



April 16, 2018

RMH Franchise Corporation  
RMH Illinois, LLC  
RMH Franchise Holdings, Inc.  
ACON Franchise Holdings, LLC  
Attention: John Barr (Via E-Mail)  
Robert Hersch (Via E-Mail)

Re: Overdue Response

Dear John and Robert,

This letter is to remind you of the outstanding response due from RMH Franchise Corporation, RMH Illinois, LLC, RMH Franchise Holdings, Inc. and ACON Franchise Holdings, LLC (collectively, "RMH"). It is imperative that I hear from you shortly.

As you know, we met in person in New York with Steve Joyce on February 22, 2018 to discuss a way forward for RMH as an Applebee's franchisee, during which time you submitted a revised proposal for a workout of RMH's seriously delinquent payments under each of the operative franchise agreements. At that meeting I stressed the need to deal with this matter with more urgency.

Subsequently, Lucy Cheong and I had a conference call with Robert to provide our more detailed comments to your proposal on March 15, 2018. On that call Robert committed to putting our comments into a new proposal you would provide to us by March 19, 2018. That did not happen. On March 27, 2018, we provided you with a written counter proposal. On my call with Robert on April 6, 2018, you promised to respond to our counter proposal by April 13, 2018. That did not happen.

At the request of the bank we had an in-person meeting scheduled for April 10, 2018 in North Carolina. You cancelled that meeting at the last minute on Friday, April 7, causing us to

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Exhibit 11

incur travel fees for 4 people. We still have not received a response from RMH as of the date of this letter.

Your past assurances that RMH and ACON intend to move forward expeditiously appear questionable at this point. We have no choice but to interpret any further delay as an indication that RMH and ACON do not consider this matter to be a priority. At this point, we are considering all of our legal options in the resolution of this matter, including, without limitation, litigation.

Nothing in this letter shall be construed to modify or limit any rights or remedies of Applebee's Franchisor LLC, Applebee's Restaurants LLC, and its affiliates ("Applebee's"). Applebee's expressly reserves all of its rights with respect to any and all remedies at law or in equity, under the franchise agreements, any other contract, or any other source of right or remedy. Neither this letter nor any action taken or not taken by Applebee's, including, but not limited to, continuing to do business, accepting records, accepting money, or any other action or inaction, shall be deemed to be a waiver of Applebee's right to any remedies.

I look forward to hearing from you shortly.

Sincerely,



Bryan R. Adel  
Senior Vice President, Legal  
General Counsel and Secretary

