

Provision	Section in franchise or other agreement	Summary
s. Modification of the agreement	18.J of Franchise Agreement and Section 9 of ADA	Modifications only by written agreement of the parties, but we may change the Operations Manual and System Standards.
t. Integration/merger clause	18.L of Franchise Agreement and Sections 8 and 9 of ADA	Only the terms of the Franchise Agreement and ADA, as applicable, are binding (subject to state law). Any representations or promises made outside of this disclosure document or the Franchise Agreement or ADA, as applicable, may not be enforceable.
u. Dispute resolution by arbitration or mediation	18.F of Franchise Agreement and Section 9 of ADA	We and you must arbitrate all disputes at a site within 10 miles of our then current principal business address (currently Woodbury, MN) (subject to state law).
v. Choice of forum	18.H of Franchise Agreement and Section 9 of ADA	Subject to arbitration obligations, litigation is in state and city of our then current principal business address (currently Woodbury, MN) (subject to state law).
w. Choice of law	18.G of Franchise Agreement and Section 9 of ADA	Except for Federal Arbitration Act and other federal law, law of state where Studio is located applies to confidentiality and non-compete obligations and Minnesota law applies to other claims (subject to state law).

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

Gross Revenues as used in this Item 19 include all revenues generated by franchised Bar Method Studios and reported to us for the 12-month period ended February 28, 2026, excluding bona fide

refunds, credits given or allowed to customers for the return of merchandise and amounts collected from customers and remitted to a governmental taxing authority in satisfaction of sales taxes, however, chargebacks are not deducted from the calculation of Gross Revenues. This is consistent with the definition of Gross Revenues in our Franchise Agreement. However, we have denoted in the charts below those instances where Gross Revenues are calculated specific to a certain item, such as memberships and retail product sales.

As of February 28, 2026 there were 77 franchised Bar Method Studios in the Bar Method System. This number does not include one Bar Method Studio that permanently closed during the 12 month period ended February 28, 2026. This Studio operated for more than 12 months before closing.

The historical financial information and member information in the charts below is taken from the 73 franchised Bar Method Studios that were open and operating for the entire 12 month period ended February 28, 2026. We refer to this time period as the “Relevant Time Period” and we refer to these Bar Method Studios as the “Studios”. The earliest of these Studios began operating in 2004 and the latest in 2024.

The information in the charts below was derived from information reported to us by the Studios for the Relevant Time Period. The information is split into five different sections each measuring different financial or customer information as described below:

- Section A - Total Gross Revenue.
- Section B - Gross Revenue from Membership Payments.
- Section C – Gross Revenue from Retail Product Sales.
- Section D - Monthly Membership Count.
- Section E - Monthly Unique Customer Count.

The charts below provide the information for all Studios identified above and for each group of Studios in a quartile. Studios were placed in quartiles based on their individual Gross Revenue for the Relevant Time Period. The top Studios based on Gross Revenue were placed in the Top quartile, the next Studios were placed in the Second quartile, the next Studios in the Third quartile, and the last Studios in the Bottom quartile. These Gross Revenue quartiles were used for each of the charts below.

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Section A
Total Gross Revenue

	Average of All (73 Studios)	Median of All (73 Studios)	Top 1/4 Average (18 Studios)	Top 1/4 Median (18 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (19 Studios)	Bottom 1/4 Median (19 Studios)
Total Gross Revenue ¹	\$422,969	\$383,926	\$730,249	\$633,245	\$447,936	\$442,676	\$314,614	\$305,743	\$210,862	\$234,046
Number/Percentage At or Above Average Total Gross Revenue	30/41%	N/A	7/39%	N/A	9/50%	N/A	7/39%	N/A	11/58%	N/A
Highest Total Gross Revenue	\$1,148,782	N/A	\$1,148,782	N/A	\$508,163	N/A	\$383,926	N/A	\$278,116	N/A
Lowest Total Gross Revenue	\$65,268	N/A	\$529,776	N/A	\$396,576	N/A	\$282,293	N/A	\$65,268	N/A

- Total Gross Revenue** – The average Gross Revenue of the 73 Studios was calculated by determining the total Gross Revenue of these Studios for the Relevant Time Period and dividing that amount by the total number of these Studios. This same calculation was used to determine the average Gross Revenue for each group of Studios in each quartile, but by dividing by the total number of Studios in the quartile.

Section B
Gross Revenue from Membership Payments

	Average of All (73 Studios)	Median of All (73 Studios)	Top 1/4 Average (18 Studios)	Top 1/4 Median (18 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (19 Studios)	Bottom 1/4 Median (19 Studios)
Total Membership Gross Revenue ¹ Membership	\$261,825	\$234,119	\$442,321	\$411,731	\$287,947	\$292,123	\$199,338	\$198,716	\$125,278	\$120,867
Number/Percentage At or Above Average Total Membership Gross Revenue	31/42%	N/A	7/39%	N/A	10/56%	N/A	9/50%	N/A	9/47%	N/A
Highest Total Membership Gross Revenue	\$719,084	N/A	\$719,084	N/A	\$399,540	N/A	\$260,345	N/A	\$196,253	N/A
Lowest Total Membership Gross Revenue	\$12,850	N/A	\$301,283	N/A	\$200,028	N/A	\$135,906	N/A	\$12,850	N/A

- Membership Gross Revenue** – The average Gross Revenue from membership payments of the 73 Studios was calculated in the same manner as total Gross Revenue in Section A for all Studios and for each group of Studios in each quartile.

