

**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 tables present unaudited information for the 2025 fiscal year for outlets that reported and were owned and operated by third party franchisees for the full 2025 calendar year. In calculating these numbers, we included the financial information only for the franchises that had been in operation for the full calendar year and reported sufficient information. We excluded information about franchisees that began operating after January 1, 2025 or ceased or suspended operating before December 31, 2025 or that did not report to us sufficient expenses information. We also excluded from each of the tables the 1 outlet in Lenexa, Kansas that is owned and operated by our former officer Julie Burlison. There were a total of 30 franchised outlets as of December 31, 2025. However, only 26 of these franchised outlets were in operation for the entire fiscal year of 2025. See the notes following the tables for more information concerning the excluded outlets for that table and dataset.

The financial performance representations in the tables include:

- **Table 1A – 2025 Annual Gross Sales For Full Time Dual Classroom Operators**
- **Table 1B – 2025 Net Profit Margins For Full Time Dual Classroom Operators**
- **Table 2A – 2025 Annual Gross Sales For Full Time Single Classroom Operators**
- **Table 2B – 2025 Net Profit Margins For Full Time Single Classroom Operators**
- **Table 3A – 2025 Annual Gross Sales For Part Time Dual Classroom Operators**
- **Table 3B – 2025 Net Profit Margins For Part Time Dual Classroom Operators**
- **Table 4A – 2025 Annual Gross Sales For Part Time Single Classroom Operators**
- **Table 4B – 2025 Net Profit Margins For Part Time Single Classroom Operators**
- **Table 5A – 2025 Annual Gross Sales**
- **Table 5B – 2025 Net Profit Margins**

The data in the following tables comes from the reported historical performance. See the notes following the tables for additional information.

[remainder of page intentionally left blank]

**2025 ANNUAL GROSS SALES FOR FULL TIME DUAL CLASSROOM OPERATORS**

The following Table 1A shows average and median 2025 Annual Gross Sales data for the 9 franchised outlets that two classrooms at their location and operated on a full-time basis and reported sales data for the 2025 fiscal year. The first three subsets divide the 9 franchises into tertile rankings that each constitute approximately one-third of the total group: top tertile (3 franchises), middle tertile (3 franchises), and bottom tertile (3 franchises). The last subset shows all 9 included franchises.

**Table 1A**

<b>AVERAGE AND MEDIAN ANNUAL GROSS SALES</b>							
<b><u>Ranking by Average Annual Gross Sales (1)</u></b>	<b><u>Total Franchisees</u></b>	<b><u>Average Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Average</u></b>	<b><u>Median Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
1st Tertile	3	\$575,939	1 (33%)	\$560,425	2 (66%)	\$660,992	\$506,401
2nd Tertile	3	\$398,820	1 (33%)	\$372,155	2 (66%)	\$456,958	\$367,346
3rd Tertile	3	\$262,334	1 (33%)	\$264,254	2 (66%)	\$265,094	\$257,655
All Franchisees	9	\$412,364	4 (44%)	\$372,155	5 (56%)	\$660,992	\$257,655

*Note 1:* As used in Table 1, “Annual Gross Sales” means the aggregate amount of all revenue and receipts for the 2025 fiscal year derived from operations of a franchise, whether from cash, check, or credit, but excluding all federal, state or municipal sales, use or service taxes collected from customers and paid to the appropriate taxing authority.

[remainder of page intentionally left blank]

## 2025 NET PROFIT MARGINS FOR FULL TIME DUAL CLASSROOM OPERATORS

The following Table 1B shows average and median 2025 Net Profit Margins data for the 8 franchised outlets that operated two classrooms full-time from Table 1A above and reported expense and margin data for the 2025 fiscal year.

