

ITEM 18 PUBLIC FIGURES

We do not currently use any public figure to promote our System.

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, and/or affiliate-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.

As of December 31, 2025, there were 89 franchised territories. Nine of the operating franchised locations operating in 16 territories had a showroom for all of 2025. For franchisees with multiple territories, we recommend that they open one showroom for each 3 Designated Territories. For example, franchisees with 5 Designated Territories would open one showroom covering 3 territories and a second showroom covering the remaining 2 Designated Territories. Franchisees are deemed open upon completion of training even if they have not opened a showroom. Franchisees are allowed to operate without a showroom because they can provide virtual design services. Not all franchisees begin operations after completion of training and before they open a showroom.

The data was obtained through our Business Management and Technology System.

Part I of this Item discloses the Accepted Contract Amount for Franchised Businesses who have operated for at least 12 full months in 2025. This data is for the period January 1, 2025, through December 31, 2025 (the "Measurement Period"). This data was collected from our Business Management and Technology System.

Part II of this Item discloses Proposal Conversion Rate for Franchised Businesses who reported Accepted Contracts in 2025. This data is for the Measurement Period. This data was collected from our Business management and Technology System.

Part III of this Item discloses Gross Margin and Variable Expenses for Franchisees with an open showroom in all 12 months of 2025. This data is for the Measurement Period. This data was collected from our Business management and Technology System.

Part IV of this Item discloses job size statistics for Franchised Businesses that operated during the Measurement Period. This data is for the Measurement Period. This data was collected from our Business management and Technology System.

Part V of this Item discloses proposals created by Franchised Businesses that operated during the Measurement Period. This data is for the Measurement Period. This data was collected from our Business management and Technology System.

Part VI of this Item discloses Sales Composition by Customer Segment for Franchised Businesses that operated during the Measurement Period. This data is for the Measurement Period. This data was collected from our Business management and Technology System.

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

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

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PART I

Accepted Contract Amount in 2025 for Franchised Businesses with 12 Full Months of Operation In 2025

Accepted Contract Amount of Designery Franchisees with Showroom Open During 2025 Reporting Period	
Maximum	\$1,883,892
Minimum	\$456,504
Median	\$1,133,072
Average	\$1,024,011

Notes to Part I:

1. This table includes 8 franchise locations operating in 13 territories that operated all 12 months in 2025, and the business was not transferred, did not temporarily cease operations, and had an open showroom during 2025. Five of the eight franchise locations reported Accepted Contract figures greater than the average. One location operating in three territories did not respond with P&L Information and were omitted from this report.
2. Accepted Contract figures are derived from our Business Management and Technology System, for when a customer accepts a work order. Acceptance of a work order does not necessarily mean that the work has been completed. Accepted Contract amounts are an accrual-based accounting method of tracking revenue. Franchisees report and pay royalties using a cash-based accounting method.

PART II

Proposal Conversion Rate for Franchisees who reported Accepted Contracts in 2025

Proposal Conversion Rate (2025 Reporting Period)				
	High	Low	Median	Average
Proposal Conversion Rate (%)	71.19%	7.14%	40.00%	40.23%

Notes to Part II:

1. Includes any franchisee that reported an Accepted Contract in 2025 totaling 33 franchise locations operating in 78 franchise territories. Fifteen of the 33 franchise locations reported Accepted Contract figures greater than the average.

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Part III

Gross Margin and Variable Expenses for Franchisees with an Open Showroom in all 12 months of 2025

Gross Profit Margin for 2025 Calendar Year						
	# of Franchise Locations	Minimum	Maximum	Median	Average	# Above Average
Summary Statistics	8	18.79%	55.70%	42.61%	40.20%	3

Cost of Materials Percentage of Revenue						
	# of Franchise Locations	Minimum	Maximum	Median	Average	# Above Average
Summary Statistics	8	38.69%	53.34%	43.30%	45.16%	2

Installation Labor Percentage of Revenue						
	# of Franchise Locations	Minimum	Maximum	Median	Average	# Above Average
Summary Statistics	8	2.52%	30.29%	10.74%	14.64%	2

Rent Expense - Dollar Amount Reported						
	# of Franchise Locations	Minimum	Maximum	Median	Average	# Above Average
Summary Statistics	8	\$ 51,343.68	\$ 99,200.00	\$ 59,161.69	\$ 66,669.78	2

Certain Operating Expenses as a Percentage of Revenue — Open Showroom Franchisees						
	# of Franchise Locations	Minimum	Maximum	Median	Average	# Above Average
Summary Statistics	8	3.42%	12.39%	7.88%	7.72%	4

Notes to Part III:

1. This data set is comprised of franchisees that had a Showroom open for all 12 months in 2025 and includes 8 locations operating in 13 territories that submitted reports through our P&L Management System (part of our Business Management and Technology System). If a franchisee did not submit

P&L reports in the P&L Management System we requested P&L information. One location operating in three territories did not respond with P&L Information and were omitted from this report.

