

Initial Franchise Fee for “Blue Horizon Minority Incentive Program”

Under this Blue Horizon Minority Incentive Program, we will provide an approximately 50% discount off the otherwise applicable Initial Franchise Fee. First-time purchasers of a The UPS Store Center franchise who are minorities and commit to develop their Centers under the Blue Horizon design are eligible to pay a \$14,950 Initial Franchise Fee for their first center (reduced from \$29,950). The Initial Application Fee for a Center under the Blue Horizon Minority Incentive Program is \$3,750. As stated in the Letter of Intent (Exhibit 4(b) to this disclosure document), one-third of the Initial Application Fee is refundable (i.e., \$1,250 of \$3,750). To qualify for this discount, the minority candidates must own at least a 51% interest in the franchise, and meet our other guidelines for the incentive program (including financial qualifications and booking-process deadlines). For purposes of this incentive program, a “Minority” is a person who is Asian, Black, Hispanic or Native American.

Qualified applicants must submit a complete application packet with the \$3,750 Initial Application Fee before February 1, 2021, and include a Letter of Intent, a personal financial statement, and other verification documents we require as a part of the franchise qualification process. The qualified applicants must complete the new sale process by December 31, 2021. The Blue Horizon Minority Incentive Program discount is not available if you are receiving this franchise disclosure document in connection with either a purchase of an existing franchised business, renewal of your Center’s franchise rights, or purchase of a Non-Traditional site with an already reduced Initial Franchise Fee (i.e. an initial franchise fee less than \$29,950). We have the right to modify or discontinue this incentive program at any time and for any reason.