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) 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.

DEFINITIONS

(a) Appointment – means a completed session during which the Company Owned Outlet provided Approved Services and Products for a customer. Each Appointment may provide the Approved Services and Products for a single Pet or for multiple Pets for the same customer. Appointments are not the same as customers and a single customer may have multiple Appointments. Cancellations are not included.

(b) Average – means the sum of all data points in a set, divided by the number of data points in that set.

(c) Average Ticket – means the average Gross Sales Per Transaction, calculated by dividing the total Gross Sales for the Calendar Year by the number of Transactions during that Calendar Year

(d) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.

(e) Company Owned Outlet – means a Franchised Business owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document that operates a Franchised Business. A Company Owned Outlet also includes any Franchised Business that: (i) is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document; and (ii) is managed by us our affiliate or any person identified in Item 2.

(f) Customer – refers to each unique Vanity Fur Franchised Business customer for which an Outlet provides Approved Services and Products during a particular Calendar Year. A Customer may have multiple Transactions during a Calendar Year.

(g) Direct Cost of Goods Sold – means the cost of acquiring merchandise sold to customers, and all materials and supplies directly used by an Outlet in directly providing the Approved Services and Products. Direct Cost of Goods Sold includes Service Vehicle Fuel and Propane. Also included in Direct Cost of Goods Sold is any amount of shrink arising from merchandise loss, expired product, damages, and adjustments to the carrying value of inventory resulting from physical inventory counts. Direct Cost of Goods Sold does not include Direct Labor Cost, marketing expenses, insurance expenses, operating expenses, or general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.

(h) Direct Gross Profit – means Gross Sales less Direct Cost of Goods Sold and Direct Labor Cost. Direct Gross Profit is not the same as net profit.

(i) Direct Labor Cost – means the direct non-owner labor expenses incurred in the operations of the Outlet, comprised of wages, payroll taxes, and paid employee benefits, if any. Direct Labor Cost does not include compensation related to administrative labor or management labor. Direct Labor Cost does not include compensation paid to an owner operator of either a Franchise Outlet or Company Owned Outlet.

(j) Disclosed Expenses – means the following select expenses: administrative payroll, insurance, Service Vehicle Maintenance Expenses, storage, utilities, equipment and supplies, payroll fees, software, dues and subscriptions, uniforms, bank charges, marketing and professional fees.

(k) Franchise Outlet(s) – means a Vanity Fur Franchised Business operated under a Franchise Agreement that is not a Company Owned Outlet.

(l) Franchise Related Expenses – means the following select fees currently required under the Franchise Agreements: Royalty Fees, Brand Development Fund Fees, local marketing requirements, Technology Fees, and Software and Services Fees. Franchise Related Expenses do not include all fee and payment obligations required under a Franchise Agreement.

(m) Gross Sales – means the total revenue derived by each Vanity Fur Business less only sales tax, discounts, allowances and returns. Gross Sales do not include any gratuities or tips paid by Customers of an Outlet for the benefit of an Outlet's employees and retained by such employees of an Outlet.

(n) New Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet and not as an Operational Company Owned Outlet, see definition below. If this Company Owned Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2025 Calendar Year.

(o) New Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet, see definition below. If this Franchise Owned Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2025 Calendar Year.

(p) Operational Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet, see definition above, and not as an Operational Company Owned Outlet. If this Company Owned Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2025 Calendar Year.

(q) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet, see definition above, and not as an Operational Franchise Outlet. If this Franchise Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2025 Calendar Year.

(r) Outlet – refers to a Vanity Fur Franchised Business that is either a Company Owned Outlet or a Franchise Outlet, as the context requires.

(s) Pets – means the number of individual pets that were provided Approved Services and Products regardless of the number of Appointments.

(t) Service Vehicle Fuel and Propane – means the cost incurred by an Outlet for fuel and propane associated with the Service Vehicle or Service Vehicles operated by an Outlet. This expense does not include acquisition costs of a

Service Vehicle or on-going financing or lease installment payments for acquisition of a Service Vehicle.

(u) Service Vehicle Maintenance Expenses – means the cost incurred by an Outlet for general maintenance services associated with the Service Vehicle or Service Vehicles operated by an Outlet. This expense does not include acquisition costs of a Service Vehicle or on-going financing or lease installment payments for acquisition of a Service Vehicle.

(v) Transaction – means a unique transaction wherein a Customer purchases Approved Services and Products from a Vanity Fur Franchised Business and resulting in Gross Sales. If, at a different time, the Customer purchases additional Approved Services and Products, such transaction would count as a separate Transaction.

