

	Provision	Section In Franchise or Other Agreement	Summary
t.	Integration/merger clause	Section 18 and 26.J of Franchise Agreement	Only terms of the Franchise Agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of the disclosure document and Franchise Agreement may not be enforceable. No claim made in any Franchise Agreement is intended to disclaim the representations made in this Disclosure Document (subject to applicable state law).
u.	Dispute resolution	Section 25.A of Franchise Agreement	Either party may request non-binding mediation at any time prior to a dispute being resolved by litigation. All controversies, disputes are to be arbitrated before the American Arbitration Association under its Commercial Arbitration Rules (subject to applicable state law).
v.	Choice of forum	Section 25.A of Franchise Agreement	Mediation shall occur in the county or state in which you reside. All arbitration disputes must be brought before the American Arbitration Association to be held in the locale of Palm Beach County, Florida (subject to applicable state law).
w.	Choice of law	Section 26.D of Franchise Agreement	Florida law applies (subject to applicable state law).

ITEM 18

PUBLIC FIGURES

We do not use any public figure to promote our franchise.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual financial performance of its franchises and/or franchisor-owned units, 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 provide in this Item 19, for example, by providing information about possible performance of a particular location or under particular circumstances.

The financial performance representations in this Item 19 include certain historical data relating to the Monthly Collections and Annual Average Prices of our franchisees and our affiliate in calendar year 2025. We obtained 100% of the Monthly Collections and Annual Average Price data for the affiliate and franchisees represented from monthly Gross Revenues reported to us in their sales reports and from proprietary software utilized by Exit Factor businesses. The representations below are a historic representation for all franchisees located in the United States. The figures referenced within these statements have not been audited by certified public accountants, nor have we sought to independently verify their accuracy for purposes of the financial performance representations. Our affiliate’s and some franchisees’ operations consist of multiple Designated Marketing Areas.

Highest and Lowest Office - Monthly Collections 2025

“Monthly Collections” are defined as all revenue received from operations including business coaching and consulting fees, software and membership fees, referral fees, and other services of any type provided by an Exit Factor Business. Nothing is deducted by the Company from Monthly Collections.

Tier	Monthly Collections
Highest	\$67,920
Lowest	\$ -

Annual Average and Median Price Points by Product for Calendar Year 2025

“Annual Average Price” is the average price each package type was sold for across all offices during calendar year 2025. “Annual Median Price” is the median price each package type was sold for across all offices during calendar year 2025. “Service” refers to the package type being sold and fulfilled by the office. “Exit Assessment” (“EA”) refers to our business assessment and valuation service, priced on a one-time basis. “EF1” refers to our entry-level consulting services, a do-it-yourself model, priced on an annual basis. “EF2” refers to our mid-level consulting services, in which the consultant provides 3 consulting hours per quarter, priced on an annual basis. “EF3” refers to our full-service consulting package, in which the consultant provides 2 consulting hours per month, plus email support, priced on an annual basis. These four groups are the core services offered by franchisees, but they do not represent all revenue opportunities.

Service	Average Price	Median Price
EA	\$4,438	\$4,500
EF1	\$2,500	\$2,500
EF2	\$11,628	\$12,000
EF3	\$33,336	\$30,000

The Monthly Collection and Annual Average and Median Price financial performance representations above are based on a population of all Exit Factor owners referenced in Item 20 of this Disclosure Document. On average, the franchise owners in the financial performance representation above have been operating for 0.87 years. The affiliate’s Exit Factor business has been operating for 2.0 years.

Some owners have earned this amount. Your individual results may differ. There is no assurance that you’ll earn as much.

Written substantiation of these financial performance representations will be made available to you upon reasonable request.