t. Integration/merger clause	FA: § 18.3 MUDA: § 7	Only the terms of the agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and franchise agreement (or MUDA) may not be enforceable. However, no claim made in any franchise agreement (or MUDA) is intended to disclaim the express representations made in this Disclosure Document.
u. Dispute resolution by litigation or mediation	FA: § 17.1 MUDA: § 7	Except for certain claims, for disputes there must be a face-to-face meeting, mediation and litigation (subject to applicable state law).
v. Choice of forum	FA: §§ 17.1; 17.5 MUDA: § 7	Litigation will take place where our headquarters are located (currently, Holladay, Utah) (subject to applicable state law). Any legal proceedings will take place in the District Court of the United States, in the district where our headquarters is then located, or if this court lacks jurisdiction, the state courts of the state and county where our headquarters is then located (subject to applicable state law).
w. Choice of law	FA: § 18.8 MUDA: § 7	Utah (subject to applicable state law).

For additional disclosures required by certain states, refer to Exhibit I - State Addenda to Disclosure Document

Item 18
PUBLIC FIGURES

Crave Cookies Franchising does not use any public figures in its franchise name or symbol, nor do any public figures endorse or recommend the franchise to prospective franchisees.

We occasionally enlist the services of public figures and brand influencers to promote our brand. Any official representation by a public figure must be approved in writing by Crave Cookies Franchising.

Item 19
FINANCIAL PERFORMANCE PROJECTION

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.

Part 1: Year 1 Gross Sales for Franchised Outlets

Description of Data

The table below summarizes Year 1 Gross Sales for franchised Crave Cookies outlets that completed at least 12 months of operation as of April 30, 2026. Each Year 1 Gross Sales figure reflects the outlet's first 12 consecutive months of operation, measured from its first date of operations. Because outlets opened at different times, the specific 12-month period varies by outlet. The Year 1 periods included in this summary range from July 2022 through April 2026, depending on the outlet's opening date.

The Year 1 Gross Sales analysis includes 48 franchised outlets that completed at least 12 months of operation. Of those 48 franchised outlets, 6 outlets are excluded from the summary statistics because they experienced a change of ownership during their first year of operation. The summary statistics in Table 1 are based on the remaining 42 franchised outlets.

Data Sources

All Year 1 Gross Sales figures in Table 1 are taken from the franchised outlets' Square point-of-sale reporting data.

Definition of Gross Sales

For purposes of this Item 19, "Gross Sales" means Gross Sales as reported by the Square point-of-sale system. Square defines Gross Sales as the total value of all products and services sold during the applicable period, including modifiers, calculated before deductions for discounts, returns, or comps. Gross Sales includes item sales, service charges, and products sold using gift cards. Gross Sales excludes discounts, returns/refunds, taxes, tips, and the initial sale of a physical gift card.

Square's Gross Sales formula is: Net Sales + Refunds + Discounts. Gross Sales is not net revenue, net income, cash flow, or owner compensation, and does not reflect costs of goods sold, labor, occupancy, royalties, marketing expenses, delivery fees, debt service, taxes, depreciation, amortization, or other operating expenses.

Table 1: Year 1 Gross Sales Summary for Included Franchised Outlets

Metric	Value
Franchised outlets that completed at least 12 months of operation as of April 30, 2026	48
Franchised outlets excluded from summary statistics due to change of ownership during first year	6
Franchised outlets included in summary statistics	42
Average Year 1 Gross Sales	$644,075
Median Year 1 Gross Sales	$592,446
Average monthly Gross Sales	$53,673
Median monthly Gross Sales	$49,371
Franchised outlets at or above average Year 1 Gross Sales	15 of 42, 35.7%
Franchised outlets at or above median Year 1 Gross Sales	21 of 42, 50.0%
Highest Year 1 Gross Sales	$1,540,000
Lowest included Year 1 Gross Sales	$289,062

Crave maintains written substantiation for the outlet-level Year 1 Gross Sales figures underlying Table 1, and written substantiation will be made available to prospective franchisees upon

reasonable request.

