

ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote our 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 by, for example, providing information about possible performance at a particular location or under particular circumstances.

Historic Financial Performance Representation

This Item 19 discloses certain historic financial performance information for the seven (7) affiliate-owned locations (each an "Affiliate Location") operated by our affiliate, EWI, during the 2025 calendar year (the "Measurement Period"). As of May 2026, we do not have any System franchisees.

As disclosed in this Item 19, the first Affiliate Location operated by EWI opened in 2005 in the Indianapolis, Indiana area. The remaining Affiliate Locations, operated in certain MSAs across Florida, Tennessee, and Texas, opened between 2019 and 2025, as indicated below. Each of the Affiliate Locations operates substantially similarly to how we expect and intend our System franchised businesses to operate, in that each of the Affiliate Locations operates under our proprietary Marks and offers all approved goods and services our System franchisees are authorized to offer and sell from their franchised businesses. However, please note that the Affiliate Locations are mature operations, some of which opened and commenced operating for several years prior to the launch of our franchise System. Each of the Affiliate Locations operates in and services a geographic area comprising multiple Territories of a size that would typically be granted to System franchisees. For purposes of this Item 19, Chart 1(a) below discloses the total number of Territories in which each of the Affiliate Locations operates.

Chart 1 of this Item 19 discloses (i) the revenue, cost of goods sold, gross profit, certain disclosed expenses, and net operating income for the Affiliate Locations during the Measurement Period (Chart 1(a)), and (ii) revenue, cost of goods sold, disclosed expenses, and net operating income on a per-Territory basis for the Affiliate Locations during the Measurement Period (Chart 1(b)).

Chart 2 of this Item 19 discloses the average revenue, gross profit, certain disclosed expenses, and net operating income, as well as associated median and high- and low-values, for all seven (7) Affiliate Locations during the Measurement Period.

Chart 3 of this Item 19 discloses the year-over-year revenue growth of the Affiliate Locations between the calendar years 2024 and 2025, excluding the Florida East Location, which first opened in 2025.

Chart 4 of this Item 19 discloses the revenue, cost of goods sold, gross profit, certain disclosed expenses, imputed franchise-related fees, and net operating income of each of the Affiliate Locations on an individual basis during the Measurement Period, including for the Indianapolis Location (Chart 4(a)); the Dallas/Fort Worth Location (Chart 4(b)); the Tampa/St. Petersburg Location (Chart 4(c)); the Nashville Affiliate

Location (Chart 4(d)); the Ft. Myers Location (Chart 4(e)); the Sarasota Location (Chart 4(f)); and the Florida East Location (Chart 4(g)).

Chart 5 of this Item 19 discloses and provides a Territory analysis of all thirty-six total (36) Territories in which the Affiliate Locations operated during the Measurement Period, including (i) total revenue per Territory, indoor and outdoor revenue per Territory, and population, number of households, and the number of qualified households per Territory (Chart 5(a)), and (ii) the average, high, low, and median calculations of those values during the Measurement Period for all thirty-six (36) Territories (Chart 5(b)).

Chart 6 of this Item 19 discloses total revenue, indoor revenue, outdoor revenue, population, number of households, and number of qualified households for each of the Affiliate Locations during the Measurement Period, including on a per-Territory basis, as well as a breakdown of those values on a per-ZIP code basis within each Territory in which each Affiliate Location operates, including for the Indianapolis Location (Chart 6(a)); the Dallas/Fort Worth Location (Chart 6(b)); the Tampa/St. Petersburg Location (Chart 6(c)); the Nashville Affiliate Location (Chart 6(d)); the Ft. Myers Location (Chart 6(e)); the Sarasota Location (Chart 6(f)); and the Florida East Location (Chart 6(g)).

Finally, Chart 7 of this Item 19 discloses (i) the total sales revenue, appointments, and completed sales for each of the Affiliate Locations during the Measurement Period, including the average, lowest, highest, top, middle-, and bottom-third, and median calculations of those values during the Measurement Period (Chart 7(a)), and (ii) the total sales revenue, appointments, and completed sales, as well as the averages of those values, generated by digital, business development, and referral and marketing sources for each of the Affiliate Locations during the Measurement Period (Chart 7(b)).

The information in this Item 19 was reported to us by the affiliate operator of the Affiliate Locations. We have not audited this information.

