

Provision	Section in Area Developer Agreement	Summary
(v) Choice of forum	Section 24.4	All claims not subject to mediation must be brought before a court of general jurisdiction in Hillsborough County, Florida or the United States District Court for the Middle District of Florida. You consent to the personal jurisdiction and venue of any court of general jurisdiction in Hillsborough County, Florida and the United States District Court for the Middle District of Florida. (subject to state law)
(w) Choice of law	Section 24.1	The Area Developer Agreement is governed by the laws of the State of Florida. (subject to state law)

ITEM 18
PUBLIC FIGURES

We do not currently 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.

PART I: REGISTRATION REVENUE AND KEY PERFORMANCE INDICATORS

Part I of this Financial Performance Representation reflects the historical average and median of the registration revenue and certain key performance indicators including the number of venues operated, the number of sports offered, and the market penetration rate of certain i9 Sports Franchises (“**Franchise Units**”) for the period January 1, 2025 through December 31, 2025 (the “**Measurement Period**”).

For the purposes of Charts 1 and 2 in this Part I, please note that: (i) the term “**Registration Revenue**” means all registration sales generated by a Franchise Unit during the Measurement Period and does not include other types of revenue earned by Franchise Units, such as sponsorships, commissions, merchandise sales, and concession sales; (ii) the term “**Venue**” is defined as the number of playing locations operated by a Franchise Unit with a unique address during the Measurement Period; (iii) the term “**Market Penetration Rate**” is defined as the total number of unique player registrations generated by a Franchise Unit during the Measurement Period divided by that Franchise Unit's territory population of kids ages 14 and under (as determined by using SiteSeer Technology’s software); (iv) the term “**Average**” is calculated by taking the cumulative Registration Revenue of the Franchise Units in that particular subset divided by the number of Franchise Units in that subset; and (v) the term “**Median**” for a particular subset of the Franchise Units in these Charts is the middle value in the sorted list of all reported Registration Revenue results with half of the Reporting Unit results for each Chart being higher than the median and half being lower than the median.

As of December 31, 2025, there were 294 Franchise Units that had completed their Business Launch Date and remained active franchises. Charts 1 and 2 in this Part I include the results of 213 Franchise Units, which are all of the Franchise Units that had a Service Start Date prior to 2025 and provided Services to customers throughout the

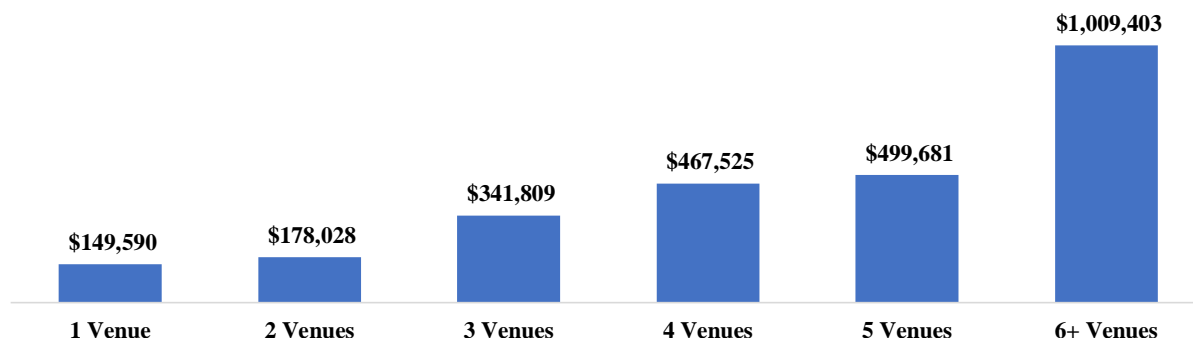
entire Measurement Period (the “**Covered Units**”). The Covered Units do not include 81 Franchise Units that were not providing Services throughout the entire Measurement Period, including (i) 37 Franchise Units that began providing Services during the Measurement Period, (ii) 26 Franchise Units that had provided Services prior to the Measurement Period but did not have at least one Venue operating in each of the four seasons that comprise the Measurement Period, and (iii) 18 Franchise Units that had completed their Business Launch Date (which permitted them to begin soliciting registrations for Events) but had not begun providing Services in the Measurement Period. Six Franchise Units permanently closed during the Measurement Period, one of which closed within 12 months of opening.

