

	Provision	Section in Franchise Agreement	Summary
			agent, in any competing business within 25 miles of your former Big Frog outlet location or any other Big Frog outlet location (franchised or company owned); do any act that could damage the goodwill of the Marks or System, or disrupt or jeopardize our business or that of our franchisees.
s.	Modification of the agreement	Sections 9.4, 14.6, 19.1.4	No oral modifications generally, but we may change the Operations Manual and System standards at any time. You may be required to implement these changes at your own costs. We have the right to modify our Marks at any time upon written notice to you.
t.	Integration/merger clause	Section 16.1.2	Only the terms of the Franchise Agreement and other related written agreements, such as any attachments to the Franchise Agreement or addenda, 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	Sections 20.1, 20.2 and 20.3	At our option, claims that are not resolved internally may be submitted to non-binding mediation at our headquarters.
v.	Choice of forum	Section 20.4	Litigation takes place in Pinellas County, Florida (subject to applicable state law).
w.	Choice of law	Section 20.3	Florida law applies (subject to applicable state law).

**ITEM 18
PUBLIC FIGURES**

We do not use any public figures to promote the System or any Store.

**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 Franchise 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 19 presents information about key performance indicators and historical financial performance with respect to Big Frog Stores open and operating for at least 12 months as of December 31, 2025. On December 31, 2025, we had 66 franchised Big Frog Stores in operation for a minimum of 12 months. We have excluded the results of 14 outlets that were new to the System and/or operated for less than 12 months. At the end of December 31, 2023, there were 70 stores in operation for a minimum of 12 months. We have

excluded the results of 4 outlets that were new to the System and operated for less than 12 months. At the end of December 31, 2022, there were 71 stores in operation for a minimum of 12 months. We have excluded the results of 5 outlets that were new to the System and operated for less than 12 months.

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

Big Frog Key Performance Indicators – 2025 compared to 2024, 2023 & 2022

The data used in preparing these Key Performance Indicators was compiled from information submitted to us through the Big Frog Point-of-Sale system (“POS System”). While we believe the data to be accurate, we have not independently verified or audited the information.

	2025	2024	2023	2022
Systemwide Gross Revenue (All Outlets)	\$36,150,849	\$35,947,558	\$37,303,635	\$37,565,657
Average Annual Revenue (All Outlets)	\$545,125	\$513,537	\$532,909	\$529,094
Median Annual Revenue (All Outlets)	\$491,128	\$424,856	\$477,842	\$470,883
Highest Annual Revenue (Single Outlet)	\$1,459,603	\$1,658,749	\$1,527,672	\$1,455,228
Lowest Annual Revenue (Single Outlet)	\$127,791	\$145,939	\$158,432	\$153,263
Gross Profit Margin	61.9%	61.8%	62.5%	60.9%
Total Annual Customer Count (All Outlets)	139,089	110,426	140,080	144,101
Average Annual Customer Count (All Outlets)	2,107	1,624	2,001	2,030
Median Customer Count (All Outlets)	1,880	1,465	1,854	1,871
Highest Customer Count (Single Outlet)	6,630	5,064	4,688	4,819
Lowest Customer Count (Single Outlet)	742	379	655	669
Systemwide Average Sale (All Outlets)	\$258.67	\$337.05	\$266.07	\$258.96

The following Tables contain historical financial performance representations, including cost data, for 62 franchised Big Frog Stores in operation on **December 31, 2025** in operation for a minimum of 12 months. We have excluded from the following Tables (i) 14 franchised outlets that did not operate for a full 12 months and (ii) 4 franchised outlets that did not submit one or more monthly profit and loss statements. The below historical financial performance representations for 2025 do not include the Royalty Fees paid to us.

