

	Provision	Section in Franchise Agreement (FA)	Summary
(s)	Modification of the agreement	10.1, 20.4 and 21.4	Generally, no modifications unless agreed in writing. We may revise the contents of the FOM and you must comply with each requirement. If any part of the Franchise Agreement is declared invalid, the remaining portion will remain in force. If applicable law requires the taking of some action other than is required by the Franchise Agreement, that requirement will be substituted.
(t)	Integration/merger clause	21.4	Only the terms of the Franchise Agreement are binding (subject to state law) and any other representations or promises made outside this disclosure document and Franchise Agreement may not be enforceable. Nothing in the Franchise Agreement, or any other agreement, is intended to disclaim any representations made in this disclosure document.
(u)	Dispute resolution by arbitration or mediation	Not Applicable	
(v)	Choice of forum	21.7	The state where our principal place of business is located at the time of suit (presently, Georgia) (subject to state law).
(w)	Choice of law	21.6	Georgia law applies (subject to state law).

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the Franchises.

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.

TABLE 1
NET SALES FOR FISCAL YEAR 2025 OF
418 COMPANY-OWNED AND FRANCHISED STORES OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26, 2022 TO SEPTEMBER 28, 2025

	All Stores	Top Third	Middle Third	Bottom Third
Range of Net Sales	\$3,798,001 - \$308,714	\$3,798,001 - \$1,439,842	\$1,438,471 - \$1,030,973	\$1,030,220 - \$308,714
Average Net Sales	\$1,265,568	\$1,813,301	\$1,236,596	\$747,015
Median Net Sales	\$1,235,325	\$1,727,876	\$1,235,325	\$755,048
Number Of Stores	418	139	140	139
Number of Stores at or Above Average	199	60	70	73
Percentage of Stores at or Above Average	47.6%	43.2%	50.0%	52.5%

TABLE 2
NET SALES FOR FISCAL YEAR 2025 OF
198 FRANCHISED STORES OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26 2022 TO SEPTEMBER 28, 2025

	All Stores	Top Third	Middle Third	Bottom Third
Range of Net Sales	\$2,770,161 - \$308,714	\$2,770,161 - \$1,072,953	\$1,072,215 - \$750,993	\$750,467 - \$308,714
Number Of Stores	198	66	66	66
Average Net Sales	\$983,538	\$1,445,950	\$919,118	\$585,545
Median Net Sales	\$923,111	\$1,361,281	\$923,111	\$598,841
Number of Stores at or Above Average	83	28	36	39
Percentage of Stores at or Above Average	41.9%	42.4%	54.5%	59.1%

TABLE NO. 3
NET SALES FOR FISCAL YEAR 2025 OF
220 COMPANY-OWNED STORES OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26, 2022 TO SEPTEMBER 28, 2025

	All Stores	Top Third	Middle Third	Bottom Third
Range of Net Sales	\$3,798,001 - \$634,649	\$3,798,001 - \$1,636,968	\$1,635,980 - \$1,317,256	\$1,316,413 - \$634,649
Number Of Stores	220	73	74	73
Average Net Sales	\$ 1,519,395	\$1,982,390	\$1,458,988	\$1,117,633
Median Net Sales	\$ 1,441,539	\$1,912,191	\$1,441,539	\$1,142,843
Number of Stores at or Above Average	92	33	32	40
Percentage of Stores at or Above Average	41.8%	45.2%	43.2%	54.8%

NOTES TO TABLES 1 - 3

- Tables 1, 2 and 3 display the average and median Net Sales (as defined in Item 6) of 418 HoneyBaked Stores including 198 franchised Stores and 220 Company-owned Stores during our fiscal year that ended on September 28, 2025 and that were in operation for our last three fiscal years, which includes the period from September 26, 2022 to September 28, 2025 (the “Three Year Reporting Period”). These tables exclude data from: (i) 18 franchised Stores that opened during the Three Year Reporting Period; (ii) two franchised Stores that temporarily closed for periods of time during the Three Year Reporting Period; (iii) six franchised Stores that permanently closed during the Three Year Reporting Period; (iv) two Company-owned Stores that were sold to a franchisee during the Three Year Reporting Period; (v) eleven Company-owned Stores that our affiliate acquired from franchisees during the Three Year Reporting Period; and (vi) five new Company-owned Stores that opened during the Three Year Reporting Period; and (vii) four Company-owned Stores that closed during the Three Year Reporting Period.
- The data in these tables is based on sales reports received from our CMS Point-of-Sale system.

