

Obligation	Provision in Franchise Agreement	Summary
		Notwithstanding the foregoing, nothing in the franchise agreement is intended to disclaim the representations made in the Franchise Disclosure Document.
u. Dispute resolution by arbitration or mediation	Franchise Agreement Section 32 AD Agreement Section 10.1	Franchise Agreement must be mediated and then arbitrated in accordance with the commercial mediation rules of the American Arbitration Association in the State of Utah, subject to applicable state law. AD Agreement must be mediated and then arbitrated in accordance with the commercial mediation rules of the American Arbitration Association in the State of Utah, subject to applicable state law.
v. Choice of forum	Franchise Agreement Section 32.3 AD Agreement Section 10.1	Arbitration must be in Utah, subject to applicable state law. Arbitration must be in Utah, subject to applicable state law.
w. Choice of law	Franchise Agreement Section 29.6 AD Agreement Section 10.1	Utah law applies, subject to applicable state law. Utah law applies, subject to applicable state law.

ITEM 18 PUBLIC FIGURES

We currently 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 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 following tables present unaudited information about the Sales of certain Cookie Cutters locations for the calendar year 2025.

TABLE 1
Franchises Operating for More than 1 Year

The numbers in Table 1 below represent 108 of 108 or 100% of the eligible Cookie Cutters franchised locations in the United States that have been operating for at least one full calendar year as of December 31, 2025. The five franchised locations operating in 2025 that were open for less than one full calendar year and the four franchised locations that were transferred within the 2025 calendar year are not included in Table 1.

Fifty of the 108 (or 46.3%) franchisees represented in the table below actually attained or surpassed the average Sales. Fifty-five of the 108 (or 50.9%) franchisee represented in the table below actually attained or surpassed the median Sales.

Sales	# of Stores	Avg Sales	Median Sales	High Sales	Low Sales
Greater than \$400K	26	\$478,291	\$452,010	\$680,286	\$400,480
\$310K-\$400K	26	\$343,378	\$335,575	\$387,682	\$313,014
\$230K-\$310K	27	\$277,806	\$284,627	\$309,255	\$232,930
Less than \$230K	29	\$175,491	\$175,222	\$225,764	\$59,698
	108	\$314,383	\$304,352	\$680,286	\$59,698

TABLE 2
Company-Owned Location

Table 2 presents unaudited information about the Sales of the Cookie Cutters company-owned location that we operated for the entire calendar year 2025. Two company-owned locations that were acquired mid-year have been excluded due to incomplete data. No company-owned outlets closed during 2025.

# of Stores	Sales
1	\$452,070

Item 19 Notes

- (1) **Sales.** As used in Item 19, “Sales” means the aggregate amount of all sales of Cookie Cutters services, products, and gift cards made and rendered in connection with the operation of a Cookie Cutters franchise, after discounts and promotional allowances,

excluding all tips, federal, state or municipal sales or use taxes collected from customers and paid to the appropriate taxing authority. Sales data is derived directly from the systemwide point-of-sale platform.

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

Written substantiation for this financial performance representation will be made available upon request.

Other than the preceding financial performance representation, we do not make any financial performance 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 future income, you should report it to Franchisor's management by contacting Neal Courtney, 8 East Broadway, Suite 201, Salt Lake City, Utah 84111, (317) 334-1680, 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 2023 to 2025**

Outlet Type	Year	Outlets at Start of the Year	Outlets at End of the Year	Net Change
Franchised	2023	107	110	+3
	2024	110	115	+5
	2025	115	117	+2
Company Owned	2023	1	1	0
	2024	1	1	0
	2025	1	3	+2
Total	2023	108	111	+3
	2024	111	116	+5
	2025	116	120	+4