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

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Chart 1

All Affiliate Locations

Revenue, Gross Profit, Disclosed Expenses, Net Operating Income

1a. All Affiliate Locations: Revenue, Gross Profit, Disclosed Expenses, Net Operating Income

1b. All Affiliate Locations: Revenue per Territory, COGS per Territory,
Disclosed Expenses per Territory, Net Operating Income per Territory

Chart 1a.

All Affiliate Locations: Revenue, Gross Profit, Disclosed Expenses, Net Operating Income

LOCATIONS	INDY	Dallas / Ft Worth	TAMPA / ST PETE	NASHVILLE	FT MYERS	SARASOTA	FL EAST	TOTALS
YEAR OPENED	2005	2024	2020	2019	2020	2020	Mar-25	
TERRITORIES IN DATA SET	5	11	7	4	4	3	2	36
REVENUE	\$5,951,304	\$3,639,624	\$2,952,922	\$2,776,114	\$2,544,353	\$2,394,779	\$1,360,238	\$21,619,335
% of TOTAL SYSTEMWIDE REVENUE	27.53%	16.84%	13.66%	12.84%	11.77%	11.08%	6.29%	

COST OF GOODS SOLD	\$2,341,799	\$1,518,583	\$1,219,098	\$1,469,480	\$999,255	\$977,356	\$574,368	\$9,099,939
COST OF GOODS SOLD % OF REVENUE	39.35%	41.72%	41.28%	52.93%	39.27%	40.81%	42.23%	42.09%

GROSS PROFIT	\$3,609,505	\$2,121,041	\$1,733,824	\$1,306,634	\$1,545,098	\$1,417,423	\$785,870	\$12,519,396
GROSS PROFIT % OF REVENUE	60.65%	58.28%	58.72%	47.07%	60.73%	59.19%	57.77%	57.91%

DISCLOSED EXPENSES	INDY	Dallas / Ft Worth	TAMPA / ST PETE	NASHVILLE	FT MYERS	SARASOTA	FL EAST	TOTALS	% OF REV
MARKETING	\$221,426	\$349,879	\$227,725	\$196,883	\$193,774	\$159,304	\$152,566	\$1,501,558	6.95%
PAYROLL	\$1,000,978	\$736,342	\$559,025	\$447,499	\$420,323	\$376,193	\$242,103	\$3,782,463	17.50%
OCCUPANCY	\$75,072	\$45,304	\$41,097	\$34,911	\$68,815	\$38,230	\$22,626	\$326,054	1.51%
AUTO	\$89,849	\$38,755	\$66,087	\$35,060	\$51,034	\$32,847	\$11,659	\$325,291	1.50%
INSURANCE	\$35,451	\$19,106	\$20,951	\$13,775	\$7,255	\$15,601	\$4,990	\$117,129	0.54%
MISC	\$39,145	\$42,895	\$29,610	\$26,452	\$15,511	\$12,399	\$14,745	\$180,757	0.84%
FRANCHISE IMPUTED EXPENSES	\$412,030	\$290,824	\$245,294	\$230,255	\$228,525	\$217,012	\$137,863	\$1,761,804	8.15%
DISCLOSED EXPENSES	\$1,873,951	\$1,523,105	\$1,189,788	\$984,835	\$985,238	\$851,586	\$586,553	\$7,995,055	36.98%

NET OPERATING INCOME (NOI)	INDY	Dallas / Ft Worth	TAMPA / ST PETE	NASHVILLE	FT MYERS	SARASOTA	FL EAST	TOTALS
GROSS PROFIT MINUS DISCLOSED EXPENSES	\$1,735,554	\$597,937	\$544,035	\$321,800	\$559,861	\$565,837	\$199,317	\$4,524,341
GROSS PROFIT MINUS DISCLOSED EXPENSES %	29.16%	16.43%	18.42%	11.59%	22.00%	23.63%	14.65%	20.93%

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LOCATIONS	INDY	Dallas / Ft Worth	TAMPA / ST PETE	NASHVILLE	FT MYERS	SARASOTA	FL EAST	TOTALS
Revenue per Territory	\$1,190,261	\$330,875	\$421,846	\$694,029	\$636,088	\$798,260	\$680,119	\$600,537
Cost of Goods Sold (COGS) per Territory	\$468,360	\$138,053	\$174,157	\$367,370	\$249,814	\$325,785	\$287,184	\$252,776
Expenses per Territory	\$374,790	\$138,464	\$169,970	\$246,209	\$246,310	\$283,862	\$293,277	\$222,085
NOI per territory	\$347,111	\$54,358	\$77,719	\$80,450	\$139,965	\$188,613	\$99,659	\$125,676

Chart 1b.

