

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) Average – means the sum of all data points in a set, divided by the number of data points in that set.
- (b) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.
- (c) Company Owned Outlet – means a Playa Bowls Shop owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document. A Company Owned Outlet also includes any Outlet that is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document, or that is managed by us our affiliate or any person identified in Item 2.
- (d) Franchise Outlet – refers to a Playa Bowls Shop operated under a Franchise Agreement that is not a Company Owned Outlet.
- (e) Gross Sales – means the total revenue derived by each Playa Bowls Shop less sales tax, discounts, allowances and returns.
- (f) Median – means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them, together, and dividing by two.
- (g) 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 and open for less than 356 days (e.g., 98%) 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 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.
- (h) 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 and open for less than 356 days (e.g., 98%) 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 and not as an Operational Franchise Outlet (see definition below). 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.

(i) 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 first day of the Calendar Year and for the entire Calendar Year or at least 356 days (e.g., 98%) 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. Company Owned Outlets that operate as a food truck are not included as Operational Company Owned Outlets.

(j) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation on or prior to the first day of the Calendar Year and for the entire Calendar Year or at least 356 days (e.g., 98%) 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.

(k) Order – refers to each distinct sales transaction resulting in the reporting of Gross Sales.

(l) Other Outlet – means a Playa Bowls Shop that is either (a) a Seasonal Outlet, meaning a Playa Bowls Shop that operates from a shop location or designated market that is seasonal in nature and is not open for ordinary and regular business hours throughout the entire Calendar Year, or (b) a Non-Traditional Outlet, meaning a Playa Bowls Shop that operates within a captive market location including, without limitation, airports, transportation stations, shopping malls, indoor malls, factories, government facilities, military bases, hospitals, amusement parks, recreational parks or facilities, sports facilities, convention centers, travel centers, schools, colleges and other academic facilities, theaters, workplace cafeterias, hotels, and venues where food service is administered or provided as a concession by a master concessionaire.

(m) Outlet – refers to a Playa Bowls Shop that is either a Company Owned Outlet or a Franchise Outlet, as the context requires.

(n) Quartile – refers to the relative performance of the Operational Outlets as compared to one another with the “1st Quartile” referring to the top 25% performing Operational Outlets and the 4th Quartile referring to the bottom 25% performing Operational Outlets.

(o) Traditional Outlet – means a Playa Bowls Shop that (i) operates from a standard retail shop location that is open for ordinary and regular business hours on a year-round basis through the entire Calendar Year, and (ii) is not an Other Outlet.

BASES AND ASSUMPTIONS

The financial information presented in this Item 19 was not prepared on a basis consistent with generally accepted accounting principles. Data for our Franchise Outlets is based on information reported to us by our franchisees. Data for our Company Owned Outlets 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.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

ANALYSIS OF RESULTS OF COMPANY OWNED OUTLETS

During the 2025 Calendar Year we had a total of 30 Operational Company Owned Outlets. Of these 30 Operational Company Owned Outlets, 26 qualify as Traditional Outlets and three qualify as Other Outlets but we do not include data for these three Other Outlets since their operations were not representative of the Franchised Business. We do not include data for one Operational Company Outlet that is a Traditional Outlet that temporarily ceased operations for remodeling during the 2025 Calendar Year. We do not include data in these tables for New Company Owned Outlets.

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 Outlets as a result of our extensively experienced management team; (b) brand recognition within the local markets in which our Company Owned Outlets operate; and (c) no obligation to pay ongoing fees that a franchisee will pay to us, such as Royalty Fees and National Marketing Fund Fees.

Table 1

Gross Sales By Quartiles¹					
Operational Company Owned Outlets – Traditional Outlets					
2025 Calendar Year					
Quartile	Average	Number & Percentage of Outlets Above Average	Median	Low	High
1 st Quartile	\$1,542,399	2 / 6 (33%)	\$1,451,202	\$1,273,750	\$2,024,278
2 nd Quartile	\$1,148,215	4 / 7 (57%)	\$1,148,490	\$1,060,529	\$1,227,729
3 rd Quartile	\$882,649	3 / 6 (50%)	\$886,376	\$752,277	\$1,041,194
4 th Quartile	\$689,404	4 / 7 (57%)	\$731,085	\$565,301	\$748,427
Total ²	\$1,054,370	13 / 26 (50%)	\$1,050,862	\$565,301	\$2,024,278

¹ Data Overview: For 2025, the data compiled in this Table 1 is based on a total of 26 Operational Company Owned Outlets that qualify as Traditional Outlets. We do not include in this table the performance of New Company Owned Outlets that opened and commenced operations during the 2025 Calendar Year.