First Quartile								
Store Number	Gross Rev	% COGS	% Rent	% Payroll	% Mktg	% Utilities	# of Customers	Avg Sale
042	\$1,459,622.17	33.02%	1.60%	15.62%	0.46%	0.70%	4,847	\$301.14
053	\$1,403,520.10	44.35%	4.83%	14.01%	1.31%	0.82%	2,407	\$583.10
018	\$1,067,999.95	41.30%	3.37%	21.43%	1.04%	0.72%	2,798	\$381.70
084	\$1,000,530.03	26.16%	4.17%	12.28%	2.24%	1.24%	2,821	\$354.67
070	\$967,330.95	35.21%	5.18%	17.44%	1.36%	1.00%	3,849	\$251.32
105	\$944,869.33	28.61%	12.01%	29.37%	1.71%	2.07%	6,630	\$142.51
047	\$907,854.87	38.60%	6.79%	24.01%	1.05%	0.94%	2,850	\$318.55
031	\$886,992.07	36.51%	9.88%	18.22%	1.28%	2.16%	3,617	\$245.23
077	\$863,217.02	38.82%	5.55%	18.40%	4.27%	1.06%	2,294	\$376.29
092	\$861,725.54	53.21%	10.10%	16.56%	1.61%	1.53%	2,713	\$317.63
055	\$859,978.02	37.78%	3.87%	28.64%	1.66%	1.09%	2,963	\$290.24
110	\$852,032.83	34.61%	5.26%	13.37%	4.67%	0.95%	2,691	\$316.62
071	\$825,309.74	43.31%	3.57%	21.60%	4.04%	0.59%	2,233	\$369.60
037	\$815,132.60	39.78%	5.66%	20.04%	1.15%	0.89%	2,520	1.15%
093	\$784,181.89	35.99%	5.21%	22.34%	1.77%	1.37%	5,036	\$155.72
Total	\$14,500,297.11							
Average	\$966,686.47							
Median	\$886,992.07							

Second Quartile

Store Number	Gross Rev	% COGS	% Rent	% Payroll	% Mktg	% Utilities	# of Customers	Avg Sale
038	\$752,423.73	40.71%	7.28%	19.27%	4.64%	1.32%	3,688	\$204.02
078	\$749,327.13	33.75%	8.99%	15.73%	2.22%	1.61%	3,976	\$188.46
103	\$748,762.45	42.57%	7.57%	20.29%	2.91%	1.10%	2,791	\$268.28
011	\$684,294.64	39.07%	7.75%	15.90%	2.56%	1.02%	2,787	\$392.18
082	\$683,134.64	38.00%	6.96%	23.57%	3.95%	1.84%	2,657	\$257.11
116	\$636,662.01	39.69%	9.00%	12.73%	1.83%	1.42%	1,326	\$480.14
054	\$635,012.95	39.47%	9.15%	24.55%	1.41%	2.88%	2,153	\$294.94
096	\$624,181.11	37.27%	6.80%	19.84%	1.93%	1.55%	1,705	\$366.09
087	\$614,754.90	39.17%	7.81%	28.35%	2.13%	0.92%	2,602	\$236.26
001	\$570,370.35	42.15%	3.25%	7.34%	11.04%	1.53%	2,082	\$273.95
056	\$568,126.93	34.64%	5.74%	28.04%	2.75%	0.69%	3,337	\$170.25
004	\$561,106.19	27.70%	4.86%	24.67%	3.43%	1.01%	2,370	\$236.75
107	\$530,801.55	33.28%	8.69%	29.43%	2.12%	0.62%	1,946	\$272.77
029	\$517,866.48	34.63%	10.73%	24.60%	1.51%	1.63%	2,450	\$211.37
033	\$512,050.58	36.04%	10.66%	22.43%	2.76%	1.76%	2,571	\$199.16
046	\$510,841.78	35.42%	10.50%	31.04%	5.30%	1.66%	2,543	\$200.88
Total	\$9,899,717.42							
Average	\$618,732.34							
Median	\$619,468.01							

