

Provision	Section in Franchise Agreement or other Agreements	Summary
		to arbitration 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: § 8	Subject to applicable state law, Texas law applies; except that disputes over the Marks will be governed by the United States Trademark Act of 1946 (Lanham Act, 15 U.S.C. Sec. 1051 et seq.) and disputes over copyrights will be governed by federal copyright laws of the United States.

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

Item 18 **PUBLIC FIGURES**

As of the issue date of this Disclosure Document, we 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.

Presented below is the actual historic financial information of one New Mom School which became franchised owned in April 2024 and was previously owned by our now dissolved affiliate company, The New Mom School, Inc., and is located in Costa Mesa “Newport”, California (the

“Newport School”). Additionally, we have presented the distribution of monthly Gross Sales for 19 franchised New Mom Schools (collectively the “Franchised New Mom Schools”) during the presale period and for the first 12 months following opening.

Table I below represents the Gross Sales for the Newport School from January 1, 2021 to December 31, 2021 (the “2021 Measurement Period”), the Gross Sales from January 1, 2022 to December 31, 2022 (the “2022 Measurement Period”), the Gross Sales from January 1, 2023 to December 31, 2023 (the “2023 Measurement Period”), the Gross Sales from January 1, 2024 to December 31, 2024 (the “2024 Measurement Period”) and the Gross Sales from January 1, 2025 to December 31, 2025 (the “2025 Measurement Period”).

Table I

The Newport School²	2021 Measurement Period	2022 Measurement Period	2023 Measurement Period	2024 Measurement Period	2025 Measurement Period
Gross Sales³	\$406,092.58	\$428,337.70	\$461,286.72	\$507,213.74	\$510,761.59

Table II below presents the distribution of monthly Gross Sales for 19 Franchised New Mom Schools during the presale period and the first 12 full months following each Franchised New Mom School’s grand opening, expressed in percentiles, reflecting performance during the initial operating period. “Month 1” represents the first complete calendar month after opening. Sales generated prior to Month 1, including presale and any partial months, are classified as presale. The Newport School is not included, as it was not franchised during its first 12 months of operations and therefore does not reflect a typical opening. Additionally, one New Mom School that closed in 2026 was not included.

Table II

	Presale	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
25th percentile	\$11,771	\$4,171	\$4,540	\$4,864	\$5,123	\$5,274	\$5,766	\$5,771	\$5,415	\$8,238	\$7,391	\$6,776	\$10,153
50th percentile	\$17,750	\$4,430	\$7,273	\$7,360	\$8,681	\$7,806	\$9,279	\$10,454	\$9,310	\$11,885	\$10,001	\$9,833	\$11,620
75th percentile	\$25,054	\$7,558	\$11,229	\$10,874	\$11,562	\$11,165	\$13,503	\$11,891	\$11,522	\$13,996	\$13,523	\$14,423	\$14,363
100th percentile	\$36,255	\$21,138	\$15,950	\$16,838	\$20,913	\$23,730	\$20,433	\$21,598	\$18,085	\$20,017	\$16,065	\$17,480	\$20,238
New Mom School Count	19	19	19	19	19	19	17	15	14	13	12	8	5

Table III presents monthly Gross Sales for each Franchised New Mom School during the presale period and the first 12 full months following the Franchised New Mom School’s grand opening. “Month 1” represents the first complete calendar month after opening, and Gross Sales generated prior to Month 1, including presale and any partial months, is classified as “presale.” Table III includes 19 Franchised New Mom Schools that have opened as of April 1, 2026, including those that have not yet completed 12 full months of operations. As a result, some locations have fewer reported months. No franchised locations meeting these criteria have been excluded, and the data has not been adjusted or normalized. The Newport School is not included, as it was not franchised during its first 12 months of operation and therefore does not reflect a typical franchised opening. Additionally, one New Mom School that closed in 2026 was not included.

