

Provision	Section in Area Development Agreement	Summary
		Inc., unless otherwise agreed, subject to applicable state law.
v. Choice of forum	Article 11.15	Before either of us may file arbitration, you and we agree to attempt to resolve any dispute pursuant to mediation held in the principal city closest to our principal place of business (currently Atlanta, Georgia) and the mediation will be governed in accordance with Rules of Practice and Procedure of Judicial Arbitration & Mediation Services, Inc., unless otherwise agreed. Unless prohibited by local law, litigation must be in Atlanta, Georgia, subject to applicable state law.
w. Choice of law	Article 11.8	The laws of the state where the Area Development Franchise is located apply, subject to applicable state law.

**ITEM 18
PUBLIC FIGURES**

We do not use any public figures to promote 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.

At the 2025 fiscal year end, we had a total of 230 franchised Restaurants that were open and operating, of which 226 were open for the entire 2025 fiscal year. At the 2025 fiscal year end, we did not have any company-owned Restaurants.

The tables below provide 2025 Gross Sales data for 218 franchised Restaurants open as of the 2025 fiscal year end that were open for the entire 2025 fiscal year and are operating from Traditional Locations and Mall Storefront Locations (the “2025 Franchised Restaurants”).

Excluded from the tables below are 6 franchised Non-Traditional Restaurants and 2 franchised Restaurants located at food courts that were open and operating at the 2025 fiscal year end and were open for the entire 2025 fiscal year. Also excluded from the tables below are 38 franchised Restaurants that closed during 2025, none of which closed after being open for less than 12 months.



2025 Franchised Restaurants' Average Gross Sales

These tables report the average, top 20%, and bottom 20% Gross Sales for the 2025 Franchised Restaurants. The information is divided into two categories. Table 1 provides data for the 208 2025 Franchised Restaurants operating from Traditional Locations and Table 2 provides data for the 10 2025 Franchised Restaurants operating from Mall Storefront Locations.

1. 2025 Franchised Restaurants Operating from Traditional Locations

Year	Top 20% Average Gross Sales	Average Gross Sales	Bottom 20% Average Gross Sales
2025	\$2,146,044	\$1,341,998	\$766,846

2. 2025 Franchised Restaurants Operating from Mall Storefront Locations

Year	Top 20% Average Gross Sales	Average Gross Sales	Bottom 20% Average Gross Sales
2025	\$2,125,799	\$1,403,934	\$887,461

Notes:

- Of the 208 2025 Franchised Restaurants operated from Traditional Locations, 84 or 40% attained or surpassed the average Gross Sales of \$1,341,998 in 2025, the median Gross Sales was \$1,225,848, the low Gross Sales was \$378,061, and the high Gross Sales was \$3,361,445. Of the 41 2025 Franchised Restaurants operated from Traditional Locations with Gross Sales in the top 20%, 16 or 39% attained or surpassed the average Gross Sales of 2025 Franchised Restaurants operated from Traditional Locations with Gross Sales in the top 20% of \$2,146,044 in 2025, the median Gross Sales was \$2,017,173, the low Gross Sales was \$1,695,591, and the high Gross Sales was \$3,361,445. Of the 42 2025 Franchised Restaurants operated from Traditional Locations with Gross Sales in the bottom 20%, 25 or 60% attained or surpassed the average Gross Sales of 2025 Franchised Restaurants operated from Traditional Locations with Gross Sales in the bottom 20% of \$766,846 in 2025, the median Gross Sales was \$796,298, the low Gross Sales was \$378,061, and the high Gross Sales was \$930,178.
- Of the 10 2025 Franchised Restaurants operated from Mall Storefront Locations, 3 or 30% attained or surpassed the average Gross sales of \$1,403,934 in 2025, the median Gross Sales was \$1,299,200, the low Gross Sales was \$788,188, and the high Gross Sales was \$2,460,993. Of the 2 2025 Franchised Restaurants operated from Mall Storefront Locations with Gross Sales in the top 20%, 1 or 50% attained or surpassed the average Gross Sales of 2025 Franchised Restaurants operated from Mall Storefront Locations with Gross Sales in the top 20% of \$2,125,799 in 2025, the median Gross Sales was \$2,125,799, the low Gross Sales was \$1,790,605, and the high Gross Sales was \$2,460,993. Of the 2 2025 Franchised Restaurants operated from Mall Storefront Locations with Gross Sales in the bottom 20%, 1 or 50% attained or surpassed the average Gross Sales of 2025 Franchised Restaurants operated from Mall Storefront Locations with Gross Sales in the bottom 20% of \$887,461 in 2025, the median Gross Sales was \$887,461, the low Gross Sales was \$788,188, and the high Gross Sales was \$986,734.
- Gross Sales includes all revenues received or receivable by a franchisee as payment, whether in cash or for credit or barter, or other means of exchange (and, if for credit or barter, whether or not payment is received), on account of any and all goods, merchandise, services or products sold in or

from the franchisee’s Restaurant, including in-store, dining, carry-out, online orders, delivery, third-party voucher sales, catering or otherwise, or which are promoted or sold under any of the trademarks or by using the System. Gross Sales excludes: (i) sales taxes, value added or other tax, excise or duty charged to customers, based on sales at or from the Restaurant; (ii) tips, gratuities or service charges paid directly by customers to the franchisee’s employees or paid to the franchisee and promptly turned over to the franchisee’s employees in lieu of direct tips or gratuities; and (iii) proceeds from isolated sales of equipment and trade fixtures which are not part of the franchisee’s products and services offered for resale at the Restaurant nor having any material effect upon the ongoing operation of the Restaurant. For items sold pursuant to coupons or other discounts (which we must approve), Gross Sales also excludes the amount discounted from the purchase price of such item and from sales of pre-paid gift cards and certificates.

4. For purposes of this Item 19, Restaurants operating at Traditional Locations are Restaurants that do not operate from Non-Traditional Locations. For purposes of this Item 19, Restaurants operating from Mall Storefront Locations are Restaurants that operate at malls, but are located on the perimeter of the mall and feature outdoor ingress and egress.

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

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

Other than the preceding financial performance representation, Blaze Pizza, 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 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 Zima Diaz, at 2859 Paces Ferry Rd. SE, Suite 350, Atlanta, GA 30339, (626) 584-5880, the Federal Trade Commission; and the appropriate state regulatory agencies.

**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1
System-wide Outlet Summary
For Years 2023 - 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	296	283	-13
	2024	283	255	-28
	2025	255	230	-25
Company-Owned	2023	7	13	+6
	2024	13	11	-2