TABLE 4
HISTORICAL SALES AND CERTAIN EXPENSES FOR 203 FRANCHISED STORES
FOR CALENDAR YEAR 2024

Calendar Year 2024	203 Stores		Stores with Net Sales Less Than \$700,000		Stores with Net Sales Between \$700,001 to \$1,000,000		Stores with Net Sales Greater Than \$1,000,000	
Net Sales - Range	\$2,762,322 - \$159,642		\$697,771 - \$159,642		\$989,055 - \$703,402		\$2,762,322 - \$1,001,039	
No. of Stores	203		60		65		78	
Net Sales - Average	\$961,627		\$539,094		\$850,512		\$1,379,248	
Net Sales Median	\$880,043		\$556,093		\$862,138		\$1,267,242	
Cost of Goods Sold (COGS)	\$357,970	37.2%	\$199,401	37.0%	\$331,573	39.0%	\$501,943	36.4%
Gross Profit	\$603,657	62.8%	\$339,693	63.0%	\$518,940	61.0%	\$877,305	63.6%
Hourly Labor	\$199,768	20.8%	\$114,946	21.3%	\$193,355	22.7%	\$270,359	19.6%
Store Operating Profit After COGS & Hourly Labor	\$403,890	42.0%	\$224,747	41.7%	\$325,585	38.3%	\$606,946	44.0%
Other Operating Expenses	\$297,138	30.9%	\$193,226	35.8%	\$259,378	30.5%	\$408,537	29.6%
EBITDA	\$106,752	11.1%	\$31,521	5.8%	\$66,207	7.8%	\$198,409	14.4%

NOTES TO TABLE 4

1. Table 4 presents Net Sales, Cost of Goods Sold, and Hourly Labor expense data for 203 franchised Stores that were open during the entire 2024 calendar year and that provided year-end profit and loss statements to us on our standardized form for this period. Table 4 does not include any data related to: (i) four franchised Stores that were open during the entire 2024 calendar year that did not provide profit and loss statements to us, or whose statements were not provided to us in the correct format; (ii) eight franchised Stores that opened during the 2024 calendar year; (iii) six franchised Stores that closed during the 2024 calendar year; and (iv) four franchised Stores that were acquired by HBH's affiliate during the 2024 calendar year.
2. Cost of Goods Sold includes the total costs of food and beverage sales as well as paper and packaging supplies.
3. Gross Profit is calculated by subtracting Cost of Goods Sold from Average Net Sales.
4. Hourly Labor costs include only hourly employee wages.
5. Store Operating Profit after COGS and Hourly Labor is calculated by subtracting Cost of Goods Sold and Total Hourly Labor costs from Average Net Sales.
6. Other Operating Expenses are expenses that are not included in Cost of Goods Sold or Hourly Labor and include expenses such as rent, management salaries, utilities, insurance, royalty fees, Advertising Fund contributions, technology fees, etc.

7. EBITDA is Earnings Before Interest, Taxes, Depreciation and Amortization is calculated by subtracting Other Operating Expenses from Store Operating Profit after COGS and Hourly Labor.