BASES AND ASSUMPTIONS

The financial information was not prepared on a basis consistent with generally accepted accounting principles. Data for our Operational Franchise Outlets is based on information reported to us by our franchisees. Data for our Operational Company Owned Outlet is based on information reported to us by our affiliate. The information in this analysis has not been audited, is based on historical financial data and is not a forecast or projection of future financial performance.

Material financial and operational characteristics that are reasonably anticipated to differ from future Operational Franchise Outlets include: (a) managerial skill and efficiency experienced by our Company Owned Outlet as a result of our extensively experienced management team; (b) brand recognition within the local market in which our Company Owned Outlet operates; and (c) no obligation to pay ongoing monthly fees that a franchisee will pay to us, such as Royalty Fees and a Brand Development Fund Fee.

ANALYSIS OF RESULTS OF OUR OPERATIONAL COMPANY OWNED OUTLET AND OPERATIONAL FRANCHISE OUTLETS

During the 2025 Calendar Year we had a total of one Operational Company Owned Outlet and two Operational Franchise Outlets. In the tables below, we report data related to one Operational Company Owned Outlet and two Operational Franchise Outlets. We do not include data for New Company Owned Outlets or New Franchise Outlets that were not open for the full 2025 Calendar Year.

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Table 1

Operational Company Owned Outlet and Operational Franchise Outlets 2025 Calendar Year Gross Sales			
	Company Owned Outlet[1]	Franchise Outlet 1[2]	Franchise Outlet 2[3]
Date Outlet Opened	November 2010	September 2022	January 2023
Months of Operation	**Gross Sales**	**Gross Sales**	**Gross Sales**
January	$30,103	$33,211	$20,490
February	$23,058	$30,407	$20,580
March	$28,178	$34,656	$22,745
April	$28,038	$36,921	$23,740
May	$33,288	$34,097	$26,395
June	$27,688	$28,800	$28,460
July	$29,433	$33,510	$27,460
August	$34,397	$28,163	$30,105
September	$30,783	$32,384	$25,415
October	$31,773	$33,038	$29,760
November	$29,867	$35,300	$28,320
December	$34,578	$34,978	$28,970
Total Gross Sales	**$361,184**	**$395,465**	**$312,440**

Notes to Table:

[1] Company Owned Outlet – Our Company Owned Outlet commenced operations in November 2010 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, our Operational Company Owned Outlet operated two service vehicles.

[2] Franchise Outlet 1 – Franchise Outlet 1 was originally established and commenced operation in November 2010 as a Company Owned Outlet but was sold and became a Franchise Outlet in September 2022. Franchise Outlet 1 operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, Franchise Outlet 1 operated two service vehicles.

[3] Franchise Outlet 2 – Franchise Outlet 2 commenced operations on January 1, 2023 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. Franchise Outlet 2 operated one service vehicle for all 12 months of the 2025 Calendar Year and operated a second service vehicle from July through December of the 2025 Calendar Year.

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Table 2

Operational Company Owned Outlet and Operational Franchise Outlets Appointments and Pets Data 2025 Calendar Year						
		Company Owned Outlet[1]		**Franchise Outlet 1[2]**		**Franchise Outlet 2[3]**
Date Outlet Opened		November 2010		September 2022		January 2023
Total Gross Sales		$361,184		$395,465		$312,440
Total Pets Serviced		3,064		3,076		2,174
Total Appointments		2,207		2,335		1,694
Average Ticket		$163.65		$169.36		$184.44
Average Ticket per Pet		$117.88		$128.56		$143.72

Notes to Table:

[1] Company Owned Outlet – Our Company Owned Outlet commenced operations in November 2010 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, our Operational Company Owned Outlet operated two service vehicles.

[2] Franchise Outlet 1 – Franchise Outlet 1 was originally established and commenced operations in November 2010 as a Company Owned Outlet but was sold and became a Franchise Outlet in September 2022. Franchise Outlet 1 operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, Franchise Outlet 1 operated two service vehicles.

[3] Franchise Outlet 2 – Franchise Outlet 2 commenced operations on January 1, 2023 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. Franchise Outlet 2 operated one service vehicle for all 12 months of the 2025 Calendar Year and operated a second service vehicle from July through December of the 2025 Calendar Year.

