations Manual (described in Item 11) is proprietary, and we claim trade secret and copyright protection for its contents. The DISCOVERY MAP® Operations Manual is our property and is being loaned to you during the term of your Franchise Agreement. You must keep the information in it confidential and current at all times, keep it in a secure place and not disclose it to anyone else.

Item 15

OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

We recommend but do not require that you personally participate in the actual operation of the Franchised Business. However, you must devote your best efforts to the management of your franchise and we must approve anyone you hire as a general manager of the Franchised Business. Anyone actively involved in its management or operation or who owns more than 20% of the business must attend our training program (as described in Item 11). Your general manager need not own an equity interest in the business.

You must inform us of any changes in the management or operation of your franchise. In accordance with Addendum E to the Franchise Agreement, all shareholders, directors, officers, members, and/or partners of the Franchisee must sign the Guaranty in Addendum E.

Persons who must attend training will be identified in the Notice of Key Employees, attached as an Addendum to the Franchise Agreement. Anyone required to attend training cannot have an interest in or business relationship with any business competitive with the DISCOVERY MAP® concept. They must also sign a Non-Disclosure and Non-Competition Agreement that requires them to maintain confidentiality of the trade secrets described in Item 14 and to conform with the covenants not to compete described in Item 17.

Item 16

RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

We require you to offer and sell only those goods and services that we have approved. You must offer all goods and services that we designate as required for all franchisees. You must obtain our permission to offer any goods and services that we have not approved. You may not engage in any business activities that compete with the services offered by us.

We have the right to add additional authorized services and merchandise, or to delete existing ones. There are no limits on our right to do so in the Franchise Agreement, although changes are subject to applicable law.

Except for the limitations in the Franchise Agreement on advertising and soliciting business outside of your Area of Exclusive Rights (see Item 12) and those set out in the DISCOVERY MAP® Operations Manual, you have no restrictions on who your customers are or where they come from.

Item 17 RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION THE FRANCHISE RELATIONSHIP

This table lists certain 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 Agreement	Summary
a. Length of the franchise term	Section 4	Term is 10 years.
b. Renewal or extension of the term	Section 5	If you are in good standing, you can renew for two additional five-year terms.
c. Requirements for franchisee to renew or extend	Section 5; Addendum I	Six months' notice, not in default, has not received three or more default notices in prior term, sign new Franchise Agreement which may contain materially different terms and conditions than your original Franchise Agreement including the Area and the royalty, comply with the then-current standards, sign release, refresher training if required by us, renewal fee equal to 20% of the then-current Franchise Fee.
d. Termination by franchisee	None	The Franchise Agreement doesn't provide for this. But

		you may seek to terminate on any grounds available to you at law.
e. Termination by franchisor without “cause”	None	We cannot terminate your Franchise Agreement without cause.
f. Termination by franchisor with “cause”	Section 23	We can terminate your Franchise Agreement only if you are in default of Agreement.
g. “Cause” defined—curable defaults	Section 23B	Having interest in a competitor, failure to make payments, failure to maintain Franchised Business according to standards, failure to submit reports, failure to follow DISCOVERY MAP® Operations Manual, failure to get permission when needed, failure to accurately record sales, failure to print and distribute initial map within one year, failure to print and distribute the map annually, failure to pay debts, default in other terms and covenants not separately identified.
h. “Cause” defined—defaults which cannot be cured	Sections 23C and 23D	Misuse of trademarks or licensed rights, repeated defaults even if cured, abandonment, unapproved sale or assignment, intentional understating of sales, violates law in operating Franchised Business, bankruptcy, creditors attach or foreclose business property, discloses confidential information, conviction or “no contest” plea to a felony, false statements on Franchise Application, fail to satisfy material judgment, failure to maintain independent contractor status with us, attempt unauthorized transfer.
i. Franchisee’s obligations on termination/non-renewal	Section 24	Payment of all amounts due, complete de-identification, cease using trademarks and proprietary information, return of DISCOVERY MAP® Operations Manual, assigning telephone numbers and more (see also item r. below).

j. Assignment of contract by franchisor	Section 25	We may assign to anyone we believe is able to carry out terms of contract.
k. "Transfer" by franchisee—defined	Section 25	Includes transfer of contract rights, assets, equity interest or any other ownership change and any pledge or encumbrance of any assets, contract rights or equity interests in you or the business.
l. Franchisor approval of transfer by franchisee	Section 25	We have right to approve all transfers but will not unreasonably withhold approval.
m. Conditions for franchisor approval of transfer	Section 25	You must not be in default at time of transfer, you must sign a release, the transferee must meet new franchisee qualifications and complete training, new franchisee must sign new Franchise Agreement, transfer fee paid.
n. Franchisor's right of first refusal to acquire franchisee's business	Section 27	We have 60 days to match bona fide offer for your business.
o. Franchisor's option to purchase franchisee's business	Section 24B	If your Franchise Agreement is terminated, we may, but are not obligated to, assume your lease and buy your inventory, supplies and equipment.
p. Death or disability of franchisee	Section 26	May transfer franchise to heirs, successors or beneficiaries if they are qualified. Otherwise, your estate has 180 days to transfer to a qualified buyer.
q. Non-competition covenants during the term of the franchise	Sections 23, 28 and 30	No involvement with competing business is allowed anywhere in the United States.
r. Non-competition covenants after the franchise is terminated or expires	Sections 28 and 30	Two-year restriction on competing business in your former Area of Exclusive Rights, or in the Area of Exclusive Rights of any franchisee. Permanent restriction on using licensed rights in a similar line of business.
s. Modification of the Agreement	Sections 15A and 44	Except for our right to change the DISCOVERY MAP® Operations Manual from time to time, the Franchise Agreement can only be amended by an

