



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #72-21) 08/05/2021 FHC Holdings Corp
(f/k/a Francesca's Holding Corp) (FRANQ)**

Notice has been received that the above Company's Chapter 11 Plan has become effective on 07/30/2021. On the Effective Date, all existing Equity Interests in the Debtors shall be cancelled and released without any Distribution or retention of any property on account of such Equity Interests; provided, however, that as of the Effective Date, the Plan Administrator shall be deemed to own one share of stock in FHC provided, further, that the Plan Administrator shall not be entitled to receive any Distribution on account of such retained Equity Interest. See the Company's Second Amended Chapter 11 Plan of Reorganization for more details.¹

Members are reminded of their obligations under FINRA Rule 2111 if they continue to engage in transactions in the above security after the effective date.

Pursuant to FINRA Rule 11530, members are advised that, among other things, in contracts for securities where a public announcement or publication of general circulation discloses that the securities have been deemed worthless, deliveries shall consist a) the worthless securities or; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to FINRA Rule 11530.

Questions regarding this notice should be directed to: FINRA Operations- 1-866-776-0800.

¹ See e.g., *In re: FHC Holdings Corporation, et al., Debtors*. Chapter 11 Case No. 20-130769 (BLS) (Jointly Administered) Debtors' First Amended Combined Disclosure Statement and Chapter 11 Plan of Liquidation.