TABLE 5
NET SALES FOR FISCAL YEAR 2025 OF 51 COMPANY-OWNED AND FRANCHISED
SEASONAL STORES OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26, 2022 TO SEPTEMBER 28, 2025

	All Seasonal Stores	Top Third	Middle Third	Bottom Third
Range of Net Sales	\$428,975 - \$110,600	\$428,975 - \$239,607	\$228,881 - \$179,161	\$177,526 - \$110,600
Number Of Stores	51	17	17	17
Average Net Sales	\$213,211	\$283,662	\$203,923	\$152,048
Median Net Sales	\$198,663	\$261,936	\$198,663	\$156,180
Number of Stores at or Above Average	23	7	8	11
Percentage of Stores at or Above Average	45.1%	41.2%	47.1%	64.7%

TABLE 6
NET SALES FOR FISCAL YEAR 2025 OF TWO FRANCHISED SEASONAL STORES
OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26, 2022 TO SEPTEMBER 28, 2025

Range of Net Sales	\$256,048 - \$247,606
Number Of Stores	2
Average Net Sales	\$251,827
Median Net Sales	\$251,827
Number of Stores at or Above Average	1
Percentage of Stores at or Above Average	50.0%

TABLE 7
NET SALES FOR FISCAL YEAR 2025 OF 49 COMPANY-OWNED SEASONAL STORES
OPEN AT LEAST THREE YEARS
DURING THE PERIOD FROM SEPTEMBER 26, 2022 TO SEPTEMBER 28, 2025

	All Seasonals	Top Third	Middle Third	Bottom Third
Range of Net Sales	\$428,975 - \$110,600	\$428,975 - \$228,881	\$228,630 - \$177,526	\$176,177 - \$110,600
Number Of Stores	49	16	17	16
Average Net Sales	\$211,635	\$284,218	\$200,902	\$150,456
Median Net Sales	\$194,540	\$266,621	\$194,540	\$155,248
Number of Stores at or Above Average	21	7	7	10
Percentage of Stores at or Above Average	42.9%	43.8%	41.2%	62.5%

NOTES TO TABLES 5 - 7

- Tables 5, 6 and 7 display the average and median Net Sales of 51 Seasonal Stores including two franchised Seasonal Stores and 49 Company-owned Seasonal Stores during our fiscal year that ended on September 28, 2025 and that were in operation for the Three Year Reporting Period”). These tables exclude data from: (i) two franchised Seasonal Stores that opened during the Three Year Reporting Period; (ii) one franchised Seasonal Stores that permanently closed during the Three Year Reporting Period; (iii) two franchised Seasonal Stores that were acquired by HBH’s affiliate during the Three Year Reporting Period; and (iv) ten Company-owned Seasonal Stores that opened during the Three Year Reporting Period; and (v) two Company-owned Seasonal Stores that permanently closed during the Three Year Reporting Period.
- The data in these tables is based on sales reports received from our CMS Point-of-Sale system.

* * *

The franchised HoneyBaked Stores reflected in this financial performance representation offer inventory and services for sale that are substantially similar to the inventory and services that you will offer for sale in your Store. The data has not been audited.

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

Some HoneyBaked Stores have earned this much. Your individual results may differ. There is no assurance you will earn as much.

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 our management by contacting Kenneth Marshall,

Chief Financial Officer, The HBH Franchise Company, LLC, 3875 Mansell Road, Alpharetta, Georgia 30022-1532, (678) 966-3101, the Federal Trade Commission and the appropriate state regulatory agencies.

ITEM 20
LIST OF OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Store Summary
For Years 2023-2025¹

Store Type	Year	Stores at the Start of the Year	Stores at the End of the Year	Net Change
Franchised Stores	2023	215	209	-6
	2024	209	208	-1
	2025	208	212	+4
Company-Owned Stores	2023	225	230	+5
	2024	230	231	+1
	2025	231	236	+5
Total Stores	2023	440	439	-1
	2024	439	439	0
	2025	439	448	+9

Table No. 2
Transfers of Stores from Franchisees to New Owners
(Other than HBH)
For Years 2023-2025¹

State	Year	Number of Transfers
Florida	2023	2
	2024	2
	2025	1
Georgia	2023	0
	2024	1
	2025	5
Maryland	2023	3
	2024	0
	2025	0
Minnesota	2023	1
	2024	0
	2025	0
Mississippi	2023	1
	2024	0
	2025	0