

Project	Article in Franchise Agreement and Other Agreements	Summary
t. Integration / merger clause	18.11 of the FA, and 11 of the MUD	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of the disclosure document and franchise agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	17.1 and 17.3 of the FA, and 9 of the MUD	Except for certain disputes involving the Marks or injunctive relief, all disputes must be submitted to mediation. Certain types of disputes must be submitted to arbitration.
v. Choice of forum	17 of the FA, and 9 of the MUD	Any mediation or arbitration must be in St. Louis County, Missouri, and any litigation must be in the United States District Court for the Eastern District of Missouri or in St. Louis County, Missouri (subject to state law).
w. Choice of law	18.7 of the FA, and 10 of the MUD	Missouri law applies (subject to applicable state law).

ITEM 18 PUBLIC FIGURES

At this time, there are no public figures involved in the sale of this 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.

Part I – Average Gross Revenue, Average Prospect Client Visits, Average New Members **Overall System for 2025**

MassageLuXe Spa Count: 90 spas (Franchise MassageLuXe Spas open and operating at least 12 months and operating as December 31, 2025. These franchise MassageLuXe Spas are hereafter referred as "Spas" for purposes of this Item 19.). Fourteen MassageLuXe spas were excluded from this Item 19 because they opened in 2025 and were not operating for at least 12 months as of December 31, 2025.

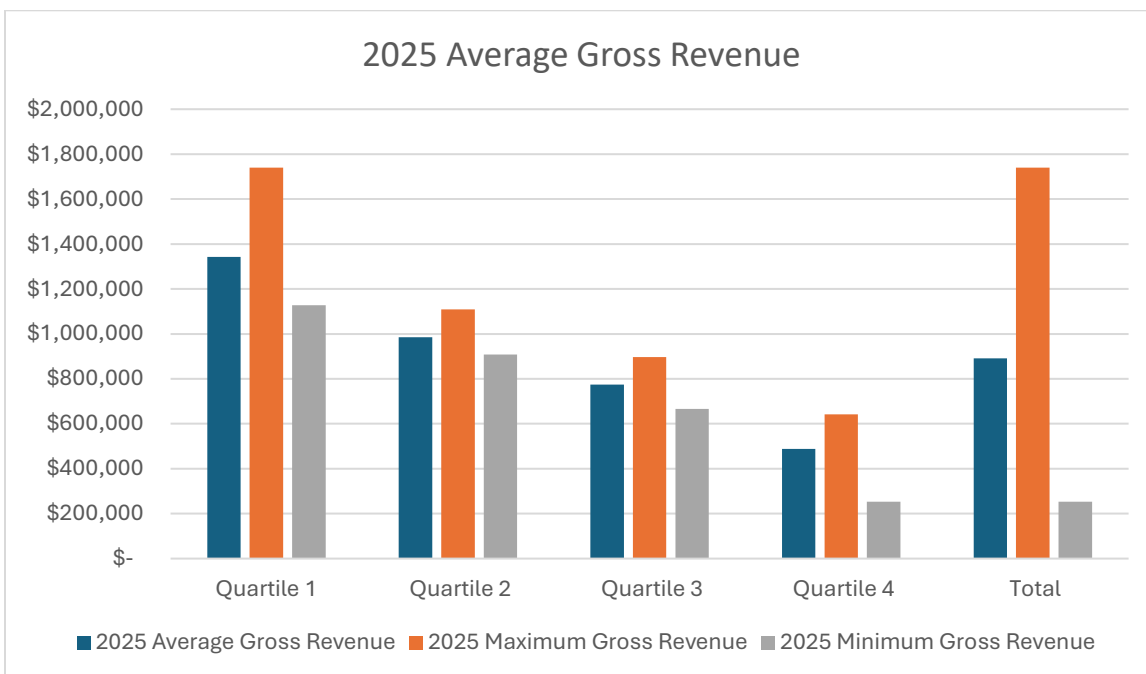
Average Gross Revenue For the Year

Quartiles

Table 19.1 shows average annual Gross Revenue of the Spas by quartile, and the number and percentage of Spas within each quartile that exceeded the quartile's average Gross Revenue during the year.

