

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.

FPR #1: 2025 Historic Company-Store Financial Performance

As of December 31, 2025, we had one affiliate company store outlet. The company store outlet operated for the entire 2025 calendar year. Below, we set forth the Net Profit of this one affiliated company store outlet for the January 1, 2025 – December 31, 2025, time period.

Denver, CO - 2025	
Gross Revenue	\$1,695,528
Total Expenses	(\$1,102,665)
Net Profit	\$592,862
Add Back Owner’s Salary	\$93,000
Adjusted Net Profit (Plus Add Backs)	\$685,862
<i>Less Expense Adjustments that would be incurred if this were a franchised outlet:</i>	
<i>Royalties (5% of Gross Revenues)</i>	(\$84,776)
<i>National Advertising (2% of Gross Revenues)</i>	(\$33,911)
Total Franchise Expenses	(\$118,687)
Adjusted Net Profit as if a Franchised Outlet	\$567,175

Notes:

Material financial and operational differences between the affiliated company outlet and a franchised outlet: The financial results shown above are from an affiliate-owned outlet that has operated since 2017. This outlet operates in a protected territory in its local market (which we estimate includes approximately 3.1 million people), and market size and conditions may differ for franchised outlets. A franchised outlet would also be required to pay royalties (5% of Gross Revenues) and national advertising fees (2% of Gross Revenues), which are reflected as adjustments in the table above.

Gross Revenue means all revenues that you derive or receive, directly or indirectly, from the operation of the Franchised Business, excluding only sales and use taxes.

Total Expenses means all expenses incurred in operating the business (excluding owner distributions).

Net Profit represents Gross Revenue minus Total Expenses.

Net Profit Plus Add Backs means Net Profit with the Owner's Salary (wages paid to the owner in payroll) added back.

Adjusted Net Profit as if a Franchised Outlet means the Net Profit Plus Add Backs less expenses that would have been incurred if this were a franchised outlet, namely Royalties and National Advertising.

Written substantiation for this financial performance representation is available to you upon reasonable written request.

Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, Whole PM Holdings, LLC does not make any financial performance representations. 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 James Tyler Howell at 780 Lynnhaven Pkwy Suite 240, Virginia Beach, VA 23452, (888) 268-0321; 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
For years 2023 to 2025**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of Year	Net Change
Franchised	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Company-Owned	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	1	1	0
	2024	1	1	0
	2025	1	1	0

**Table No. 2
Transfers of Outlets from Franchisees to New Owners (Other than the Franchisor)
For years 2023 to 2025**

State	Year	Number of Transfers
All States	2023	0
	2024	0
	2025	0
Total	2023	0
	2024	0
	2025	0

**Table No. 3
Status of Franchise Outlets
For years 2023 to 2025***

*If multiple events occurred affecting an outlet, this table shows the event that occurred last in time.

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations-Other Reasons	Outlets at End of the Year
All States	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Total	2023	0	0	0	0	0	0	0