Third Quartile

Store Number	Gross Rev	% COGS	% Rent	% Payroll	% Mktg	% Utilities	# of Customers	Avg Sale
091	\$509,567.52	53.14%	10.13%	15.40%	1.00%	2.04%	1,602	\$318.08
063	\$507,269.61	37.73%	9.59%	24.20%	1.87%	0.97%	2,393	\$211.98
044	\$490,376.10	47.98%	3.75%	26.69%	3.29%	0.95%	2,034	\$241.09
005	\$474,986.03	37.49%	10.06%	14.25%	2.23%	1.23%	1,884	\$252.12
112	\$463,964.40	35.96%	12.04%	15.49%	2.21%	2.45%	1,482	\$313.07
109	\$459,208.38	39.48%	11.29%	20.22%	2.08%	1.45%	1,227	\$374.25
102	\$443,675.71	27.67%	13.50%	24.88%	2.97%	1.85%	2,654	\$167.17
013	\$443,110.10	46.82%	7.77%	26.21%	4.94%	0.70%	1,384	\$320.17
069	\$434,645.35	39.57%	6.61%	13.98%	3.44%	2.50%	1,109	\$391.93
057	\$426,912.25	37.61%	11.83%	8.97%	2.89%	1.22%	1,181	\$361.48
035	\$414,612.86	33.37%	16.27%	21.72%	6.13%	2.10%	1,490	\$278.26
089	\$408,866.65	45.02%	9.43%	18.36%	2.33%	2.27%	1,196	\$341.86
111	\$407,437.90	35.74%	14.66%	12.93%	2.50%	2.49%	956	\$426.19
059	\$383,727.64	32.46%	15.83%	23.85%	2.74%	3.80%	1,412	\$271.76
106	\$359,982.53	35.83%	16.38%	30.28%	3.91%	2.80%	1,876	\$191.89
012	\$343,069.67	33.97%	12.17%	24.65%	1.95%	2.52%	1,483	\$231.33

Total	\$6,971,412.70							
Average	\$435,713.29							
Median	\$438,877.73							

Fourth Quartile								
Store Number	Gross Rev	% COGS	% Rent	% Payroll	% Mktg	% Utilities	# of Customers	Avg Sale
023	\$327,720.23	42.24%	9.84%	22.48%	6.81%	2.75%	1,125	\$291.31
052	\$312,556.28	33.31%	16.22%	14.61%	9.10%	1.36%	1,374	\$227.48
017	\$309,201.70	41.37%	13.83%	31.33%	9.72%	3.69%	1,092	\$283.15
064	\$299,084.32	28.62%	13.00%	31.98%	5.35%	2.02%	1,710	\$174.90
065	\$274,922.73	39.54%	10.45%	35.09%	7.59%	2.83%	1,269	\$216.65
120	\$268,630.37	44.46%	10.20%	72.10%	5.82%	3.73%	1,704	\$157.65
114	\$258,620.73	33.44%	17.14%	28.44%	9.47%	4.66%	1,308	\$197.72
048	\$254,683.38	46.82%	15.93%	32.27%	8.28%	2.08%	1,102	\$231.11
061	\$232,836.54	60.85%	20.60%	12.12%	3.94%	1.88%	1,208	\$192.75
104	\$232,105.61	40.30%	13.84%	31.06%	14.56%	4.03%	1,473	\$157.57
097	\$225,355.72	24.49%	23.74%	19.35%	4.10%	3.31%	925	\$243.63
028	\$196,541.29	38.07%	14.72%	20.68%	3.99%	2.76%	817	\$240.56
118	\$165,341.19	42.31%	17.66%	30.39%	7.97%	5.01%	991	\$166.84
010	\$152,777.93	24.44%	10.94%	24.29%	4.41%	2.56%	870	\$175.61
034	\$140,289.57	34.42%	25.77%	42.42%	3.79%	3.76%	742	\$189.07
Total	\$3,650,667.59							
Average	\$243,377.84							
Median	\$254,683.38							

Column Definitions:

“Gross Rev” = Total Gross Sales Receipts, less tax.

“% COGS” = Cost of Goods Sold, including apparel, decorating material (but not including labor) as a percentage of Gross Revenue.

“% Rent” = Total rent, including CAM charges and applicable taxes, as a percentage of Gross Revenue.

“% Payroll” = Payroll costs as a percentage of Gross Revenue.

“% Mktg” = Total money spent on advertising and promotion, including Brand Fund Contributions, as a percentage of Gross Revenue.

“% Utilities” = Total utilities paid, including electricity, heat, and water, as a percentage of Gross Revenue.

of Customers = Total number of customers who purchased products.

“Avg Sale” = Gross Revenue divided by number of customers.

Written substantiation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Big Frog Custom T-Shirts, Inc., 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 Tina Bacon-DeFrece at 533 Main St., Dunedin, Florida 34698, 727-286-8985, 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**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	76	74	-2
	2024	74	74	0
	2025	75	73	-2
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	76	74	-2
	2024	74	74	0
	2025	75	73	-2

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

State	Year	Number of Transfers
Arkansas	2023	0
	2024	0
	2025	1
California	2023	1
	2024	0
	2025	0
Colorado	2023	1
	2024	1