Notes to Table 1

1. The summary statistics in Table 1 exclude 6 franchised outlets that experienced a change of ownership during their first year of operation. Crave excluded these outlets because a change of ownership during the measured Year 1 period may affect operating continuity, management practices, staffing, marketing execution, customer retention, and other outlet-level performance factors.
2. Table 1 does not include franchised outlets that had not completed 12 months of operation as of April 30, 2026, or franchised outlets that permanently closed before completing 12 months of operation. As of April 30, 2026, 15 franchised outlets were open but had not yet completed 12 months of operation, and 5 franchised outlets permanently closed before completing 12 months of operation.
3. Certain franchised outlets included in Table 1 subsequently closed after completing their first year of operation. Their Year 1 Gross Sales are included because they completed the measured Year 1 period.
4. Year 1 Gross Sales do not reflect costs of goods sold, labor, occupancy costs, royalties, brand fund contributions, delivery fees, other operating expenses, taxes, depreciation, amortization, debt service, or owner compensation.
5. Table 1 does not include any franchisor-owned outlet.

Part 2: Historical Monthly EBITDA Results for Submitted P&Ls Between $45,000 and $60,000 in Monthly Gross Sales

Description of Data

The following tables present historical monthly EBITDA results from franchised outlets for which Crave had franchisee-submitted monthly profit and loss statements and where the outlet's monthly Gross Sales fell between $45,000 and $60,000. This sales range was selected because it includes monthly Gross Sales levels near both the median monthly Gross Sales of $49,371 and the average monthly Gross Sales of $53,673 shown in Table 1.
Crave did not select these observations based on profitability, EBITDA margin, outlet identity, geography, or operating performance. The tables include all franchisee-submitted monthly P&L statements available to Crave that fell within the stated $45,000 to $60,000 monthly Gross Sales range and could be mapped to the EBITDA categories used in this Item 19. Not all franchised outlets submitted monthly P&L statements. Accordingly, the monthly EBITDA information below is limited to the P&L statements actually submitted to Crave that fell within the stated revenue range.

Table 2: Summary of Monthly EBITDA Results for Submitted P&Ls Between $45,000 and $60,000 in Monthly Gross Sales

Monthly Gross Sales Range	P&Ls Reviewed	Outlets Repr es-ented	Positive EBITDA	Positive Rate	Total Gross Sales Reviewed	Total EBITA Reviewed	Average Monthly Gross Sales	Average EBITDA	Weighted Average EBITDA Margin	EBITDA Margin Range
$45,000 to $60,000	35	13	30 of 35	85.7%	$1,792,990	$228,328	$51,228	$6,524	12.7%	-3.1% to 33.5%

Table 3: Supplemental Monthly EBITDA Metrics

Metric	Value
Median monthly Gross Sales in reviewed P&Ls	$50,896
Median EBITDA in reviewed P&Ls	$6,089
Simple average EBITDA margin	12.7%
Median EBITDA margin	12.2%

Metric	Value
Weighted average EBITDA margin	12.7%

Table 4: Distribution of Monthly EBITDA Margins

EBITDA Margin Range	Monthly P&L Observations	Percentage of Reviewed P&Ls
Less than 0%	5	14.3%
0% to 4.9%	3	8.6%
5.0% to 9.9%	7	20.0%
10.0% to 14.9%	7	20.0%
15.0% to 19.9%	4	11.4%
20.0% to 24.9%	5	14.3%
25.0% or greater	4	11.4%
Total	35	100.0%

Crave maintains written substantiation for the individual monthly P&L observations underlying Tables 2 through 4, and written substantiation will be made available to prospective franchisees upon reasonable request.

