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) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.

(b) Company Owned Outlet – means an Outlet 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.

(c) Direct Cost of Goods and Services Sold – means the direct non-managerial and non-administrative cost of goods sold and labor incurred by an Outlet in directly providing the Approved Services and Products, comprised of the following expenses: Direct Labor Gross Wages and Taxes and Inventory, Equipment, and Supplies. Direct Cost of Goods and Services Sold does not include managerial labor and expenses, administrative labor and expenses, Disclosed Expenses, operating expenses, or general expenses including, but not limited to, interest, taxes, depreciation, amortization, and franchise related expenses including Royalty Fees, Brand Development Fund Fees, Technology Fees, or local marketing expenses.

(d) Direct Gross Profit – means Gross Sales less Direct Cost of Goods and Services Sold. Direct Gross Profit is not net profit or income and, except as to Direct Cost of Goods and Services Sold, does not include the deduction of all other expenses incurred by an iSmash Center including, but not limited to, Disclosed Expenses, operating expenses, or general expenses including, but not limited to, interest, taxes, depreciation, amortization, and franchise related expenses including Royalty Fees, Brand Development Fund Fees, Technology Fees, or local marketing expenses.

(e) Disclosed Expenses – refers to a limited selection of expenses as disclosed in the tables to this Item 19, comprised of the following select expense categories: equipment and supplies, rent, utilities, marketing, and insurance.

(f) Franchise Outlet – refers to an iSmash Center operated under a Franchise Agreement that is not a Company Owned Outlet.

(g) Franchise Related Expenses – means the following select fees required under the Franchise Agreements: Royalty Fees, Brand Development Fund Fees, Technology Fees, and digital marketing program fees. Franchise Related Expenses do not include all fee and payment obligations required under a Franchise Agreement. The Franchise Related Expenses do not include imputed local marketing expenses as each Company Owned Outlet exceeded the local marketing requirement which has been included. The Franchise Related Expenses for the Company Owned Outlets are imputed to what the outlet would have paid based on the set rates for 2025, and the Franchised Related Expenses for the Franchise Outlet are the actual amounts paid by the Franchise Outlet.

(h) Gross Sales – means the total revenue derived by each outlet less sales tax, discounts, allowances, and returns.

(i) Outlet – refers to either a Company Owned Outlets or Franchise Outlet, as the context requires.

(j) Net Profit – means Direct Gross Profit Minus Disclosed Expenses minus Total Franchise Related Expenses

(k)iSmash Services Offered – refers to the smashing service that involves smashing common household items using instruments such as baseball bats, crowbars, and sledgehammers, splatter paint, axe throwing and offering parties at the iSmash Center.

BASES AND ASSUMPTIONS

The financial information was not prepared on a basis consistent with generally accepted accounting principles. Below is the historical representation of our Company-Owned Outlets and Franchise Outlets that have been opening and operating for at least 12 months as of December 31, 2025, and are fully compliant with all terms of associated franchise agreement. Data for our Company Owned Outlets is based on information reported to us by our affiliates. Data from our Franchisee Outlets was provided either from software or directly from franchisees. 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. Material financial and operational characteristics that are reasonably anticipated to differ from future operational franchise outlets include: no obligation to pay ongoing monthly fees that a franchisee will pay to us, such as royalties and a brand development fund fee.

COMPANY OWNED OUTLETS

We have two Company Owned Outlets and one has been in operations since October 2018 (the "Rochester Outlet"). The second Company-Owned Outlet has been in operation since October 2021 (the "Syracuse Outlet"). In Tables 1 and 2 we report financial performance data of our Company-Owned Outlets for the 2025 Calendar Year.

Table 1

Rochester Outlet	**2025 Calendar Year**	
	Total	%
Gross Sales	**$874,545.66**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$174,676.25	19.97%
Inventory	$58,197.53	6.65%
Direct Gross Profit	**$641,671.88**	**73.37%**
Less: Disclosed Expenses		
Equipment and Supplies	$67,023.28	7.66%
Rent	$102,917.81	11.77%
Utilities	$32,462.88	3.71%
Marketing	$89,432.18	10.23%
Insurance	$5,963.35	.68%