2. Cost of Materials as a percentage of revenue was taken from the standardized chart of accounts including the following categories: cabinets, countertops, flooring, closets, accessories, job supplies, shipping.
3. Installation Labor as a percentage of revenue was taken from the standardized chart of accounts including the following categories: job payroll, job payroll taxes, and contractors.
4. The Rent Expense represents the actual dollar amount reported for a showroom and only includes rent and does not include deposits or other occupancy costs (utilities, etc.).
5. Certain Operating Expenses was taken from the standardized chart of accounts including the following categories: bad debt, bank service charges, computer and technology, dues and subscriptions, employee relations, legal and professional fees, licenses and permits, meals, merchant services, mileage, office supplies, phone/internet expense, postage and shipping, repairs and maintenance, taxes and licenses, travel expense, utilities, entertainment, other business expense, Quickbooks payment fees, reimbursable expenses, Tech Fee – vendors, total insurance.
6. This data was derived from our Business Management and Technology System.

Part IV

Job Size Statistics for Franchised Businesses with Operation During the 2025 Measurement Period

Summary Job Statistics (2025 Reporting Period)				
	High	Low	Median	Average
Job Statistics	\$1,213,018.47	\$53.60	\$10,514.98	\$20,629.85

Notes to Part IV:

1. The following table presents Job Size information realized by certain The Designery franchisees during the Measurement Period. The information provided in the table above was compiled from 32 The Designery franchisees operating in 76 territories, that were operational and reported Revenue during the Reporting Period. There were 766 Accepted Contracts in the Reporting Period and 207 Accepted Contracts had values higher than the Average.
2. Job Size for purposes of Part IV is the value of an Accepted Contract. In some instances where we measure for cabinets but a customer does not order cabinets, there is a flat \$75 charge. These tickets have not been included in the above table because the customer did not proceed with a project. This data was collected from our Business Management and Technology System or Customer Management Software used by the Franchisees, for when a customer accepts a work order. Accepted Contract amounts are an accrual-based accounting method of tracking revenue. Franchisees report and pay royalties using a cash-based accounting method.

PART V
Proposals Created from 2023 through 2025

The Designery Created Proposals from 2023 to 2025			
Year	Franchisee Proposal Created Count (#)	Franchisee Proposal Created Value (\$)	Number of Territories Open as of Fiscal Year End
2023	2,062	\$ 23,011,395	19
2024	4,237	\$ 52,582,282	73
2025	6,054	\$ 94,891,940	89

Notes to Part V:

1. The information represents the total aggregate dollar amount of all created proposals reported in our Business Management and Technology System from January 1 to December 31 of 2023, 2024, and 2025. Not all created proposals turn into Accepted Contracts.
2. The information includes all franchise locations that were open and reported a created proposal.
3. This data was derived from our Business Management and Technology System.

PART VI
Sales Composition by Customer Segment 2025 – Retail and Contractor Sales

Sales Composition by Customer Segment: Retail and Contractor Sales		
	Retail Customers	Contractor Sales
Percentage (%) of Total Customers	70.55%	29.45%

1. The information provided in the table above was compiled from 32 The Designery franchisees (operating in 76 territories) that were operational and reported Accepted Contracts during the Reporting Period. There were 1,304 total Accepted Contracts in the Reporting Period including 920 Retail Contracts and 384 Contractor Contracts. The higher total of Accepted Contracts in this table results from the breakout of a project into Kitchen, Bathroom, and Closets. By way of example, in Part IV a customer who accepted contracts for a kitchen and bathroom, would be counted as one Accepted Contract in Part IV table, and two Accepted Contracts in this Part VI table.
2. Retail means a direct customer who acquires products or services for their own personal or residential use, rather than for resale or commercial purposes. This segment most commonly includes homeowners, renters, and individual consumers who purchase goods to fulfill their own needs or home-related projects. They are the end-users of the products they purchase .
3. Contractor means purchases made by professionals or business entities that acquire products for use on

a specific project or job site, whether commercial or residential in nature. Unlike Retail Customers, Contractor Sales customers are not the end users of the products they purchase. Instead, contractors acquire goods on behalf of a client or project, incorporating them into their work or installations. This segment typically includes general contractors, subcontractors, builders, tradespeople, and construction firms.

Other than the preceding financial performance representation, we do 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 Franchised Business, however, we may provide you with the actual records of that Franchised Business. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting our Chief Development Officer, Zack Dudan, at 107 Parr Drive, Huntersville, NC 28078, (980) 441-1121, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1

System-wide Outlet Summary

For Years 2023 to 2025

Systemwide Outlet Summary				
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	4	21	17
	2024	21	73	52
	2025	73	89	16
Company-Owned*	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	4	21	17
	2024	21	73	52
	2025	73	89	16