

ITEM 18 PUBLIC FIGURES

We do not use any public figures 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.

Overview

As of June 30, 2025, we had a total of 54 franchisees in operation (these franchisees operated a total of 119 territories). The financial performance representations in Sections I, II, and III of this Item 19 contain data for all Apex franchised businesses that provided financials to Apex and who were open and fully operating at least 12 months as of June 30, 2025, which consists of 27 franchisees. These 27 franchised businesses operated in a total of 70 territories. Excluded from Sections I, II, and III are 27 franchisees operating in 49 territories because they either (i) have been operating for less than one year (10 franchisees operating in 20 territories), or (ii) did not provide financials (17 franchisees operating in 29 territories).

Section I reflects financial performance representations for all 27 franchisees operating in 70 territories. Section II reflects financial performance representations for the 20 franchisees operating in 63 territories that operate in multiple territories. Section III reflects financial performance representations for 7 single-territory franchisees operating in 7 territories.

Section IV of this Item 19 reflects the Gross Fundraising and Gross Revenue information for the 17 franchisees operating in 29 territories that were excluded from Sections I, II, and III of this Item 19 because they did not provide all of the requested financial information reflected in Sections I-III. Excluded from Section IV are the: (i) 27 franchisees operating in 70 territories reflected in Sections I-III; and (ii) 10 franchisees operating in 20 territories because they have been operating for less than one year.

No corporate-owned or unopened franchise outlets are included in this Item 19. Also excluded from this Item 19 are 3 franchisees operating in 8 territories that ceased operating in the fiscal year ended June 30, 2025 (one of which was open for less than 12 months).

The financial performance representations below include the following historical information pertaining to certain franchised Apex businesses:

- i. Territories: “Territories” refers to the number of Territories that each respective Franchisee operates in.
- ii. Gross Fundraising: “Gross Fundraising” refers to the total amount of funds raised by the schools, sports teams, clubs or groups from the Apex program, including amounts retained by the schools, sports teams, clubs or groups and amounts paid to the Apex business.
- iii. Gross Revenues: “Gross Revenues” refers to the gross amount of all of sales or other income made in connection with the operation of the franchised business. Gross Revenues includes amounts Apex businesses received from the sale of goods and merchandise, promotional or otherwise, and for services performed by

their Apex team, together with the amount of all fundraising receipts that are paid to them, and any business interruption insurance they received. Gross Revenues does not include any amount of sales tax collected and paid, refunds, allowances, or discounts, or fundraising receipts that are retained by the schools.

- iv. **EBITDA (\$):** “EBITDA (\$)” refers to Gross Revenues minus “Operating Expenses” and before interest, taxes, depreciation, amortization, and owner’s compensation. “Operating Expenses” for purposes of this Item 19 includes “Labor,” “Merchandise COGS,” “Overhead,” and “Royalties.”
 - a. Labor costs includes the cost of labor for event execution (team leaders and members) as well as all supporting administrative salaries, but excludes owner’s compensation.
 - b. Merchandise COGS includes prizes, toys, shirts, and cost of freight.
 - c. Overhead captures all back-office and administrative costs, but excludes expenses relating to the franchisee’s entity type and financing structure, as well as non-cash expenses (interest, taxes, depreciation and amortization).
 - d. Royalties are the royalty fees that each franchised business paid during the fiscal year ended June 30, 2025.
- v. **EBITDA (%):** “EBITDA (%)” refers to EBITDA (%) as a percentage of Gross Revenue.

The Maximum, Minimum, Top/Bottom Quartiles, Mean, and Median for each of Section I, II, and III below are based on the EBITDA (\$) for the respective franchisees included in each Section. By way of example, the “Maximum” column in Section I lists the details of the franchisee who achieved the highest EBITDA (\$) in the fiscal year ended June 30, 2025, and the “Minimum” column in Section I lists the details of the franchisee who achieved the lowest EBITDA (\$) in the fiscal year ended June 30, 2025.

