

Provision	Section in Multi-Unit Development Agreement	Summary
t. Integration/ merger clause	Section 12	Only the terms of the Multi-Unit Development Agreement are binding (subject to applicable state laws). Any representations or promises outside of this Franchise Disclosure Document and the Multi-Unit Development Agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	Section 21	Except for certain claims, all disputes will be arbitrated in Salt Lake City, Utah (subject to applicable state law).
v. Choice of forum	Section 21	Litigation and arbitration must be in Salt Lake County, Utah, except as provided in a State Specific Addendum. (subject to applicable state law)
w. Choice of law	Section 18	Utah law applies, except as provided in a State Specific Addendum. (subject to applicable state law)

**ITEM 18  
PUBLIC FIGURES**

**Tyler Loong**

Tyler Loong, a top 5 pickleball athlete, is an owner in Picklr Inc. While Franchisor does not directly provide Mr. Loong with any compensation or other benefits arising from the use of his name or likeness, or from his endorsement or recommendation of the franchise to prospective franchisees, Mr. Loong will be involved in promoting the sale of Picklr Franchises. As such, Mr. Loong may benefit directly or indirectly from the fees paid by franchisees to Franchisor. Mr. Loong does not own any interest in Franchisor, and is not involved in the management or control of Franchisor.

**Drew Brees**

Drew Brees is a former football quarterback who played in the National Football League for 20 years. Mr. Brees is an ambassador for the Franchisor to promote the brand and its mission to provide state-of-the-art sports facilities of all ages and skills levels. Mr. Brees received a payment of \$120,000 in 2024, fifteen percent (15%) of the National Marketing Fee collected from Picklr franchisees and up to 100,000 shares of Series A Stock subject to a vesting schedule.

**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-operated 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.

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

The following table represents the historical performance of the twelve (12) Picklr Franchises all of which had been open for at least one full year. The remaining forty-four (44) franchised outlets were not open for at least one full year and were therefore excluded.

<b>Gross Sales</b>	<b>Dollar Amount</b>
High	\$1,843,170
Average	\$962,734
Median	\$938,176
Low	\$498,014

	<b>EBITDA</b>
High	32.0%
Average	10.9%
Median	9.3%
Low	-35.3%

#### **NOTES TO TABLE**

(1) “Gross Sales” means the total of all receipts derived from all sales of Products and Services at Franchisee’s Picklr Franchise, including sales made away from Franchisee’s Picklr Facility, insurance claims for lost profits to the extent a claim is paid by the insurer, and all other Products sold and Services performed by or for Franchisee or Franchisee’s Picklr Franchise or by means of the business conducted under the Picklr Franchise, whether the receipts are evidenced by cash, credit, checks, gift certificates, scrip, coupons, services, property or other means of exchange.

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

(3) Other than the preceding financial performance representation, we do not make any representations about a franchisee’s future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representative 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 Jonathan Fornaci, at 559 S. Deseret Drive, Kaysville, UT 84037, (801) 725-3041, 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 - 2025**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change (+ or -)</b>
<b>Franchised</b>	<b>2023</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>2024</b>	<b>0</b>	<b>22</b>	<b>+22</b>
	<b>2025</b>	<b>22</b>	<b>56</b>	<b>+34</b>
<b>Company-Owned*</b>	<b>2023</b>	<b>6</b>	<b>6</b>	<b>0</b>
	<b>2024</b>	<b>6</b>	<b>2</b>	<b>-4</b>
	<b>2025</b>	<b>2</b>	<b>3</b>	<b>+1</b>
<b>Total Outlets</b>	<b>2023</b>	<b>6</b>	<b>6</b>	<b>+1</b>
	<b>2024</b>	<b>6</b>	<b>24</b>	<b>+17</b>
	<b>2025</b>	<b>24</b>	<b>59</b>	<b>+35</b>

**Table No. 2: Transfers of Franchised Outlets  
For Years 2023 - 2025**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
<b>Florida</b>	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>0</b>
	<b>2025</b>	<b>1</b>
<b>Illinois</b>	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>0</b>
	<b>2025</b>	<b>3</b>
<b>Texas</b>	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>0</b>
	<b>2025</b>	<b>1</b>
<b>TOTAL</b>	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>0</b>
	<b>2025</b>	<b>5</b>