

Provision	Section in Franchise Agreement	Summary
v. Choice of forum	Section 14.	<p>Unless contrary to applicable state law, mediation will be held in the city where we maintain our principal place of business and arbitration will be held at the AAA office nearest to our principal place of business, which is currently Irving, Texas. Unless contrary to applicable state law, venue for any other proceeding is the state or federal district court in which our principal place of business is located, which is currently Irving, Texas. See the State- Specific Addenda attached to this disclosure document.</p> <p>In addition to the provisions noted in this chart, the Franchise Agreement contains a number of provisions that may affect your legal rights, including a waiver of jury trial, waiver of punitive or exemplary damages, and limitations on when claims may be raised. See the State-Specific Addenda attached to this disclosure document.</p>
w. Choice of law	Section 14.	<p>Unless contrary to applicable state law, the Franchise Agreement is to be interpreted and construed under Texas law, except for Texas choice of law rules, except that any law regulating the offer or sale of franchises, business opportunities, or similar interests, or governing the relationship between you and us will not apply unless its jurisdictional requirements are met independently. See State-Specific Addenda attached to this disclosure document.</p>

ITEM 18. PUBLIC FIGURES

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

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.

This historical financial performance representation relates to Commission payments we paid from July 1, 2024 through June 30, 2025 (“Reporting Period”) to 394 STROLL Publications that were in print as of June

30, 2025 and who had been in print for a full year (“Reporting Publications”) and to 318 franchisees who were active franchisees for the Reporting Period (“Reporting Franchisees”). By “in print,” we mean that the publication that had been in print for at least one year under the franchisee’s management. By “active franchisee” we mean actively involved in in-print activities for at least one Publication for the entirety of the Reporting Period.

We had a total of 539 STROLL publication franchises during the Reporting Period. We excluded the Commission payments made to publications that were not in print for the full year. We do not include information for franchisees who have been operating less than one year because we do not consider that information to be as reliable as information from franchisees who have been in operation for at least one year. We also excluded the Commission payments made to publications that were managed by 7 franchisees whose Commission payments were calculated using a different formula than the rest of our franchisees. We do not include in this disclosure document financial information about Publications managed by our affiliate. We do not make any financial representations relating to GREET publications.

AVERAGE YEARLY COMMISSION PAYMENTS FOR 394 STROLL REPORTING PUBLICATIONS

This information provides the overall average yearly Commission payments paid to the 394 Reporting Publications.

The average yearly Commission earned among the top 10% of the Reporting Publications (the 39 highest earning publications out of the 394 total Reporting Publications) in the Reporting Period was \$177,692.00. Of this group, 14 of the publications (36%) earned Commissions greater than or equal to the group average, and 25 of the publications (64%) earned Commissions less than the group average. The median Commission earned by publications in this group was \$160,913.00. The highest Commission earned by a publication in this group was \$336,214.00. The lowest Commission earned by a publication in this group was \$132,096.00.

The average yearly Commission earned among the bottom 10% of the Reporting Publications (the 39 lowest earning publications out of the 394 total Reporting Publications) in the Reporting Period was \$23,508.00. Of this group, 17 of the publications (44%) earned Commissions greater than or equal to the group average, and 22 of the publications (56%) earned Commissions less than the group average. The median Commission earned by publications in this group was \$25,806.00. The highest Commission earned by a publication in this group was \$33,070.00. The lowest Commission earned by a publication in this group was \$7,144.00.

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**AVERAGE YEARLY COMMISSION PAYMENTS BY FRANCHISEE
FOR THE 318 STROLL REPORTING FRANCHISEES**

This information provides the average yearly Commission payments made to the 318 Reporting Franchisees in the Reporting Period depending on the number of STROLL publications the franchisee managed.

