

t. Integration/merger clause	FA: § 18.3 MUDA: § 7	Only the terms of the agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and franchise agreement (or MUDA) may not be enforceable. However, no claim made in any franchise agreement (or MUDA) is intended to disclaim the express representations made in this Disclosure Document.
u. Dispute resolution by litigation or mediation	FA: § 17.1 MUDA: § 7	Except for certain claims, for disputes there must be a face-to-face meeting, mediation and litigation (subject to applicable state law).
v. Choice of forum	FA: §§ 17.1; 17.5 MUDA: § 7	Litigation will take place where our headquarters are located (currently, Holladay, Utah) (subject to applicable state law). Any legal proceedings will take place in the District Court of the United States, in the district where our headquarters is then located, or if this court lacks jurisdiction, the state courts of the state and county where our headquarters is then located (subject to applicable state law).
w. Choice of law	FA: § 18.8 MUDA: § 7	Utah (subject to applicable state law).

For additional disclosures required by certain states, refer to Exhibit I - State Addenda to Disclosure Document

Item 18 **PUBLIC FIGURES**

Crave Cookies Franchising does not use any public figures in its franchise name or symbol, nor do any public figures endorse or recommend the franchise to prospective franchisees.

We occasionally enlist the services of public figures and brand influencers to promote our brand. Any official representation by a public figure must be approved in writing by Crave Cookies Franchising.

Item 19 **FINANCIAL PERFORMANCE PROJECTION**

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 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.

Based on a sample of our outlets, which we selected to best match the possible experience of a new franchise, we estimate that a typical franchised outlet may achieve first-year gross sales between \$615,000 and \$1,254,000.

Admonition/Disclaimer: These figures are only estimates of what we think you may sell. There is no assurance you will do as well.

These figures are only estimates of what we think you may sell or earn. Your individual results may differ. There is no assurance that you'll earn as much.

I. Bases for Projection

Section 1. Data Selection Bases. This projection is based on first-year gross sales of franchised outlets which:

- A. Completed their first twelve consecutive months of operation between 5 December 2024 and 5 May 2025,
- B. Operated under the same ownership for that entire period, and
- C. Occupied trade areas with a population density of at least 1,700 persons per square mile.

Section 2. Data Selection Process. Between 5 December 2024 and 5 May 2025, 10 franchised outlets finished their first year of operation. Of these 10 outlets:

- A. Six (6) outlets met every criterion above and are therefore included in the data set that supports this projection.
- B. Three (3) outlets were excluded because they changed ownership during their first year.
- C. One (1) outlet was excluded because its trade-area population density was below 1,700 persons per square mile.
- D. No first-year outlets closed between 5 December 2024 and 5 May 2025.

Section 3. Data Selection Adjustment. To reduce the influence of outliers, we removed the single highest and single lowest gross-sales figures from the six-outlet data set. The remaining four outlets represent the middle sixty-seven percent of the qualifying group, and their results establish the projected range stated above.

Section 4. Data Selection Results. Outcome distribution among the six included outlets:

- A. 4 of 6 outlets (67 percent) reported first-year gross sales within the \$615,000-to-\$1,254,000 range.
- B. **One outlet (17 %)** came in **above** the range at **\$1,285,698** (this figure was treated as the high outlier and excluded when the range was set).
- C. **One outlet (17 %)** came in **below** the range at **\$518,996** (this figure was treated as the low outlier and excluded when the range was set).
- D. All sales figures were taken directly from each outlet's point-of-sale system. No adjustments were made.

II. Assumptions

This projection assumes that you will:

1. Secure a site with a population density comparable to those of the outlets in the data set,
2. Build and operate the outlet in full compliance with our décor package, menu, and operating procedures,
3. Maintain standard business hours and execute the required grand-opening marketing plan,
4. Experience a stable supply chain, average labor availability, and no significant change in competitive conditions, and
5. Set menu prices consistent with current system averages and limit price increases during the first year to no more than three percent.

Your location or operating choices may differ. For example, outlets in very high-rent urban cores, low-density rural areas, or regions with different labor costs may experience different sales patterns.

Admonition/Disclaimer: Our projected sales revenues, relying on the bases, data selection methodology and assumptions set out above, are only estimates of what we think you may sell. There is no assurance you will do as well.

III. Substantiation Available

The point-of-sale reports, worksheets, and other information that form the basis for this financial-performance projection are available to you upon reasonable request. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table 1
Systemwide Outlet Summary
For Years 2021 to 2024

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2022	0	8	8
	2023	8	21	13
	2024	21	35	14
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	2	1
Total Outlets	2022	1	9	8
	2023	9	22	13
	2024	22	37	15

Table 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2021 to 2024

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Florida	2022	0
	2023	0
	2024	1
Nevada	2022	0
	2023	0
	2024	5
Utah	2022	0
	2023	2
	2024	0