TABLE 19.1: AVERAGE GROSS REVENUE FOR THE YEAR FOR SPAS IN 2025

Average Gross Revenue for Operating Spas in 2025 - all spas opened for 1 year or more								
Quartile	# of Spas	% of Spas	2025 Average Gross Revenue	2025 Maximum Gross Revenue	2025 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	22	24%	\$ 1,342,857	\$ 1,740,507	\$ 1,128,113	7	32%	1,290,138
2	22	24%	\$ 985,023	\$ 1,109,777	\$ 907,980	10	45%	972,535
3	23	26%	\$ 774,920	\$ 896,737	\$ 665,580	12	52%	777,661
4	23	26%	\$ 488,251	\$ 641,379	\$ 252,457	11	48%	478,439
Total	90	100%	\$ 891,848	\$ 1,740,507	\$ 252,457	45	50%	882,524

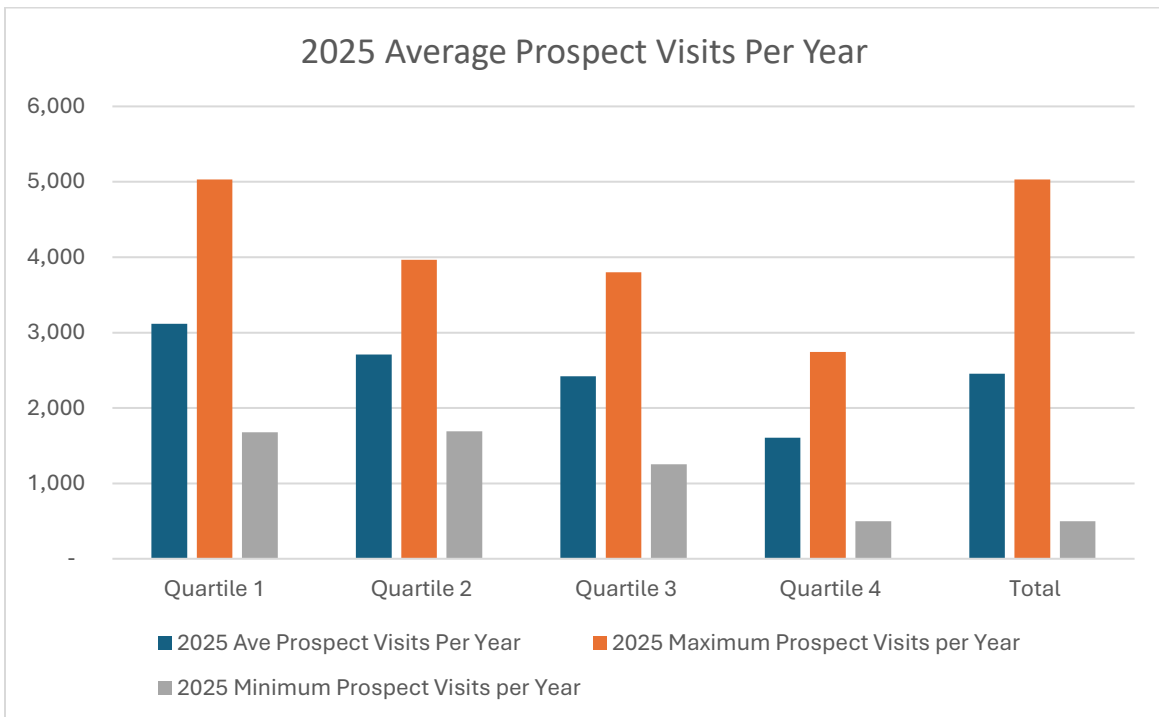


Average Prospect Client Visits for the Year

Table 19.2 shows the average prospect client visits per year for the Spas by quartiles. The quartiles are broken out by the Gross Revenue performance numbers from table 19.1 and the number and percentage of the Spas within each quartile that exceeds the quartile’s average prospect client visits during the year.