Yearly Commission	One Publication⁽¹⁾	Two Publications⁽²⁾	Three Publications⁽³⁾	Four Publications⁽⁴⁾
Avg. for Top 10%	\$165,399.00	\$313,961.00	\$403,189.00	\$459,640.00
Median for Top 10%	\$150,436.00	\$279,833.00	\$403,189.00	\$459,640.00
High/Low in Top 10%	\$291,162.00/ \$130,509.00	\$425,929.00/ \$263,387.00	\$403,189.00/ \$403,189.00	\$459,640.00/ \$459,640.00
Avg. for Bottom 10%	\$23,343.00	\$61,747.00	\$128,071.00	\$199,171.00
Median for Bottom 10%	\$25,293.00	\$64,181.00	\$128,071.00	\$199,171.00
High/Low in Bottom 10%	\$33,721.00/ \$7,144.00	\$74,534.00/ \$46,799.00	\$128,071.00/ \$128,071.00	\$199,171.00/ \$199,171.00

Note 1: 246 of the Reporting Franchisees managed one publication each. Of the 25 franchisees who performed in the top 10% of these 246 franchisees, 8 franchisees (32%) performed at or above the average, and 17 franchisees (68%) performed below the average. Of the 25 franchisees who performed in the bottom 10% of these 246 franchisees, 10 franchisees (40%) performed at or above the average, and 15 franchisees (60%) performed below the average.

Note 2: 54 of the Reporting Franchisees managed 2 publications each. Of the 5 franchisees who performed in the top 10% of these 54 franchisees, 2 franchisees (40%) performed at or above the average, and 3 franchisees (60%) performed below the average. Of the 5 franchisees who performed in the bottom 10% of these 54 franchisees, 3 franchisees (60%) performed at or above the average, and 2 franchisees (40%) performed below the average.

Note 3: 12 of the Reporting Franchisees managed 3 publications. Of the 12 Reporting Franchisees who managed 3 publications, 1 franchisee performed in the top 10% and 1 franchisee performed in the bottom 10%.

Note 4: 5 of the Reporting Franchisees managed 4 publications. Of the 5 Reporting Franchisees who managed 4 publications, 1 franchisee performed in the top 10% and 1 franchisee performed in the bottom 10%.

During the Reporting Period, one of the Reporting Franchisees managed 5 publications.

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AVERAGE MONTHLY COMMISSION PAYMENTS FOR 394 STROLL REPORTING PUBLICATIONS

This information provides the overall average monthly Commission payments paid to the 394 Reporting Publications.

The average monthly Commission earned for the top 10% of the Reporting Publications (the 39 highest earning publications out of the 394 total Reporting Publications) in the Reporting Period was \$14,808.00. Of this group, 14 of the publications (36%) earned Commissions greater than or equal to the group average, and 25 of the publications (64%) earned Commissions less than the group average. The median Commission earned by publications in this group was \$13,409.00. The highest Commission earned by a publication in this group was \$28,018.00. The lowest Commission earned by a publication in this group was \$11,008.00.

The average monthly Commission earned for the bottom 10% of the Reporting Publications (the 39 lowest earning publications out of the 394 total Reporting Publications) in the Reporting Period was \$2,756.00. Of this group, 17 of the publications (44%) earned Commissions greater than or equal to the group average, and 22 of the publications (56%) earned Commissions less than the group average. The median Commission earned by publications in this group was \$2,151.00. The highest Commission earned by a publication in this group was \$2,756.00. The lowest Commission earned by a publication in this group was \$595.00.

AVERAGE MONTHLY COMMISSION PAYMENTS BY FRANCHISEE FOR THE 318 STROLL REPORTING FRANCHISEES

This information provides the average monthly Commission payments made to the 318 Reporting Franchisees for the Reporting Period depending on the number of STROLL publications the franchisee managed.

Monthly Commission	One Publication⁽¹⁾	Two Publications⁽²⁾	Three Publications⁽³⁾	Four Publications⁽⁴⁾
Avg. for Top 10%	\$13,783.00	\$26,163.00	\$33,599.00	\$38,303.00
Median for Top 10%	\$12,536.00	\$23,319.00	\$33,599.00	\$38,303.00
High/Low in Top 10%	\$24,264.00/ \$10,876.00	\$35,494.00/ \$21,949.00	\$33,599.00/ \$33,599.00	\$38,303.00/ \$38,303.00
Avg. for Bottom 10%	\$1,945.00	\$5,146.00	\$10,673.00	\$16,598.00
Median for Bottom 10%	\$2,108.00	\$5,348.00	\$10,673.00	\$16,598.00
High/Low in Bottom 10%	\$2,810.00/ \$595.00	\$6,211.00/ \$3,900.00	\$10,673.00/ \$10,673.00	\$16,598.00/ \$16,598.00

Note 1: 246 of the Reporting Franchisees managed one publication each. Of the 25 franchisees who performed in the top 10% of these 246 franchisees, 8 franchisees (32%) performed at or above the average, and 17 franchisees (68%) performed below the average. Of the 25 franchisees who performed in the bottom 10% of these 246 franchisees, 10 franchisees (40%) performed at or above the average, and 15 franchisees (60%) performed below the average.

