

Provision	Section in Market Development Agreement	Summary
u. Dispute resolution by arbitration or mediation	Not Applicable	The Market Development Agreement contains provisions that may affect your legal rights, including a waiver of jury trial, waiver of punitive or exemplary damages, and limitations on when claims may be raised. See Section 15. These terms are subject to applicable state law.
v. Choice of forum	15(d)	Fulton County, Georgia or U.S. District Court for Northern District of Georgia (subject to applicable state laws)
w. Choice of law	15(e)	Georgia law applies (subject to applicable state laws)

**\*Note:** In addition to the provisions noted in the charts above, the Franchise Agreement and Market Development Agreement contain a number of provisions that may affect your legal rights, including a waiver of a jury trial, waiver of punitive or exemplary damages, and limitations on when claims may be raised. See Franchise Agreement Section 22 and Market Development Agreement Section 15. These provisions may not be enforceable under certain state laws. See **Exhibit H** and **Exhibit I** for descriptions of some specific state statutes and regulations. We recommend that you carefully review all of these provisions, and the entire contracts, with a lawyer.

## ITEM 18. PUBLIC FIGURES

Perkins does not use any public figure to promote its 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 tables and corresponding notes below present historical “Net Sales” data of Perkins Restaurants for the three most recent calendar years: 2024, 2023, and 2022. The information for each calendar year is organized to show the results in three categories: (1) combined Franchised Units and Perkins owned Units (each a “**Company-Owned Unit**”); (2) Franchised Units only; and (3) Company-Owned Units only. For each year, the results are divided into four tiers based on Net Sales performance of the Total System (Franchised and Company-Owned). The four tiers are: top 10%; upper mid-tier between 50% and 90%; lower mid-tier between 10% and 50%; and bottom 10%. The first column in each table reflects the Net Sales ranges applicable to each of the four reported tiers for the respective calendar year. Additionally, for each group, the tables show the highest, average, median and lowest Net Sales results within that group during the respective year. Please review the tables in

connection with the Notes following the tables, which provide additional information regarding the Units, the criteria for inclusion in the tables, and results of the Units that did not meet the criteria for inclusion in the tables.

**Table 1**  
**Perkins Total System – Calendar Year 2024 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
>\$2,797,362	\$3,269,289	\$5,248,183	\$3,061,768	\$2,803,620	25	9 / 36%
\$1,932,353 to \$2,797,362	\$2,235,342	\$2,797,362	\$2,186,760	\$1,932,353	99	44 / 44%
\$1,295,875 to \$1,932,023	\$1,648,665	\$1,932,023	\$1,666,120	\$1,295,875	98	50 / 51%
<\$1,295,875	\$1,053,731	\$1,239,782	\$1,096,826	\$589,679	25	15 / 60%
Total System	\$1,987,625	\$5,248,183	\$1,932,353	\$589,679	247	108 / 44%

**Table 2**  
**Perkins Franchised Restaurants – Calendar Year 2024 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
>\$2,643,781	\$3,115,734	\$4,240,320	\$2,977,248	\$2,652,300	17	5 / 29%
\$1,931,407 to \$2,643,781	\$2,204,808	\$2,643,781	\$2,152,110	\$1,931,407	67	29 / 43%
\$1,197,950 to \$1,928,443	\$1,599,678	\$1,928,443	\$1,620,302	\$1,197,950	67	35 / 52%
<\$1,197,950	\$996,123	\$1,169,532	\$1,048,879	\$589,679	17	11 / 65%
Total Franchised Restaurants	\$1,933,346	\$4,240,320	\$1,929,925	\$589,679	168	82 / 49%

**Table 3**  
**Perkins Company-Owned Restaurants – Calendar Year 2024 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
>\$2,974,100	\$3,487,269	\$5,248,183	\$3,275,363	\$2,974,475	8	3 / 38%
\$1,941,879 to \$2,974,100	\$2,326,078	\$2,974,100	\$2,282,661	\$1,941,879	32	13 / 41%
\$1,433,609 to \$1,939,848	\$1,737,966	\$1,939,848	\$1,768,329	\$1,433,609	31	18 / 58%
<\$1,433,609	\$1,241,463	\$1,419,995	\$1,229,615	\$1,033,974	8	3 / 38%
Total Company-Owned Restaurants	\$2,103,055	\$5,248,183	\$1,941,879	\$1,033,974	79	31 / 39%