Section C
Gross Revenue from Retail Product Sales

	Average of All (73 Studios)	Median of All (73 Studios)	Top 1/4 Average (18 Studios)	Top 1/4 Median (18 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (19 Studios)	Bottom 1/4 Median (19 Studios)
Total Retail Product Sales Gross Revenue ¹	\$24,078	\$19,133	\$41,252	\$32,867	\$26,845	\$21,996	\$18,202	\$15,181	\$10,751	\$10,340
Number/Percentage At or Above Average Total Retail Product Sales Gross Revenue	26/36%	N/A	4/22%	N/A	8/44%	N/A	8/44%	N/A	8/42%	N/A
Highest Total Retail Product Sales Gross Revenue	\$153,183	N/A	\$153,183	N/A	\$76,796	N/A	\$45,080	N/A	\$25,483	N/A
Lowest Total Retail Product Sales Gross Revenue	\$3,112	N/A	\$13,947	N/A	\$8,416	N/A	\$7,107	N/A	\$3,112	N/A

- Retail Product Sales Gross Revenue** – The average Gross Revenue of the 73 Studios for retail product sales was calculated in the same manner as total Gross Revenue in Section A for all Studios and for each group of Studios in each quartile. For purposes of this calculation, we considered a “retail product” to be any item purchased by a customer that is not a service.

Section D
Monthly Member Count

	Average of All (73 Studios)	Median of All (73 Studios)	Top 1/4 Average (18 Studios)	Top 1/4 Median (18 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (19 Studios)	Bottom 1/4 Median (19 Studios)
Monthly Member Count ¹	143	124	218	204	162	156	116	112	79	78
Number/Percentage At or Above Average Monthly Member Count	34/47%	N/A	8/44%	N/A	6/33%	N/A	7/39%	N/A	9/47%	N/A
Highest Monthly Member Count	358	N/A	358	N/A	247	N/A	171	N/A	116	N/A
Lowest Monthly Member Count	22	N/A	123	N/A	100	N/A	71	N/A	22	N/A

- Monthly Member Count** – The average of the Studios was calculated by determining the monthly member average of each of these Studios during the Relevant Time Period and then determining the average of all of these monthly averages. To determine the

monthly member average of each of these Studios we determined the total number of members of that Studio during the Relevant Time Period and divided by 12. We used this same calculation to determine the monthly member average for each group of Studios in each quartile.

For purposes of calculating the Monthly Member Count we considered a member of a Studio to be an individual who attends at least 1 class per month in the Studio and has a membership agreement with that Studio. We have only counted these members as one even if they attend multiple classes or attend a class more than one-time per month. We have not included as a member a “walk-in” who does not have a signed membership agreement with the Studio that they walk into, or an individual who attends a class at a Studio based on their status as a member of a platform or other service that allows them to frequent different studios or gyms (commonly known as fitness aggregators), but does not have a membership agreement with that Studio.

Section E
Monthly Unique Customer Count

	Average of All (73 Studios)	Median of All (73 Studios)	Top 1/4 Average (18 Studios)	Top 1/4 Median (18 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (19 Studios)	Bottom 1/4 Median (19 Studios)
Monthly Unique Customer Count ¹	224	206	359	310	241	237	173	173	129	139
Number/Percentage At or Above Average Monthly Unique Customer Count	33/45%	N/A	7/39%	N/A	7/39%	N/A	8/44%	N/A	11/58%	N/A
Highest Monthly Unique Customer Count	646	N/A	646	N/A	299	N/A	233	N/A	177	N/A
Lowest Monthly Unique Customer Count	52	N/A	251	N/A	200	N/A	121	N/A	52	N/A

- 1. Monthly Unique Customer Count** – The average of the Studios was calculated by determining the monthly average of unique customers of each of these Studios during the Relevant Time Period and then determining the average of all of these monthly averages. To determine the monthly average of each of these Studios we determined the total number of unique customers of that Studio during the Relevant Time Period and divided by 12. We used this same calculation to determine the monthly member average for each group of Studios in each quartile.

We consider a unique customer of a Studio to be each unique individual who has taken at least one class, in studio, at the Studio as of the end of each month in the Relevant Time Period. We have excluded from the calculation repeat visits of a customer in the same month to the same Studio.

GENERAL INFORMATION APPLICABLE TO ALL OF ITEM 19

Some Bar Method Studios have sold these amounts. Your individual results may differ. There is no assurance that you’ll sell as much.

Percentages were rounded to the nearest whole percent and dollar amounts to the nearest dollar.

The information disclosed in this Item 19 does not reflect the cost of sales, operating expenses, or other costs or expenses that must be deducted from the Gross Revenues information to calculate net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Bar Method Studio. Franchisees or former franchisees listed in this Disclosure Document may be one source of this information.

All of the Studios offered substantially the same products and services as you are expected to offer.

Written substantiation for the financial performance representations made in this Item 19 will be made available to you upon reasonable request.

Other than as set forth above, we do not make any representations about a franchisee’s future financial performance or the past financial performance of franchised outlets. 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 our management by contacting General Counsel James Goniea at 111 Weir Drive, Woodbury, Minnesota 55125, telephone (651) 438-5000, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

All of the information in the tables below is as of December 31 of the applicable year.

**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	75	73	-2
	2024	73	73	0
	2025	73	77	+4
Company-Owned	2023	1	1	0
	2024	1	0	-1
	2025	0	0	0
Total Outlets	2023	76	74	-2
	2024	74	73	-1
	2025	73	77	+4