

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.

FRANCHISE LOCATION AVERAGE PERFORMANCE

The representation made below is a historic financial performance representation of a subset of Crumbl® locations that operated continuously through all of 2025, subject to certain assumptions specified below. The total number of franchised outlets that operated continuously through 2025 was 1,048. Of those, 776 locations timely submitted complete financial reports by the first issuance date of this disclosure document, representing approximately 74% of such outlets. Among the locations not included in the data are 8 that closed during 2025, none of which had been open less than 12 months before closing. The following data represents the average, high, median, and low 2025 calendar year financial data for such 776 Crumbl® locations. The chart shows the Gross Sales (defined below) for the 2025 Calendar year from such locations. These locations operated in several states across the United States. These locations serve the same type of goods that you will be serving. These locations are each within territories of approximately 40,000 to 150,000 people.

2025 Calendar Year	Average	Median	High Store	Low Store
Gross Sales	\$1,139,162	\$1,093,071	\$3,421,762	\$365,129

*Out of the pool of such 776 Crumbl® locations that operated continuously for the 2025 calendar year, timely submitted their complete financial reports, and are included in the data above, 346 locations (approx. 45%) met or surpassed the average Gross Sales.

**Note that the total franchised locations that were operating at the end of 2025 was 1,101, but 272 of these locations were not included in the data set above because they did not timely submit complete financial information and 53 of these locations were not included because they did not operate for the entire year in 2025.

*** The Average represents the mean Gross Sales across all 776 outlets during the 2025 Calendar year. The Median, High, and Low each represent the actual Gross Sales of a single outlet during the 2025 Calendar year, specifically, the outlet whose results fell at the midpoint of the data set, the outlet with the highest results, and the outlet with the lowest results, respectively.

Definitions

“Gross Sales” means the total amount of all revenue generated from the sale of goods, merchandise, products, or services, less only discounts, returns, allowances, rebates, and sales and use tax imposed by governmental authorities on the sale of products or services.

The financial performance representation figures do not reflect the costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your franchised business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

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

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

Supplemental Financial Performance Information

The following data represents the average, median, high, and low total Gross Sales from January 1, 2026, through May 31, 2026 (“Supplemental Period”) based on the data of 621 of the 776 Crumbl® locations identified in the representation above. The remaining 155 outlets are excluded because complete sales data for such locations during the Supplemental Period was not available at the time of this disclosure. The Average represents the mean total Gross Sales across all 621 outlets during the Supplemental Period. The Median, High, and Low each represent the actual total Gross Sales of a single outlet during the Supplemental Period, specifically, the outlet whose results fell at the midpoint of the data set, the outlet with the highest results, and the outlet with the lowest results, respectively.

Supplemental Period	Average	Median	High Store	Low Store
Gross Sales	\$364,193	\$344,951	\$1,167,557	\$129,124

*Out of the pool of such 621 Crumbl® locations that are included in the data above, 280 locations (approx. 45%) met or surpassed the average Gross Sales.

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

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

Other than the preceding financial performance representation, Crumbl 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 Jason McGowan at franchising@crumbl.com and (385) 273-7119, the Federal Trade Commission, and the appropriate state regulatory agencies.

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	689	970	+281
	2024	970	1058	+88
	2025	1058	1101	+43
Company Owned	2023	1	2	+1
	2024	2	1	-1
	2025	1	0	-1
Total Outlets	2023	691	972	+281
	2024	972	1059	+87
	2025	1059	1101	+42

Table No. 2
Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor)
For Years 2023 to 2025

State	Year	Number of Transfers
Alaska	2023	0
	2024	0
	2025	2
Arkansas	2023	0
	2024	1
	2025	0
Arizona	2023	0
	2024	4
	2025	3
California	2023	9
	2024	16