Note 2: 54 of the Reporting Franchisees managed 2 publications each. Of the 5 franchisees who performed in the top 10% of these 54 franchisees, 2 franchisees (40%) performed at or above the average, and 3 franchisees (60%) performed below the average. Of the 5 franchisees who performed in the bottom 10% of these 54 franchisees, 3 franchisees (60%) performed at or above the average, and 2 franchisees (40%) performed below the average.

Note 3: 12 of the Reporting Franchisees managed 3 publications. Of the 12 Reporting Franchisees who managed 3 publications, 1 franchisee performed in the top 10% and 1 franchisee performed in the bottom 10%.

Note 4: 5 of the Reporting Franchisees managed 4 publications. Of the 5 Reporting Franchisees who managed 4 publications, 1 franchisee performed in the top 10% and 1 franchisee performed in the bottom 10%.

During the Reporting Period, one of the Reporting Franchisees managed 5 publications.

AVERAGE YEARLY NET PROFITS FOR 394 STROLL REPORTING PUBLICATIONS

This information provides the overall average yearly net profits percentage earned by the 394 Reporting Publications.

The average yearly net profit percentage among the top 10% of the Reporting Publications (the 39 publications with the highest net profit percentage out of 394 total Reporting Publications) in the Reporting Period was 50.5%. Of this group, 8 of the publications (21%) earned net profits greater than or equal to the group average, and 31 of the publications (79%) earned net profits less than the group average. The median percentage of net profits for publications in this group was 49.3%. The highest percentage of net profits earned by a publication in this group was 61.6%. The lowest percentage of net profits earned by a publication in this group was 47.3%.

The average yearly net profit percentage among the bottom 10% of the Reporting Publications (the 39 publications with the lowest net profit percentage out of 394 total Reporting Publications) in the Reporting Period was 17.2%. Of this group, 18 of the publications (46%) earned net profits greater than or equal to the group average, and 21 of the publications (54%) earned net profits less than the group average. The median percentage of net profits for publications in this group was 18.5%. The highest percentage of net profits earned by a publication in this group was 22.9%. The lowest percentage of net profits earned by a publication in this group was 5.3%.

Note 1: The net profit percentages above were calculated by subtracting the costs and expenses detailed in Item 6 (including but not limited to the Royalty Fee, Cross-Selling Fee, and our affiliate's Publication Expenses) from the Cash Received, and dividing such figure by the Cash Received for that publication.

Note 2: The net profit percentages do not distinguish between publications associated with franchisees who manage multiple publications and those associated with franchisees who manage a single publication. Each franchisee who manages multiple publications receives a credit of \$600 per month for each month such franchisee manages multiple publications, which would impact the total Commission received by each such franchisee. If you only manage one publication, you will not receive this credit.

We have not audited or otherwise verified the Commission payments information provided in this Item 19.

You should conduct an independent investigation of the costs and expenses you will incur in operating your Franchised Business. You should use this information to conduct your own analysis of the franchise opportunity in consultation with your financial, business, legal, and tax advisers.

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

We have written substantiation in our possession to support the information appearing in this Item 19, and such substantiation will be made available to you on reasonable request.

Other than the preceding financial performance representation, 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 employees 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 Matthew Davis at 2093 Philadelphia Pike #3202, Claymont, Delaware 19703; 844-353-5378, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

STROLL PUBLICATIONS

Table No. 1
Systemwide Outlet Summary
For Years 2023 to 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	516	548	+32
	2024	548	544	-4
	2025	544	540	-4
Company-Owned	2023	39	43	+4
	2024	43	59	+16
	2025	59	80	+21
Total Outlets	2023	555	591	+36
	2024	591	603	+12
	2025	603	620	+17

Notes: All numbers are as of our fiscal year end, which is June 30.

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