

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.

The following tables contain historical financial performance representations for certain time periods for the three French Florist® outlets owned and operated by our affiliate and for the two franchise-owned outlets that operated from January to December 2025. The tables do not include any information related to our 6 franchise-owned outlets that opened after January 2025. As of December 31, 2025, we had 8 franchise and 3 affiliate-owned French Florist Shops open and in operation. We excluded from this financial performance representation 6 franchised outlets that opened after January 1, 2025 because they were not open and operating for the full 2025 reporting period. As a result, their results are not included in the data presented below.

The financial performance representations in the tables below include:

(1) 2025 calendar year Net Sales (as defined below) and Total Operating Income (as defined below) for the Costa Mesa Shop owned and operated by our affiliate and a 2024 to 2025 comparison;

(2) 2025 calendar year Net Sales and Total Operating Income for the Westlake Village Shop owned and operated by our affiliate and a 2024 to 2025 comparison;

(3) Net Sales and Total Operating Income for the Los Angeles Shop owned and operated by our affiliate for the September 2021 to September 2022 conversion time period and 2025 calendar year Net Sales and Total Operating Income; and

(4) 2025 calendar year Net Sales and Total Operating Income for the North Scottsdale Shop owned and operated by our franchisee;

(5) 2025 calendar year Net Sales and Total Operating Income for the El Segundo Shop owned and operated by our franchisee;

(6) 2025 calendar year Order Value (defined below) for all 3 affiliate-owned and the 2 franchisee-owned French Florist Shops.

The affiliate-owned shop that operates in Costa Mesa, California has been open since May 2023 (the “**Costa Mesa Shop**”). The affiliate-owned shop that operates in Westlake Village, California has been open since June 21, 2022 (the “**Westlake Village Shop**”). The affiliate-owned shop that operates in Los Angeles, California has been open since 1978 and converted to the French Florist® system in October 2021 (the “**Los Angeles Shop**”). Our affiliate reported to us the below

financial data for these shops. The franchise-owned shop that operates in North Scottsdale, Arizona has been open since November 2024 (the “**North Scottsdale Shop**”). The franchise-owned shop that operates in El Segundo, California has been open since January 2025 (the “**El Segundo Shop**”). Our franchisees reported to us the below financial data for these shops. There is no 2024 to 2025 comparison data for our franchisees because they have both been open for only one full year.

We do not expect franchise owners to achieve the same level of Cost of Goods Sold as our affiliate-owned outlets right away. Our affiliate has strong regional buying power in Southern California because of the existence of its three affiliate-owned shops and their volume. As a particular region develops more units and volume, we expect Cost of Goods Sold performance to improve. You may experience different cost structures, particularly in the early stages of operation. Other than the characteristics described in this Item 19, we do not reasonably anticipate material financial or operational differences between the Costa Mesa Shop or Westlake Village Shop and future operational franchise outlets. The Los Angeles Shop has been in operation for over 45 years, has an established client base, and has a larger site and delivery territory than a typical French Florist Shop. For that reason, its results may differ materially from the results of a new or converted franchise outlet. We include its data because it reflects the historical performance of an existing shop after conversion to the French Florist® system.

The following tables use these defined terms:

- “**Net Sales**” means all revenue received or otherwise derived during the reporting period from operating the outlet, whether from cash, check, credit and debit card, barter, exchange, trade credit, or other credit transactions, including (i) any implied or imputed Net Sales from any business interruption insurance; and (ii) all revenue from selling products intended for off-premises use and from providing Event Service and Delivery Service. However, “Net Sales” excludes (a) sales taxes, use taxes, and other similar taxes added to the sales price, collected from the customer and paid to the appropriate taxing authority; (b) any bona fide refunds and credits that are actually provided to customers; and (c) the face value of coupons or discounts that customers redeem.
- “**Cost of Goods Sold**” refers to the direct costs associated with the products and services that the outlet sells. It excludes labor, indirect costs and other operating expenses.
- “**Total Operating Income**” means the outlet’s Net Sales during the reporting period minus the outlet’s key expenses during the reporting period expressed as a percentage, including: costs of labor, cost of goods sold, rent, marketing, imputed royalties and brand fund contributions, and other expenses.
- “**Order Value**” means the total dollar amount charged by the applicable French Florist Shop for each order fulfilled during the reporting period, including product charges and delivery charges, net of discounts, and excluding sales tax, refunds, credits, tips, and other amounts not retained by the Shop. The “**Average Order Value**” is determined by taking the sum of the Order Values for all orders fulfilled by the applicable French Florist Shop during the period and dividing by the total number of fulfilled orders during that period. The “**Median Order Value**” is determined by sorting the Order Values for all of the fulfilled orders during the reporting period in ascending order and identifying the point above and below which 50% of the data falls. Average Order Value and

Median Order Value exclude sales tax, refunds, credits, tips, and other amounts not retained by the Shop, and are calculated net of discounts based on fulfilled orders during the reporting period.