TABLE 19.2: AVERAGE PROSPECT CLIENT (“PROSPECT”) VISITS PER YEAR FOR SPAS IN 2025

Average Prospect Visits for 2025 - all spas opened for 1 year or more								
Quartile	# of Spas	% of Spas	2025 Ave Prospect Visits Per Year	2025 Maximum Prospect Visits per Year	2025 Minimum Prospect Visits per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	22	24%	3,115	5,030	1,680	10	45%	2,967
2	22	24%	2,711	3,967	1,690	8	36%	2,537
3	23	26%	2,421	3,799	1,252	12	52%	2,476
4	23	26%	1,606	2,745	497	12	52%	1,617
Total	90	100%	2,453	5,030	497	42	47%	2,344

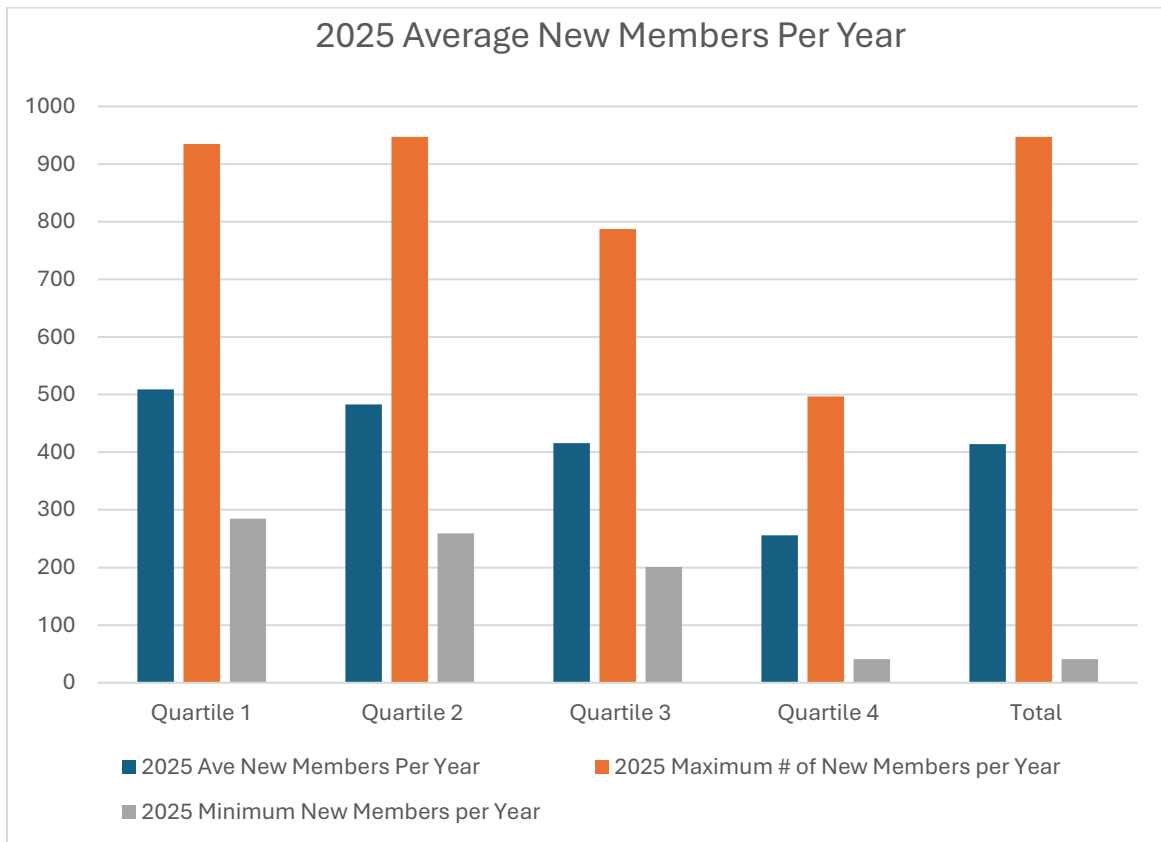


Average New Members for the Year

Table 19.3 shows the average new members for the year of the Spas by quartiles. The quartiles are broken out by the Gross Revenue numbers from table 19.1 and the number and percentage of the Spas within each quartile that exceeds the quartile's average new members for the year.

