

Provision	Section in Franchise Agreement	Summary
		must arbitrate all disputes in Opa, Locka, Florida. Subject to applicable state law.
v. Choice of forum	Section 23.6	<p>Subject to the arbitration requirement, you and the Owners must file any suit against us in federal court in the district where our headquarters is located at the time the suit is filed (currently Opa Locka, Florida). We can sue you in federal or state court in the district where our headquarters is located at the time the suit is filed or where the Franchised Business is located. You and we both waive the right to trial by jury and the right to seek punitive damages.</p> <p>All of these provisions are subject to state law in your state.</p>
w. Choice of law	Section 23.1	Florida law applies (subject to state law).

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the sale of our franchise.

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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.

These financial performance representations are based upon the historic operating revenue of our Company-Owned Outlet which operates in and around the Opa Locka, Florida area. These financial performance representations include historical financial results from the Company-Owned Outlet for the 2022, 2023 and 2024 fiscal year (the "Measurement Period".) We obtained these historical financial results from the profit and loss reports submitted by the Company-Owned Outlet. There was one additional Company Owned Outlet which began operating in March 2024 and as such was not operational during the entirety of the Measurement Period and is not included in this Item 19. There were no franchise outlets operating during the entirety of the Measurement Period. An outlet's full operation throughout the Measurement Period is the only criteria that were used to select the financial performance information that is included in Item 19. Neither we nor a certified public accountant have independently audited or verified the information.

Except as discussed in the notes below, the Company-Owned Outlet operates in a substantially similar manner to how your Franchised Business will operate. The explanatory notes included with the following chart are an integral part of this financial performance representation and should be read in their entirety for a full understanding of the information contained in the following chart.

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Table 1: Gross Revenue and Certain Expenses of the Company-Owned Outlet for each Year			
	2022	2023	2024
Income			
Total Sales	\$531,070.63	\$715,337.87	\$729,160.88
Cost of Goods Sold	\$42,469.84	\$71,445.88	\$117,931.10
Gross Profit	\$488,600.79	\$643,891.99	\$611,229.78
Expenses			
Advertising and Marketing	\$55,753.23	\$94,189.98	\$91,050.52
Vehicles	\$9,367.06	\$12,293.41	\$12,955.45
Job Supplies	\$17,887.73	\$7,664.31	\$13,704.22
Payroll	\$54,871.35	\$127,760.23	\$98,759.35
Rent	\$32,642.25	\$33,671.04	\$39,924.37
Total Utilities	\$64,501.05	\$78,765.95	\$43,902.00
Total Expenses	\$235,022.67	\$354,344.92	\$300,295.91
Franchise Adjustments			
Royalty Fee	\$37,174.94	\$50,073.65	\$51,041.26
Brand Fund Contribution	\$10,621.41	\$14,306.76	\$14,583.22
Technology Fee	\$3,056.00	\$3,415.50	\$4,154.00
EBITDA (if franchised)	\$202,725.77	\$221,751.16	\$241,155.39
EBITDA (if franchised) Margin	38.17%	31.00%	33.07%

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Notes to Tables 1 above:

1. “Gross Revenue” means all revenue derived from operating the Company-Owned Outlet. Revenue does not include (i) any credits that are actually provided to customers, (ii) any shipping charges that collected from a customer and actually paid to a third-party shipping or logistics company for the delivery of items to customers, and (iii) any sales or other taxes that collected from customers and paid directly to the appropriate taxing authority.
2. “COGS” or “Costs of Goods Sold” includes the costs to purchase inventory and supplies used in the performance of sales and services to customers.
3. "Payroll" means the total amount of compensation paid by the Company Owned Outlet to its employees, including but not limited to salaries, wages, bonuses, commissions, overtime pay, and any other forms of monetary compensation for services rendered. The Payroll figures for the year 2023 include owner distributions in addition to employee compensation. For clarity, "owner distributions" refer to payments made to the Company Owned Outlets owners or shareholders that are separate from and in addition to any salary or wages they may receive as employees. The Payroll figures for the year 2024 do not include owner distributions. These figures represent only the compensation paid to employees.
4. “Total Utilities” includes expenses for internet, electricity, mobile phone services, and natural gas.
5. “Franchise Adjustments” are for expenses that you will be required to pay to us as a franchisee but that were not incurred by our Company-Owned Outlet. The recurring monthly royalty fee is 7%. The recurring monthly brand fund contribution is 2%. The recurring monthly Technology Fee is \$750 per month.
6. “EBITDA (if franchised)” means the earnings before interest, taxes, depreciation, and amortization of the business if it were a Franchised Business.
7. “EBITDA (if franchised) Margin” is calculated as EBITDA (if franchised) divided by the Gross Revenue in each Measurement Period

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Table 2: 2022 Revenue and Cases by Month					
Month	2022 Revenue	2023 Cases¹	Average Revenue Per Transaction¹	Low Figure	High Figure
January	\$45,340.51	149	\$304.30	\$15.00	\$962.60
February	\$23,190.19	103	\$225.15	\$15.00	\$1,228.30
March	\$42,019.02	157	\$267.64	\$25.00	\$2,269.94
April	\$33,788.67	120	\$281.57	\$15.00	\$1,805.30
May	\$40,878.93	172	\$237.67	\$15.00	\$977.32
June	\$40,136.61	181	\$221.75	\$15.00	\$1,096.04
July	\$46,638.69	180	\$259.10	\$15.00	\$2,122.48
August	\$42,168.06	173	\$243.75	\$15.00	\$926.44
September	\$51,630.39	228	\$226.45	\$15.00	\$884.58
October	\$47,154.16	215	\$219.32	\$15.00	\$2,116.29
November	\$51,216.46	266	\$192.54	\$15.00	\$967.38
December	\$66,908.94	412	\$162.40	\$15.00	\$892.46
Total	\$531,070.63	2,357	\$236.80	\$15.00	\$2,269.94

Table 3: 2023 Revenue and Cases by Month					
Month	2023 Revenue	2023 Cases¹	Average Revenue Per Transaction¹	Low Figure	High Figure
January	\$59,936.35	421	\$142.37	\$15.00	\$1,382.44
February	\$58,361.92	367	\$159.02	\$15.00	\$1,082.84
March	\$64,631.43	447	\$144.59	\$15.00	\$847.53
April	\$64,831.29	391	\$165.81	\$15.00	\$984.74
May	\$64,209.13	454	\$141.43	\$15.00	\$1,653.60
June	\$73,411.98	475	\$154.55	\$15.00	\$5,088.00
July	\$61,188.71	336	\$182.11	\$15.00	\$1,048.34
August	\$64,960.67	309	\$210.23	\$15.00	\$3,375.59
September	\$52,287.78	306	\$170.88	\$15.00	\$968.34
October	\$48,505.25	258	\$188.00	\$15.00	\$1,375.24
November	\$51,097.24	292	\$174.99	\$15.00	\$1,238.04
December	\$51,916.12	325	\$159.28	\$15.00	\$859.74
Total	\$715,337.87	4,381	\$166.11	N/A	N/A

Table 4: 2024 Revenue and Cases by Month					
Month	2024 Revenue	2024 Cases¹	Average Revenue Per Transaction¹	Low Figure	High Figure
January	\$39,304.72	280	\$140.37	\$15.00	\$1,134.00
February	\$44,807.56	336	\$133.36	\$15.00	\$1,075.84
March	\$67,332.61	458	\$147.01	\$15.00	\$1,153.28
April	\$74,836.51	629	\$118.98	\$15.00	\$4,189.48
May	\$75,152.11	561	\$133.96	\$15.00	\$1,409.54
June	\$60,296.85	422	\$142.88	\$15.00	\$1,052.88
July	\$74,515.30	592	\$125.87	\$15.00	\$3,156.80
August	\$56,984.41	504	\$113.06	\$15.00	\$952.75
September	\$53,158.04	453	\$117.35	\$15.00	\$892.38
October	\$64,380.57	504	\$127.74	\$10.00	\$946.95
November	\$55,927.28	403	\$138.78	\$10.00	\$875.68
December	\$62,464.92	467	\$133.76	\$10.00	\$1,202.68
Total	\$729,160.88	5,609	\$130.32	N/A	N/A

