

Item 18

PUBLIC FIGURES

We do not currently use any public figure to endorse or recommend franchises to prospective franchisees.

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 financial performance representation in this Item 19 reflects historic information on Gross Revenue (defined below) for the 2024 and 2025 calendar years. All of the Gold’s Gym Facilities whose results are reflected in this Item 19 are full-amenity Gold’s Gym Facilities.

In this Item 19, “average” is determined by taking the sum of all data points in a set, and dividing by the number of data points in that set. A “median” means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. If the number of data points is an odd number, the median will be the center number. If the set contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two.

The Data and Data Sets: We show in the charts below the average Gross Revenue (defined below), by calendar year 2024 through 2025, for the system and, separately, for franchised and affiliate-owned Gold’s Gym Facilities. Each Measurement Period is a calendar year, beginning January 1 and ending December 31 of the applicable year. The data for each Measurement Period has been pulled from all Gold’s Gym Facilities that were in operation as of the end of the prior calendar year and, thus, operated for the entire calendar year of the particular Measurement Period. Gold’s Gym Facilities typically have a ramp-up period after their initial opening, during which revenue is not yet stable. For most Gold’s Gym Facilities, the ramp-up period lasts 18-24 months, but for purposes of this Item 19, we have considered all Gold’s Gym Facilities that had been operating for at least 12 months as of the end of the applicable Measurement Period to be “mature” and included their results. All Gold’s Gym Facilities included in the data sets are full amenity Gold’s Gym Facilities.

The data set for each Measurement Period is comprised as follows:

2024 Measurement Period	Franchised	Affiliate-Owned	Total
Facilities Open at December 31 of the Measurement Period	159	52	211
Facilities Excluded*	9	1	10
Facilities Included in the Data Set	150	51	201
2025 Measurement Period	Franchised	Affiliate-Owned	Total
Facilities Open at December 31 of the Measurement Period	132	49	181
Facilities Excluded**	6	1	7
Facilities Included in the Data Set	126	48	174

*We excluded 9 franchised Gold’s Gym Facilities from the data set for the 2024 Measurement Period. 7 of the 9 Gold’s Gym Facilities were excluded because they were open for fewer than 12 months as of December 31, 2024. 2 of the 9 Gold’s Gym Facilities were excluded because they did not deliver statements of Gross Revenue for the entire 2024 Measurement Period. We also excluded 1 affiliate-owned Gold’s Gym Facility that was temporarily closed for 8 months during the 2024 Measurement Period.

**We excluded 6 franchised Gold’s Gym Facilities from the data set for the 2024 Measurement Period. 4 of the 6 Gold’s Gym Facilities were excluded because they were open for fewer than 12 months as of December 31, 2025. 2 of the 6 Gold’s Gym Facilities were excluded because they did not deliver statements of Gross Revenue for the entire 2025 Measurement Period. We also excluded 1 affiliate-owned Gold’s Gym Facility that was open for fewer than 12 months as of December 31, 2025.

Methodology: The results in this Item 19 reflect the historical average Gross Revenue of Gold’s Gym Facilities during the 2024 and 2025 Measurement Periods. Gross Revenue was determined in the same manner you will determine your Facility’s Gross Revenue under your Franchise Agreement for purposes of calculating royalties and other fees that are based on your Facility’s Gross Revenue. The Franchise Agreement defines “Gross Revenue” as follows:

all revenue (without discounts except as expressly provided in this paragraph) that you receive, recognize or otherwise derive from operating the Facility, whether from cash, check, credit and debit card, barter, exchange, trade credit, or other credit transactions, and regardless of collection or when you actually provide the products or services in exchange for that revenue. If you receive any proceeds from any business interruption insurance applicable to loss of revenue at the Facility, an amount equal to the imputed gross revenue that the insurer used to calculate those proceeds will be considered Gross Revenue. However, “Gross Revenue” shall exclude (a) sales taxes, use taxes, and other similar taxes added to the sales price, collected from the customer and paid to the appropriate taxing

authority; and (b) any bona fide refunds and credits that are actually provided to customers during the month in which the Gross Revenue is calculated.