TABLE 19.3: AVERAGE NEW MEMBERS PER YEAR FOR SPAS IN 2025

Average New Members per Year for all 2025 for all spas opened 1 year or more								
Quartile	# of Spas	% of Spas	2025 Ave New Members Per Year	2025 Maximum # of New Members per Year	2025 Minimum New Members per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	22	24%	509	935	285	11	50%	495
2	22	24%	483	947	259	9	41%	433
3	23	26%	416	787	201	10	43%	345
4	23	26%	256	497	41	10	43%	245
Total	90	100%	414	947	41	38	42%	373

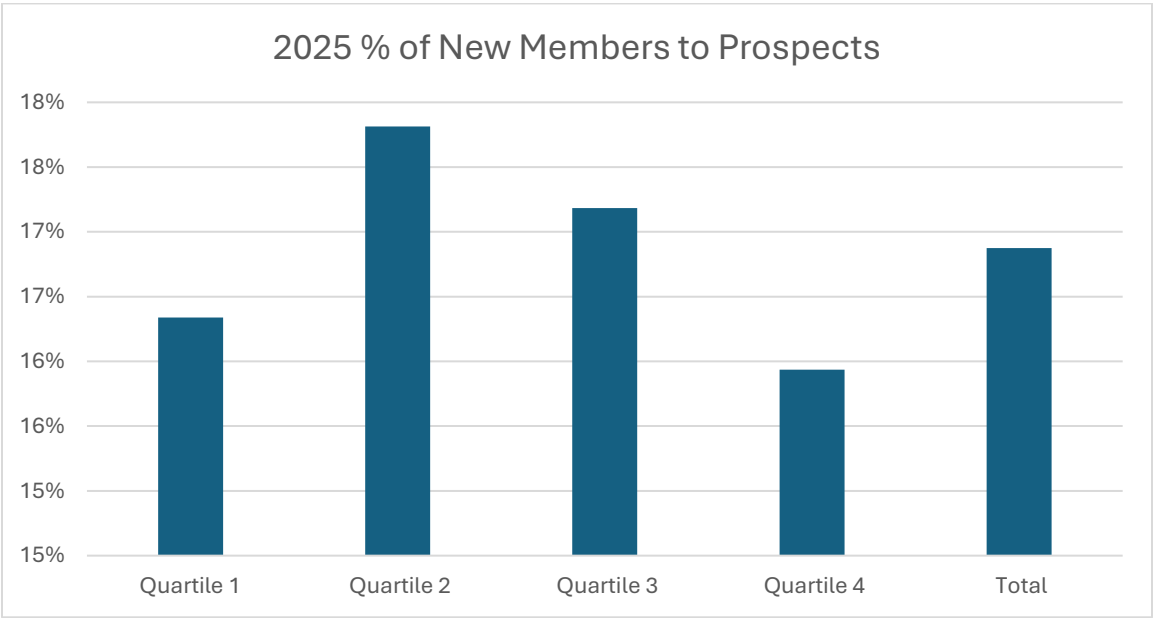


Recap of Average Prospect Client Visits and New Members for the Year

Table 19.4 is presented for presentation purposes only as a recap of the average prospect client visits and new members for the year as presented in tables 19.2 and 19.3 above.