² Total: As to Average and Median, represents cumulative average and median, respectively, of Outlets within data set.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

ANALYSIS OF RESULTS OF OPERATIONAL FRANCHISE OUTLETS

During the 2025 Calendar Year we had a total of 250 Franchise Outlets that qualify as Operational Franchise Outlets. Of these 250 Operational Franchise Outlets, 223 qualify as Traditional Outlets and 27 qualify as Other Outlets. There are two Other Outlets that are open and operational and qualify as Operational Franchise Outlets for the 2025 Calendar Year but we do not include data for these two Other Outlets since they did not provide us with the financial records for the 2025 Calendar Year. We do not include data in these tables for New Franchise Outlets.

Table 2

Gross Sales By Quartiles¹					
Operational Franchise Outlets – Traditional Outlets					
2025 Calendar Year					
Quartile	Average	Number & Percentage of Outlets Above Average	Median	Low	High
1 st Quartile	\$1,639,605	22 / 55 (40%)	\$1,549,911	\$1,309,987	\$2,542,966
2 nd Quartile	\$1,192,838	27 / 56 (48%)	\$1,185,838	\$1,099,956	\$1,309,635
3 rd Quartile	\$978,625	31 / 56 (55%)	\$990,968	\$836,661	\$1,094,086
4 th Quartile	\$668,207	32 / 56 (57%)	\$681,587	\$423,386	\$835,097
Total ²	\$1,117,488	106 / 223 (48%)	\$1,094,086	\$423,386	\$2,542,966

¹ Data Overview: For 2025, the data compiled in this Table 2 is based on a total of 223 Operational Franchise Outlets that qualify as Traditional Outlets. We do not include in this table the performance of New Franchise Outlets that opened and commenced operations during the 2025 Calendar Year. Of the 223 Operational Franchise Outlets that qualify as Traditional Outlets, 15 Traditional Outlets operate a mobile food trailer or food truck to supplement the operations of their Traditional Outlet and the Gross Sales generated from the mobile food trailers and food trucks of these 15 Traditional Outlets are included in the total Gross Sales for each respective Traditional Outlet that was used to calculate the data compiled in this Table 2.

² Total: As to Average and Median, represents cumulative average and median, respectively, of Traditional Outlets within data set.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Table 3

Gross Sales By Quartiles¹					
Operational Franchise Outlets – Other Outlets					
2025 Calendar Year					
Quartile	Average	Number & Percentage of Outlets Above Average	Median	Low	High
1 st Quartile	\$1,561,323	2 / 6 (33%)	\$1,182,810	\$856,562 ²	\$3,125,929 ³
2 nd Quartile	\$607,813	3 / 7 (43%)	\$599,776	\$494,346	\$812,854
3 rd Quartile	\$412,099	3 / 7 (43%)	\$391,306	\$371,739	\$489,501
4 th Quartile	\$308,864	4 / 7 (57%)	\$318,905	\$239,901 ²	\$369,510 ³
Total ⁴	\$691,458	7 / 27 (26%)	\$489,501	\$239,901	\$3,125,929

¹ **Data Overview:** For 2025, the data compiled in this Table 3 is based on a total of 27 Operational Franchise Outlets that qualify as Other Outlets. There are two Other Outlets that are open and in operation that qualify as Operational Franchise Outlets for 2025, but the Gross Sales used to calculate the data compiled in this Table 3 does not include the data for these two Other Outlets since they did not provide us with the financial records for 2025 and therefore excluded. We do not include in this table the performance of New Franchise Outlets that opened and commenced operations during the 2025 Calendar Year.

² **Low:** The Low for the 1st Quartile is based on an Other Outlet that qualifies as a Seasonal Outlet and the Low for the 4th Quartile is based on an Other Outlet that qualifies as a Non-Traditional Outlet.

³ **High:** The High for the 1st Quartile is based on an Other Outlet that qualifies as a Non-Traditional Outlet and the High for the 4th Quartile is based on an Other Outlet that qualifies as a Seasonal Outlet.

⁴ **Total:** As to Average and Median, represents cumulative average and median, respectively, of Other Outlets within data set.

Some Outlets 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 representation, Playa Bowls Franchisor 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 John Cappasola, Playa Bowls Franchisor LLC at 803 Ocean Avenue, Belmar, New Jersey 07719 and (732) 257-8604, the Federal Trade Commission, and the appropriate state regulatory agencies.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

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	136	188	+52
	2024	188	262	+74
	2025	262	342	+80
Company Owned	2023	27	28	+1
	2024	28	29	+1
	2025	29	30	+1
Total Outlets	2023	163	216	+53
	2024	216	291	+75
	2025	291	372	+81

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
Alabama	2023	0
	2024	0
	2025	2
Florida	2023	0
	2024	0
	2025	3
Georgia	2023	1
	2024	0
	2025	1
Maryland	2023	0
	2024	0
	2025	1
New Jersey	2023	1
	2024	0
	2025	0