

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 that you are considering buying; or (2) a franchisor supplements the information provided in Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

CHART 1: Historical Gross Sales of Traditional Franchised Restaurants by Region

Chart 1 contains historical average, median, high and low gross sales for the 12-month period of December 30, 2024 to December 28, 2025, for all traditional franchised Applebee's Restaurants that were active and operating as of December 28, 2025, except we excluded four restaurants which were operating as express concepts. Stores temporarily closed during the year were also excluded, as were all Dual Branded Restaurants (there were 24 Dual Branded Restaurants during this period). The restaurants are organized by geographic "Regions" as defined by the U.S. Census Bureau.

Region	# of Restaurants	Annualized Average Gross Sales	# and % of units that exceeded Average Gross Sales	Median	High	Low
Midwest	403	\$2,662,918	179/44%	\$2,545,951	\$5,011,435	\$1,053,693
Northeast	279	\$3,830,089	115/41%	\$3,609,473	\$10,150,710	\$1,994,980
South	419	\$2,450,367	190/45%	\$2,361,192	\$5,036,244	\$1,086,609
West	250	\$3,292,418	116/46%	\$3,224,283	\$5,754,375	\$1,733,894
Total	1351	\$2,954,522	600/44%	\$2,822,904	\$10,150,710	\$1,053,693

Notes

- (1) We compiled the gross sales data included in Chart 1 above from information submitted to us by our franchisees for royalty reporting. These amounts are not audited. Upon your reasonable request, we will provide written substantiation for these financial performance representations.
- (2) "Gross Sales" is defined as all receipts (cash, cash equivalents or credit) or revenues from sales from all business conducted upon or from the Restaurant premises, whether evidenced by check, cash, credit, debit card, charge account, exchange or otherwise, including, but not limited to, amounts received from the sale of goods, wares and merchandise (including sales of food, beverages and tangible property of every kind and nature, promotional or otherwise), from all services performed from or at the Restaurant premises, and from all orders taken or received at the Restaurant premises, regardless of where such orders are filled (including any payments received from the sale of meals to employees). This definition is provided in the Franchise Agreement.

Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representations, we do not make any financial performance 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 other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Jacob Barden, Senior Vice President, Franchise Development, 10 W. Walnut St., 5th Floor, Pasadena, California 91103, (818) 637-5206, jacob.barden@dinebrands.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

Table No. 1A				
System-wide Outlet Summary For Years 2023 to 2025 ⁽¹⁾ (Traditional Venue Locations)				
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	1,575	1,542	-33
	2024	1,542	1,460	-82
	2025	1,460	1,416	-44
Company Owned	2023	0	0	0
	2024	0	47	+47
	2025	47	59	+12
Total Outlets	2023	1,575	1,542	-33
	2024	1,542	1,507	-35
	2025	1,507	1,475 ⁽²⁾	-32
Notes				
(1) The figures in Table No. 1A include system-wide totals for Traditional Venue locations as of Fiscal Year 2023, 2024 and 2025. See Table No. 1B for total franchised Non-Traditional Venue locations.				
(2) 26 Dual Branded Restaurants have been included in this count during this Fiscal Year.				

Table No. 1B				
System-wide Outlet Summary For Years 2023 to 2025 ⁽¹⁾ (Non-Traditional Venue Locations)				
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	3	3	0
	2024	3	3	0
	2025	3	5	+2
Company Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0