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.

Overview

As of June 30, 2026, we had a total of 48 franchisees in operation (these franchisees operated a total of 108 territories). The financial performance representations in this Item 19 contain data for all Apex franchised businesses that provided financials to Apex and who were open and fully operating at least 12 months as of June 30, 2026, which consists of 32 franchisees. These 32 franchised businesses operated in a total of 88 territories. Excluded from this Item 19 are 16 franchisees operating in 23 territories because they either (i) have been operating for less than one year (6 franchisees operating in 7 territories), or (ii) did not provide financials (10 franchisees operating in 16 territories).

As of June 30, 2025, we had a total of 54 franchisees in operation (these franchisees operated a total of 119 territories). The financial performance representations in Sections I of this Item 19 contain data for all Apex franchised businesses that provided financials to Apex and who were open and fully operating at least 12 months as of June 30, 2025, which consists of 27 franchisees. These 27 franchised businesses operated in a total of 70 territories. Excluded from Section I of this Item 19 are 27 franchisees operating in 49 territories because they either (i) have been operating for less than one year (10 franchisees operating in 20 territories), or (ii) did not provide financials (17 franchisees operating in 29 territories).

As of June 30, 2024, we had a total of 48 franchisees in operation (these franchisees operated a total of 108 territories). The financial performance representations in Section I of this Item 19 contain data for all Apex franchised businesses that provided financials to Apex and who were open and fully operating at least 12 months as of June 30, 2024, which consists of 31 franchisees. These 31 franchised businesses operated in a total of 78 territories. Excluded from Section I of this Item 19 are 17 franchisees operating in 30 territories because they either (i) have been operating for less than one year (6 franchisees operating in 10 territories), or (ii) did not provide financials (11 franchisees operating in 20 territories). No corporate owned or unopened franchise outlets are included in the analysis. Also excluded from this Item 19 are the 7 territories that ceased operating in the fiscal year ended June 30, 2024 (one (1) of which was open for less than 12 months).

Section I reflects financial performance representations for all 32 franchisees operating in 88 territories, as of June 30, 2026; all 27 franchisees operating in 70 territories, as of June 30, 2025; and 31 franchisees operating in a total of 78 territories, as of June 30, 2024. Section II reflects financial performance representations for all 32 franchisees operating in 88 territories. Section III reflects financial performance representations for the 27 franchisees operating in 83 territories that operate in multiple territories. Section IV reflects financial performance representations for 5 single-territory franchisees operating in 5 territories.

No corporate-owned or unopened franchise outlets are included in this Item 19. Also excluded from this Item 19 are 9 franchisees operating in 13 territories that ceased operating in the fiscal year ended June 30, 2026 (one of which was open for less than 12 months).

The financial performance representations below include the following historical information pertaining to certain franchised Apex businesses:

i. Territories: "Territories" refers to the number of Territories that each respective Franchisee operates in.

ii. Gross Fundraising: "Gross Fundraising" refers to the total amount of funds raised by the schools, sports teams, clubs or groups from the Apex program, including amounts retained by the schools, sports teams, clubs or groups and amounts paid to the Apex business.

iii. Gross Revenues: "Gross Revenues" refers to the gross amount of all of sales or other income made in connection with the operation of the franchised business. Gross Revenues includes amounts Apex businesses received from the sale of goods and merchandise, promotional or otherwise, and for services performed by their Apex team, together with the amount of all fundraising receipts that are paid to them, and any business interruption insurance they received. Gross Revenues does not include any amount of sales tax collected and paid, refunds, allowances, or discounts, or fundraising receipts that are retained by the schools.

iv. EBITDA ($): "EBITDA ($)" refers to Gross Revenues minus "Operating Expenses" and before interest, taxes, depreciation, amortization, and owner's compensation. "Operating Expenses" for purposes of this Item 19 includes "Labor," "Merchandise COGS," "Overhead," and "Royalties."

   a. Labor costs includes the cost of labor for event execution (team leaders and members) as well as all supporting administrative salaries, but excludes owner's compensation.

   b. Merchandise COGS includes prizes, toys, shirts, and cost of freight.

   c. Overhead captures all back-office and administrative costs, but excludes expenses relating to the franchisee's entity type and financing structure, as well as non-cash expenses (interest, taxes, depreciation and amortization).

   d. Royalties are the royalty fees that each franchised business paid during the fiscal year ended June 30, 2026.

v. EBITDA (%): "EBITDA (%)" refers to EBITDA (%) as a percentage of Gross Revenue.

The Maximum, Minimum, Top/Bottom Quartiles, Average, and Median for each of Section I, II, and III below are based on the EBITDA ($) for the respective franchisees included in each Section. By way of example, the "Maximum" column in Section I lists the details of the franchisee who achieved the highest EBITDA ($) in the fiscal year ended June 30, 2026, and the "Minimum" column in Section I lists the details of the franchisee who achieved the lowest EBITDA ($) in the fiscal year ended June 30, 2026.

Section I. The below tables reflect summary results for franchises operating as of the 2026, 2025, and 2024 fiscal year end, as described above.

