

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 Franchise 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 performance at a particular location or under particular circumstances.

This financial performance representation discloses historical information regarding the 2025 Measurement Period (January 2025-December 2025) for (i) Part 1 - the average monthly revenue by quartile for all locations open the 2025 Measurement Period, including a breakdown by the number of months open, Part 2 - average monthly membership, Part 3 - average revenue per member and Part 4 - actual monthly retention percentage for one Affiliate Operating Facility and 72 Franchisee Facilities open for the entire 2025 Measurement Period, and (ii) Part 5 – recommended pricing tiers, Part 6- System wide membership distribution mix, and Part 7 - Revenue for 53 new Franchisee Facilities that were open during the 2025 Measurement Period but not open for the full 12 months. We have not included 3 Franchise Facilities that closed during the 2025 Measurement Period, although none of those Franchisee Facilities that opened and closed in 2025. We have not included 2 Franchisee Facilities that opened during December 2025 since they did not have a full month’s revenue.

The Affiliate Operating Facility, Alloy Haynes Bridge Village, GA (HBV) relocated to a new location in October 2022 and was open for all twelve months of 2025. HBV has been in operation since September 1992.

Of the 72 Franchisee Facilities included in Parts 1- 6, the Summerfield location opened in July 2020, operates out of approximately 2800 square feet and was open the entire 2025 Measurement Period. The Charlotte Blakeney/Charlotte, NC location opened in July 2021 and operates out of an approximately 2800 sq ft facility and was opened the entire 2025 Measurement period. The remainder of the Franchisee Facilities are approximately 1700 square feet and were open the full twelve-month 2025 Reporting Period. Members sign monthly membership agreements for 1x/week sessions/2x/week sessions/or 3x/week sessions per month.

Part 1: Revenue

2025 Revenue by Quartile for All Locations Open 1/1/2025 - 12/31/2025		
First Quartile (18 locations)	Average	554,978 (with 7 exceeding the average)
	Max	726,675
	Min	481,374

2025 Revenue by Quartile for All Locations Open 1/1/2025 - 12/31/2025		
	Median	540,157
Second Quartile (18 locations)	Average	428,009 (with 9 exceeding the average)
	Max	473,864
	Min	389,121
	Median	422,735
Third Quartile (18 locations)	Average	352,011 (with 9 exceeding the average)
	Max	387,984
	Min	316,816
	Median	353,306
Fourth Quartile (19 locations)	Average	252,824 (with 11 exceeding the average)
	Max	315,342
	Min	132,350
	Median	267,187

2025 Revenue by Opening Date for All Locations Open 1/1/2025 - 12/31/2025		
Open 12-24 Months (45 locations)	Average	371,358 (with 23 exceeding the average)
	Max	633,526
	Min	132,350
	Median	377,483
Open 24-36 Months (16 locations)	Average	424,181 (with 8 exceeding the average)
	Max	638,400
	Min	209,073
	Median	425,724
Open 36+ Months (12 locations)	Average	444,633 (with 6 exceeding the average)
	Max	726,675
	Min	194,317
	Median	442,473

Part 2: Monthly Memberships

Active Monthly Memberships for All Locations Open 1/1/2025 - 12/31/2025				
Average	Max	Min	Median	# Exceeding Avg
93	212	34	89	36

*Data includes all 72 Franchisee Facilities and the Affiliate Operating Facility open the full 2025 Measurement Period.

Part 3: Revenue per Member

Revenue per Member for All Locations Open 1/1/2025 - 12/31/2025				
Average	Max	Min	Median	# Exceeding Avg
347.79	415.07	252.93	350.37	40

*Data includes all 72 Franchisee Facilities and the Affiliate Operating Facility open the full 2025 Measurement Period.

