

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the 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.

HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION

The financial performance information provided in this Item 19 must be read in conjunction with the notes set forth immediately following the table below, the disclosures set forth in this FDD, and the terms and conditions of the Franchise Agreement. Written substantiation for this financial performance representation will be made available to you upon reasonable request.

As of our last fiscal year end, there were 114 Franchised Bars in operation. The historical financial performance information contained in this Item 19 reflects certain performance information for the 97 Franchised Bars that were open for at least one full year as of December 31, 2025 (the “Item 19 Bars”), during the period January 1, 2025, through December 31, 2025 (the “Reporting Period”). Eighteen (18) Franchised Bars were excluded from this Item 19 financial performance representation because they were not open for the entire Reporting Period.

Table 1 reflects the Total Gross Sales for the Item 19 Bars for the Reporting Period, the Average Gross Sales for the Item 19 Bars for the Reporting Period, and a breakdown of Total Gross Sales and Average Gross Sales for each of the four (4) quartiles of Item 19 Bars for the Reporting Period.

Table 2 reflects the Total Number of Members for the Item 19 Bars for the Reporting Period, the Average Number of Members for the Item 19 Bars for the Reporting Period, and a breakdown of the Total Number of Members and Average Number of Members for each of the four (4) quartiles of the Item 19 Bars for the Reporting Period.

Table 3 reflects the Total Number of Appointments for the Item 19 Bars for the Reporting Period, the Average Monthly Appointment Count for the Item 19 Bars for the Reporting Period, and a breakdown of the Total Number of Appointments and Average Monthly Appointment Count for each of the four (4) quartiles of the Item 19 Bars for the Reporting Period.

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**TABLE 1: TOTAL GROSS SALES & AVERAGE GROSS SALES FOR THE ITEM 19 BARS
DURING THE REPORTING PERIOD**

Category	Total Sales	Count	Low	Median	High	Average	% Above Average	% Below Average
All Selected	39,316,523	97	73,253	383,618	1,302,092	405,325	43%	57%
4th Q (Top)	16,126,690	24	506,725	592,853	1,302,092	671,945	29%	71%
3rd Q	10,279,736	24	384,202	428,067	485,408	428,322	50%	50%
2nd Q	8,000,160	24	278,617	335,023	383,618	333,340	50%	50%
1st Q (Bottom)	4,909,936	25	73,253	199,147	266,256	196,397	52%	48%

**TABLE 2: TOTAL NUMBER OF MEMBERS AND AVERAGE NUMBER OF MEMBERS
FOR THE ITEM 19 BARS FOR THE REPORTING PERIOD**

Category	Member Count	Count	Low	Median	High	Average	% Above Average	% Below Average
All Selected	10,203	97	11	98	289	105	45%	55%
4th Q (Top)	4,547	24	136	176	289	189	42%	58%
3rd Q	2,811	24	101	118	132	117	58%	42%
2nd Q	1,905	24	57	82	98	79	54%	46%
1st Q (Bottom)	940	25	11	40	56	38	56%	44%

**TABLE 3: TOTAL NUMBER OF APPOINTMENTS AND AVERAGE MONTHLY
APPOINTMENT COUNT FOR THE ITEM 19 BARS FOR THE REPORTING PERIOD**

Category	Appointment Count	Count	Low	Median	High	Average	% Above Average	% Below Average
All Selected	50,537	97	84	466	1,885	521	40%	60%
4th Q (Top)	20,847	24	665	747	1,885	869	25%	75%
3rd Q	13,067	24	481	543	658	544	50%	50%
2nd Q	10,057	24	354	427	466	419	58%	42%
1st Q (Bottom)	6,565	25	84	267	350	263	52%	48%

Notes:

1. Table 1 reflects the following historical financial performance information for Item 19 Bars for the Reporting Period:
 - a. Total Gross Sales;
 - b. Average Gross Sales;
 - c. Average Gross Sales broken down by quartile. Each of the four quartiles consists of 24 - 25 Bars.
 - d. The highest Gross Sales figure attained in computing each average, the lowest Gross Sales figure attained in computing each average, the median for each data set, and the number and percentage of Bars included in each quartile representation that attained or surpassed the stated average; and the number and percentage of Bars included in each quartile representation that fell below the stated average.

2. Table 2 reflects the following historical financial performance information for the Item 19 Bars for the Reporting Period:
 - a. Total Number of Members;
 - b. Average Number of Members;
 - c. Average Number of Members broken down by quartile. Each of the four quartiles consists of 24-25 Bars.
 - d. The highest Member figure attained in computing each average, the lowest Member figure attained in computing each average, the median for each data set, and the number and percentage of Bars included in each quartile representation that attained or surpassed the stated average; and the number and percentage of Bars included in each quartile representation that fell below the stated average.
3. Table 3 reflects the following historical financial performance information for the Item 19 Bars for the Reporting Period:
 - a. Total Number of Appointments;
 - b. Average Monthly Appointment Count;
 - c. Average Monthly Appointment Count broken down by quartile. Each of the four quartiles consists of 24-25 Bars.
 - d. The highest Monthly Appointment Count figure attained in computing each average, the lowest Monthly Appointment Count figure attained in computing each average, the median for each data set, and the number and percentage of Bars included in each quartile representation that attained or surpassed the stated average; and the number and percentage of Bars included in each quartile representation that fell below the stated average.

GENERAL NOTES APPLICABLE TO ALL TABLES:

1. The Gross Sales figures represent revenue from the sale of services and the sale of retail items during the Reporting Period, as reported to us by the Item 19 Bars through the reporting system software.
2. The Number of Members represents the total number of members, as reported to us by the Item 19 Bars, through our reporting system software.
3. The Number of Appointments represents the total number of appointments, as reported to us by the Item 19 Bars, through our reporting system software.
4. Average means the sum of all data points in a set, divided by the number of data points in that set.
5. Median means the data point that is in the center of all data points used to calculate the average. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing them by two.
6. Gross Sales means the aggregate of all revenue from the sale of products, gift cards, barter or exchange, complimentary services and services from all sources in connection with the

Franchised Business, but excluding all refunds made in good faith, any sales and equivalent taxes that Franchisees collect and pay to any governmental taxing authority, and the value of any allowance issued or granted to any of the Franchisee's customers that are credited in full or partial satisfaction of the price of any products and services offered by the Franchised Business.

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

Some stores have earned these amounts. Your individual results may vary. There is no assurance you'll earn as much.

Other than the preceding financial performance representation, Blo Blow Dry Bar Inc. does 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 Corey Wilde at 1867 Yonge Street, Suite 600, Toronto, Ontario, M4S 1Y5 and (416) 630-6280, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For Years 2023-2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	81	89	+8
	2024	89	100	+11
	2025	100	114	+14
Company-Owned	2023	0	1	+1
	2024	1	1	1
	2025	1	0	-1
Total Outlets	2023	81	90	+9
	2024	90	101	+11
	2025	101	114	+13