Consolidated Table of Summary Financial Results
for the Fiscal Years Ended June 30, 2026; June 30, 2025; and June 30, 2024

	FY2026	FY2025	FY2024
Total No. of franchisees in System	48	54	48
No. of franchisees included in Gross Revenue figures	32	27	31
No. of territories	88	70	78
Highest Gross Revenues	$3,378,352	$2,855,993	$2,758,377

	FY2026	FY2025	FY2024
Percentage change from prior year	+18.3%	+3.5%	-0.6%
Lowest Gross Revenues	$98,408	$50,718	$93,460
Average Revenue of all franchisees	$884,910	$916,578	$759,317
Average EBITDA of all franchisees	$219,784	$197,384	$133,130
Average EBITDA Margin	+24.8%	+21.5%	+17.5%
Median EBITDA of all franchises	$153,710	$151,228	$81,483.85
Number of franchisees that attained or surpassed the Average EBITDA	13	12	10
Percentage of franchisees that attained or surpassed the Average EBITDA	41%	44%	32%
Median Gross Revenues of all franchisees	$749,450	$773,113	$472,644
Number of franchisees that attained or surpassed the average Gross Revenues	14	11	11
Percentage of franchisees that attained or surpassed the average Gross Revenues	44%	41%	35%
Average number of territories per franchisee	2.8	2.6	2.5
Median number of territories per franchisee	2.0	2.0	2.0
No. of single-territory franchisees	5	7	10
Average Gross Revenues of single-territory franchisees	$599,816	$386,205	$343,831
Percentage change in average Gross Revenues of single-territory franchisees from prior year	+55.3%	+12.3%	-0.1%
Number of franchisees that attained or surpassed the average Gross Revenues for single-territory franchisees	2	3	4
Percentage of franchisees that attained or surpassed the average Gross Revenues for single-territory franchisees	40%	43%	40%
Median Gross Revenues of single-territory franchisees	$366,247	$405,105	$309,959
Percentage change in median Gross Revenues of single-territory franchisees from prior year	-9.6%	+30.7%	+20.8%
No. of multi-territory franchisees	27	20	21
Average Gross Revenues of multi-territory franchisees	$937,705	$1,102,20	$957,167
Number of franchisees that attained or surpassed the average Gross Revenues for multi-territory franchisees	10	7	9
Percentage of franchisees that attained or surpassed the average Gross Revenues for multi-territory franchisees	37%	35%	43%
Median Gross Revenues of multi-territory franchisees	$755,906	$875,830	$629,784

Section II. The tables below reflect summary results for 32 franchisees operating in 88 territories as described above.

Consolidated Table of Summary Financial Results for the Fiscal Year Ended June 30, 2026

	Average (32 franchisees)	Top Quartile Average (8 Franchisees)	Bottom Quartile Average (8 Franchisees)	Median (32 franchisees)	Maximum	Minimum
Territories	2.8	5.4	1.3	2.0	10.0	1.0
Number of Schools	47.0	93.4	14.3	37.0	113.0	8.0
Gross Fundraise	$1,869,046.00	$4,025,964.87	$576,246.36	$1,635,432.83	$5,312,572.45	$287,815.21
Gross Revenue	$884,910.22	$1,895,949.77	$251,558.86	$749,450.17	$3,378,352.45	$98,408.14
EBITDA ($)	$219,784.45	$513,286.60	$36,923.81	$153,710.06	$719,541.44	($21,048.01)
EBITDA (%)	24.8%	27.1%	14.7%	20.5%	21.3%	-21.4%

	# (%) of Outlets Meeting or Exceeding Average	# (%) of Outlets Meeting or Exceeding Top Quartile Average	# (%) of Outlets Meeting or Exceeding Bottom Quartile Average	Top Quartile Median (8 Franchisees)	Bottom Quartile Median (8 Franchisees)
Territories	12 (38%)	2 (6%)	27 (84%)	5.0	1.0
Number of Schools	14 (44%)	3 (10%)	27 (84%)	87.0	16.0
Gross Fundraise	13 (41%)	4 (13%)	28 (88%)	$4,205,286.97	$587,305.04
Gross Revenue	14 (44%)	2 (6%)	29 (91%)	$1,758,292.38	$275,325.81
EBITDA ($)	13 (41%)	3 (9%)	28 (88%)	$473,335.04	$34,950.57
EBITDA (%)	16 (50%)	10 (31%)	28 (88%)	26.9%	12.7%

Section III. The tables below reflect summary results for 27 multi-territory franchise owners (83 territories)

Summary Financial Results for Multi-Territory Owners, Fiscal Year Ended June 30, 2026

	Average (27 franchisees)	Top Quartile Average (6 Franchisees)	Bottom Quartile Average (6 Franchisees)	Median (20 franchisees)	Maximum	Minimum
Territories	3.1	5.7	2.0	2.0	10.0	2.0
Number of Schools	49.6	97.0	13.7	46.0	113.0	8.0
Gross Fundraise	$1,981,628.23	$4,243,302.68	$557,553.12	$1,728,407.52	$5,312,572.45	$287,815.21
Gross Revenue	$937,705.46	$2,002,327.04	$237,089.02	$755,906.39	$3,378,352.45	$98,408.14
EBITDA ($)	$230,605.50	$552,966.57	$39,562.08	$156,193.67	$719,541.44	($21,048.01)
EBITDA (%)	24.6%	27.6%	16.7%	20.7%	21.3%	-21.4%

