

Provision	Section in Franchise Agreement (“FA”) or Development Agreement (“DA”)	Summary
u. Dispute resolution by arbitration or mediation	FA: 23.6 and 23.7 DA: 8	Except for certain claims, all disputes must be first mediated and then arbitrated in the city of our principal place of business (currently, Charlotte, North Carolina).
v. Choice of forum	FA: 23.2 DA: 8	Subject to state law, any litigation must be pursued in courts located in the city of our principal place of business (currently, Charlotte, North Carolina). However, subject to state law, most claims are required to be arbitrated in the city of our principal place of business (currently, Charlotte, North Carolina).
w. Choice of law	FA: 23.1 DA: 8	Subject to state law, North Carolina law applies. See Exhibit B (State Addenda) for state-specific modifications.

For additional disclosures required by certain states, refer to Exhibit B – Multi-State Addenda to the franchise agreement and disclosure document.

Item 18: Public Figures.

We do not presently use any public figures to promote our franchise.

Item 19: Financial Performance Representation

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 this Disclosure Document.

Financial performance information that differs from that included in this Item 19 may be given only if: (1) we provide the actual records of an existing outlet you are considering buying; or (2) we supplement the information provided in this Item 19 with additional information about a particular location or circumstances.

Basis of Presentation and Inclusion Criteria

The information below represents the historical gross revenue performance of certain Ivybrook Academy schools.

As of December 31, 2025, there were 49 Ivybrook Academy franchised schools in operation. As of June 4, 2026 (the issuance date of this Disclosure Document), there are 52 franchised Ivybrook Academy schools open and operating. Since January 1, 2026, five (5) additional schools have opened (in Arizona, Georgia, North Carolina, New Hampshire, and Virginia) and two (2) schools have ceased operations (in Texas). Exhibit K identifies all current franchisees as of the issuance date.

- were open and operating for at least the time period indicated in the applicable table;
- were open and operating for the full reporting period (January 1, 2025 through December 31, 2025);
- were in substantial compliance with system standards during the reporting period; and
- timely reported complete financial information to us.

We excluded schools that:

- were not open for the required time period;
- were not in compliance with system standards during the reporting period;
- did not timely or completely report financial information; or
- ceased operations during 2025.

Of the 31 schools eligible for the 24-month or longer cohort, 4 schools were excluded because they did not report complete data or did not meet the criteria above. Of the 23 schools eligible for the 36-month or longer cohort, 2 schools were excluded for the same reasons. These figures are subject to confirmation by the franchisor. None of the excluded schools were excluded on the basis of financial performance, and none had been terminated or had failed during the reporting period.

The criteria described above were applied consistently to all schools in the system. We did not exclude any schools based solely on their level of financial performance.

The results of newly opened schools are typically lower than those of more mature schools and are not reflected in the 24 month and 36 month cohorts shown below. As a result, the 24-month and 36-month cohorts are intended to reflect schools that have had additional time to stabilize enrollment and operations.

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TABLE 1

Gross Revenue Performance by Years Open

(For the period January 1, 2025 through December 31, 2025)

Operating Cohort	Number of Schools	Average Gross Revenue	Median Gross Revenue	Highest Gross Revenue	Lowest Gross Revenue
Schools Open 24+ Months	27	\$933,598	\$852,482	\$1,525,692	\$368,404
Schools Open 36+ Months	21	\$1,029,405	\$1,009,387	\$1,525,692	\$538,305

TABLE 2

Percentage of Schools Exceeding Certain Revenue Thresholds

(For the period January 1, 2025 through December 31, 2025)

Revenue Threshold	24+ Month Schools	36+ Month Schools
Exceeding \$750,000	70%	81%
Exceeding \$1,000,000	41%	52%
Exceeding \$1,250,000	30%	38%

Definitions and Notes

Note 1 – Gross Revenue.

“Gross Revenue” means all revenue generated from the Franchised Business and from any operations at the accepted location where the Franchised Business is located, whether for check, cash, credit or otherwise, including all proceeds from business interruption insurance, but excluding (a) refunds to customers and (b) sales and equivalent taxes collected for remittance to governmental authorities.

Note 2 – Average and Median.

“Average” means the sum of all data points divided by the number of schools in the applicable cohort. “Median” means the midpoint value in the data set.

Note 3 – Calculation of Percentages.

The percentages shown in Table 2 reflect the percentage of schools in each cohort whose Gross Revenue exceeded the stated threshold during the measurement period. Percentages are rounded to the nearest whole number.

Note 4 – Variability and Material Factors.

The schools included in this Item 19 operate in multiple geographic markets and vary in location, size, enrollment capacity, tuition rates, staffing models, operating experience, management ability, local competition, and market demographics. These and other factors can materially affect financial performance.

Note 5 – No Expense or Profit Information.

This Item 19 presents only Gross Revenue information. It does not include information regarding costs, expenses, or profitability. A school with higher revenues may not be more profitable than a school with lower revenues.

Note 6 – Data Source and Verification.

The financial information presented is derived from reports submitted to us by franchisees. We have not independently audited or verified all of this information.

Note 7 – Reasonable Basis and Substantiation.

We have a reasonable basis for the financial performance representations contained in this Item 19. Written substantiation supporting these representations will be made available to prospective franchisees upon reasonable request.

Required Disclosures

The financial performance representations in this Item 19 are based on historical results of certain existing schools and are not projections of future performance.

**Some outlets have sold and earned these amounts. Your individual results may differ.
There is no assurance that you will sell or earn as much.**

We do not make any representations about a franchisee's future financial performance beyond the information contained in this Item 19. We do not authorize our employees or representatives to provide financial performance information that is not contained in this Item 19.

If you are purchasing an existing outlet, we may provide you with the actual records of that outlet. If you receive any financial performance information not contained in this Item 19, you should report it to our management, the Federal Trade Commission, and the appropriate state regulatory agencies.

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Item 20: Outlets and Franchise Information.

Table No. 1
System wide Outlet Summary
For Years 2023 to 2025

Outlet Type	Year	Outlets at Start of the Year	Outlets Opened During Year	Outlets Closed During Year	Outlets at End of Year	Net Change
Franchised	2023	26	8	1	33	+7
	2024	33	8	1	40	+7
	2025	40	10	1	49	+9
Company-Owned	2023	1	0	0	1	0
	2024	1	0	0	1	0
	2025	1	0	0	1	0
Total Outlets	2023	27	8	1	34	+7
	2024	34	8	1	41	+7
	2025	41	10	1	50	+9

* “Company-Owned” outlet described above is owned by our affiliate, McWilliams Education Service, LLC.

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
Total	2023	0
	2024	0
	2025	5

Table No. 3
Status of Franchised Outlets
For Years 2023 to 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations – Other Reasons	Outlets at End of the Year
Arkansas	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Colorado	2023	2	1	0	0	0	0	3the
	2024	3	0	0	0	0	0	3
	2025	3	1	0	0	0	0	4