**Table 1B**

<b>NET PROFIT MARGIN OF REPORTING FRANCHISES FOR FY 2025</b>							
<b>Expenses as % of Gross Sales (2)</b>	<b><u>Total Franchisees</u></b>	<b>Average</b>	<b><u># (and %) at or above Average</u></b>	<b>Median</b>	<b><u># (and %) at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
Rent (3)	8	14%	2 (25%)	14%	2 (25%)	20%	8%
Payroll (4)	8	37%	4 (50%)	37%	4 (50%)	43%	27%
COGS (5)	8	11%	4 (50%)	11%	4 (50%)	19%	5%
Advertising (6)	8	3%	4 (50%)	3%	4 (50%)	6%	1%
Utilities (7)	8	1%	4 (50%)	1%	4 (50%)	2%	1%
Bank and Card Fees (8)	8	2%	6 (75%)	2%	4 (50%)	3%	1%
Insurance	8	1%	4 (50%)	1%	4 (50%)	2%	0.3%
Royalty/Advertising Fee (9)	8	8%	8 (100%)	8%	8 (100%)	8%	8%
Technology (flat fee) (10)	8	1%	4 (50%)	1%	4 (50%)	1%	0.4%
<b>Total Avg. Expenses</b>		<b>78%</b>		<b>78%</b>			
<b>Total Avg. Net Profit Margin (11)</b>		<b>22%</b>		<b>22%</b>			

*Note 2:* “Expenses as % of Gross Sales” is defined as each outlet’s reported gross revenue and expenses, by category, as a % of the outlet’s gross revenue, then averaged across all outlets. This figure does not include incident/one-time repairs and/or maintenance expenses that may be incurred by outlets.

*Note 3:* “Rent” includes rent and lease payments for the franchise location and also include triple net (NNN) costs of property taxes, building insurance, and maintenance expenses and common area maintenance (CAM) costs and charges that landlords pass on to tenants.

*Note 4:* “Payroll” includes gross payroll and wages and salaries paid to employees and include payroll taxes.

*Note 5:* “COGS” includes the ‘Cost of Goods Sold’ which are the direct costs associated with producing a product or delivering a service, such as groceries, paper goods, supplies.

*Note 6:* We recommend that you spend 3% of Gross Sales on local advertising, however this is not a requirement.

*Note 7:* “Utilities” include various utilities expenses, such as electric, water, internet, and phone costs.

*Note 8:* “Bank and Card Fees” include processing fees and transaction costs charged by bank, credit card, and merchant processors.

*Note 9:* The Royalty Fee is 6% of Gross Sales and the Advertising Fee is 2% of Gross Sales. Not all of our franchisees pay this amount, so we have imputed our current rates. You will be expected to pay the Royalty Fee and Advertising Fee outlined in your franchise agreement.

*Note 10:* The monthly Technology Fee is \$250 per month.

*Note 11:* “The Total Avg. Net Profit Margin” is the Annual Gross Sales for each franchise minus the Cost of Goods Sold, labor expenses, and other expenses as listed in the above table, expressed as a percent of Gross Revenue.

*Excluded Outlets for Table 1B.* As noted above, we had 9 franchised outlets that operated dual classrooms full time as of December 31, 2025, of which 9 operated for the entire fiscal year. We excluded 1 franchised outlet because they transferred during the year and did not report to us sufficient information regarding their expenses and margins.

[remainder of page intentionally left blank]

**2025 ANNUAL GROSS SALES FOR FULL TIME SINGLE CLASSROOM OPERATORS**

The following Table 2A shows average and median 2025 Annual Gross Sales data for the 4 franchised outlets that had a single classroom at their location and operated on a full-time basis and reported sales data for the 2025 fiscal year. The first two subsets divide the 4 franchises into dual rankings that each constitute approximately half of the total group: top half (2 franchises) and bottom half (2 franchises). The last subset shows all 4 included franchises.

**Table 2A**

<b>AVERAGE AND MEDIAN ANNUAL GROSS SALES</b>							
<b><u>Ranking by Average Annual Gross Sales (1)</u></b>	<b><u>Total Franchisees</u></b>	<b><u>Average Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Average</u></b>	<b><u>Median Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
1st Half	2	\$250,143	1 (50%)	\$250,143	1 (50%)	\$288,758	\$211,528
2nd Half	2	\$193,214	1 (50%)	\$193,214	1 (50%)	\$199,961	\$186,467
All Franchisees	4	\$221,678	1 (25%)	\$203,492	2 (50%)	\$288,758	\$186,467

*Note 1:* As used in Table 3, “Annual Gross Sales” means the aggregate amount of all revenue and receipts for the 2025 fiscal year derived from operations of a franchise, whether from cash, check, or credit, but excluding all federal, state or municipal sales, use or service taxes collected from customers and paid to the appropriate taxing authority.

[remainder of page intentionally left blank]

**2025 NET PROFIT MARGINS FOR FULL TIME SINGLE CLASSROOM OPERATORS**

The following Table 2B shows average and median 2025 Net Profit Margins data for the 4 franchised outlets that operated single classrooms full time from Table 2A above and reported expense and margin data for the 2025 fiscal year.