Total Disclosed Expenses	**$297,799.50**	**34.05%**
Direct Gross Profit Minus Disclosed Expenses	**$343,872.38**	**39.32%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$52,472.74	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.34%
Digital Marketing Program Fee	$9,000.00	1.03%
Total Franchise Related Expenses	**$64,472.74**	**7.37%**
Net Profit	**$279,399.64**	**31.95%**

Table 2

Syracuse Outlet	**2025 Calendar Year**	
	Total	%
Gross Sales	**$450,509.05**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$104,110.01	23.11%
Inventory	$44,004.62	9.77%
Direct Gross Profit	**$302,394.42**	**67.12%**
Less: Disclosed Expenses		
Equipment and Supplies	$28,906.63	6.42%
Rent	$95,143.92	21.12%
Utilities	$20,218.47	4.49%
Marketing	$41,257.00	9.16%
Insurance	$2,101.35	.47%
Total Disclosed Expenses	**$187,627.37**	**41.65%**
Direct Gross Profit Minus Disclosed Expenses	**$114,767.05**	**25.47%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$27,030.54	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.67%
Digital Marketing Program Fee	$9,000.00	2.00%
Total Franchise Related Expenses	**$39,030.54**	**8.66%**
New Profit	**$75,736.51**	**16.81%**

Table 3 below details the average, median, highest and lowest Gross Sales, Net Profit and Net Profit Percentage for our Company-Owned Outlets for the 2025 Calendar Year.

Table 3

	Gross Sales	**Gross Profit**	**Profit %**
Highest	$874,545.66	$279,399.64	31.95%
Lowest	$450,509.05	$75,736.51	16.81%
Median	$662,527.36	$177,568.08	24.38%
Average	$662,527.36	$177,568.08	24.38%

FRANCHISED OUTLETS

As of December 31, 2024, we had five Franchised Outlets. This Item 19 financial performance representation discloses four Franchised Outlets that have been opened and operating for twelve months as of December 31, 2025, and are in compliance with their obligations under their franchise agreements. One Franchised Outlet is not disclosed in this Item 19 financial performance representation because it is not in compliance with its obligations under its franchise agreement. Two of the Franchised Outlets have been open and operating since 2023. In Tables 4 and 5 below we report the financial performance data of the for the "Tampa Outlet" and the "Farmingdale Outlet" for the 2025 Calendar Year.

Table 4

Tampa Outlet	**2025 Calendar Year**	
	Total	%
Gross Sales	**$808,833.40**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$97,428.75	12.05%
Inventory	$109,795.80	13.57%
Direct Gross Profit	**$601,608.85**	**74.38%**
Less: Disclosed Expenses		
Equipment and Supplies	$22,920.29	2.83%
Rent	$191,431.36	23.67%
Utilities	$33,445.78	4.14%
Marketing	$79,865.83	9.87%
Insurance	$19,823.56	2.45%
Total Disclosed Expenses	**$347,486.82**	**42.96%**
Direct Gross Profit Minus Disclosed Expenses	**$254,122.03**	**31.42%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$48,530.00	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.37%
Digital Marketing Program Fee	$9,000.00	1.11%
Total Franchise Related Expenses	**$60,530.00**	**7.48%**
Net Profit	**$193,592.03**	**23.93%**

Table 5

Farmingdale Outlet	2025 Calendar Year	
	Total	%
Gross Sales	**$834,618.16**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$137,762.97	16.51%
Inventory	$119,236.38	14.29%
Direct Gross Profit	**$577,618.81**	**69.21%**
Less: Disclosed Expenses		
Equipment and Supplies	$31,494.59	3.77%
Rent	$149,551.21	17.92%
Utilities	$32,441.34	3.89%
Marketing	$62,086.10	7.44%
Insurance	$16,104.75	1.93%
Total Disclosed Expenses	**$291,677.99**	**34.95%**
Direct Gross Profit Minus Disclosed Expenses	**$285,940.82**	**34.26%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$50,077.09	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.36%
Digital Marketing Program Fee	$9,000.00	1.08%
Total Franchise Related Expenses	**$62,077.09**	**7.44%**
Net Profit	**$223,863.73**	**26.82%**

Table 6 below details the average, median, highest and lowest Gross Sales, Net Profit and Net Profit Percentage for two of the Franchised Outlets have been open and operating since 2023 for the 2025 Calendar Year.

