

ITEM 19

Financial Performance Representations

Franchise Disclosure Document • 2026 Edition • Elevated Brands Franchising, LLC

FRANCHISOR DISCLOSURE STATEMENT

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 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.

This Item 19 is organized in three parts. Part 1 presents early operating performance data for Heights Wellness Retreat (HWR) Businesses that have opened or converted from legacy MH Businesses during late 2025 and early 2026. Part 2 presents historical financial performance data for the established MH Business system during Calendar Year 2025. Part 3 presents contextual performance data comparing the two business models. Prospective franchisees should read all three parts in their entirety.

IMPORTANT — PLEASE READ BEFORE REVIEWING THE DATA BELOW

As of the issuance date of this Disclosure Document, no HWR Business has been open and in continuous operation for more than one year. The HWR data presented in Part 1 reflects (i) early-stage operating results at three identified locations that are in operation as of March 13, 2026: one new build that opened in late 2025 and two legacy MH Businesses that completed conversion into HWR Businesses in early 2026; and (ii) three new build HWR Businesses that began selling pre-sales memberships prior to March 13, 2026. Part 1 does not represent mature system performance and may not be representative of results you will achieve. Historical performance data for the MH Business system, which has been in operation for more than 20 years, is presented in Part 2 reflecting 97 MH Businesses that were open and in continuous operation for 12 months on December 31, 2025. Part 2 provides broader context for evaluating this franchise opportunity. We encourage you to review all figures with a qualified financial advisor and to speak directly with existing franchisees listed in Item 20 of this Disclosure Document.