**Table 4**  
**Perkins Total System – Calendar Year 2023 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$2,785,198	\$3,291,015	\$5,474,682	\$3,106,321	\$2,818,816	26	8 / 31%
\$2,013,932 to \$2,785,198	\$2,293,368	\$2,785,198	\$2,257,281	\$1,992,673	108	48 / 44%
\$1,217,082 to \$2,013,931	\$1,633,155	\$1,991,577	\$1,640,067	\$1,249,764	108	56 / 52%
<\$1,217,082	\$1,021,263	\$1,217,081	\$1,101,949	\$485,597	25	15 / 60%
Total System	\$2,004,354	\$5,474,682	\$1,992,673	\$485,597	267	127 / 48%

**Table 5**  
**Perkins Franchised Restaurants – Calendar Year 2023 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$2,646,857	\$3,081,306	\$3,982,668	\$2,972,566	\$2,647,493	18	7 / 39%
\$1,932,899 to \$2,646,857	\$2,249,739	\$2,646,857	\$2,185,072	\$1,935,846	76	32 / 42%
\$1,175,658 to \$1,932,898	\$1,558,542	\$1,932,888	\$1,560,865	\$1,176,251	76	39 / 51%
<\$1,175,658	\$944,278	\$1,175,657	\$950,576	\$485,597	17	9 / 53%
Total Franchised Restaurants	\$1,930,190	\$3,982,668	\$1,935,846	\$485,597	187	87 / 47%

**Table 6**  
**Perkins Company-Owned Restaurants – Calendar Year 2023 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$3,015,295	\$3,577,624	\$5,474,682	\$3,280,688	\$3,045,720	8	3 / 38%
\$2,029,704 to \$3,015,295	\$2,433,624	\$3,015,295	\$2,401,294	\$2,034,736	32	11 / 34%
\$1,367,010 to \$2,029,703	\$1,798,593	\$2,029,703	\$1,832,560	\$1,377,242	32	16 / 50%
<\$1,367,010	\$1,270,619	\$1,367,009	\$1,289,528	\$1,154,203	8	5 / 63%
Total Company-Owned Restaurants	\$2,177,711	\$5,474,682	\$2,032,220	\$1,154,203	80	35 / 44%

**Table 7**  
**Perkins Total System – Calendar Year 2022 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$2,712,000	\$3,165,479	\$4,891,768	\$3,083,397	\$2,712,940	27	10 / 37%
\$1,850,000 to \$2,711,999	\$2,180,768	\$2,708,177	\$2,127,333	\$1,854,735	109	46 / 42%
\$1,253,000 to \$1,849,999	\$1,597,876	\$1,847,419	\$1,605,421	\$1,253,153	108	57 / 53%
< \$1,252,999	\$1,030,121	\$1,209,767	\$1,030,862	\$763,913	27	14 / 52%
Total System	\$1,931,939	\$4,891,768	\$1,854,735	\$763,913	271	118 / 44%

**Table 8**  
**Perkins Franchised Restaurants – Calendar Year 2022 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$2,532,000	\$2,991,635	\$3,825,340	\$2,863,291	\$2,532,696	19	7 / 37%
\$1,812,000 to \$2,531,999	\$2,125,814	\$2,513,687	\$2,092,564	\$1,812,254	77	34 / 44%
\$1,150,000 to \$1,811,999	\$1,541,497	\$1,807,035	\$1,580,842	\$1,150,765	76	45 / 59%
< \$1,149,000	\$977,179	\$1,112,804	\$1,004,587	\$763,913	19	13 / 68%
Total Franchised Restaurants	\$1,865,178	\$3,825,340	\$1,812,254	\$763,913	191	88 / 46%

