

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 financial performance of its franchises and/or franchisor-owned units, 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 under particular circumstances.

The financial performance representation information in this Item 19 includes certain financial performance information relating to our Centers' operation in calendar year 2025. We obtained 100% of the average gross sales data for the Centers listed in the Center Sales Tables and the other financial performance representations included in this Item 19 from monthly sales reported to us by the Centers. The monthly sales reports have not been audited by certified public accountants nor have we sought to independently verify their accuracy for purposes of the financial performance representations. Not all Centers properly reported sales in 2025.

The financial performance representations include average gross sales of Centers for the year 2025. For the purposes of this Item 19, "Gross sales" means total reported sales revenue, including revenue earned from shipping and center to center sales, and excluding any county or state sales tax collected.

Center Sales Study

In our Center Sales Study, we disclose the average gross sales in 2025 of Centers in the United States in operation for two (2) full years or more as of December 31, 2025, which properly reported their sales for each of the twelve (12) months in 2025. Of the 390 centers open in 2025, 313 were included, while forty-seven (47) were excluded for not being open for a full 2 years, and thirty (30) were excluded for not reporting their sales for each of the twelve (12) months.

In the below Table 1, we segmented the centers into 2 categories: (1) Centers that employed a Full Time outside sales person in 2025; (2) Centers that did not employ a Full Time outside sales person in 2025.

It has been our experience that having a full-time outside sales person is an essential part of a successful marketing program and the Signarama system format. We have always recommended that our franchisees employ a full-time outside sales person. We require new franchisees to hire an outside sales person prior to commencing their Signarama business.

**Calendar Year 2025
Center Sales**

**Table 1
Centers in Operation for 2 Years or More**

Centers	Number of Centers	Average Gross Sales	Centers that Met or Exceeded Average Gross Sales	Median Gross Sales	Highest Gross Sales	Lowest Gross Sales	Centers that Exceeded One Million in Gross Sales
Centers with Full-Time Outside Sales Person	97	\$1,701,196	32.0%	\$1,286,182	\$10,669,229	\$160,133	62
Centers without Full-Time Outside Sales Person	216	\$563,485	38.9%	\$466,769	\$3,158,090	\$31,774	27
Total Centers	313	\$916,066	31.6%	\$592,916	\$10,669,229	\$31,774	89

On average, the Centers in the Center Sales financial performance representations in Table 1 have been operating for 12.44 years. Forty-one percent (41%) of the Centers included have been in operation for more than 12.44 years and fifty-nine percent (59%) have been in operation for less than 12.44 years.

Circle of Excellence Centers

In our Circle of Excellence Centers financial performance representation, we disclose (1) the criteria for inclusion in the Circle of Excellence; and (2) the number of Centers included in the Circle of Excellence in 2025. Criteria for inclusion in the Circle of Excellence is \$1,000,000 in gross sales, in their local currency, in the calendar year of 2025.

A total of 181 Centers qualified for inclusion in the Circle of Excellence in 2025.

On average, the 2025 Circle of Excellence Centers have been in operation for 12.27 years. Forty-three percent (43%) of the Circle of Excellence Centers have been in operation for more than 12.27 years and fifty-seven percent (57%) have been in operation for less than 12.27 years. Of the 181 Centers that qualified for inclusion in the 2025 Circle of Excellence, 90 Centers were located in the United States.

For our Centers in the United States, we award stores in the Circle of Excellence based off three different tiers based off their gross sales in 2025. (1) Gold tier centers earned over \$1,000,000 in gross sales in 2025; (2) Platinum tier centers earned over \$2,500,000 in gross sales for 2025, and (3) Diamond tier centers earned over \$3,500,000. The average location included in the table below has been open for 14.1 years as of December 31, 2025

	Criteria	Number of Centers	Average Gross Sales
Centers in Gold Tier	>= \$1,000,000 - \$2,499,999	71	\$1,499,921
Centers in Platinum Tier	>= \$2,500,000 - 3,499,999	10	\$3,019,537
Centers in Diamond Tier	>= \$3,500,000	9	\$5,490,510
Total Centers		90	\$2,067,826

Advertising and promotional materials developed by us or Sign*A*Rama Advertising Fund, Inc. may be available to franchisees. Your Gross sales may be directly affected by the amount, type, and effectiveness of advertising conducted by you.

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

Written substantiation of this financial representation will be made available to you upon reasonable request.

We do not make any representations about a franchisee's future financial performance and other than the preceding financial representation, we do not make any representations about the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any other 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 Mark D. Nichols, our General Counsel, at 2121 Vista Parkway, West Palm Beach, FL 33411, 561-640-5570, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table 1
System-Wide Outlet Summary
For Years 2023 to 2025*

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	666	675	9
	2024	675	681	6
	2025	681	684	3
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	666	675	9
	2024	675	681	6
	2025	681	684	3