Table 5: 2023 - Income Revenue Percentage Per Service Category		
SERVICES	AMOUNT	PERCENTAGE OF REVENUE
Cremation Fees	\$531,664.85	74.32%
Memorial Items (Clay Paw Prints, Ink, Photo Prints)	\$37,586.39	5.25%
Same Day Cremations (Rush & Witness)	\$38,524.00	5.39%
Pick-up & Delivery Fees	\$18,810.68	2.63%
Home Euthanasia	\$23,372.23	3.27%
Rosewood Urn + Engravings	\$27,680.10	3.87%
Upgraded Urns	\$27,929.66	3.90%
Other Memorials (Jewelry, DNA Test, Crystal Bones)	\$9,769.96	1.37%
TOTAL	\$715,337.87	100%

Table 6: 2024 - Income Revenue Percentage Per Service Category		
SERVICES	AMOUNT	PERCENTAGE OF REVENUE
Cremation Fees	\$580,202.82	80.00%
Memorial Items (Clay Paw Prints, Ink, Photo Prints)	\$22,678.33	3.00%
Same Day Cremations (Rush & Witness)	\$22,332.85	3.00%
Pick-up & Delivery Fees	\$56,109.13	8.00%
Home Euthanasia	\$9,526.38	1.00%
Rosewood Urn + Engravings	\$20,859.09	3.00%
Upgraded Urns	\$9,017.99	1.00%
Other Memorials (Jewelry, DNA Test, Crystal Bones)	\$8,434.29	1.00%
TOTAL	\$729,160.88	100%

Table 7: Cases¹ by Source Classification			
	2022	2023	2024
Veterinary Clinic	1,176	3,123	4,587
Walk-In	1,181	1,258	1,310
Total Cases	2,357	4,381	5,897

Notes to Tables 4 - 7 above:

1. “Cases” is how the Company-Owned Outlet labels cremations. Each Case is a cremation performed.
2. “Total Cases” means the total number of cremations performed during the Measurement Period.

Notes Regarding the Company-Owned Outlets and Item 19 *Generally*:

1. The figures in the tables above use the historical information that the Company-Owned Outlet provided to us.
2. This Item 19 does not reflect certain pre-opening costs and expenses over the Measuring Periods that you are likely to incur in connection with the development of a new Franchised Business.
3. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.”

Some outlets have sold this much, your individual results may differ. There is no assurance you will sell as much.

Other than the preceding financial performance representations, we do not make any financial performance representations about a franchisee’s future financial performance or the past financial performance of Affiliate-Owned or franchised outlets. 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 the Franchise Department, Resting Rainbow Pet Memorials and Cremation Franchise, LLC at 13700 NW 19th Ave., Suite 11, Opa Locka, FL 33054, 786-673-7297, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

The tables below list all of the outlets operated by us, our affiliates, or our affiliates’ franchisees, licensees, subfranchisors, or subfranchisees.

**TABLE 1
Systemwide Outlet Summary
For Years 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	1	1
Company Owned	2022	1	1	0
	2023	1	1	0
	2024	1	2	1
TOTALS	2022	1	1	0
	2023	1	1	0
	2024	1	3	2

**TABLE 2
Transfers of Outlets from Franchisee to New Owners (other than the Franchisor)
For Years 2022 to 2024**

State	Year	Number of Transfers
TOTALS	2022	0
	2023	0
	2024	0

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