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Table 3

Operational Company Owned Outlet and Operational Franchise Outlets Gross Sales and Disclosed Expenses Information 2025 Calendar Year			
	Company Owned Outlet[1]	**Franchise Outlet 1[2]**	**Franchise Outlet 2[3]**
Date Outlet Opened	November 2010	September 2022	January 2023
Gross Sales	**$361,184**	**$395,465**	**$312,440**
Less:			
Direct Labor Cost	($110,093)	($135,181)	($104,708)
Direct Cost of Goods Sold	($24,260)	($38,265)	($30,255)
Total Direct Labor Cost and Direct Cost of Goods Sold	($134,353)	($173,446)	($134,963)
Direct Gross Profit	**$226,831**	**$222,019**	**$177,477**
Less: Disclosed Expenses			
Administrative Payroll	($8,989)	($0)[4]	($0)[5]
Insurance	($14,353)	($20,817)	($8,228)
Service Vehicle Maintenance Expenses	($19,704)	($23,608)	($10,382)
Storage	($17,499)	($12,711)	($6,995)
Utilities	($10,706)	($3,459)	($8,291)
Equipment and Supplies	($916)	($1,569)	($2,309)
Payroll Fees	($675)	($1,792)	($1,542)
Software	($6,904)	($111)	($3,161)
Dues and Subscriptions	($207)	($2,533)	($515)
Uniforms	($846)	($80)	($407)
Bank Charges	($900)	($82)	($535)
Marketing	($10,756)	($6,610)	($3,095)
Professional Fees	($9,358)	($4,285)	($3,540)
Total Disclosed Expenses	($101,813)	($77,657)	($48,999)
Direct Gross Profit Less Disclosed Expenses	**$125,018**	**$144,362**	**$128,478**
Less: Adjustments for Franchise Related Expenses			
Royalty Fee[6]	($25,283)	($27,683)	($21,871)
Brand Development Fund Fee[7]	($3,612)	($3,955)	($3,124)
Local Marketing[8]	N/A	N/A	N/A
Technology Fee[9]	($2,400)	($2,400)	($2,100)
Software and Services Fee[10]	N/A	N/A	N/A
Service Vehicle Surveillance Camera Software System Fee[11]	N/A	N/A	N/A
Direct Gross Profit Less Disclosed Expenses and Franchise Related Expenses	**$93,723**	**$110,324**	**$101,383**
%[12]	26%	28%	32%

Notes to Table:

[1] Company Owned Outlet – Our Company Owned Outlet commenced operations in November 2010 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, our Operational Company Owned Outlet operated two service vehicles.

[2] Franchise Outlet 1 – Franchise Outlet 1 was originally established and commenced operations in November 2010 as a Company Owned Outlet but was sold and became a Franchise Outlet in September 2022. Franchise Outlet 1 operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. During the 2025 Calendar Year, Franchise Outlet 1 operated two service vehicles.

[3] Franchise Outlet 2 – Franchise Outlet 2 commenced operations on January 1, 2023 and operates in an Operating Territory with a population of approximately 300,000 people, which is the equivalent of three Territories, and is representative of the Franchised Business. Franchise Outlet 2 operated one service vehicle for all 12 months of the 2025 Calendar Year and operated a second service vehicle from July through December of the 2025 Calendar Year.

[4] Franchise Outlet 1 – Administrative Payroll – The administrative payroll Disclosed Expense refers to non-owner administrative labor expenses incurred in the operations of the Outlet and for employees that directly perform administrative labor tasks. During the 2025 Calendar Year, the owner of Franchise Outlet 1 personally performed all administrative labor and no non-owner administrative payroll expense was incurred. A franchisee operating the Franchised Business will incur administrative payroll expenses for non-owner administrative employees to the extent the franchisee engages employees to directly perform administrative labor tasks.

[5] Franchise Outlet 2 – Administrative Payroll – The administrative payroll Disclosed Expense refers to non-owner administrative labor expenses incurred in the operations of the Outlet and for employees that directly perform administrative labor tasks. During the 2025 Calendar Year, the owner of Franchise Outlet 2 personally performed all administrative labor and no non-owner administrative payroll expense was incurred. A franchisee operating the Franchised Business will incur administrative payroll expenses for non-owner administrative employees to the extent the franchisee engages employees to directly perform administrative labor duties.

[6] Royalty Fee – The Royalty Fee is a continuing monthly fee equal to 7% of Gross Sales. As to our Company Owned Outlet, this adjustment reflects 7% of the 2025 Calendar Year Gross Sales. As to Franchise Outlet 1, this adjustment reflects 7% of the 2025 Calendar Year Gross Sales. As to Franchise Outlet 2, this adjustment reflects 7% of the 2025 Calendar Year Gross Sales.