**Table 2B**

<b>NET PROFIT MARGIN OF REPORTING FRANCHISES FOR FY 2025</b>							
<b>Expenses as % of Gross Sales (2)</b>	<b><u>Total Franchisees</u></b>	<b>Average</b>	<b><u># (and %) at or above Average</u></b>	<b>Median</b>	<b><u># (and %) at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
Rent (3)	4	18%	2 (50%)	19%	2 (50%)	23%	11%
Payroll (4)	4	37%	3 (75%)	39%	2 (50%)	48%	24%
COGS (5)	4	13%	1 (25%)	11%	2 (50%)	22%	9%
Advertising (6)	4	2%	2 (50%)	2%	2 (50%)	3%	1%
Utilities (7)	4	2%	2 (50%)	3%	2 (50%)	4%	2%
Bank and Card Fees (8)	4	2%	3 (75%)	2%	2 (50%)	3%	2%
Insurance	4	1%	3 (75%)	1%	2 (50%)	2%	0.3%
Royalty/Advertising Fee (9)	4	8%	4 (100%)	8%	4 (100%)	8%	8%
Technology (flat fee) (10)	4	1%	3 (75%)	1%	2 (50%)	1%	1%
<b>Total Avg. Expenses</b>		<b>84%</b>		<b>86%</b>			
<b>Total Avg. Net Profit Margin (11)</b>		<b>16%</b>		<b>14%</b>			

*Note 2:* “Expenses as % of Gross Sales” is defined as each outlet’s reported gross revenue and expenses, by category, as a % of the outlet’s gross revenue, then averaged across all outlets. This figure does not include incident/one-time repairs and/or maintenance expenses that may be incurred by outlets.

*Note 3:* “Rent” includes rent and lease payments for the franchise location and also include triple net (NNN) costs of property taxes, building insurance, and maintenance expenses and common area maintenance (CAM) costs and charges that landlords pass on to tenants.

*Note 4:* “Payroll” includes gross payroll and wages and salaries paid to employees and include payroll taxes.

*Note 5:* “COGS” includes the ‘Cost of Goods Sold’ which are the direct costs associated with producing a product or delivering a service, such as groceries, paper goods, supplies.

*Note 6:* We recommend that you spend 3% of Gross Revenue on local advertising, however this is not a requirement.

*Note 7:* “Utilities” include various utilities expenses, such as electric, water, internet, and phone costs.

*Note 8:* “Bank and Card Fees” include processing fees and transaction costs charged by bank, credit card, and merchant processors.

*Note 9:* The Royalty Fee is 6% of Gross Sales and the Advertising Fee is 2% of Gross Sales. Not all of our franchisees pay this amount, so we have imputed our current rates. You will be expected to pay the Royalty Fee and Advertising Fee outlined in your franchise agreement.

*Note 10:* The monthly Technology Fee is \$250 per month.

*Note 11:* “The Total Avg. Net Profit Margin” is the Annual Gross Sales for each franchise minus the Cost of Goods Sold, labor expenses, and other expenses as listed in the above table, expressed as a percent of Annual Gross Sales.

As noted above, we had 4 franchised outlets that operated single classrooms full time as of December 31, 2025, of which 4 operated for the entire fiscal year.

[remainder of page intentionally left blank]

**2025 ANNUAL GROSS SALES FOR PART TIME DUAL CLASSROOM OPERATORS**

The following Table 3A shows average and median 2025 Annual Gross Sales data for the 9 franchised outlets that had two classrooms at their location and operated on a part-time basis and reported sales data for the 2025 fiscal year. The first three subsets divide the 9 franchises into tertile rankings that each constitute approximately one-third of the total group: top tertile (3 franchises), middle tertile (3 franchises), and bottom tertile (3 franchises). The last subset shows all 9 included franchises.