Section I. The below tables reflect summary results for 27 franchisees operating in 70 territories as described above.

Consolidated Table of Summary Financial Results for the Fiscal Year Ended June 30, 2025

	Mean (27 franchisees)	Top Quartile Mean (7 Franchisees)	Bottom Quartile Mean (7 Franchisees)	Median (27 franchisees)	Maximum	Minimum
Territories	2.6	3.4	1.3	2.0	7.0	1.0
Gross Fundraise	\$2,081,157.57	\$4,261,821.00	\$499,838.00	\$1,708,477.27	\$7,846,418.00	\$105,973.00
Gross Revenue	\$916,578.05	\$1,771,150.00	\$240,060.00	\$773,113.03	\$2,855,993.19	\$50,718.13
EBITDA (\$)	\$197,383.81	\$424,338.00	\$41,305.00	\$151,227.96	\$693,131.38	\$4,891.79
EBITDA (%)	21.5%	24.1%	18.2%	23.4%	24.3%	7.7%

	# (%) of Outlets Meeting or Exceeding Mean	# (%) of Outlets Meeting or Exceeding Top Quartile Mean	# (%) of Outlets Meeting or Exceeding Bottom Quartile Mean	Top Quartile Median (7 Franchisees)	Bottom Quartile Median (7 Franchisees)
Territories	8 (30%)	2 (7%)	18 (67%)	3.0	1.0
Gross Fundraise	11 (41%)	3 (11%)	22 (81%)	\$4,378,580.04	\$431,597.00
Gross Revenue	11 (41%)	5 (19%)	23 (85%)	\$1,904,597.21	\$224,923.98
EBITDA (\$)	12 (44%)	4 (15%)	24 (89%)	\$445,608.32	\$43,324.13
EBITDA (%)	18 (67%)	12 (44%)	20 (74%)	24.3%	23.6%

Section II. The below tables reflect summary results for 20 multi-territory franchise owners (63 territories)

Summary Financial Results for Multi-Territory Owners, Fiscal Year Ended June 30, 2025

	Mean (20 franchisees)	Top Quartile Mean (5 Franchisees)	Bottom Quartile Mean (5 Franchisees)	Median (20 franchisees)	Maximum	Minimum
Territories	3.2	3.6	2.4	2.0	7.0	2.0
Gross Fundraise	\$2,519,131.00	\$4,985,555.00	\$975,761.00	\$1,908,444.00	\$7,846,418.00	\$766,261.00
Gross Revenue	\$1,102,208.00	\$2,033,386.00	\$460,775.00	\$875,830.00	\$2,855,993.19	\$386,916.00
EBITDA (\$)	\$230,478.00	\$476,643.00	\$80,250.00	\$238,336.00	\$693,131.38	\$36,311.00
EBITDA (%)	21.0%	23.3%	17.8%	27.2%	24.3%	9.4%

	# (%) of Outlets Meeting or Exceeding Mean	# (%) of Outlets Meeting or Exceeding Top Quartile Mean	# (%) of Outlets Meeting or Exceeding Bottom Quartile Mean	Top Quartile Median (5 Franchisees)	Bottom Quartile Median (5 Franchisees)
Territories	5 (25%)	5 (25%)	9 (45%)	3.0	2.0
Gross Fundraise	6 (30%)	3 (15%)	15 (75%)	\$4,596,330.00	\$585,580
Gross Revenue	7 (35%)	2 (10%)	15 (75%)	\$2,018,322.00	\$414,551.15
EBITDA (\$)	8 (40%)	2 (10%)	17 (85%)	\$448,260.00	\$63,939.65
EBITDA (%)	13 (65%)	10 (50%)	15 (75%)	22.2%	15.4%

Of the 20 franchisees that operate in multiple territories: (i) 11 franchisees operate in 2 territories; (ii) 4 operate in 3 territories; (iii) 3 operate in 4 territories; 1 operates in 7 territories; (iv) and 1 operates in 11 territories.