Part 4: Retention

Monthly Retention, All Locations Open 1/1/25 - 12/31/25	
	Retention
January	91.18%
February	90.23%
March	90.54%
April	91.31%
May	91.04%
June	90.38%
July	90.10%
August	88.77%
September	89.49%
October	90.31%
November	90.29%
December	90.32%
Avg	90.33%
Min	88.77%
Max	91.18%
Med	90.31%

Membership Retention

This Section 4 shows the monthly retention percentage for the 2025 Measurement Period for the one Affiliate Operating Facility and 72 Franchisee Facilities. The monthly retention percentage is determined each month as follows:

$$A + B - C = D$$

A = # of members at beginning of month

B = # of new members

C = # of terminated members

D = Net # of members at end of month

$$(D - B)/A \times 100 = \text{monthly retention \%}$$

Example: if you start with 100 members in a club's first month, and factor in 20 new members and 7 members who canceled their membership agreements, you then are left with 113 members at the end of the month. Using the numbers above, the equation should look like this: $(113-20)/100 \times 100 = 93\%$ percent of members are still active. In this regard, the monthly retention percentage is 93%.

Part 5: Recommended Pricing Tiers

	2x/Week	3x/Week
Tier 1	\$319	\$359
Tier 2	\$399	\$479
Tier 3	\$479	\$599
Tier 4	\$559	\$719

Note: Not all existing locations are using this latest pricing schedule. Pricing tiers that a franchisee selects are often based on market rent and other related factors. Alloy will work with a franchisee to select the appropriate tier. Tier 1 is reserved for more rural markets and similar circumstances.

Part 6: Systemwide Membership

Systemwide Membership Totals, 2025	
	% of All Memberships
1x/week	8%
2x/week	58%
3x/week	33%

Calculated as % of all monthly memberships sold across the system in 2025 for all locations open for any part of the 2025 Measurement Period. Approximately 1% of all memberships are 4x/week, which is not a standard Alloy pricing tier but is offered by a few locations.

Note: All new franchisees are required to run a 8-12 week membership pre-sale campaign prior to grand opening. Franchisees are required to have 75 members prior to being authorized to open, however, some members cancel their memberships prior to billing or their credit card is declined. We may authorize you to open even if you do not have 75 members.

Part 7: Revenue for New Locations Beginning Operations During the 2025 Measurement Period*

Revenue by Month of Operation*													
Location	Opening Date	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
APT - Peachtree City GA	Jan-25	24,564	25,292	26,732	27,460	26,927	27,607	25,627	27,063	27,829	25,947	26,720	
APT - Commack NY	Jan-25	21,574	21,443	21,803	24,356	25,810	31,320	27,433	23,851	28,505	29,447	30,766	
APT - Bonita Springs FL	Jan-25	21,955	21,768	16,626	17,469	15,058	11,773	16,366	17,600	18,284	14,907	16,681	
APT - Scottsdale Grayhawk AZ	Jan-25	22,584	26,227	28,235	27,300	27,874	29,819	31,668	32,194	35,250	36,446	38,761	
APT - North Mansfield TX	Feb-25	12,031	18,312	20,045	18,955	20,315	22,317	22,446	22,178	23,549	22,322		
APT - Kaysville UT	Feb-25	39,031	43,665	41,056	38,832	39,856	40,726	45,230	46,224	43,165	45,025		
APT - SLP MN	Feb-25	27,190	39,953	41,824	43,304	42,819	44,960	42,768	41,749	41,440	40,067		
APT - Palos Verdes CA	Mar-25	42,289	41,019	38,665	42,019	45,625	47,244	43,156	41,800	37,907			
APT - Riverside CA	Mar-25	17,103	18,462	18,804	19,080	22,175	20,779	20,077	19,429	21,138			
APT - Rossmoor CA	Mar-25	26,812	28,995	34,486	36,213	33,539	34,914	35,279	37,099	34,186			
APT - The Woodlands TX	Mar-25	36,845	40,231	35,084	34,947	34,885	31,860	30,307	26,665	25,559			
APT - Windermere GA	March-25	16,066	14,680	14,923	12,451	15,203	13,782	14,609	14,763	15,770			
APT - Alamo Ranch TX	Apr-25	50,160	50,604	47,835	44,500	43,202	44,125	44,321	41,752				
APT - Bonney Lake WA	Apr-25	34,278	34,264	30,885	34,994	32,186	28,346	22,770	24,652				
APT - Parkway Centre NC	Apr-25	28,773	30,036	28,048	30,338	30,623	30,289	28,642	30,365				
APT - South Naperville IL	Apr-25	39,618	38,148	40,631	43,033	41,242	41,565	40,764	42,536				
APT - Cross Creek TX	May-25	22,615	22,405	24,961	24,581	24,419	25,130	26,247					
APT - Saddle River NJ	May-25	20,985	24,421	25,942	27,910	28,721	25,872	23,938					
APT - Twenty Mile Road CO	May-25	28,759	28,669	32,167	32,774	35,400	34,110	33,084					
APT - Moorestown NJ	May-25	37,654	38,899	37,113	33,722	34,893	30,279	29,463					
APT - Cary NC	May-25	19,317	25,480	25,413	24,848	24,824	23,579	19,443					
APT - Fort Collins CO	May-25	24,587	29,174	30,311	33,145	31,556	40,332	34,265					
APT - Irvine CA	Jun-25	19,178	23,382	23,782	22,296	25,147	25,313						
APT - South Tampa FL	Jun-25	12,229	12,576	14,003	14,848	15,446	16,274						
APT - Sylvania OH	Jun-25	21,895	20,897	20,051	20,852	21,889	20,410						
APT - Cornelius NC	Jun-25	34,353	40,321	40,419	47,896	45,120	46,284						
APT - Elkridge MD	Jul-25	31,113	33,587	34,890	36,484	32,511							
APT - Strongsville OH	Jul-25	26,193	23,576	20,903	20,306	19,075							
APT - Livingston NJ	Jul-25	22,702	28,667	25,190	31,516	29,198							
APT - North Pointe IA	Jul-25	19,098	20,047	21,411	22,820	22,626							
APT - Lakeline TX	Aug-25	12,468	13,858	13,457	14,392								
APT - Shallowford Falls GA	Aug-25	22,601	24,226	26,355	24,473								
APT - Concord CA	Aug-25	27,735	31,819	28,054	22,856								