TABLE 19.4: RECAP OF AVERAGE PROSPECT CLIENT VISITS AND NEW MEMBERS FOR THE YEAR FOR SPAS IN 2025

Average Prospect Visits vs Average New Members for 2025 for					
Quartile	# of Spas	% of Spas	2025 Ave Prospect Visits Per Year	2025 Ave New Members Per Year	% of New Members to Prospects
1	22	24%	3,115	509	16%
2	22	24%	2,711	483	18%
3	23	26%	2,421	416	17%
4	23	26%	1,606	256	16%
Total	90	100%	2,453	414	17%

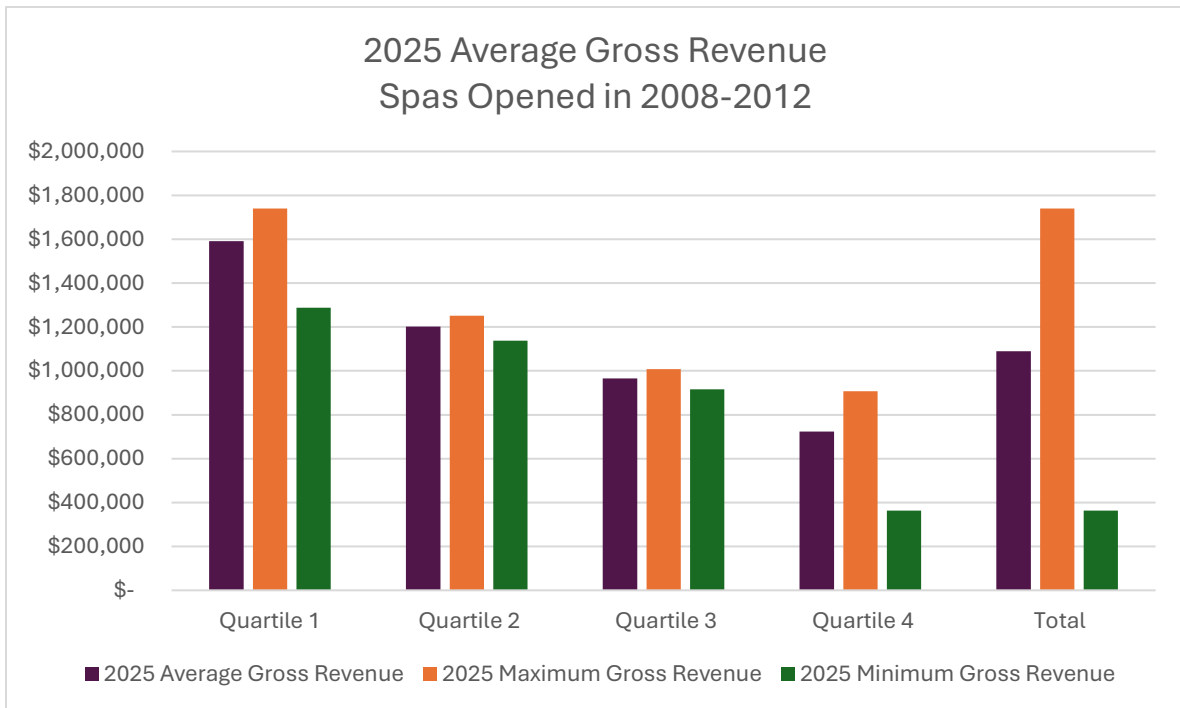


Average Gross Revenue In 2025 For Spa That Opened During 2008-2012

Table 19.5 shows the average annual Gross Revenue for the Spas that opened during 2008-2012 by quartiles, and the number and percentage of the Spas within each quartile that exceeds the quartile's average gross revenue during the year.

TABLE 19.5 AVERAGE GROSS REVENUE FOR SPAS IN 2024 THAT OPENED DURING 2008-2012

Average Gross Revenue for Spas in 2025 that Opened in 2008-2012								
Quartile	# of Spas	% of Spas	2025 Average Gross Revenue	2025 Maximum Gross Revenue	2025 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	22%	\$ 1,591,147	\$ 1,740,507	\$ 1,288,313	3	75%	1,667,884
2	4	22%	\$ 1,201,423	\$ 1,251,888	\$ 1,137,963	2	50%	1,207,920
3	5	28%	\$ 965,934	\$ 1,007,602	\$ 916,244	2	40%	961,036
4	5	28%	\$ 723,120	\$ 907,980	\$ 363,404	3	60%	865,063
Total	18	100%	\$ 1,089,753	\$ 1,740,507	\$ 363,404	8	44%	1,002,349

