

(u) Dispute resolution by mediation	29.1	Except for certain claims, all disputes must be mediated under the JAMS mediation rules, at the JAMS office nearest to franchisee's studio, subject to state law.
(v) Choice of forum	29.2	Subject to applicable state law, except for certain claims, arbitration conducted by a single arbitrator under JAMS Rules at the JAMS office in New York, New York, or the JAMS office nearest the franchisor's principal office in the United States. Arbitration demand must be made within one year after the claim arises.
(w) Choice of law	33.22	Subject to applicable state law, Delaware law applies.

Item 18
PUBLIC FIGURES

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.

This Item 19 discloses the historical financial information regarding the seven (7) United States franchised Studio Pilates International studios that (a) were open and continuously operating during the twelve-month period beginning September 1, 2024 and ending August 31, 2025 (the **“Measurement Period”**), and (b) use at least 14 Pilates Reformer exercise machines as the Franchisor strongly recommends 14 or more, with the minimum System requirements for new franchisees being 12 (referred to as **“Representative Studios”**).

This information was provided to us by the owners of the Representative Studios.

Written substantiation of the financial performance representation will be made available to the prospective franchisee upon reasonable request.

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

Measurement Period	Sept 1, 2024 to August 31, 2025
Average Annual Gross Revenue	\$888,774

Highest Annual Gross Revenue	\$1,428,255
Median Annual Gross Revenue	\$962,519
Lowest Annual Gross Revenue	\$537,031
Average Monthly Gross Revenue	\$74,065
Highest reported Monthly Gross Revenue	\$280,971
Median Monthly Gross Revenue	\$64,218
Lowest Monthly Gross Revenue	\$11,690
Average Gross Revenue earned per visit	\$27.42
Median Gross Revenue earned per visit	\$23.67
Average monthly visits	2,805
Median monthly visits	2,780

Explanatory Notes to the Figures Above

1. Gross Revenue. The term “Gross Revenue” means the total revenue of a franchised Studio, including all membership and class packages revenue and retail sales, excluding taxes. Gross Revenue may not include certain income that the Studio may have generated from third-party vendors by virtue of promotions run by the Studio through those third-party vendors because these vendors were not able to provide us with the full reports detailing the income at issue as of the Issue Date of this Disclosure Document.
2. Average Monthly Gross Revenue; Median Monthly Gross Revenue. The “Average Monthly Gross Revenue” was calculated by taking the sum of the Monthly Gross Revenue generated by the Representative Studios over the Measurement Period, and dividing that figure by twelve and then dividing that figure by seven. We determined the median based on the figure that is the center number, after the figures have been sorted from smallest to largest.
3. Low Reported Monthly Gross Revenue. The Low Reported Monthly Gross Revenue in the Measurement Period was for the month of May.
4. Four (4) of the seven (7) Representative Studios, or 57% of the Representative Studios, had Average Monthly Gross Revenues over the Measurement Period which surpassed the Average Monthly Gross Revenue of all of the Representative Studios during the Measurement Period.
5. The average monthly visits per location was calculated by taking the total number of visits for all seven locations during the Measurement Period and dividing it by twelve and then dividing that figure by seven. The median number of monthly visits was taken by taking the “middle value” amongst the averages for each location separately.
6. The Average Gross Revenue earned per visit was calculated by taking the Average Monthly Gross Revenue and dividing it by the average number of monthly visits. The Median

Monthly Gross Revenue earned per visit was calculated by taking the Median Monthly Gross Revenue and dividing it by the median number of monthly visits.

Other than the preceding financial performance representation, Studio Pilates International does not make any 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 Jade Winter at (011) (61) 412031550 or at franchising@studiopilates.com, 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 2022 to 2024

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	2022	3	4	1
	2023	4	5	1
	2024	5	12	7
Company-Owned or Affiliate Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	3	4	1
	2023	4	5	1
	2024	5	12	7

There were no company-owned outlets anywhere in the United States from 2022 to 2024.

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2022 to 2024

State	Year	Number of Transfers
	2022	0