**Table 9**  
**Perkins Company-Owned Restaurants – Calendar Year 2022 Net Sales**

Net Sales	Average Net Sales per Unit	High Net Sales	Median Net Sales	Low Net Sales	Total # of Units (in Net Sales range)	Total # / % of Units Above Average
> \$3,001,000	\$3,444,653	\$4,891,768	\$3,212,523	\$3,001,196	8	2 / 25%
\$1,971,000 to \$3,000,999	\$2,334,440	\$2,992,289	\$2,258,849	\$1,971,592	32	15 / 47%
\$1,430,000 to \$1,970,999	\$1,722,111	\$1,970,996	\$1,754,295	\$1,430,134	32	21 / 66%
< \$1,429,999	\$1,242,470	\$1,418,613	\$1,239,614	\$1,066,751	8	4 / 50%
Total Company-Owned Restaurants	\$2,091,333	\$4,891,768	\$1,971,294	\$1,066,751	80	34 / 43%

#### **Notes to Tables 1 - 9**

1. The tables above include all Standard Units of any design, including those that have been remodeled, provided that each meets following criteria: (a) for Tables 1- 3, the Restaurant was open as of December 31, 2024, and for Tables 4-9, the Restaurant was open as of Perkins' fiscal year end for the respective period (April 30, 2024 for Tables 4-6 and May 2, 2023 for Tables 7-9), and (b) the Restaurant was open at least 50% of the calendar year represented in the respective table. For example, Tables 1-3 include

Units that were open as of April 29, 2025, and were open at least 50% of 2024, and Tables 4-6 include Units that were open as of May 1, 2024 and were open at least 50% of 2023.

There were more Restaurants that reported Sales during the respective calendar years than the number of Restaurants included in tables above. This is due to Restaurants not meeting the criteria described above, which may have occurred because the Restaurants closed during the year, were open less than 50% of the year, or closed prior to April 29, 2025 or prior to the end of the respective fiscal year. The Restaurants excluded from data presented in the Tables are described below.

Table 1 - 2024 Total System: 15 Units were not included (12 Franchised and 3 Company Owned). These Units had an average Net Sales of \$1,111,024, a high Net Sales of \$2,623,145, median Net Sales of \$1,230,084, and low Net Sales of \$12,046. Of these 15 Units, 8 (53%) exceeded the average.

Table 2 - 2024 Franchised Units: 12 Units were not included. These Units had an average Net Sales of \$984,841, a high Net Sales of \$2,303,249, median Net Sales of \$1,032,546, and low Net Sales of \$12,046. Of these 12 Units, 6 (50%) exceeded the average.

Table 3 - 2024 Company-Owned Units: 3 Units were not included. These Units had an average Net Sales of \$1,615,756, a high Net Sales of \$2,623,145, median Net Sales of \$1,230,084 and low Net Sales of \$994,039. Of these 3 Units, 1 (33%) exceeded the average.

Table 4 - 2023 Total System: 6 Units were not included (5 Franchised and 1 Company Owned). The 6 Units with Net Sales in 2023 had an average Net Sales of \$880,533, a high Net Sales of \$2,382,747, median Net Sales of \$734,089, and low Net Sales of \$69,129. Of these 6 Units, 3 (50%) exceeded the average.

Table 5 - 2023 Franchised Units: 5 Units were not included. These Units had an average Net Sales of \$942,388, high Net Sales of \$2,382,747, median Net Sales of \$896,914, low Net Sales of \$69,129. Of these 5 Units, 1 (20%) exceeded the average.

Table 6 - 2023 Company-Owned Units: 1 Unit was not included. That Unit had Net Sales of \$571,263.

Table 7 - 2022 Total System: 10 Units were not included (7 Franchised and 3 Company Owned). The 10 Units with Net Sales in 2022 had an average Net Sales of \$695,908, a high Net Sales of \$1,461,122, median Net Sales of \$575,547, and low Net Sales of \$87,525. Of these 10 Units, 4 (40%) exceeded the average.

Table 8 - 2022 Franchised Units: 7 Units were not included. These Units had an average Net Sales of \$684,397, high Net Sales of \$1,461,122, median Net Sales of \$609,976, and a low Net Sales of \$87,525. Of these 7 Units, 3 (43%) exceeded the average.