		agreement signed by both parties.
t. Integration/merger clause	Section 44	Only the terms of the Franchise Agreement are binding (subject to state law). Any representations or promises outside the disclosure document and Franchise Agreement may not be enforceable. No claim made in any Franchise Agreement is intended to disclaim the representations in this Franchise Disclosure Document.
u. Dispute resolution by arbitration or mediation	Section 33	Except for certain claims, all disputes must be mediated/ arbitrated in Vermont under the auspices of the American Arbitration Association (subject to state law).
v. Choice of forum	Sections 33 and 43	Vermont (subject to state law)
w. Choice of law	Section 43	Vermont law applies (subject to state law)

The provision in the Franchise Agreement that provides for termination upon your bankruptcy may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101 *et seq.*).

See any state-specific riders or addenda to the Franchise Agreement and this disclosure document for special state disclosures.

**Item 18
PUBLIC FIGURES**

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

**Item 19
FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets if there is a reasonable basis for the information and the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet that 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.

We are reporting on all franchise businesses that completed a full sales cycle and published a map in the fiscal year ending on September 30, 2025. All franchised units operate in a defined Area and typically publish one map per year. Each franchised business generates gross sales by selling advertising space to local businesses whose ads border the Map. Maps are two-sided. The majority

of the maps we publish are either 17-inch by 22-inch or 17-inch by 25-inch in size. We do continue to publish two 17-inch by 11-inch maps but do not, in the normal course, offer franchises for new maps in this size. Therefore, these two maps are excluded from the analysis below. There are no other key demographic elements necessary in defining an Area.

Based upon the performance of the franchises which published a map in the fiscal year ending on September 30, 2025, and completed the selling cycle within the reported fiscal year, we are providing the following disclosure of the actual Gross Sales¹ which do not include unrelated and affiliate-owned franchises.

The total number of franchisees that operated franchises during the Fiscal Year ending September 30, 2025 was 74 and the total number of franchisees included in this FPR is 66.

The Average Map's Unit sales for Fiscal Year ending September 30, 2025 is as follows:

	October 1, 2024 to September 30, 2025
Average Sales per Map	\$58,171
Median Sales	\$53,210
Highest Sales	\$214,930
Lowest Sales	\$10,430
Number of Units	102
Number of Units achieving or surpassing Average Sales per Map	38
Proportion of Units achieving or surpassing Average Sales per Map	37%

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

Note that this Financial Performance Representation is historic: the reasonable basis for this financial performance representation is past Gross Sales figures supplied to us in monthly reports by our franchisees. These reports comprise the written substantiation for the financial performance representation above.

NOTE: 102 (out of a total of 116) maps are included in this financial performance representation. This is because our financial performance representation is based only on maps that were published during our 2025 fiscal year in standard sizes. We do *not* include in this financial performance representation the following *unrepresentative* groups: (1) the small number of 11" x 17" maps, (2) maps that were not published during the fiscal year, and (3) company or affiliate owned map(s).

¹ Deductions from gross revenues to reach Gross Sales are the amount of all sales tax receipts and/or the amount of any documented refunds, charge backs, credits and allowances you give in good faith to customers.

The aforementioned figures, which reflect Gross Sales, not profits, were calculated based upon information reported to us by our franchisees in their monthly reports.

The figures do not reflect the costs of sales, operating expenses or other costs and expenses that must be deducted from the Gross Sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your DISCOVERY MAP Franchised Business.

Written substantiation of the data used in preparing the financial performance representations will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Discovery Map International, Inc. does not make any financial performance representations. We also do not authorize our employees or representative to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. 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 Peter Hans (PO Box 726, Waitsfield VT, 05673, 802-316-4060), the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
SYSTEMWIDE OUTLET SUMMARY
FOR YEARS 2023 TO 2025

Outlet Type	Year	Outlets at Start of Year	Outlets at End of Year	Net Change
Franchised				
	2023	117	115	-2
	2024	115	119	4
	2025	119	116	-3
Affiliate-Owned				
	2023	3	3	0
	2024	3	0	-3
	2025	0	0	0
Total Outlets				
	2023	120	118	-2
	2024	118	119	1
	2025	119	116	-3