

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote our franchise, except that 1-800-Flowers' founder, Executive Chairman, James McCann, and its former Chief Executive Officer, Christopher McCann, do promote 1-800-Flowers, our parent, in media advertisements. They are not compensated for this promotion over and above their normal compensation as Executive Chairman and former Chief Executive Officer of 1-800-Flowers.

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.

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 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 Vice President of Franchise and Retail Operations, Stephen Lenzovich, Two Jericho Plaza, Suite 200, Jericho, New York 11753 and (516) 237-6000, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
Fiscal Years 2023 to 2025

Outlet Type	Fiscal Year	Outlets at the Start of the Fiscal Year	Outlets at the End of the Fiscal Year	Net Change
Franchised*				
	2023	35	36	+1
	2024	36	32	-4
	2025	32	29	-3
Company-Owned**				
	2023	8	8	0
	2024	8	8	0
	2025	8	8	0
Total Outlets				
	2023	43	44	+1
	2024	44	40	-4
	2025	40	37	-3

* As of June 29, 2025, there was 1 Co-Brand Flowerama Center; as of June 30, 2024, there was 1 Co-Brand Flowerama Center; as of July 2, 2023, there was 1 Co-Brand Flowerama Center.

** As of June 29, 2025, there were 8 Company-Owned Co-Brand Flowerama Centers; as of June 30, 2024, there were 8 Company-Owned Co-Brand Flowerama Centers; as of July 2, 2023, there were 8 Company-Owned Co-Brand Flowerama Centers.

This Item 20 will also include Flowerama Centers that include the Fruit Bouquets Program, when applicable, but we do not count these franchises separately as the Fruit Bouquets Program is currently an add-on program for our franchisees.