

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 outlets, if there is a reasonable basis for the information, and if 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 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.

The following financial results are based on the one Company Owned Outlet which was in operation at the time of this Disclosure Document. We have included financial results from both 2023 and 2024.

Mysa Medical & Wellness Spa				
Profit and Loss Statement				
For Year Ended December 31, 2024				
	2023	2024	\$ Fav / UnFav	% Fav/ Unfav
Gross Income				
POS Store SquareUp	294,440.02	391,544.24	97,104.22	33.0%
SquareSpace Bookings	24,280.40	43,254.42	18,974.02	78.1%
Mysa PayPal	16,560.65	98,998.37	82,437.72	497.8%
Invoices SquareUp	7,450.00	22,765.00	15,315.00	205.6%
Total Income	342,731.07	556,562.03	213,830.96	62.4%
VI Derm Products Cost	2,200.00	4,500.00	(2,300.00)	(104.5%)
Cellmula - Korean Skincare	5,450.00	8,560.00	(3,110.00)	
Mysa Serums	900.00	1,000.00	(100.00)	
Wet Supplies - Amazon	3,659.82	5,589.65	(1,929.83)	(52.7%)
VI PEEL - Chemical Peels	8,800.00	10,800.00	(2,000.00)	(22.7%)
PCA Skin Supplies	1,700.00	2,650.00	(950.00)	(55.9%)
Allegran Botox	12,000.00	15,000.00	(3,000.00)	(25.0%)
Dermal Filler - Koru Pharma	8,000.00	20,000.00	(12,000.00)	(150.0%)
Dermal Filler - Juvederm	8,000.00	2,000.00	6,000.00	75.0%
Daxxify - Botox	6,000.00	12,000.00	(6,000.00)	(100.0%)
Facial Analysis Moakin	-	4,500.00	(4,500.00)	0.0%
PICOsure Laser Device	-	4,500.00	(4,500.00)	0.0%
Diode Laser Hair Removal	-	4,500.00	(4,500.00)	0.0%

Gross Profit	286,021.25	460,962.38	174,941.13	61.2%
Gross Profit %	83.5%	82.8%	(0.6%)	(0.8%)
Operating Expense				
Rent - CANTEX LLC	31,200.00	32,000.00	(800.00)	(2.6%)
Insurance - CityScape	3,600.00	4,200.00	(600.00)	(16.7%)
SquareSpace Website Host	600.00	600.00	0.00	0.0%
Canva	360.00	360.00	0.00	0.0%
Payroll - Employee	-	9,855.65	(9,855.65)	0.0%
Meta Advertising	1,100.00	3,800.00	(2,700.00)	(245.5%)
Google Advertising	3,600.00	480.00	3,120.00	86.7%
TikTok Advertising	250.00	400.00	(150.00)	(60.0%)
Spa Events	1,900.00	3,600.00	(1,700.00)	(89.5%)
Contractor Payments	15,500.00	22,500.00	(7,000.00)	(45.2%)
Media & PR	-	4,500.00	(4,500.00)	0.0%
POS Processing Fees	2,442.42	3,415.93	(973.51)	(39.9%)
SquareSpace Processing Fee	339.92	577.56	(237.64)	(69.9%)
PayPal Processing Fee	372.61	2,227.46	(1,854.85)	(497.8%)
SquareUp Invoice Processing Fee	149.00	455.30	(306.30)	(205.6%)
Total Operating Expense	61,413.95	88,971.90	(27,557.95)	(44.9%)
Net Operating Income (Loss)	224,607.30	371,990.48	147,383.18	65.6%
State Tax Expense	120.00	600.00	(480.00)	(400.0%)
City of Dallas Taxes	2,750.55	3,380.95	(630.40)	(22.9%)
Net Income	221,736.75	368,009.53	146,272.78	66.0%
Estimated Royalty Fees	\$17,136.55	\$27,828.10		
Estimated Brand Fund Fees	\$3,427.31	\$5,565.62		
Adjusted Net Income	\$201,172.89	\$334,615.81		

Notes:

1. The foregoing data are historic financial performance representations. They are not projections of future performance. There are no other material and/or operational characteristics of the company-owned outlets that are reasonably anticipated to differ materially from future operational franchise outlets.
2. "Total Income" means the total revenue derived from the sale of goods or services less sales tax, discounts, and returns.

3. “Gross Profit” means the Total Income minus the Cost of Goods Sold.
4. “Total Operating Expenses” means the sum of all operating costs associated with operating the company owned outlet.
5. “Net Operating Income” means the Gross Profit minus the Total Operating Expenses.
6. “Net Income” means the Net Operating Income minus the taxes paid.
7. Our Affiliates do not pay royalties or marketing fees to us; however, we have shown the estimated expenditures (5% Royalty, 1% Marketing Fund) for each Affiliate had they incurred those expenses.
8. “Adjusted Net Income” means the Net Income minus the estimated Franchise Fees.
9. **Some outlets have sold and earned this amount. Your individual results may differ. There is no assurance that you’ll sell or earn as much.**
10. Written substantiation of the information contained in this Item 19 will be made available to prospective franchisees upon reasonable request.

Except for what is included in this Item 19, we do not make any representations about a franchisee’s future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employee/team members, team members or representatives 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, Ryan Abety, 2629 N Stemmons Fwy Ste 103, Dallas, TX 75207, and (945) 243-8101, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20 OUTLETS AND FRANCHISEE INFORMATION

**Table 1
Systemwide Outlet Summary
For Years 2022 to 2024**

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned	2022	1	1	0