

Provision	Section in Development Agreement	Summary
v. Choice of forum	Article 13.6	Arbitration and litigation must be in Hennepin County, Minnesota (Subject to State Law)
w. Choice of law	Article 17.1	Governing law will be the laws of the state where the Geographic Area is located (Subject to State Law)

ITEM 18
PUBLIC FIGURES

We do not use any public figures 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 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.

Fiscal Year 2024-2025							
	Total Salon Count	Average Sales	Median Sales	Max	Min	Number of Salons Exceeding Average	Percentage of Salons Exceeding Avg
Top	22	\$786,297	\$698,766	\$1,577,657	\$540,290	9	40.91%
Mid	22	\$460,899	\$462,709	\$539,249	\$365,035	12	54.55%
Bottom	23	\$225,992	\$206,583	\$359,041	\$67,873	11	47.83%
TOTALS	67	\$487,106⁽¹⁾	\$461,761	\$1,577,657	\$67,873	27	40.30⁽¹⁾%

(1) This is an average of the numbers presented above.

The Average, Median, and High/Low Shop Gross Sales Information for the Fiscal-Year Period from July 1, 2024, through June 30, 2025, for franchised Roosters Shops that were open during that period (“Fiscal Year 2025”) and located throughout the United States with sales in all 12 months as shown in Item 20 of this Disclosure Document. There were 69 franchised outlets open during the period from July 1, 2024, through June 30, 2025. The data includes only those salons that reported sales in each month of the 12-month period July 1, 2024, through June 30,