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PART 1: 2025 Net Sales and Total Operating Income
for the Costa Mesa Shop

The table below describes the historical Net Sales and Total Operating Income for the Costa Mesa Shop owned and operated by our affiliate for the reporting period from January 1, 2025 to December 31, 2025

Table 1: 2025 Costa Mesa Shop

2025 Month	2025 Net Sales¹
January	\$155,675.08
February	\$210,685.83
March	\$167,304.27
April	\$195,622.89
May	\$265,574.87
June	\$153,703.91
July	\$172,027.89
August	\$205,903.97
September	\$198,598.68
October	\$166,735.70
November	\$154,215.58
December	\$180,053.40
FULL 2025 YEAR	\$2,226,102.07
Store Opening Date	May 2023
Estimated Territory Population	1,261,059
Net Sales Growth %	36.71%
Jan-Dec 2024 to Jan-Dec 2025 ⁴	
2025 Net Sales ¹	100.00%
Cost of Labor	26.46%
Cost of Goods Sold ¹	19.97%
Rent and Utilities	5.24%
Marketing	16.70%
Royalty Adjustment ²	6.00%
Brand Fund Adjustment ²	2.00%
Other Expenses ³	4.20%
2025 TOTAL OPERATING INCOME¹	19.43%

The Costa Mesa Shop opened in May 2023 and operates in a territory that has a population of approximately 1,261,059. This is roughly 4.25 times larger than the standard 300,000 population franchise territory.

(1) “Net Sales,” “Cost of Goods Sold,” and “Total Operating Income” are defined above.

(2) Our affiliate did not pay to us any Royalties or Brand Fund contributions. So, we made an adjustment to impute an amount equal to the 6% Royalty and the 2% Brand Fund contribution amounts that our franchisees are currently required to pay to us under the franchise agreement, as outlined in this disclosure document above. You will be expected

to pay the Royalty and Brand Fund contributions required in your franchise agreement.

(3) Other Expenses include: Bookkeeping, Technology and Software License Fees, Hotel/Lodging, Meals, Ground Transportation, Internet, Phones, Uniforms, Miscellaneous Reimbursements, Facility Repair/Maintenance, Office Supplies, Ads Management, Insurances, Delivery Vehicle Maintenance, Delivery Vehicle Fuel, Parking Fees & Tickets, Miscellaneous Professional Fees, Banking and Processing Fees, and Mileage Reimbursement.

(4) “Net Sales Growth %” compares the amount by which the Net Sales for the Costa Mesa Shop from January to December 2025 exceed the Net Sales for the Costa Mesa Shop from January to December 2024. The Costa Mesa Shop opened in May 2023.

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PART 2: 2025 Net Sales and Total Operating Income
for the Westlake Village Shop

The table below describes the historical Net Sales¹ and Total Operating Income² for the Westlake Village Shop owned and operated by our affiliate for the reporting period from January 1, 2025 to December 31, 2025.

Table 2: 2025 Westlake Village Shop

2025 Month	2025 Net Sales¹
January	\$51,419.50
February	\$111,679.50
March	\$89,253.69
April	\$106,135.84
May	\$169,398.98
June	\$90,045.21
July	\$87,084.04
August	\$102,055.39
September	\$116,943.20
October	\$104,476.61
November	\$109,287.42
December	\$107,950.97
FULL 2025 YEAR	\$1,245,730.35
Store Opening Date	July 2022
Estimated Territory Population	435,134
Net Sales Growth %	45.50%
Jan-Dec 2024 to Jan-Dec 2025 ⁴	
2025 Net Sales ¹	100.00%
Cost of Labor	26.84%
Cost of Goods Sold ¹	21.41%
Rent and Utilities	4.43%
Marketing	15.18%
Royalty Adjustment ²	6.00%
Brand Fund Adjustment ²	2.00%
Other Expenses ³	4.86%
2025 TOTAL OPERATING INCOME¹	19.28%

The Westlake Village Shop opened in July 2022 and operates in a territory that has a population of approximately 435,134. This is roughly 1.5 times larger than the standard 300,000 population franchise territory.

(1) “Net Sales,” “Cost of Goods Sold,” and “Total Operating Income” are defined above.

(2) Our affiliate did not pay to us any Royalties or Brand Fund contributions. So, we made an adjustment to impute an amount equal to the 6% Royalty and the 2% Brand Fund contribution amounts that our franchisees are currently required to pay to us under the franchise agreement, as outlined in this disclosure document above. You will be expected to pay the Royalty and Brand Fund contributions required in your franchise agreement.

(3) Other Expenses include: Bookkeeping, Technology and Software License Fees, Hotel/Lodging, Meals, Ground Transportation, Internet, Phones, Uniforms, Miscellaneous Reimbursements, Facility Repair/Maintenance, Office Supplies, Ads Management, Insurances, Delivery Vehicle Maintenance, Delivery Vehicle Fuel, Parking Fees & Tickets, Miscellaneous Professional Fees, Banking and Processing Fees, and Mileage Reimbursement.