Section III. The below table reflects summary results for 7 single-territory franchise owners (7 territories)

Summary Financial Results for Single-Territory Owners, Fiscal Year Ended June 30, 2025

	Mean (7 franchisees)	Top Quartile Mean (2 Franchisees)	Bottom Quartile Mean (2 Franchisees)	Median (7 franchisees)	Maximum	Minimum
Territories	1.0	1.0	1.0	1.0	1.0	1.0
Gross Fundraise	\$829,805.00	\$1,778,754.00	\$191,467.00	\$1,017,467.41	\$2,585,967.43	\$105,973.00
Gross Revenue	\$386,205.00	\$816,039.00	\$89,479.00	\$405,105.06	\$1,113,653.17	\$50,718.13
EBITDA (\$)	\$102,829.00	\$261,968.00	\$17,948.00	\$54,783.25	\$304,469.15	\$4,891.79
EBITDA (%)	23.2%	34.8%	16.9%	24.2%	27.3%	9.6%

	# (%) of Outlets Meeting or Exceeding Mean	# (%) of Outlets Meeting or Exceeding Top Quartile Mean	# (%) of Outlets Meeting or Exceeding Bottom Quartile Mean	Top Quartile Median (2 Franchisees)	Bottom Quartile Median (2 Franchisees)
Territories	N/A	N/A	N/A	N/A	N/A
Gross Fundraise	3 (43%)	1 (14%)	6 (86%)	N/A	N/A
Gross Revenue	3 (43%)	1 (14%)	6 (86%)	N/A	N/A
EBITDA (\$)	3 (43%)	1 (14%)	6 (86%)	N/A	N/A
EBITDA (%)	5 (71%)	1 (14%)	6 (86%)	N/A	N/A

Section IV. The below table reflects summary results for the 17 franchisees operating in 29 territories excluded from Sections I, II, and III of this Item 19 because they did not provide the requested financials.

Summary Financial Results for Certain Excluded Owners, Fiscal Year Ended June 30, 2025

	Mean (17 franchisees)	Top Quartile Mean (4 Franchisees)	Bottom Quartile Mean (4 Franchisees)	Median (17 franchisees)	Maximum	Minimum
Territories	1.4	2.5	1.5	2.0	2.0	1.0
Gross Fundraise	\$667,782.00	\$1,219,146.00	\$305,436.00	\$556,343.00	\$1,561,871.00	\$423,993.00
Gross Revenue	\$266,981.00	\$495,636.00	\$96,441.00	\$243,888.00	\$665,978.00	\$70,192.00

	# (%) of Outlets Meeting or Exceeding Mean	# (%) of Outlets Meeting or Exceeding Top Quartile Mean	# (%) of Outlets Meeting or Exceeding Bottom Quartile Mean
Territories	10 (59%)	1 (6%)	10 (59%)
Gross Fundraise	8 (47%)	2 (12%)	15 (88%)
Gross Revenue	7 (41%)	1 (6%)	14 (82%)

Notes:

In making the above financial performance representation, we have relied upon financial statements prepared and sent to us by our franchisees and our affiliate.

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

Written substantiation for this financial performance representation will be made available to you upon your reasonable written request.

Other than the preceding financial performance representation, we do 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 Jamie Krasnov at 1244 N. Post Oak Road, Suite 100, Houston, TX 77055, 602-837-4072 or jamie@apexleadershipco.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

**Table 1 - System-wide Outlet Summary
For Fiscal Years Ended 2023 to 2025**

Outlet Type	Year*	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	104	104	0
	2024	104	108	+4
	2025	108	119	+11
Company-Owned	2023	9	8	-1
	2024	8	10	+2
	2025	10	12	+2
Total Outlets	2023	113	112	-1
	2024	112	118	+6
	2025	118	131	+13