

ITEM 18: PUBLIC FIGURES

We do not use any public figures 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.

This Item contains a historic financial performance representation of our company-owned outlet in 2025. As of December 31, 2025, we had a total of 5 outlets, of which 3 outlets that operate in substantially the same manner as our franchised offering. Of the 5 outlets, 2 outlets possess retail offerings, which are unlike the franchise offering. Two outlets in New York have comingled bookkeeping that is unable to be separated in to until level profit and loss figures. We have included profit and loss figures for our Los Angeles, California location which has been open and operating since 2022. Other than the retail offerings, our affiliate-owned businesses operate in substantially the same manner and offer the same goods and services that our franchised outlets will offer.

Table 1	
Characteristics of Company Owned Locations	
Location	Los Angeles, CA*
Open Date	2022
Retail	No

*Representative of 2 Territories

Table 2a		
Profit and Loss for Company Owned Los Angeles, CA Location		
Measurement Period 2025		
Gross Sales	Amount	% of Gross Sales
	\$501,298	100.00%
Less: Cost of Services Provided:		
Direct Labor	\$170,347	33.98%
Total Cost of Services Provided	\$170,347	33.98%
Gross Profit	\$330,951	66.02%
Less: Disclosed Expenses:		
Legal and Professional	\$16,075	3.21%
Merchant Processing Fees	\$15,039	3.00%
Advertising and Marketing	\$13,164	2.63%
Software Expense	\$2,244	0.45%
Insurance Expense	\$338	0.06%
Total Disclosed Expenses	\$46,860	9.35%
Net Profit Less Disclosed Expenses	\$284,091	56.67%

Less: adjustments for other recurring franchise-related expenses that will be incurred by you but that were not incurred by our Reporting Company Owned Los Angeles, CA Outlet.		
Royalty	\$35,091	7.00%
Brand Fund	\$10,026	2.00%
Technology Fee	\$5,013	1.00%
Total Franchising Expenses	\$50,130	10.00%
Gross Profit Less Disclosed Expenses and Franchise Related Expenses	\$233,961	46.67%

Table 3 Monthly Sales for Company Owned Los Angeles, CA Location Measurement Period 2025		
Month	Amount	% of Gross Sales
January	\$30,940	6.2%
February	\$45,296	9.0%
March	\$48,498	9.7%
April	\$45,893	9.2%
May	\$52,416	10.5%
June	\$39,424	7.9%
July	\$35,033	7.0%
August	\$32,752	6.5%
September	\$40,142	8.0%
October	\$52,980	10.6%
November	\$45,663	9.1%
December	\$32,261	6.3%
Total Sales	\$501,298	100.0%
Average	\$41,775	
High	\$52,980	
Low	\$30,940	
Median	\$42,716	
# of months above average: 6		

Table 4 Profit and Loss for Company Owned Los Angeles, CA Location Measurement Period 2025		
Gross Sales	Lessons	Average Gross Sales Per Lesson*
\$501,298	3,015	\$166.27

Table 5 Gross Sales of New York Company Owned Locations W/O Retail Measurement Period 2025						
Location	In-Home Sales	% of In-Home Sales	School Sales	% of School Sales	Total Sales	% of Sales
UWS	\$ 311,065	63.85%	\$ 73,936	36.77%	\$ 385,001	55.94%
Tribeca	\$ 176,109	36.15%	\$ 127,155	63.23%	\$ 303,264	44.06%
Total	\$ 487,174	100.00%	\$ 201,091	100.00%	\$ 688,265	100.00%

Table 6 Gross Sales By Category of New York Company Owned location W/O Retail Measurement Period 2025				
Sales by Category	UWS	% of Sales	Tribeca	% of Sales
In-Home Sales	\$ 311,065	80.80%	\$ 176,109	58.07%
School Sales	\$ 73,936	19.20%	\$ 127,155	41.93%
Total Sales	\$ 385,001	100.00%	\$ 303,264	100.00%

“Gross Sales” are defined as total revenue generated.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request. The information presented above has not been audited.

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

Other than the preceding financial performance representation, Story Time Chess Franchising LLC does not make any representations about a franchisee’s future financial performance or the past financial performance of company-owned or franchised outlets. 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 financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Jon Sieber at 2107 Pontotoc Ave Nashville, Tennessee 37206, and (212) 796-2737, 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 - 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	0	0	0
	2024	0	0	0
	2025	0	2	+2
Company-Owned	2023	5	5	0
	2024	5	5	0
	2025	5	5	0
Total Outlets	2023	5	5	0
	2024	5	5	0
	2025	5	7	+2

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

Column 1 State	Column 2 Year	Column 3 Number of Transfers
NONE	2023	0
	2024	0
	2025	0
Total	2023	0
	2024	0
	2025	0