

Provision	Section in franchise or other agreement	Summary
u. Dispute resolution by arbitration or mediation	FA: § 17.1	All disputes are resolved by arbitration (except for injunctive relief) (subject to applicable state law).
v. Choice of forum	FA: §§ 17.1; 17.5	Arbitration will take place where our headquarters is located (currently, Gilbert, Arizona) (subject to applicable state law). Any legal proceedings not subject to arbitration will take place in the District Court of the United States, in the district where our headquarters is then located, or if this court lacks jurisdiction, the state courts of the state and county where our headquarters is then located (subject to applicable state law).
w. Choice of law	FA: § 18.8	Arizona (subject to applicable state law).

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, 2024 and provided us with financial information for this Financial Performance Representation. Of these outlets, 0 were affiliate-owned and 29 were franchisee-owned. Excluded from this Financial Performance Representation are 22 franchisee-owned outlets that were open for less than 1 year.

Single Territory Owner

Tier	# of Franchisee in Tier	# of Territories in Tier	Average Fundraisers Operated per Tier	Average Fundraiser Sale per Tier	Highest Average Fundraiser Sales in Tier	Lowest Average Fundraiser Sales in Tier	Aggregate Gross Sales per Tier	Average Gross Sales per Tier	Highest Gross Sales in Tier	Lowest Sales in Tier	Median Gross Sales in Tier
Upper Third Producers	4	4	150	\$9,269	\$12,268	\$6,761	\$5,216,477	\$1,304,117	\$1,636,308	\$1,117,842	\$1,887,544
Middle Third Producers	4	4	109	\$7,956	\$8,877	\$6,770	\$3,436,251	\$859,063	\$979,840	\$744,749	\$1,303,286
Lower Third Producers	5	5	40	\$8,946	\$11,973	\$6,517	\$1,877,226	\$375,445	\$634,584	\$149,904	\$413,677

Multi Territory Owner

Tier	# of Franchisee in Tier	# of Territories in Tier	Average Fundraisers Operated per Tier	Average Fundraiser Sale per Tier	Highest Average Fundraiser Sales in Tier	Lowest Average Fundraiser Sales in Tier	Aggregate Gross Sales per Tier	Average Gross Sales per Tier	Highest Gross Sales in Tier	Lowest Sales in Tier	Median Gross Sales in Tier
Upper Third Producers	2	6	159	\$8,569	\$9,177	\$7,961	\$2,729,448	\$1,364,724	\$1,551,007	\$1,178,371	\$1,364,724
Middle Third Producers	2	6	93	\$12,035	\$12,943	\$11,126	\$2,227,448	\$1,113,724	\$1,203,780	\$1,023,667	\$1,113,724
Lower Third Producers	2	4	40	\$9,897	\$10,215	\$9,579	\$791,801	\$395,900	\$408,633	\$383,167	\$395,900

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, “Upper third performers,” “Middle third performers” and “Lower third performers” 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 2024 calendar year. COGS includes the school split, shipping of fundraiser goods, and fundraiser product costs. These figures reflect historical averages across all franchisee-reported fundraisers in 2024.

Product Category	Average COGS (%)
\$30 Products and Donation-Based Fundraisers	70.91%
Products Priced Under \$30	72.20%

These figures are presented separately because beginning in 2026, only \$30 products will be offered in our system.

These figures are based on historical results from the system for 2024. They represent averages only and do not reflect other expenses (such as marketing, royalties, labor, or general operating costs).

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 2022 to 2024

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	2022	34	50	+16
	2023	50	59	+9
	2024	59	51	-8