Table 9 - 2022 Company-Owned Units: 3 Units were not included. These Units had an average Net Sales of \$722,769, high Net Sales of \$1,404,030, median Net Sales of \$522,399, and a low Net Sales of \$241,877. Of these 3 Units, 1 (33%) exceeded the average.

2. Net Sales is Sales excluding promotions, discounts, employee meals, voids, and sales tax. The term “Net Sales” is explained in greater detail in Item 6 of this disclosure document. As described in Item 6, a Unit’s Sales includes all orders taken in and from the Unit, including Catering and delivery activities, and if a Unit elects to participate in a Virtual Product Offering, the revenues generated by its sales of those product offerings are included in its total Net Sales.

*Virtual Product Offering Net Sales.* For Units that participated in Virtual Product Offerings during any portion of 2024, 2023 or 2022 and that are included in the Units reported above for 2024, 2023 or 2022, the revenues from their virtual product sales are reflected in the Net Sales used in computing Tables 1 – 6 above. In 2024, a total of 123 Perkins Restaurants participated in one or more Virtual Product Offerings, as described below. In 2023, a total of 123 Perkins Restaurants participated in one or more Virtual Product Offerings, as described below. In 2022, a total of 117 Perkins Restaurants participated in one or more Virtual Product Offerings, as described below.

2024 Participating Franchised Perkins Units:

- 35 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$25,964, a median of \$23,403, a high of \$87,441, and a low of 87. Of these 35 Units, 14 (40.0%) exceeded the average; and
- 31 Units that participated in the Papa Corazón's LPL, with the following reported Net Sales attributed to Papa Corazón's products: an average of \$14,611, a median of \$9,328, a high of \$55,759, and a low of \$1,355. Of these 31 Units, 9 (29.0%) exceeded the average.

2024 Participating Company-Operated Perkins Units:

- 64 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$32,079, a median of \$26,732, a high of \$101,160, and a low of \$64. Of these 64 Units, 24 (37.5%) exceeded the average; and
- 68 Units participated in the Papa Corazón's LPL, with the following reported Net Sales attributed to Papa Corazón's products: an average of \$41,509, a median of \$33,919, a high of \$126,082, and a low of \$68. Of these 68 Units, 27 (39.7%) exceeded the average.

2023 Participating Franchised Perkins Units:

- 39 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$39,559, a median of \$34,786, a high of \$96,737, and a low of \$5,605. Of these 39 Units, 13 (33.3%) exceeded the average; and
- 9 Units that participated in the Papa Corazón's LPL, with the following reported Net Sales attributed to Papa Corazón's products: an average of \$16,054, a median of \$5,148, a high of \$30,372, and a low of \$2,552. Of these 9 Units, 4 (44.4%) exceeded the average.

2023 Participating Company-Operated Perkins Units:

- 64 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$42,314, a median of \$37,067, a high of \$156,606, and a low of \$4,002. Of these 64 Units, 27 (42.2%) exceeded the average; and
- 67 Units participated in the Papa Corazón's LPL, with the following reported Net Sales attributed to Papa Corazón's products: an average of \$47,937, a median of \$42,502, a high of \$137,466, and a low of \$7,680. Of these 67 Units, 27 (40.3%) exceeded the average.

2022 Participating Franchised Perkins Units:

- 36 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$35,803, a median of \$28,392, a high of \$122,969, and a low of \$510. Of these 36 Units, 15 (41.7%) exceeded the average; and
- 0 Units that participated in the Papa Corazón's LPL.

2022 Participating Company-Operated Perkins Units:

- 62 Units participated in the VDC Product Offering, with the following reported Net Sales attributed to VDC products: an average of \$64,289, a median of \$53,023, a high of \$208,620, and a low of \$2,743. Of these 62 Units, 24 (38.7%) exceeded the average; and

- 68 Units participated in the Papa Corazón's LPL, with the following reported Net Sales attributed to Papa Corazón's products: an average of \$17,708, a median of \$15,222, a high of \$53,422, and a low of \$3,076. Of these 68 Units, 29 (42.6%) exceeded the average.