Table 5: Methodology for Monthly EBITDA Tables

Item	Methodology
Measurement unit	Monthly P&L observation
Outlet type	Franchised outlets only
Sales range reviewed	$45,000 to $60,000 in monthly Gross Sales
Benchmark relationship	The range includes monthly Gross Sales levels near the median monthly Gross Sales figure of $49,371 and the average monthly Gross Sales figure of $53,673 shown in Table 1
P&L universe	All franchisee-submitted monthly P&L statements available to Crave that fell within the stated $45,000 to $60,000 monthly Gross Sales range and could be mapped to the EBITDA categories used in this Item 19
Inclusion criteria	Monthly P&L submitted to Crave, monthly Gross Sales within $45,000 to $60,000, franchised outlet, and P&L categories capable of being mapped consistently to EBITDA
Exclusion criteria	Monthly Gross Sales outside the stated $45,000 to $60,000 range; months for which no P&L was submitted to Crave; duplicate P&L submissions, if any; non-franchised outlets; or P&L statements that could not be mapped to the EBITDA categories used in this Item 19
EBITDA definition	Earnings before interest, taxes, depreciation,

Item	Methodology
	and amortization
Annualization	Monthly EBITDA results are not annualized
Result measured	Whether the monthly P&L showed positive EBITDA

Notes to Tables 2 Through 5

1. EBITDA means earnings before interest, taxes, depreciation, and amortization. EBITDA is not the same as net income, cash flow, or owner compensation, and should not be interpreted as the amount an owner will receive or retain from operating the outlet.
2. The monthly EBITDA results shown above are monthly results only. They do not represent annual results and should not be annualized or assumed to recur in other months.
3. The positive EBITDA rate is based on monthly P&L observations, not unique outlets. Because the measurement unit is a monthly P&L observation, an outlet may appear more than once if it submitted more than one qualifying monthly P&L.
4. The monthly P&L observations shown above were not selected based on profitability or EBITDA margin. They represent all franchisee-submitted monthly P&L statements available to Crave within the stated $45,000 to $60,000 monthly Gross Sales range that could be mapped to the EBITDA categories used in this Item 19. As a result, the sample is revenue-band limited, not performance-selected.
5. Not all franchised outlets submitted complete monthly P&L statements. The monthly EBITDA information shown above is limited to the monthly P&L statements submitted to Crave that met the stated revenue-band criteria.
6. The monthly P&Ls were franchisee-reported and were not audited. Crave reviewed the submitted P&Ls for consistency of category mapping but did not independently audit each expense item.
7. The monthly EBITDA information shown above does not represent average annual profitability, median annual profitability, high or low annual profitability, projected results, forecasted results, or typical outlet profitability.
8. Your results may differ materially from the results shown above. Monthly EBITDA may vary based on many factors, including local rent, labor rates, staffing practices, owner involvement, management practices, pricing, product mix, delivery mix, promotions, customer demand, local market conditions, financing terms, and other outlet-specific

factors.

9. These results show that certain franchised outlets achieved positive EBITDA in certain months where monthly Gross Sales were between $45,000 and $60,000. They do not establish that any prospective franchisee will achieve positive EBITDA at the same or similar sales levels.

Substantiation Statement

Written substantiation for the financial performance representations made in this Item 19 will be made available to prospective franchisees upon reasonable request. The Franchise Rule prohibits disseminating financial performance representations to prospective franchisees unless the franchisor has a reasonable basis and written substantiation for the representation at the time it is made, and the representation is included in Item 19.

No Other Financial Performance Representations

Other than the financial performance representations contained in this Item 19, Crave Cookies Franchising, LLC does not make any financial performance representations. Crave Cookies Franchising, LLC also does not authorize its employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, Crave Cookies Franchising, LLC 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 Crave Cookies Franchising, LLC's management by contacting Becky English, Chief Operations Officer, Crave Cookies Franchising, LLC, 2949 Oak Park Lane, Holladay, Utah 84117, at 801-703-4532.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table 1
Systemwide Outlet Summary
For Years 2023 to 2025

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	2023	8	21	13
	2024	21	35	14
	2025	35	53	18
Company-Owned	2023	1	1	0
	2024	1	2	1
	2025	2	3	1
Total Outlets	2023	9	22	13
	2024	22	37	15
	2025	37	56	19

Table 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2021 to 2025

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Florida	2023	0
	2024	1
	2025	2
Georgia	2023	0
	2024	0
	2025	1