**Statement of Average Gross Revenue for Each Measurement Period
(\$ in thousands)**

2024 Measurement Period

	Number of Facilities	Gross Revenue (\$)			Facilities That Met or Exceeded the Average	
		Median	Average	Range	%	Number
Affiliate-Owned Facilities	51	2027	2203	671 to 9837	43	22
Franchised Facilities	150	1743	1963	420 to 6209	39	59
All	201	1833	2023	420 to 9837	39	79

2025 Measurement Period

	Number of Facilities	Gross Revenue (\$)			Facilities That Met or Exceeded the Average	
		Median	Average	Range	%	Number
Affiliate-Owned Facilities	48	2078	2222	597 to 9644	42	20
Franchised Facilities	126	1759	1797	357 to 6316	46	58
All	174	1789	1914	357 to 9644	44	77

**Ranking (by Quartile) Based on Average Gross Revenue
(2025 Measurement Period)**

In this section, we rank the 174 Gold’s Gym Facilities that comprised the data set for the 2025 Measurement Period into four groups, or quartiles, in descending order based on their 2025 Gross Revenue.

Quartile	Facilities in Group		Median Gross Revenue (\$ in Thousands)	Average Gross Revenue (\$ in Thousands)	Gross Revenue Range (\$ in Thousands)	Facilities That Met or Exceeded Average (Number and %)	
Top Quartile	Franchised	27	2,858	2,988	2,282-6,316	10	37.0%
	Affiliate-Owned	16	2,874	3,409	2,420-9,644	4	25.0%
	All Facilities	43	2,859	3,145	2,282-9,644	13	30.2%
2 nd Quartile	Franchised	31	2,063	2,045	1,812-2,280	16	51.6%
	Affiliate-Owned	12	2,126	2,117	1,804-2,270	7	58.3%
	All Facilities	43	2,109	2,065	1,804-2,280	23	53.5%
3 rd Quartile	Franchised	32	1,601	1,599	1,361-1,791	16	50.0%
	Affiliate-Owned	12	1,564	1,574	1,375-1,787	5	41.7%
	All Facilities	44	1,587	1,593	1,361-1,791	21	47.7%
4 th Quartile	Franchised	36	863	866	357-1,293	18	50.0%
	Affiliate-Owned	8	1,073	977	597-1,113	6	75.0%
	All Facilities	44	902	886	357-1,293	23	52.3%

Notes to the Financial Performance Representations

1. We derived the figures for Affiliate-Owned Gold's Gym Facilities based on their internal unaudited financial statements. We derived the figures for Franchised Facilities based solely on the information that the franchisees gave us.

2. The financial performance representation reports only the average Gross Revenue of the Facilities. These figures do not reflect any costs, including payroll costs, real estate occupancy costs, operational expenses or any other costs or expenses associated with the Facilities' operation that must be deducted from the Gross Revenue figures to obtain net income or profit.

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

We will provide written substantiation for the data we used to prepare this financial performance representation upon your reasonable request.

Other than the preceding financial performance representation, Gold's Gym Franchise LLC does 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 Kevin Christie, our Vice President of International Franchising, at 5420 Lyndon B. Johnson, Suite 300, Dallas, Texas 75240, (214) 574-4653, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

**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	158	158	0
	2024	158	159	1
	2025	159	132 ⁽²⁾	-27
Company-Owned ⁽¹⁾	2023	63	52	-11
	2024	52	52	0
	2025	52	50	-2
Total Outlets	2023	221	210	-11
	2024	210	211	1
	2025	211	182	-29

Notes to Table 1:

(1) Company-owned outlets are owned by our affiliates.

(2) Since the end of our most recent fiscal year, two Florida franchisees have been terminated, one North Carolina franchisee ceased operations, and one New Jersey franchisee closed due to non-renewal.

**Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2023 to 2025**

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