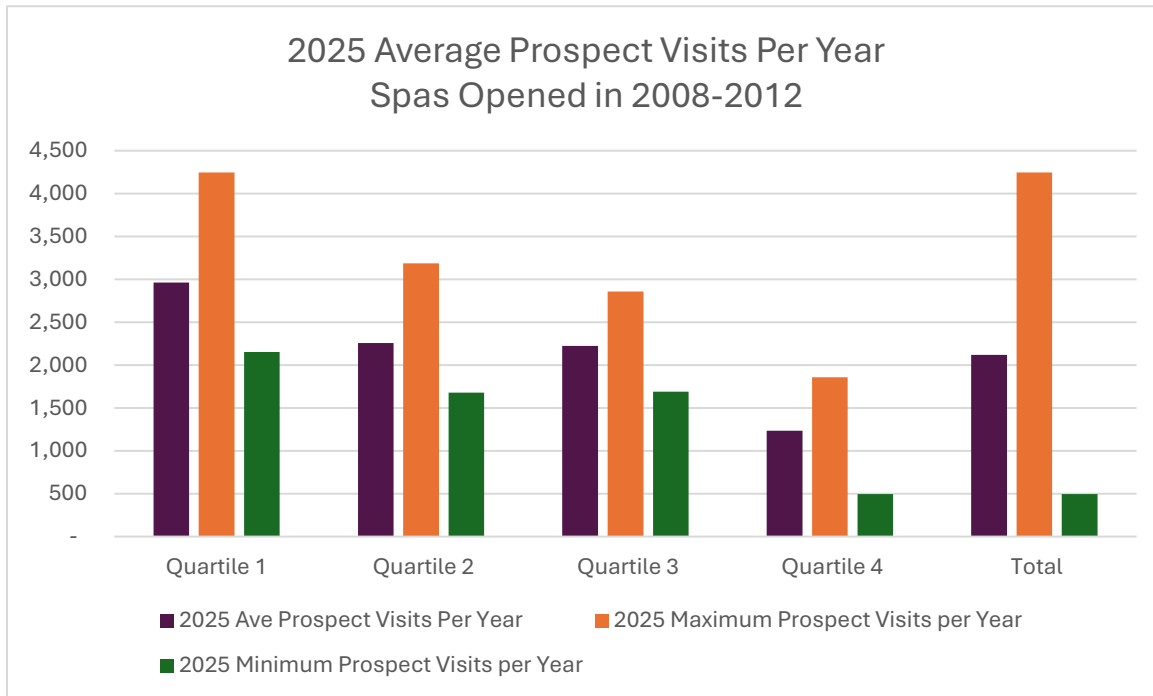


Average Prospect Client Visits Per Year For Spas That Opened During 2008-2012

Table 19.6 shows the average prospect client visits per year for the Spas that opened during 2008 – 2012 by quartiles. The quartiles are broken out by the Gross Revenue performance numbers from table 19.5 and the number and percentage of the Spas within each quartile that exceeds the quartile’s average prospect client visits per year.

TABLE 19.6: AVERAGE PROSPECT CLIENT (“PROSPECT”) VISITS PER YEAR FOR SPAS THAT OPENED DURING 2008 – 2012

Average Prospect Visits Per Year for Spas Opened in 2008-2012								
Quartile	# of Spas	% of Spas	2025 Ave Prospect Visits Per Year	2025 Maximum Prospect Visits per Year	2025 Minimum Prospect Visits per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	22%	2,964	4,246	2,154	1	25%	2,728
2	4	22%	2,257	3,188	1,680	1	25%	2,080
3	5	28%	2,222	2,859	1,690	2	40%	2,205
4	5	28%	1,236	1,856	497	3	60%	1,522
Total	18	100%	2,121	4,246	497	8	44%	2,080