Table III

Location	Presale	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
East Nashville	\$18,747	\$4,331	\$12,989	\$10,254	\$8,681	\$7,623							
St. Louis	\$17,650	\$7,050	\$10,818	\$8,360	\$20,913	\$13,163							
Aliso Viejo	\$35,976	\$4,198	\$11,133	\$4,878	\$11,268	\$19,115	\$20,433						
Liberty Station	\$24,981	\$9,178	\$11,325	\$14,501	\$10,714	\$12,218	\$13,858						
South Bay (Norcal)	\$32,425	\$21,138	\$15,950	\$16,838	\$17,693	\$23,730	\$18,273	\$21,598					
Greenville	\$9,435	\$2,143	\$3,158	\$1,650	\$2,350	\$4,400	\$2,875	\$1,350	\$4,450				
Southwest Las Vegas	\$10,323	\$4,090	\$5,340	\$5,620	\$4,415	\$5,020	\$8,120	\$14,770	\$11,487	\$13,222			
Yorba Linda	\$23,426	\$8,066	\$9,913	\$7,360	\$14,042	\$8,290	\$11,438	\$12,708	\$10,113	\$11,360	\$16,065		
Lake Oswego	\$17,750	\$3,968	\$11,940	\$10,973	\$9,873	\$10,795	\$9,279	\$11,000	\$18,085	\$16,843	\$13,505		
Westport	\$17,810	\$5,480	\$4,348	\$7,335	\$6,373	\$7,806	\$5,766	\$4,093	\$13,681	\$13,996	\$10,878		
Shrewsbury	\$15,585	\$6,967	\$4,968	\$6,924	\$5,573	\$2,520	\$9,601	\$11,074	\$5,429	\$7,308	\$7,588		
Westlake Village	\$13,395	\$4,430	\$7,273	\$7,525	\$10,225	\$7,984	\$16,930	\$11,049	\$9,845	\$20,017	\$12,382	\$13,478	
Charleston	\$7,450	\$3,248	\$2,695	\$1,325	\$2,713	\$3,650	\$325	\$2,113	\$5,150	\$6,943	\$4,818	\$7,281	
Encinitas	\$36,255	\$10,100	\$13,500	\$12,368	\$12,978	\$9,291	\$13,503	\$15,415	\$16,533	\$14,505	\$13,577	\$17,480	
Ballantyne	\$13,220	\$4,225	\$3,450	\$4,850	\$5,470	\$5,873	\$2,723	\$2,932	\$4,768	\$8,238	\$5,931	\$6,608	\$9,432
Katy	\$3,120	\$4,231	\$4,733	\$3,450	\$2,135	\$5,718	\$6,511	\$10,454	\$11,533	\$11,885	\$6,801	\$6,400	\$14,363
Los Alamitos	\$26,235	\$9,433	\$5,901	\$12,625	\$11,856	\$11,534	\$13,116	\$10,175	\$8,775	\$13,632	\$16,007	\$17,258	\$20,238
Gilbert	\$25,128	\$6,393	\$8,023	\$10,775	\$7,670	\$5,528	\$7,243	\$8,095	\$8,465	\$11,498	\$8,203	\$12,386	\$10,153
Rancho Cucamonga	\$8,402	\$4,145	\$2,003	\$995	\$4,775	\$4,313	\$4,770	\$7,450	\$5,410	\$2,150	\$9,125	\$6,833	\$11,620

Explanatory Notes:

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

2. The Newport School has been operating on a full-time basis since 2012 offering services and products substantially similar to the services and products that will be offered by you at your School and became franchised owned in April 2024. The Newport School's financial information includes from when it was affiliate-owned during the 2021 Measurement Period, the 2022 Measurement Period and the 2023 Measurement Period. From January 1, 2024 to April 4, 2024 the Newport School was also affiliate-owned. The Newport School became franchised owned on April 5, 2024 and contains financial information from April 5, 2024 to December 31, 2024 and from January 1, 2025 to December 31, 2025. The Newport School is larger than that required for franchisees at 2,000 square feet. It has two classrooms and offers a toddler class that may not be available to all franchisees depending on the size of the franchisee's school. There are no other operations characteristics that differ from the New Mom School you will operate.

3. "Gross Sales" represents the actual gross sales amounts from the sale of all products and services at the Newport School and Franchised New Mom Schools for the given measurement period.

4. Written substantiation of all financial information presented in this financial performance representation will be made available to you upon reasonable request.

Other than the above, 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 our CEO Alexandra Spitz, The New Mom School Franchising, LLC, 24672 Royale Ridge, Laguna Niguel, California 92677, (310) 560-3939, alex@newmomschool.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

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	0	0	0
	2024	0	2	+2
	2025	2	21	+19
Company-Owned	2023	1	1	0
	2024	1	0	-1
	2025	0	0	0
Total Outlets	2023	1	1	0
	2024	1	2	+1
	2025	2	21	+19

Table 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2023 to 2025

Column 1 State	Column 2 Year	Column 3 Number of Transfers
All States	2023	0
	2024	0
	2025	0
Total	2023	0
	2024	0
	2025	0