(4) “Net Sales Growth %” compares the amount by which the Net Sales for the Westlake Village Shop from January to December 2025 exceed the Net Sales for the same Westlake Village Shop from January to December 2024. The Westlake Village Shop opened in July 2022.

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PART 3: Conversion Event Store – Los Angeles Shop

The tables below describe the historical Net Sales¹ and Total Operating Income¹ for the Los Angeles Shop owned and operated by our affiliate for two separate reporting periods: (1) before and after the outlet's conversion to the French Florist® system - September 1 2021 to September 30, 2022; and (2) January 1, 2025 to December 31, 2025.

Table 3A: Conversion Event – Los Angeles Shop
September 2021 to September 2022

Month	Net Sales¹
September 2021	\$390,247.11
October 2021*	\$302,028.64
November 2021	\$493,435.31
December 2021	\$573,788.30
January 2022	\$650,929.96
February 2022	\$900,755.07
March 2022	\$716,258.33
April 2022	\$772,472.82
May 2022	\$984,243.18
June 2022	\$709,151.55
July 2022	\$644,229.12
August 2022	\$732,892.92
September 2022	\$848,612.56
Store Opening Date	1978
*Conversion Date	October 21, 2021
Estimated Territory Population	6,792,270

The Los Angeles Shop opened in 1978 and converted to the French Florist® system on October 21, 2021. It operates in a territory that has a population of approximately 6,792,270. This is roughly 22.75 times larger than the standard 300,000 population franchise territory.

Table 3B: Los Angeles Shop – 2025 Net Sales and Total Operating Income

2025 Month	2025 Net Sales¹
January	\$516,510.78
February	\$740,045.43
March	\$569,413.33
April	\$614,793.38
May	\$836,005.29
June	\$482,997.33
July	\$493,770.46
August	\$529,787.88
September	\$645,218.25
October	\$611,304.11
November	\$584,563.74
December	\$603,691.81
FULL 2025 YEAR	\$7,228,101.79
2025 Net Sales ¹	100.00%
Cost of Labor	27.30%
Cost of Goods Sold ¹	23.80%
Rent and Utilities	2.22%
Marketing	15.11%
Royalty Adjustment ²	6.00%
Brand Fund Adjustment ²	2.00%
Other Expenses	4.72%
2025 TOTAL OPERATING INCOME¹	18.85%

(1) “Net Sales,” “Cost of Goods Sold,” and “Total Operating Income” are defined above.

(2) Our affiliate did not pay to us any Royalties or Brand Fund contributions. So, we made an adjustment to impute an amount equal to the 6% Royalty and the 2% Brand Fund contribution amounts that our franchisees are currently required to pay to us under the franchise agreement, as outlined in this disclosure document above. You will be expected to pay the Royalty and Brand Fund contributions required in your franchise agreement.

(3) Other Expenses include: Bookkeeping, Technology and Software License Fees, Hotel/Lodging, Meals, Ground Transportation, Internet, Phones, Uniforms, Miscellaneous Reimbursements, Facility Repair/Maintenance, Office Supplies, Ads Management, Insurances, Delivery Vehicle Maintenance, Delivery Vehicle Fuel, Parking Fees & Tickets, Miscellaneous Professional Fees, Banking and Processing Fees, and Mileage Reimbursement.

PART 4: 2025 Net Sales and Total Operating Income
for the North Scottsdale Shop

The table below describes the historical Net Sales and Total Operating Income for the North Scottsdale Shop owned and operated by our franchisee for the reporting period from January 1, 2025 to December 31, 2025

Table 4: 2025 North Scottsdale Shop

2025 Month	2025 Net Sales¹
January	\$68,349.65
February	\$107,437.67
March	\$72,757.24
April	\$75,125.05
May	\$107,635.33
June	\$39,845.09
July	\$46,104.75
August	\$51,705.14
September	\$72,357.09
October	\$90,920.49
November	\$100,404.54
December	\$105,326.33
FULL 2025 YEAR	\$937,968.37
Store Opening Date	November 2024
Estimated Territory Population	551,153*
2025 Net Sales ¹	100.00%
Cost of Labor	20.94%
Cost of Goods Sold ¹	37.91%
Rent and Utilities	7.18%
Marketing ²	10.17%
Royalty	6.00%
Brand Fund	2.00%
Other Expenses ³	8.95%
2025 TOTAL OPERATING INCOME¹	6.85%

The North Scottsdale Shop opened in November 2024 and operates in a territory that has a population of approximately 551,153. This is roughly 1.84 times larger than the standard 300,000 population franchise territory. *The North Scottsdale location fulfilled some orders outside its assigned ZIP codes in areas designated as future territories the owner intended to purchase, which were not served by other franchise owners.