[7] Brand Development Fund Fee – The Brand Development Fund Fee is a continuing monthly fee equal to an amount of up to 1% of your monthly Gross Sales, but we reserve the right to increase the Brand Development Fund Fee to up to 3% of Gross Sales at any time in the future. As to our Company Owned Outlet, this adjustment reflects 1% of the 2025 Calendar Year Gross Sales. As to Franchise Outlet 1, this adjustment reflects 1% of the 2025 Calendar Year Gross Sales. As to Franchise Outlet 2, this adjustment reflects 1% of the 2025 Calendar Year Gross Sales.

[8] Local Marketing – On an on-going monthly basis you must spend not less than $1,000 per month for your first operational service vehicle plus an additional $1,000 per month for each additional operational service vehicle approved by us and actively deployed in connection with the Franchised Business during such month on the local marketing of your Vanity Fur Business within your operating territory and in accordance with our standards and specifications. As disclosed in the marketing expense included in the Disclosed Expenses, our Company Owned Outlet spent $10,756 on marketing but as disclosed in Item 6 of this Disclosure Document, our Company Owned Outlet would've been subject to a local marketing requirement of $24,000 which results in a difference of $13,244 that would've needed to be spent in order to satisfy the applicable local marketing requirement. As to Franchise Outlet 1, the marketing expense included in the Disclosed Expenses exceeds the local marketing efforts required and therefore we do not include an adjustment. For purposes of clarity, Franchise Outlet 1 signed a Franchise Agreement with a local marketing requirement of up to $400 per month. As to Franchise Outlet 2, the marketing expense included in the Disclosed Expenses exceeds the local marketing efforts required and therefore we do not include an adjustment. For purposes of clarity, Franchise Outlet 2 signed a Franchise Agreement with a local marketing requirement of up to $400 per month.

[9] Technology Fee – The Technology Fee is a continuing monthly fee currently equal to an amount of $150 per month for the first service vehicle for your Franchised Business plus $50 per month for each additional service vehicle, but we reserve the right to increase the Technology Fee by no more than 25% annually. As to our Company Owned Outlet, this adjustment reflects the Technology Fee for two service vehicles operated for all 12 months of the 2025 Calendar Year. As to Franchise Outlet 1, this adjustment reflects the Technology Fee for two service vehicles operated for all 12 months of the 2025 Calendar Year. As to Franchise Outlet 2, this adjustment reflects the Technology Fee for one service vehicle operated for all 12 months of the 2025 Calendar Year and the Technology Fee for a second service vehicle operated for six months of the 2025 Calendar Year.

[10] Software and Service Fee – The Software and Services Fee is a continuing monthly fee currently equal to an amount of $159 per month per service vehicle, but we reserve the right to increase the Software and Services Fee by no more than the cost of the underlying software platforms plus a 15% management fee annually. The Software and/or Dues and Subscriptions expense categories in the Disclosed Expenses include the costs associated with the Software and Services Fee and therefore we do not include an adjustment for our Company Owned Outlet, Franchise Outlet 1 or Franchise Outlet 2.

[11] Service Vehicle Surveillance Camera Software System Fee – The Service Vehicle Surveillance Camera Software System Fee is a continuing monthly fee currently equal to an amount of $20 per month per service vehicle. The Service Vehicle Surveillance Camera Software System Fee is subject to increase by our designated third party supplier but shall not be increased by more than 25% annually. The Software and/or Dues and Subscriptions expense categories in the Disclosed Expenses include the costs associated with the Service Vehicle Surveillance Camera Software System Fee and therefore we do not include an adjustment for our Company Owned Outlet, Franchise Outlet 1 or Franchise Outlet 2.

[12] "%" – Represents the Direct Gross Profit Less Disclosed Expenses and Franchise Related Expenses as a percentage of the total Gross Sales.

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

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Other than the preceding financial performance representations, Vanity Fur Franchising, 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 Vanity Fur Franchising, LLC at 12495 Limonite Avenue, #1023, Eastvale, California 91752 and (866) 696-7382, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
SYSTEMWIDE 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	1	2	+1
	2024	2	2	0
	2025	2	2	0
Company Owned	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	2	3	+1
	2024	3	3	0
	2025	3	3	0

TABLE NO. 2
TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR YEARS 2023 to 2025

State	Year	Number of Transfers
None	2023	0
	2024	0
	2025	0

TABLE NO. 3
STATUS OF FRANCHISED OUTLETS
FOR YEARS 2023 to 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations for Other Reasons	Outlets at End of Year
California	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	0	2
	2025	2	0	0	0	0	0	2
Totals	2023	1	1	0	0	0	0	2
	2024	2	0	0	0	0	0	2
	2025	2	0	0	0	0	0	2