Chart 1: Registration Revenue and Key Performance Indicators for Covered Units during the Measurement Period (January 1, 2025 to December 31, 2025)

	<u>Total</u>	<u>Bottom Half</u>	<u>Top Half</u>
Maximum Registration Revenue	\$ 1,846,038	\$ 358,642	\$ 1,846,038
Median Registration Revenue	\$ 359,546	\$ 187,110	\$ 609,945
Minimum Registration Revenue	\$ 44,151	\$ 44,151	\$ 359,546
Average Registration Revenue	\$ 458,817	\$ 195,257	\$ 719,914
Total # of Units	213	106	107
# Met/Exceeded Average	81	52	39
% Met/Exceeded Average	38%	49%	36%
Average # of Venues	3.8	2.3	5.2
Average # of Sports	4.1	3.5	4.8
Market Penetration Rate	2.4%	1.4%	3.4%

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Chart 2: Average Registration Revenue by Number of Venues Operated for Covered Units during the Measurement Period (January 1, 2025 to December 31, 2025)



	Registration Revenue					
	1 Venue ⁽¹⁾	2 Venues ⁽²⁾	3 Venues ⁽³⁾	4 Venues ⁽⁴⁾	5 Venues ⁽⁵⁾	6+ Venues ⁽⁶⁾
Average	\$ 149,590	\$ 178,028	\$ 341,809	\$ 467,525	\$ 499,681	\$ 1,009,403
Lowest	\$ 44,151	\$ 57,584	\$ 125,872	\$ 212,837	\$ 246,687	\$ 374,915
Highest	\$ 313,087	\$ 491,026	\$ 792,671	\$ 1,280,217	\$ 866,420	\$ 1,846,038
Median	\$ 144,310	\$ 161,196	\$ 290,065	\$ 440,918	\$ 507,075	\$ 970,870
# of Units Included	21	43	46	36	26	41
# Met/Exceeded Average	10	16	20	17	15	19
% Met/Exceeded Average	48%	37%	43%	47%	58%	46%

Explanatory Notes to Chart 2:

1. In 2025, there were 21 Franchise Units operating 1 Venue that generated a total average of \$149,590 in Registration Revenue.
2. In 2025, there were 43 Franchise Units operating 2 Venues that generated a total average of \$178,028 in Registration Revenue.
3. In 2025, there were 46 Franchise Units operating 3 Venues that generated a total average of \$341,809 in Registration Revenue.
4. In 2025, there were 36 Franchise Units operating 4 Venues that generated a total average of \$467,525 in Registration Revenue.
5. In 2025, there were 26 Franchise Units operating 5 Venues that generated a total average of \$499,681 in Registration Revenue.
6. In 2025, there were 41 Franchise Units operating 6+ Venues that generated a total average of \$1,009,403 in Registration Revenue. Of these 41 Franchise Units, the lowest number of Venues operated by a Franchise Unit was 6 Venues and the highest number of Venues was 19.

PART II: SALES TO COST ANALYSIS

Part II of this Item reflects financial information that our franchisees were requested to report to a third-party consultant that we engaged to provide financial benchmarking for the i9 Sports Network. As of September 30, 2025, there were 280 Franchise Units that had completed their Business Launch Date and remained active franchises. The Chart below includes financial performance data for the 12-month period beginning October 1, 2024 through September 30, 2025 (the “**Reporting Period**”) for 129 Franchise Units, which are all of the Franchise Units that (i)

provided Services to customers throughout the entire Reporting Period and (ii) reported materially complete financial information to our consultant (“**Included Franchises**”). The data in Chart 1 below excludes: (i) 32 Franchise Units that began providing Services during the Reporting Period; (ii) 13 Franchise Units that had provided Services prior to the Reporting Period but did not have at least one Venue operating in each of the four seasons that comprise the Reporting Period; (iii) 32 Franchise Units that did not submit the requested reports or submitted reports that did not cover all 12 months of the Reporting Period; and (iv) 74 Franchise Units that reported data in a manner that was inconsistent with the categories that we have presented (either because data was not reported for each category or certain data was miscategorized in the incorrect category). Two Franchise Units permanently closed during the Reporting Period, none of which closed within 12 months of opening.

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Chart 1: Franchisee Income Statement for Included Franchises during the Reporting Period (October 1, 2024 to September 30, 2025)