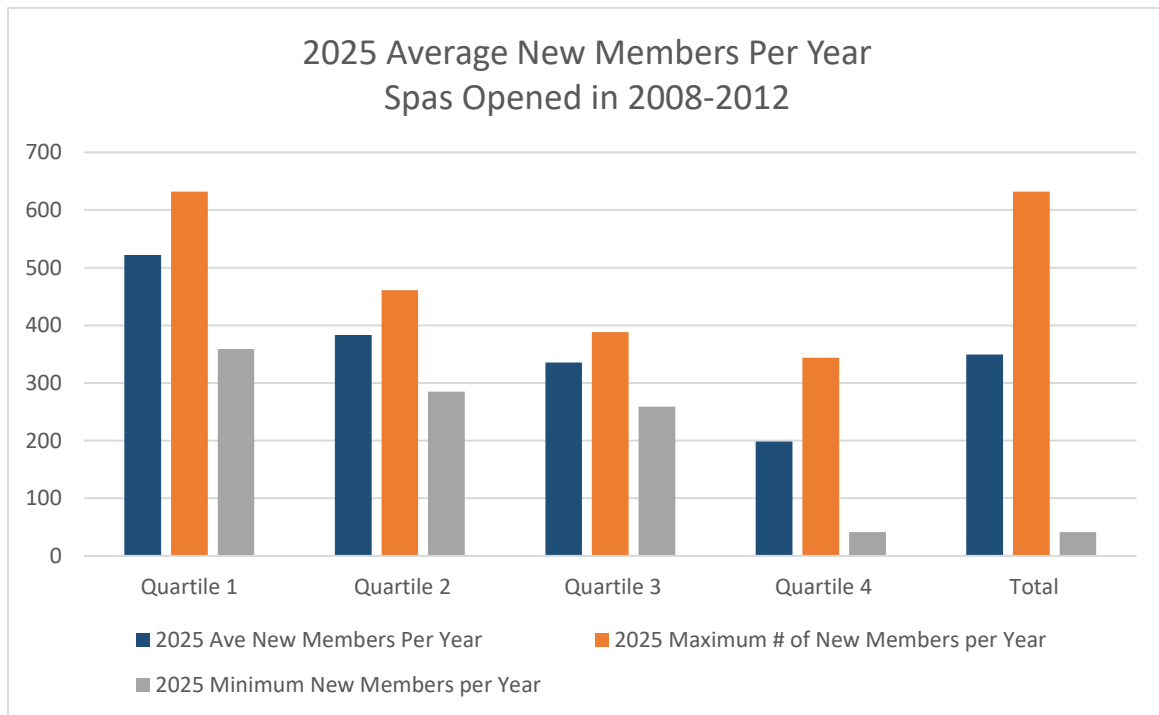


Average New Members Per Year For Spas That Opened During 2008-2012

Table 19.7 shows the average new members per year of the Spas by quartiles. The quartiles are broken out by the Gross Revenue numbers from table 19.5 and the number and percentage of the Spas within each quartile that exceeds the quartile's average new members per year.

TABLE 19.7: AVERAGE NEW MEMBERS PER YEAR FOR SPAS THAT OPENED DURING 2008 – 2012

Average New Members Per Year for Spas Opened in 2008 - 2012								
Quartile	# of Spas	% of Spas	2025 Ave New Members Per Year	2025 Maximum # of New Members per Year	2025 Minimum New Members per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	22%	522	632	359	3	75%	549
2	4	22%	383	461	285	3	75%	394
3	5	28%	335	388	259	3	60%	370
4	5	28%	198	344	41	3	60%	201
Total	18	100%	349	632	41	11	61%	365