Revenue by Month of Operation*													
Location	Opening Date	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
APT - East Pasadena CA	Aug-25	32,937	35,530	40,128	39,309								
APT - Old Tappan NJ	Aug-25	34,471	35,061	36,231	30,928								
APT - Wellington South FL	Aug-25	33,397	32,251	32,528	31,501								
APT - Layton UT	Aug-25	22,328	23,720	21,164	18,713								
APT - Reston VA	Aug-25	34,161	37,002	35,617	38,150								
APT - Glenview IL	Aug-25	26,121	32,351	31,140	30,947								
APT - Juanita-Kirkland WA	Aug-25	38,730	41,020	34,528	37,153								
APT - Rancho Bernardo Heights CA	Sep-25	38,083	41,468	41,528									
APT - Southlake TX	Sep-25	26,186	25,030	26,923									
APT - Spring Creek OK	Sep-25	33,923	35,218	43,396									
APT - Towson MD	Sep-25	42,616	46,347	46,715									
APT - Teravista Crossing TX	Sep-25	13,664	13,380	15,951									
APT - Encinitas CA	Sep-25	30,841	35,143	39,151									
APT - Lincoln Park IL	Sep-25	25,713	26,998	26,739									
APT - Broadway Park CO	Oct-25	22,758	19,334										
APT - Tega Cay SC	Oct-25	24,508	24,004										
APT - Ahwatukee Foothills AZ	Nov-25	29,787											
APT - Mason Deerfield OH	Nov-25	27,498											
APT - Tustin CA	Nov-25	28,646											
APT - Cross Timbers TX	Nov-25	28,115											
APT - Wheaton IL	Nov-25	25,201											

*Monthly revenue for 53 Franchisee Facilities that opened in 2025 but were not open for the entire 2025 Measurement Period.

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

Our management prepared this financial performance representation based on information provided by our affiliate and franchisee CRM system that we believe to be reliable. None of the revenue or gross sales information for our Affiliate Operating Facilities or Franchisee Facilities has been audited. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

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 Suzanne Robb at 2500 Old Alabama Road, Suite

24, Roswell, Georgia 30076 or 678-430-8610 or at suzanne@teamalloy.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 2023-2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	12	30	+18
	2024	30	77	+47
	2025	77	128	+51
Company-Owned*	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	13	31	+18
	2024	31	78	+47
	2025	78	129	+51

*Any Company-Owned outlet reflected in the chart above is owned by an affiliate, as described in Item 1.

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2023 - 2025

State	Year	Number of Transfers
Florida	2023	0
	2024	1
	2025	0
Georgia	2023	1
	2024	1
	2025	1