

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote its franchises.

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 franchise you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance of a particular Location or under particular circumstances.

In this Item, we present historical financial information from the affiliated-owned location, operated by Bsocial, Inc. (the "Affiliate-Owned Location"). The Affiliate-Owned Location began operating an Elder-Well location in February 2021. It is intentionally operated at 50% capacity, because the location is also used as a corporate development center, where we test new therapies, trainings, etc. to assist in the development of the franchise. There were no franchised businesses open the entirety of 2024 and thus could not be included in this financial performance representation.

The Affiliate-Owned Location operates in substantially the same manner and is the same type of business as the business being franchised through this Disclosure Document. However, the Affiliate-Owned Location does not pay Royalties or Brand Development Fees to us.

Elder-Well Adult Day Program
January 1- December 31, 2024

	Revenue	Payroll⁵	COGS- Other²	Operating Expenses¹	Misc. Expenses⁵	Net Profit⁶
Total^{3, 4}	\$537,258.26	\$142,673.52	\$20,216.76	\$115,005.41	\$6,556.39	\$252,807.45
Percentage of Income^{3, 4}	100%	26.5%	4%	21.5%	1%	47%

1. "Revenues" includes the total revenues and receipts from the sale of all Services and Related Products sold in connection with the Franchised Business pursuant to the Franchise Agreement, whether under any of our Marks or otherwise. Revenue does not include sales tax. Royalties begin upon signing of the Franchise Agreement and Minimum Royalties begin 9 months after the signing of the Franchise Agreement."
2. "Net Profit" is the Total Revenue less payroll, cost of goods sold, operating expenses, and miscellaneous expenses.
3. "Operating Expenses" include local advertising/marketing, business insurance, legal and professional, office supplies, software, rent, repairs and maintenance, utilities, permits/licenses, payroll taxes, QB payments and fees, and technology expenses.

4. “COGS-Other” includes client activities, client meals, program supplies, and worker’s compensation insurance.
5. Miscellaneous expenses include items such as auto expenses, meals & entertainment, the owners’ draw, interest expenses, and membership dues, travel and training, and donations.
6. All numbers are based on our (absentee owner operated) corporate location which is intentionally run at approximately 70% capacity (Avg. 12 participants/day and 5-days per week). This allows us the time needed to develop and test all of our therapies and company systems.
7. The numbers depicted above are the result of having a fully staffed location, with one employee serving as Program Director. Our Program Director, who could be replaced by an owner operator, was paid \$59,715.00.
8. The affiliate employs a Program Director to oversee operations. If franchisee replaces the Program Director with owner-operator the above changes to the following:

Payroll: \$82,957.25/15.5% and Net Profit: \$312,522.45/58%.

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

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the foregoing, we do not make any representations about a franchisee’s future financial performance or the past financial performance of franchises. 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 franchise, however, we may provide you with the actual records of that franchise. 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 our President, Kara Harvey. kara@elderwelladultday.com, 508-808-4516, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
SYSTEM-WIDE OUTLET SUMMARY
FOR YEARS 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	2	+2
Affiliate-Owned	2022	1	1	0