

r. Non-competition covenants after the franchise is terminated or expires	§11.2	For a period of two (2) years after such termination, expiration, non-renewal, transfer, or assignment, not to engage, directly or indirectly, as an owner, operator, or in any managerial capacity, in any Competing Business whose operating area is within a fifty (50)- mile radius of the Site or the protected territory of any other System franchisees in operation at the time of such termination, expiration, non-renewal, transfer, or assignment. Subject to applicable state law.
s. Modification of the agreement	§8 & §18	The Manual is subject to change. Modifications become effective upon delivery of written notice to you unless the notice specifies a longer period. No modification unless by mutual written agreement.
t. Integration/merger clause	§24.1.1	All agreements between the parties are in the FA and its exhibits. Subject to applicable state law, only the terms of the FA are binding. Any representations or promises made outside this Disclosure Document and FA may not be enforceable. Notwithstanding the foregoing, nothing in the FA or any related agreement is intended to disclaim the representations made in the Disclosure Document.
u. Dispute resolution by arbitration	§21.2	Mandatory mediation and arbitration in Cobb County, Georgia. We may seek injunctive relief without submitting to mandatory mediation or arbitration. Subject to applicable state law.
v. Choice of forum	§21.2	Subject to applicable state law.
w. Choice of law	§21.1	Georgia law applies. Subject to applicable state law.

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the Franchised Business but may do so in the future.

(Remainder of this page intentionally blank, Item 19 begins on the next page)

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 an 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 an Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This financial performance representation is based upon the historic operating revenue and certain key performance indicators of our existing franchise outlet, which operates in and around Knoxville, TN (the “Franchise Outlet”). It includes historical financial results from the Franchise Outlet for the 2024 and 2025 calendar year (the “Measurement Period.”) An outlet’s full operation throughout the Measurement Period is the only criteria that was used to select the financial performance information that is included in Item 19. There were no other franchise outlets operating during the entirety of the Measurement Period.

The explanatory notes included with the following charts are an integral part of this financial performance representation and should be read in their entirety for a full understanding of the information contained in the following charts.

Some outlets have sold this much. Your individual results may differ. There is no assurance you’ll sell as much.

(Remainder of this page intentionally blank, Item 19 continues on the next page)

Table 1: Statement of Income and Certain Expenses

STORsquare Knoxville		
	2024	2025
Gross Revenue	\$401,285	\$456,437
Expenses		
Advertising/Marketing Expense	\$58,621	\$74,037
Labor Expense	\$51,613	\$52,580
Rent Expense	\$36,000	\$36,000
Repairs & Maintenance Expense	\$1,894	\$5,494
Professional Fees	\$4,184	\$3,272
Insurance Expense	\$21,652	\$25,833
Merchant Account Fees	\$11,925	\$15,036
Office Expenses	\$472	\$2,673
Utilities/Internet Expenses	\$1,539	\$1,478
Vehicle/Fuel Expenses	\$25,400	\$24,658
Miscellaneous/Business Expenses	\$2,179	\$2,532
Supplies/Materials Expenses	\$2,428	\$3,086
Franchise Expenses		
Royalty Fee (7.5%)	\$30,096	\$34,233
Technology Fee (\$135/wk.)	\$7,020	\$7,020
Brand Fund (2%)	\$8,026	\$9,129
Total Expenses	\$263,049	\$297,061
Owner Comp/Draws	\$52,096	\$52,000
EBITDA	\$86,140	\$107,376
EBITDA adjusted for Owner Comp	\$138,236	\$159,376

Notes to Item 19 Table 1:

1. The figures in the tables above use the historical information provided by the Franchise Outlet. The Franchise Outlet operates in a substantially similar manner to the Franchised Business offered in this Disclosure Document. Written substantiation for the financial performance representation will be made available upon reasonable request.
2. “Gross Revenue” means all revenues derived from providing products and/or services to customers. Gross Revenue does not include taxes which were collected and paid to applicable governmental authorities or revenue for which there was a valid corresponding refund paid to the customer. This figure represents the Gross Revenue earned by the Franchise Outlet during the Measurement Period.

3. “Total Expenses” means the expenses attributable to the operation of the Franchise Outlet, including supplies, office supplies, merchant fees and banking charges, business licenses & permits, office expenses, marketing expenses, marketing expenses, and other miscellaneous expenses. This sum also includes fees that the Franchise Outlet paid to us during the Measurement Period. These Fees are listed in Item 6 of this document and include (i) Royalty Fees equal to 7.5% of Gross Revenue; (ii) a Technology Fee of \$135 per week during the Measurement Period, and (iii) Brand Fund Contributions equal to 2% of Gross Revenue. To calculate the estimated fees under (i) and (iii), the total Gross Revenue was multiplied by the applicable percentage.
4. “EBITDA” means Gross Revenue minus Total Expenses and Owner Comp/Draws. EBITDA does not include interest paid on debt, taxes, depreciation, or amortization expenses.
5. “EBITDA adjusted for Owner Comp” means Gross Revenue minus Total Expenses. EBITDA does not include interest paid on debt, taxes, depreciation, or amortization expenses.

Written substantiation to support the information appearing in this financial performance representation is available to you upon reasonable request.

Your individual results may differ. There is no assurance you’ll sell as much.

Other than the preceding financial performance representation, we do 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 Doni Ferreira at 4450 Winfred Drive, Marietta, GA 30066 or at (678) 212-5312, or email: franchisesales@storsquare.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

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 THE YEAR	NET CHANGE
Franchised	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Company Owned	2023	1	1	0
	2024	1	4	+3
	2025	4	4	0
Total Outlets	2023	2	2	0
	2024	2	5	+3
	2025	5	5	0

TABLE NO. 2
TRANSFER 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 Outlets	2023	0
	2024	0
	2025	0

TABLE NO. 3
STATUS OF FRANCHISED OUTLETS
FOR YEARS 2023 TO 2025

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-renewals	Reacquired by Franchisor	Ceased Operations	Outlets at End of Year
TN	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Total Outlets	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1