3. The term "Median" restaurant used in this Item 19 means the restaurant with the middle result. For example, if there are 35 restaurants, then the 18<sup>th</sup> restaurant is the median. If there are 36 restaurants, then the 18<sup>th</sup> and 19<sup>th</sup> restaurant's average is the median.
4. The data in the Tables above for Company-Owned Units was prepared from Perkins' internal operating records. The franchisee information reflected in the Tables was prepared using financial information provided to us by franchisees. The franchisees' financial information is not audited.
5. The data in the Tables above for Franchised Units includes a limited number of Units located in Canada (7 in 2022, 5 in 2023, and 6 in 2024), which operate under the Perkins system and standards. The revenue of the Canadian units is converted from Canadian dollars to US dollars at the time each weekly royalty report and payment is made, using the exchange rate in effect for each such reporting period, as published by a designated source (currently published at <https://www.exchangerates.org.uk/Dollars-to-Canadian-Dollars-currency-conversion-page.html>).
6. As noted elsewhere in this disclosure document, Perkins opened a restaurant in February 2025 utilizing a new restaurant design which is smaller than its current design. The information provided in the Tables above reflects the business performance and operation of restaurants developed under its prior design and size and does not include the new location opened in the prior calendar year.

#### **Additional Notes to Item 19**

Please note that this Item 19 includes financial performance information relevant to Perkins' standard Perkins Restaurants.

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

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

Other than the preceding financial performance representation, Perkins does not make any financial performance representations. Perkins also does not authorize its employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing Perkins Restaurant, however, Perkins may provide you with the actual records of that Perkins Restaurant. If you receive any other financial performance information or projections of your future income, you should report it to Perkins management by contacting Louis DiPietro, 5901-B Peachtree Dunwoody Rd NE, Suite 450, Sandy Springs, GA 30328 (phone: 770.325.1372; fax: 770.325.1316; email: [LDiPietro@AscentHM.com](mailto:LDiPietro@AscentHM.com)), the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20. OUTLETS AND FRANCHISEE INFORMATION****Table No. 1****Systemwide Outlet Summary**  
**For years 2022 to 2024**

<b>State</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	197	191	-6
	2023	191	183	-8
	2024	183	175	-8
Company-Owned	2022	82	81	-1
	2023	81	80	-1
	2024	80	82	2
<b>Total Outlets</b>	<b>2022</b>	<b>279</b>	<b>272</b>	<b>-7</b>
	<b>2023</b>	<b>272</b>	<b>263</b>	<b>-9</b>
	<b>2024</b>	<b>263</b>	<b>257</b>	<b>-6</b>

**Notes to Table 1**

1. These Tables reflect Perkins' fiscal years (not calendar years):
  - 2024 = April 20, 2024 to April 29, 2025
  - 2023 = May 3, 2023 to April 30, 2024
  - 2022 = May 4, 2022 to May 2, 2023
2. The Franchised units listed in Table 1 include the following number of units in Canada as of the end these years: 7 for 2022, 5 for 2023, and 6 for 2024.
3. In 2021, Perkins began testing Virtual Product Offerings at some Company-Operated Restaurants and allowing qualifying franchisees to participate in the Virtual Product Offerings from their Perkins Restaurants. As of the date of this Disclosure Document, there are two forms of Virtual Product Offerings available for franchisee participation. These are the VDC Virtual Product Offering, which is licensed to franchisees by Virtual Dining Operations, LLC, and the "Papa Corazón's Quesadillas" limited product line (or Papa Corazón's LPL) that is offered by Perkins. Item 1 includes additional information regarding the Virtual Product Offerings. As of the end of our most recent fiscal year, there were a total of 133 Perkins Restaurants participating in at least one of the current Virtual Product Offerings, of which 81 were Company-Operated Restaurants and 52 were Franchised Perkins Restaurants. For additional details regarding the Perkins Restaurants participating in each state, see the notes to Table 3 for franchised Restaurants and Table 4 for Company-Operated Restaurants. Additionally, Exhibit D of this Disclosure Document identifies the Perkins Restaurants that were participating in a Virtual Products Offering as of the end of the last fiscal year.