All Affiliate Locations:

Revenue per Territory, COGS per Territory, Disclosed Expenses per Territory, Net Operating Income per Territory

LOCATIONS	INDY	Dallas / Ft Worth	TAMPA / ST PETE	NASHVILLE	FT MYERS	SARASOTA	FL EAST	TOTALS
Revenue per Territory	\$1,190,261	\$330,875	\$421,846	\$694,029	\$636,088	\$798,260	\$680,119	\$600,537
Cost of Goods Sold (COGS) per Territory	\$468,360	\$138,053	\$174,157	\$367,370	\$249,814	\$325,785	\$287,184	\$252,776
Expenses per Territory	\$374,790	\$138,464	\$169,970	\$246,209	\$246,310	\$283,862	\$293,277	\$222,085
NOI per territory	\$347,111	\$54,358	\$77,719	\$80,450	\$139,965	\$188,613	\$99,659	\$125,676

Chart 2

All Affiliate Locations

Revenue, Gross Profit, Disclosed Expenses, Net Operating Income

High, Low, Average, Median

Chart 2

All Affiliate Locations

Revenue, Gross Profit, Disclosed Expenses, Net Operating Income
High, Low, Average, Median

ALL 7 AFFILIATE LOCATIONS	AVERAGE	% OF REV
REVENUE	\$3,088,476	
% of TOTAL REVENUE		
COST OF GOODS SOLD	\$1,299,991	42.09%
COST OF GOODS SOLD % OF REVENUE		
GROSS PROFIT	\$1,788,485	57.91%
GROSS PROFIT % OF REVENUE		
DISCLOSED EXPENSES	AVERAGE	% OF REV
MARKETING	\$214,508	6.95%
PAYROLL	\$540,352	17.50%
OCCUPANCY	\$46,579	1.51%
AUTO	\$46,470	1.50%
INSURANCE	\$16,733	0.54%
MISC	\$25,822	0.84%
FRANCHISE IMPUTED EXPENSES	\$251,686	8.15%
DISCLOSED EXPENSES	\$1,142,151	36.98%
NET OPERATING INCOME (NOI)	AMOUNT	% OF REV
GROSS PROFIT MINUS DISCLOSED EXPENSES	\$646,334	20.93%
LOCATIONS	REVENUE	
HIGH	\$5,951,304	
LOW	\$1,360,238	
AVERAGE	\$3,088,476	
ABOVE AVERAGE	2 OF 7	
BELOW AVERAGE	5 OF 7	
ABOVE AVERAGE	28.57%	
BELOW AVERAGE	71.43%	
MEDIAN	\$2,776,114	
Territories	36	
Revenue per Territory	\$600,537	
COGS per Territory	\$252,776	
Expenses per Territory	\$222,085	
NOI per Territory	\$125,676	
NOI per Territory %	20.93%	

Chart 3

Year-over-Year (YOY) Affiliate Location Revenue Growth

Chart 3
Year-over-Year (YOY) Affiliate Location Revenue Growth
2025 vs 2024

CATEGORY	INDY	DALLAS	TAMPA/ ST PETE	NASHVILLE	FT MYERS	SARASOTA	TOTALS
2025	\$5,951,304	\$3,639,624	\$2,952,922	\$2,776,114	\$2,544,353	\$2,394,779	\$20,259,096
2024	\$4,766,754	\$1,996,764	\$1,706,717	\$2,601,472	\$2,700,411	\$2,206,427	\$15,978,545
GROWTH - \$\$\$	\$1,184,550	\$1,642,860	\$1,246,205	\$174,642	(\$156,058)	\$188,352	\$4,280,551
GROWTH - %	24.85%	82.28%	73.02%	6.71%	-5.78%	8.54%	26.79%

***FLA EAST was excluded due to only 10 months of operating history in 2025 and no operating history in 2024

Chart 4

Affiliate Locations

Revenue, Gross Profit, Disclosed Expenses, Net Operating Income by Location

- 4a. Indianapolis
- 4b. Dallas / Fort Worth
- 4c. Tampa / St Petersburg
- 4d. Nashville
- 4e. Ft Myers
- 4f. Sarasota
- 4g. Florida East