

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.

The following historic financial performance representation is derived from the actual results of twenty-eight (28) Starting Strength Franchised Gyms, all of which are currently open and operating as of March 21, 2026. The chart shows the date each Gym opened, the length of time each Gym has been open, the number of weight-lifting platforms in the Gym, the pricing of monthly subscription service, and the revenue generated by the sale of memberships and non-recurring services.

The characteristics of the represented outlets may differ materially from those of a new franchise. These differences include, but are not limited to, the length of time the outlet has been in operation, the level of experience of the franchisee and staff, the number of weightlifting platforms and overall facility size, the pricing of services, and local market and competitive conditions. Established outlets may have achieved greater customer awareness and higher revenues than a new franchisee can expect.

Some Gyms have sold these amounts. Your individual results may differ. There is no assurance that you will sell as much.

Sales Performance from Gym Opening to March 21, 2026

Franchised Gym	Opening Date	Time Open ¹	Square Feet	Number of Platforms	Starting Strength Program Price ²	2025 Total Gross Revenue ³	Total Gross Revenue ^{3, 4}
Austin, TX (W Anderson)	4/8/2019	6 Years, 11 Months	1,750	8	\$315 to \$495	\$502,208	\$2,902,271
Dallas, TX	7/1/2019	6 Years, 8 Months	1,512	7	\$315 to \$455	\$413,527	\$2,625,010
Houston, TX (Montrose)	8/19/2019	6 Years, 7 Months	1,560	8	\$315 to \$455	\$637,181	\$3,468,156
Denver, CO (Lakewood) ⁵	1/6/2020	6 Years, 2 Months	2,008	9	\$275 to \$365	\$201,186	\$1,599,292
Plano, TX	4/19/2021	4 Years, 11 Months	1,620	9	\$365 to \$455	\$318,920	\$1,522,775
Boston, MA	5/24/2021	4 Years, 9 Months	2,370	9	\$315 to \$455	\$368,084	\$1,508,907
Boise, ID (West)	7/12/2021	4 Years, 8 Months	1,334	8	\$315 to \$405	\$262,848	\$1,116,000

Franchised Gym	Opening Date	Time Open ¹	Square Feet	Number of Platforms	Starting Strength Program Price ²	2025 Total Gross Revenue ³	Total Gross Revenue ^{3, 4}
Cincinnati, OH	11/15/2021	4 Years, 4 Months	1,750	10	\$315 to \$365	\$421,909	\$1,416,779
San Antonio, TX	11/20/2021	4 Years, 4 Months	1,430	9	\$365 to \$405	\$195,933	\$824,312
Orlando, FL	11/29/2021	4 Years, 3 Months	1,400	9	\$315 to \$365	\$328,553	\$1,075,103
Memphis, TN	1/10/2022	4 Years, 2 Months	1,600	9	\$325 to \$365	\$358,935	\$1,290,591
Beaverton, OR	1/11/2022	4 Years, 2 Months	1,200	8	\$315 to \$405	\$330,906	\$1,118,035
Katy, TX	1/13/2022	4 Years, 2 Months	1,556	10	\$315 to \$365	\$295,741	\$1,253,332
Chicago, IL	2/23/2022	4 Years, 0 Months	1,717	10	\$365 to \$455	\$327,517	\$1,167,470
Columbus, OH	4/25/2022	3 Years, 10 Months	1,618	10	\$315 to \$405	\$271,459	\$965,161
Tulsa, OK ⁶	8/25/2022	3 Years, 6 Months	2,000	10	\$315 to \$365	\$93,425	\$301,110
Indianapolis, IN	6/12/2023	2 Years, 9 Months	1,688	10	\$365 to \$455	\$236,195	\$566,701
Atlanta, GA (John's Creek)	11/6/2023	2 Years, 4 Months	1,400	10	\$315 to \$405	\$218,150	\$476,913
Austin, TX (Sunset Valley)	11/17/2023	2 Years, 4 Months	1,800	12	\$455	\$238,955	\$502,313
Colorado Springs, CO	1/22/2024	2 Years, 1 Month	1,154	7	\$315 to \$405	\$173,097	\$292,901
Denver, CO (Centennial) ⁷	2/10/2024	2 Years, 1 Month	1,395	10	\$315 to \$365	\$54,603	\$124,070
St. Louis, MO	3/4/2024	2 Years, 0 Months	1,400	10	\$315 to \$365	\$121,467	\$227,342
Miami, FL	4/29/2024	1 Year, 10 Months	1,416	11	\$405	\$110,794	\$222,194
Boise, ID (Downtown)	6/3/2024	1 Year, 9 Months	1,686	11	\$315 to \$405	\$260,790	\$403,151
Omaha, NE	7/29/2024	1 Year, 7 Months	1,600	9	\$315 to \$365	\$ 111,275	\$198,127
Oklahoma City, OK (Quail Springs) ⁸	3/31/2025	11 Months	1,272	9	\$315 to \$365	\$27,560	\$120,344
Philadelphia, PA	9/5/2025	6 Months	1,497	11	\$495	\$50,201	\$90,547
Birmingham, AL	10/4/2025	5 Months	1,200	9	\$365	\$17,236	\$32,321

Note 1: Time open for business as of March 21, 2026.

Note 2: Price range during the performance period of monthly subscription service for the Starting Strength Program (group training three times per week). The price per month typically increases after Grand Opening and again when the gym is nearing capacity.

Note 3: "Gross Revenue" includes the total revenue derived from subscription services, in addition to non-recurring revenue items, such as a-la-carte private coaching sessions, Intro sessions, and merchandise (for example).

Note 4: Total Gross Revenue as of March 21, 2026

Note 5: Location permanently closed on April 1, 2026.

Note 6: Location under new ownership as of March 1, 2025.

Note 7: Location under new ownership as of April 1, 2026.

Note 8: Location temporarily closed on June 26, 2024, and reopened under new ownership on March 31, 2025, so "Time Open" is as of the reopening date.

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

This Item 19 was prepared without an audit. Prospective owners or sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his/her opinion with regard to their contents or form.

Other than the preceding financial performance representation, Strength Train, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of the outlet. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Nick Delgadillo, at Strength Train LLC, 2976 E State St., Suite 120, #2062, Eagle, Idaho 83616, (208) 314-1924, the Federal Trade Commission and any appropriate state regulatory agencies.

TABLE 1
SYSTEMWIDE OUTLET SUMMARY
FOR YEARS 2023 TO 2025

OUTLET TYPE	YEAR	OUTLETS AT THE START OF THE YEAR	OUTLETS AT THE END OF THE YEAR	NET CHANGE
FRANCHISED	2023	17	22	+5
	2024	22	26	+4
	2025	26	28	+2
COMPANY-OWNED	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
TOTAL OUTLETS	2023	17	22	+5
	2024	22	26	+4
	2025	26	28	+2

TABLE 2
TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR THE YEARS 2023 TO 2025

STATE	YEAR	NUMBER OF TRANSFERS
Alabama	2023	0
	2024	0
	2025	0
Colorado	2023	0
	2024	0
	2025	0
Florida	2023	0
	2024	0
	2025	0
Georgia	2023	0
	2024	0
	2025	0
Idaho	2023	0
	2024	0
	2025	0
Illinois	2023	0
	2024	0
	2025	0
Indiana	2023	0
	2024	0
	2025	0