**Table 3A**

<b>AVERAGE AND MEDIAN ANNUAL GROSS SALES</b>							
<b><u>Ranking by Average Annual Gross Sales (2)</u></b>	<b><u>Total Franchisees</u></b>	<b><u>Average Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Average</u></b>	<b><u>Median Annual Gross Sales (US\$)</u></b>	<b><u># (and %) of Franchisees at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
1st Tertile	3	\$231,175	1 (33%)	\$229,368	2 (66%)	\$239,407	\$224,750
2nd Tertile	3	\$194,290	1 (33%)	\$191,104	2 (66%)	\$205,378	\$186,389
3rd Tertile	3	\$166,407	1 (33%)	\$170,688	2 (66%)	\$182,926	\$145,606
All Franchisees	9	\$197,291	4 (44%)	\$191,104	5 (56%)	\$239,407	\$145,606

*Note 2:* As used in Table 2, “Annual Gross Sales” means the aggregate amount of all revenue and receipts for the 2025 fiscal year derived from operations of a franchise, whether from cash, check, or credit, but excluding all federal, state or municipal sales, use or service taxes collected from customers and paid to the appropriate taxing authority.

[remainder of page intentionally left blank]

## 2025 NET PROFIT MARGINS FOR PART TIME DUAL CLASSROOM OPERATORS

The following Table 3B shows average and median 2025 Net Profit Margins data for the 7 franchised outlets that operated dual classrooms part time from Table 3A above and reported expense and margin data for the 2025 fiscal year.

**Table 3B**

<b>NET PROFIT MARGIN OF REPORTING FRANCHISES FOR FY 2025</b>							
<b>Expenses as % of Gross Sales (2)</b>	<b><u>Total Franchisees</u></b>	<b>Average</b>	<b><u># (and %) at or above Average</u></b>	<b>Median</b>	<b><u># (and %) at or above Median</u></b>	<b><u>High</u></b>	<b><u>Low</u></b>
Rent (3)	7	30%	4 (57%)	30%	4 (57%)	50%	17%
Payroll (4)	7	29%	3 (43%)	27%	4 (57%)	47%	12%
COGS (5)	7	9%	3 (43%)	9%	4 (57%)	16%	4%
Advertising (6)	7	3%	3 (43%)	3%	4 (57%)	7%	0.3%
Utilities (7)	7	3%	2 (29%)	2%	4 (57%)	5%	2%
Bank and Card Fees (8)	7	3%	4 (57%)	3%	4 (57%)	4%	2%
Insurance	7	1%	3 (43%)	1%	4 (57%)	2%	0.2%
Royalty/Advertising Fee (9)	7	8%	7 (100%)	8%	7 (100%)	8%	8%
Technology (flat fee) (10)	7	1%	3 (43%)	1%	4 (57%)	2%	1%
<b>Total Avg. Expenses</b>		<b>87%</b>		<b>84%</b>			
<b>Total Avg. Net Profit Margin (11)</b>		<b>13%</b>		<b>16%</b>			

*Note 2:* “Expenses as % of Gross Sales” is defined as each outlet’s reported gross revenue and expenses, by category, as a % of the outlet’s gross revenue, then averaged across all outlets. This figure does not include incident/one-time repairs and/or maintenance expenses that may be incurred by outlets.

*Note 3:* “Rent” includes rent and lease payments for the franchise location and also include triple net (NNN) costs of property taxes, building insurance, and maintenance expenses and common area maintenance (CAM) costs and charges that landlords pass on to tenants.

*Note 4:* “Payroll” includes gross payroll and wages and salaries paid to employees and include payroll taxes.

*Note 5:* “COGS” includes the ‘Cost of Goods Sold’ which are the direct costs associated with producing a product or delivering a service, such as groceries, paper goods, supplies.

*Note 6:* We recommend that you spend 3% of Gross Sales on local advertising, however this is not a requirement.

*Note 7:* “Utilities” include various utilities expenses, such as electric, water, internet, and phone costs.

*Note 8:* “Bank and Card Fees” include processing fees and transaction costs charged by bank, credit card, and merchant processors.

*Note 9:* The Royalty Fee is 6% of Gross Sales and the Advertising Fee is 2% of Gross Sales. Not all of our franchisees pay this amount, so we have imputed our current rates. You will be expected to pay the Royalty Fee and Advertising Fee outlined in your franchise agreement.

*Note 10:* The monthly Technology Fee is \$250 per month.

*Note 11:* “The Total Avg. Net Profit Margin” is the Annual Gross Sales for each franchise minus the Cost of Goods Sold, labor expenses, and other expenses as listed in the above table, expressed as a percent of Gross Sales.

*Excluded Outlets for Table 3B.* We had 9 franchised outlets that operated dual classrooms part time as of December 31, 2025, of which 9 operated for the entire fiscal year. We excluded 2 franchised outlets because they transferred during the year and did not report to us sufficient information regarding their expenses and margins.

[remainder of page intentionally left blank]