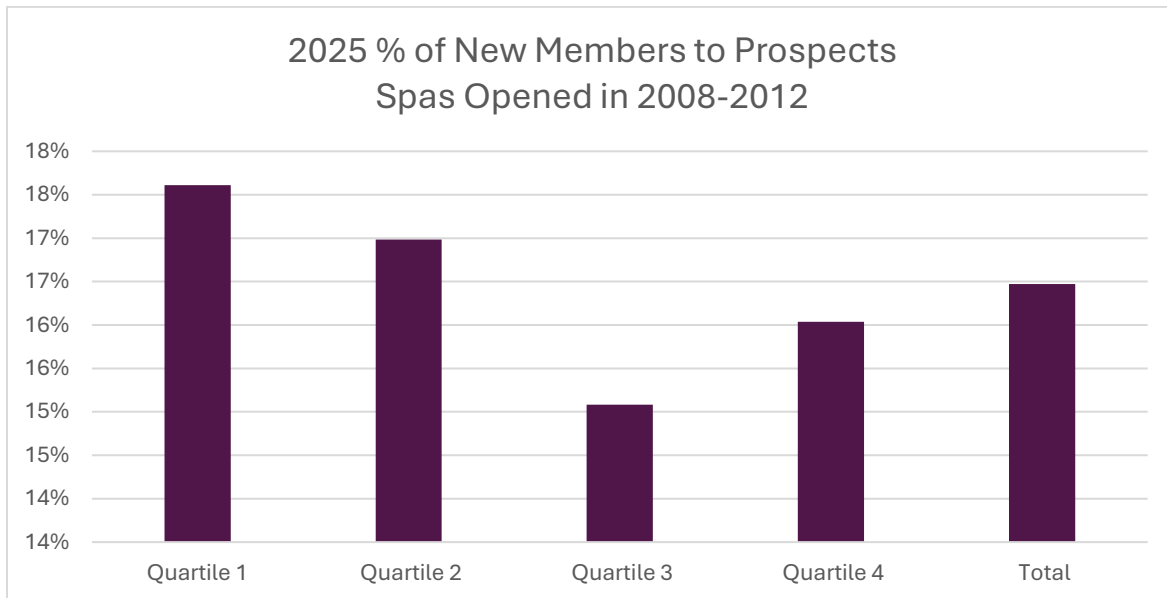


Recap of Average Prospect Client Visits and New Members Per Year For Spas Opened During 2008 - 2012

Table 19.8 is presented for presentation purposes only as a recap of the average prospect client visits and new members per year as presented in tables 19.6 and 19.7 above.

TABLE 19.8: RECAP OF AVERAGE PROSPECT CLIENT VISITS AND NEW MEMBERS PER YEAR FOR SPAS OPENED DURING 2008 – 2012

Average Prospect Visits Per Year Vs Average New Members Per Year for Spas Opened in 2008 - 2012					
Quartile	# of Spas	% of Spas	2025 Ave Prospect Visits Per Year	2025 Ave New Members Per Year	% of New Members to Prospects
1	4	22%	2,964	522	18%
2	4	22%	2,257	383	17%
3	5	28%	2,222	335	15%
4	5	28%	1,236	198	16%
Total	18	100%	2,121	349	16%



Average Gross Revenue In 2025 For Spa That Opened During 2013-2018

Table 19.9 shows the average annual Gross Revenue for the Spas that opened during 2013-2018 by quartiles, and the number and percentage of the Spas within each quartile that exceeds the quartile's average gross revenue during the year.

TABLE 19.9 AVERAGE GROSS REVENUE FOR SPAS IN 2025 THAT OPENED DURING 2013-2018

Average Gross Revenue for Operating Spas in 2025 that opened in 2013-2018								
Quartile	# of Spas	% of Spas	2025 Average Gross Revenue	2025 Maximum Gross Revenue	2025 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	9	25%	\$ 1,337,312	\$ 1,670,120	\$ 1,188,902	3	33%	1,317,929
2	9	25%	\$ 1,014,633	\$ 1,128,113	\$ 896,737	5	56%	1,026,685
3	9	25%	\$ 794,471	\$ 857,437	\$ 741,544	5	56%	787,756
4	10	25%	\$ 548,860	\$ 730,253	\$ 389,556	6	60%	581,859
Total	37	100%	\$ 913,685	\$ 1,670,120	\$ 389,556	17	46%	857,437