	<u>Total</u>	<u>Bottom Half</u>	<u>Top Half</u>
# Units Included	129	64	65
Avg. # of Venues	4.1	2.5	5.7
Avg. # of Sports	4.3	3.8	4.8
Market Penetration Rate	2.5%	1.4%	3.6%
Revenue ⁽¹⁾	\$ 514,066	\$ 223,117	\$ 800,538
Player Expense ⁽²⁾	\$ 66,934	\$ 32,690	\$ 100,651
Venue Expense ⁽³⁾	\$ 56,616	\$ 22,995	\$ 89,719
<u>Other Cost of Sales ⁽⁴⁾</u>	<u>\$ 25,970</u>	<u>\$ 11,781</u>	<u>\$ 39,941</u>
COGS ⁽⁵⁾	\$ 149,520	\$ 67,466	\$ 230,311
Gross Profit ⁽⁶⁾	\$ 364,546	\$ 155,651	\$ 570,227
<i>% Revenue</i>	71%	70%	71%
Personnel Expense ⁽⁷⁾	\$ 145,247	\$ 56,542	\$ 232,587
<i>% Revenue</i>	28%	25%	29%
Marketing Expense ⁽⁸⁾	\$ 20,721	\$ 12,629	\$ 28,689
<u>Other Expense ⁽⁹⁾</u>	<u>\$ 31,031</u>	<u>\$ 16,208</u>	<u>\$ 45,627</u>
Total Operating Expense ⁽¹⁰⁾	\$ 196,999	\$ 85,379	\$ 306,902
<i>% Revenue</i>	38%	38%	38%
Royalty Fee ⁽¹¹⁾	\$ 38,257	\$ 16,738	\$ 59,444
<i>% Revenue</i>	7.5%	7.5%	7.5%
Operating Profit ⁽¹²⁾	\$ 129,290	\$ 53,533	\$ 203,881
<i>% Revenue</i>	25%	24%	25%
<u>Revenue</u>	<u>Total</u>	<u>Total</u>	<u>Total</u>
Highest	\$ 1,960,449	\$ 400,025	\$ 1,960,449
Median	\$ 406,242	\$ 204,708	\$ 701,798
Lowest	\$ 61,013	\$ 61,013	\$ 406,242
# Met/Exceeded Average	49	28	23
% Met/Exceeded Average	38%	44%	35%
<u>Operating Profit</u>	<u>Total</u>	<u>Total</u>	<u>Total</u>
Highest	\$ 608,688	\$ 215,192	\$ 608,688
Median	\$ 80,173	\$ 36,817	\$ 155,274
Lowest	\$ (12,223)	\$ (12,223)	\$ 11,127
# Met/Exceeded Average	47	21	25
% Met/Exceeded Average	36%	33%	38%

Explanatory Notes to Part II, Chart 1:

1. "Revenue" is the average revenue generated from player registrations, sponsorships, commissions, merchandise sales, concession sales, and other revenue.
2. "Player Expense" is the average expenses related to purchasing jerseys, participant shirts, equipment bags, t-ball hats, flag belts, awards (trophies, stickers, medals), and name tag labels.
3. "Venue Expense" is the average fees spent on venues to operate sport programs as agreed upon in the venue contract.
4. "Other Cost of Sales" is the average expenses related to coaches, background checks, player liability insurance, credit card fees, and other registration-related costs.
5. "COGS" is equal to the sum of Player Expense, Venue Expense, and Other Cost of Sales.
6. "Gross Profit" is equal to Revenue minus COGS.
7. "Personnel Expense" is the average expenses related to staff wages, payroll taxes, worker's compensation, payroll company fees, training/continuing education, staff meetings, staff appreciation, recruiting fees, group insurance/benefits, and other employee expenses. This does not include any compensation paid to owners.
8. "Marketing Expense" is the average expenses related to in-person events, flyers/printed materials, road signs, digital marketing, sponsorships/partnerships, Brand Fund contributions, and other marketing fees.
9. "Other Expense" is the average expenses related to general and operating fees, office/storage, and insurance expenses.
10. "Total Operating Expense" is equal to the sum of Personnel Expense, Marketing Expense, and Other Expense.
11. "Royalty Fee" is the average aggregate royalty fee paid by Area Developers under the terms of the Area Developer Agreement, which is 7.5% of Revenues.
12. "Operating Profit" is equal to Revenue minus COGS minus Total Operating Expense minus Royalty Fee. Operating Profit does not include: (i) any compensation or benefits paid to owners, including owners' salary, bonus, commission, benefits, travel, vehicle expenses, and other owner-related expenses; (ii) charitable contributions; (iii) meals and entertainment; (iv) the monthly Franchise Fee for franchisees choosing to make such payments over the term of a 5-Year Agreement; (v) interest, taxes, depreciation, and amortization; (vi) finance charges; and (vii) other miscellaneous non-operating expenses.

General Notes

1. **Some Franchise Units have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**
2. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.
3. We also encourage you to contact existing franchisees to discuss their experiences with the system and their i9 Sports® Franchise.
4. We suggest strongly that you consult your financial advisor or personal accountant concerning federal, state, and local income taxes and any other applicable taxes that you may incur in operating an i9 Sports® Franchise.

Other than the preceding Financial Performance Representations presented above, we do not make any other financial performance representations. 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 Ron Shimek at 9410 Camden Field Parkway, Riverview, Florida 33578, (813) 324-2000, the Federal Trade Commission and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

We consider an i9 Sports® Franchise to be open for purposes of this Item 20 after its Business Launch Date.

Table No. 1
System-wide Outlet Summary
For years 2023, 2024, and 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	218	245	+27
	2024	245	264	+19
	2025	264	294	+30
Company-Owned	2023	1	0	-1
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	219	245	+26
	2024	245	264	+19
	2025	264	294	+30

Table No. 2
Transfers of Outlets from Area Developers to New Owners (other than the Franchisor)
For years 2023, 2024, and 2025

State	Year	Number of Transfers
Arizona	2023	1
	2024	0
	2025	1
California	2023	0
	2024	3
	2025	5
Colorado	2023	2
	2024	0
	2025	1
Florida	2023	5
	2024	4
	2025	3
Georgia	2023	1
	2024	0
	2025	1
Illinois	2023	2
	2024	0
	2025	0