Table 6

	Gross Sales	Net Profit	Net Profit %
Highest	$834,618.16	$223,863.73	26.82%
Lowest	$808,833.40	$193,592.03	23.93%
Median	$821,725.78	$208,727.88	25.38%
Average	$821,725.78	$208,727.88	25.38%

Two of the Franchised Outlets have been open and operating since 2024. In Tables 7 and 8 below we report the financial performance data of the for the "Omaha Outlet" and the "Las Vegas Outlet" for the 2025 Calendar Year.

Table 7

Omaha Outlet	**2025 Calendar Year**	
	Total	%
Gross Sales	**$689,987.88**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$105,770.45	15.33%
Inventory	$109,996.97	15.94%
Direct Gross Profit	**$474,220.46**	**68.73%**
Less: Disclosed Expenses		
Equipment and Supplies	$56,891.90	8.25%
Rent	$115,788.00	16.78%
Utilities	$19,520.43	2.83%
Marketing	$79,975.31	11.59%
Insurance	$7,855.04	1.14%
Total Disclosed Expenses	**$280,030.68**	**40.58%**
Direct Gross Profit Minus Disclosed Expenses	**$194,189.78**	**28.14%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$41,399.27	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.43%
Digital Marketing Program Fee	$9,000.00	1.30%
Total Franchise Related Expenses	**$53,399.27**	**7.74%**
Net Profit	**$140,790.51**	**20.40%**

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Table 8

Las Vegas Outlet	**2025 Calendar Year**	
	Total	%
Gross Sales	**$486,604.07**	**100%**
Less: Direct Cost of Goods and Services Sold		
Direct Labor Gross Wages and Taxes	$64,262.89	13.21%
Inventory	$41,235.87	8.47%
Direct Gross Profit	**$381,105.31**	**78.32%**
Less: Disclosed Expenses		
Equipment and Supplies	$28,001.18	5.75%
Rent	$163,443.35	33.59%
Utilities	$12,648.40	2.60%
Marketing	$40,821.02	8.39%
Insurance	$4,787.00	.98%
Total Disclosed Expenses	**$249,700.95**	**51.32%**
Direct Gross Profit Minus Disclosed Expenses	**$131,404.36**	**27.00%**
Less: Adjustments for Franchise Related Expenses		
Royalty Fee	$29,196.24	6.0%
Brand Development Fund Fee	$0.00	0.00%
Technology Fee	$3,000.00	.62%
Digital Marketing Program Fee	$9,000.00	1.85%
Total Franchise Related Expenses	**$41,196.24**	**8.47%**
Net Profit	**$90,208.12**	**18.54%**

Table 9 below details the average, median, highest and lowest Gross Sales, Net Profit and Net Profit Percentage for two of the Franchised Outlets have been open and operating since 2024 for the 2025 Calendar Year.

Table 9

	Gross Sales	**Net Profit**	**Net Profit %**
Highest	$689,987.88	$140,790.51	20.40%
Lowest	$486,604.07	$90,208.12	18.54%
Median	$588,295.98	$115,499.31	19.47%
Average	$588,295.98	$115,499.31	19.47%

Table 10 below details the average, median, highest and lowest Gross Sales, Net Profit and Net Profit Percentage for all Franchised Outlets disclosed in this Item 19 financial performance representation for the 2025 Calendar Year.

Table 10

	Gross Sales	Net Profit	Net Profit %
Highest	$834,618.16	$223,863.73	26.82%
Lowest	$486,604.07	$90,208.12	18.54%
Median	$749,410.64	$167,191.27	22.17%
Average	$705,010.88	$162,113.59	22.43%

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 data, Smash 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 other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Eugene Vaksman, Smash Franchising LLC, 1225 Jefferson Road #13, Rochester, NY 14623, (585) 601-2247, the Federal Trade Commission, and the appropriate state regulatory agencies.

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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	0	2	+2
	2024	2	5	+3
	2025	5	8	+3
Company Owned	2023	2	2	0
	2024	2	2	0
	2025	2	2	0
Total Outlets	2023	2	4	+2
	2024	4	7	+3
	2025	7	10	+3

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
All States	2023	0
	2024	0
	2025	0
Total	2023	0
	2024	0
	2025	0

TABLE NO. 3
STATUS OF FRANCHISED OWNED OUTLETS
FOR YEARS 2023 to 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations for Other Reasons	Outlets at End of Year
Arizona	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	1	0	0	0	0	1
Florida	2023	0	1	0	0	0	0	1