

Provision	Section in Multi-Unit Development Agreement	Summary
		binding arbitration in Maricopa County, Arizona (subject to applicable state law).
t. Choice of forum	Article 10.5	Any and all suits, actions, or other proceedings concerning, arising out of, or in connection with this Agreement shall be litigated in courts having a situs within Maricopa County, Arizona (subject to applicable state law).
u. Choice of law	Article 10.5	The state of Arizona (subject to applicable state law)

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

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.

The following tables show the performance of our outlets that have been in operation for a full year as of December 31, 2025 and provided us with financial information for this Financial Performance Representation. Of these outlets, 1 was affiliate-owned and 34 were franchisee-owned. Excluded from this Financial Performance Representation are 44 franchisee-owned outlets that were open for less than one year or did not operate the entire year.

Financial Performance By Territory

Single Territory Owners

Tier	Number of Franchisees in Tier	Fundraisers Completed per Territory				Residual Sales as Percent of Gross Sales				Sales \$/Fundraiser				Gross Sales/Territory			
		Avg	High	Low	Median	Avg	High	Low	Median	Avg	High	Low	Median	Avg	High	Low	Median
Top Quarter	4	136.0	195	99	125	74.4%	89.9%	50.5%	78.6%	\$8,671	\$12,103	\$6,713	\$8,851	\$1,179,306	\$1,309,074	\$1,035,517	\$1,186,317

2nd Quarter	5	96.4	126	59	95	58.6%	75.5%	35.8%	61.7%	\$7,994	\$12,346	\$6,002	\$8,251	\$770,661	\$925,186	\$660,080	\$732,212
3rd Quarter	4	60.3	75	48	59	30.0%	49.9%	22.1%	23.9%	\$9,922	\$11,461	\$8,000	\$10,610	\$597,781	\$647,527	\$547,627	\$597,985
4th Quarter	5	42.6	58	26	42	43.1%	68.6%	6.0%	52.8%	\$7,166	\$11,955	\$5,137	\$5,907	\$305,279	\$466,258	\$143,621	\$283,539

Multiple Territory Owners

Tier	Number of Territories in Tier	Fundraisers Completed per Territory				Residual Sales as Percent of Gross Sales				Sales \$/Fundraiser				Gross Sales/Territory			
		Avg	High	Low	Median	Avg	High	Low	Median	Avg	High	Low	Median	Avg	High	Low	Median
Top Quarter	4	66	125	29	55	62.5%	70.2%	54.2%	62.7%	\$15,438	\$21,213	\$8,112	\$16,213	\$859,421	\$1,209,157	\$605,403	\$811,562
2nd Quarter	4	40	52	16	46	57.3%	70.1%	44.3%	57.4%	\$11,970	\$20,561	\$7,845	\$9,736	\$411,977	\$569,409	\$328,980	\$374,759
3rd Quarter	4	21.5	26	12	24	36.7%	69.9%	15.9%	30.6%	\$9,372	\$11,606	\$4,960	\$10,461	\$193,688	\$290,144	\$128,949	\$177,830
4th Quarter	5	8.6	12	2	9	28.8%	60.9%	0.0%	24.6%	\$12,682	\$27,359	\$6,838	\$9,426	\$84,625	\$113,109	\$54,703	\$89,993

Note: The Multiple Territory Owners table includes six (6) franchisees and a combined seventeen (17) territories.

1. “Gross Sales” includes all consideration, whether by cash, credit, in kind or otherwise, that was derived directly or indirectly from the operation of the represented Fundraising University business. The revenue representations in this Item do not reflect the cost of sales, operating expenses, or other expenses that must be deducted from Gross Sales figures to obtain net income or profit. For the table in this Item 19, “Top Quarter,” “Second Quarter,” “Third Quarter” and “Fourth Quarter” is determined by Gross Sales only.

2. “Average Fundraisers Operated per Tier” represents the average number of fundraising events conducted by franchisees within each performance tier over the course of a year. This metric provides insight into the level of activity and engagement within each group.

3. “Average Fundraiser Sale per Tier” reflects the average revenue generated per fundraising event. This helps illustrate the potential earnings per fundraiser and the effectiveness of individual sales efforts.

4. Some outlets have sold this amount. Your individual results may differ. There is no assurance you will sell as much.

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

Cost of Goods Sold

In addition to Gross Sales information, we collected data on Cost of Goods Sold (“COGS”) for the 2025 calendar year. COGS includes the school split and fundraiser product costs. These figures reflect all reported fundraisers in 2025. The 2025 COGS of all reported fundraisers accounted for 69.47% of total gross sales.

Other than the preceding financial performance representation, Coaching Matters, LLC 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 Michael Charles Bahun, 1525 South Higley Road, Suite 104 PMB 1221, Gilbert Arizona 85296, and 402-680-5029, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20
OUTLETS AND FRANCHISEE INFORMATION**

**Table 1
Systemwide Outlet Summary
For years 2023 to 2025**

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	2023	50	59	+9
	2024	59	51	-8
	2025	51	78	+27
Company-Owned	2023	3	8	+5
	2024	8	7	-1
	2025	7	3	-4
Total Outlets	2023	53	67	+14
	2024	67	58	-9
	2025	58	81	+23