	# (%) of Outlets Meeting or Exceeding Average	# (%) of Outlets Meeting or Exceeding Top Quartile Average	# (%) of Outlets Meeting or Exceeding Bottom Quartile Average	Top Quartile Median (6 Franchisees)	Bottom Quartile Median (6 Franchisees)
Territories	7 (26%)	2 (7%)	27 (100%)	5.0	2.0
Number of Schools	12 (46%)	3 (12%)	23 (88%)	98.0	14.0
Gross Fundraise	11 (41%)	3 (11%)	24 (89%)	$4,371,779.97	$580,064.30
Gross Revenue	10 (37%)	2 (7%)	25 (93%)	$1,772,433.02	$262,350.74
EBITDA ($)	10 (37%)	3 (11%)	24 (89%)	$568,057.69	$35,171.45
EBITDA (%)	13 (48%)	8 (30%)	22 (81%)	32.0%	13.4%

Of the 27 franchisees that operate in multiple territories: (i) 15 franchisees operate in 2 territories; (ii) 5 operate in 3 territories; (iii) 3 operate in 4 territories; 2 operate in 5 territories; (iv) 1 operates in 6 territories; and (v) 1 operates in 10 territories.

Section IV. The tables below reflect summary results for 5 single-territory franchise owners (5 territories)

Summary Financial Results for Single-Territory Owners, Fiscal Year Ended June 30, 2026

	Average (5 franchisees)	Top Quartile Average (1 Franchisee)	Bottom Quartile Average (2 Franchisees)	Median (5 franchisees)	Maximum	Minimum
Territories	1.0	1.0	1.0	1.0	1.0	1.0
Number of Schools	30.0	53.0	9.0	21.0	53.0	0.0
Gross Fundraise	$1,283,618.45	$2,354,485.00	$720,678.54	$986,817.34	$2,354,485.00	$689,485.95
Gross Revenue	$599,815.92	$1,019,545.76	$342,617.31	$366,246.76	$1,019,545.76	$338,377.86
EBITDA ($)	$161,350.79	$275,206.76	$57,641.95	$151,226.45	$275,206.76	$34,950.57
EBITDA (%)	26.9%	27.0%	16.8%	41.3%	27.0%	10.3%

	# (%) of Outlets Meeting or Exceeding Average	# (%) of Outlets Meeting or Exceeding Top Quartile Average	# (%) of Outlets Meeting or Exceeding Bottom Quartile Average	Top Quartile Median (1 Franchisee)	Bottom Quartile Median (2 Franchisees)
Territories	N/A	N/A	N/A	N/A	N/A
Number of Schools	1 (20%)	1 (20%)	4 (80%)	53.0	9.0
Gross Fundraise	2 (40%)	1 (20%)	4 (80%)	$2,354,485.00	$720,678.54
Gross Revenue	2 (40%)	1 (20%)	4 (80%)	$1,019,545.76	$342,617.31
EBITDA ($)	2 (40%)	1 (20%)	4 (80%)	$275,206.76	$57,641.95
EBITDA (%)	3 (60%)	2 (40%)	4 (80%)	27.0%	16.8%

Notes:

In making the above financial performance representation, we have relied upon financial statements prepared and sent to us by our franchisees and our affiliate.

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

Written substantiation for this financial performance representation will be made available to you upon your reasonable written request.

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 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 Jamie Krasnov at 1244 N. Post Oak Road, Suite 100, Houston, TX 77055, 602-837-4072 or jamie@apexleadershipco.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

Table 1 - System-wide Outlet Summary For Fiscal Years Ended 2024 to 2026				
Outlet Type	**Year***	**Outlets at the Start of the Year**	**Outlets at the End of the Year**	**Net Change**
Franchised	2024	104	108	+4
	2025	108	119	+11
	2026	119	111	-8
Company-Owned	2024	8	10	+2
	2025	10	12	+2
	2026	12	0	-12
Total Outlets	**2024**	112	118	+6
	2025	118	131	+13
	2026	131	111	**-20**

*Our fiscal year end is June 30.

Table 2 - Transfers of Outlets from Franchisees to New Owners (Other than The Franchisor) For Fiscal Years Ended 2024 to 2026		
State	**Year***	**Number of Transfers**
California	2024	3
	2025	1
	2026	0
Michigan	2024	0
	2025	0
	2026	2
Minnesota	2024	0
	2025	4
	2026	0
Nevada	2024	0
	2025	1
	2026	0
Texas	2024	0
	2025	0
	2026	1
Virginia	2024	0
	2025	0
	2026	1
Washington	2024	0
	2025	0
	2026	1
Total	**2024**	**3**
	2025	**6**
	2026	**5**

*Our fiscal year end is June 30.