

Provision	Section in Development Agreement	Summary
		corporate headquarters is then-located)
w. Choice of law	Section 8.3	Pennsylvania law applies (subject to state law).

## ITEM 18. PUBLIC FIGURES

We do not currently use any public figure to promote our franchise system, but we reserve the right to do so in the future.

## 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 FDD. 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.

### **Historical Financial Performance Representation**

This Item 19 presents certain historical financial performance information about our franchisees and our affiliate-owned outlet. We have not audited this information, nor independently verified this information. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

As of December 31, 2023, we had five (5) franchised outlets open in the United States (the “Franchised Outlets”) and one (1) affiliate-owned outlet (the “Affiliate Outlet”). Table 1 shows the total annual Gross Sales for the Franchised Outlets and the Affiliate Outlet for the 2023 calendar year. Table 2 shows the total annual Gross Sales for the Corning, NY franchised outlet for the 2019, 2020, 2021, 2022 and 2023 calendar years, along with certain expenses incurred by the Corning, NY outlet for each such year, as reported to us by the Corning, NY outlet.

The data presented below is from Franchised Outlets that operated in fiscal year 2023 (and in Table 2, in the calendar years 2019 to 2023) under our former principal mark “Journey 333.” As of the issuance date of this disclosure document, we expect that our Franchised Outlets and Affiliate Outlet will commence operating under our current principal mark, “Impact-X Performance,” in the 2024 calendar year. The Franchised Outlets and Affiliate Outlet disclosed in this Item 19 operate in substantially the same manner as outlets operated under our current principal mark.

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**Table 1: Annual Gross Sales for the 2023 Calendar Year**

Location	Month/Year of Opening	2023 Annual Gross Sales
<b>Corning, NY</b> (4,400 sq. ft.)	March 2019	\$544,350
<b>Sayre, PA**</b> (2,300 sq. ft.)	October 2016	\$322,340
<b>Horseheads, NY</b> (4,400 sq. ft.)	August 2021	\$472,338
<b>Ithaca, NY</b> (2,700 sq. ft.)	September 2021	\$206,887
<b>Columbia City, IN</b> (6,500 sq. ft.)	January 2020	\$362,056
<b>Londonderry, NH</b> (3,000 sq. ft.)	January 2023	\$263,659

*\*\*The Sayre, PA outlet is owned and operated by our affiliate.*

**Table 2: Annual Gross Sales and Certain Expenses for the Corning, NY Location for the 2019, 2020, 2021, 2022 and 2023 Calendar Years**

Calendar Year	2019		2020		2021		2022		2023	
	Total	% of Annual Gross Sales	Total	% of Annual Gross Sales	Total	% of Annual Gross Sales	Total	% of Annual Gross Sales	Total	% of Annual Gross Sales
<b>Total Gross Sales<sup>1</sup></b>	\$445,507	N/A	\$453,800	N/A	\$420,317	N/A	\$544,350	N/A	\$539,660	N/A
<b>Employee Costs<sup>2</sup></b>	\$120,151	27%	\$160,380	35%	\$194,238	48%	\$200,730	37%	\$230,233	42.7%
<b>Facility Costs<sup>3</sup></b>	\$62,435	14%	\$68,761	15%	\$59,945	14%	\$45,514	8%	\$73,799	13.7%
<b>Imputed Royalty Fee<sup>4</sup></b>	\$24,503	5.5%	\$24,959	5.5%	\$23,117	5.5%	\$29,939	5.5%	\$29,681	5.5%
<b>Imputed Brand Fund Contribution<sup>4</sup></b>	\$8,910	2%	\$9,076	2%	\$8,406	2%	\$10,887	2%	\$10,793	2%
<b>Imputed Local Adv. Obligation<sup>4</sup></b>	\$30,000	6.7%	\$30,000	6.61%	\$30,000	7.13%	\$30,000	5.5%	\$30,000	5.6%

**Notes to this Item 19:**

1. For the purposes of this Item 19, “Gross Sales” means the total amount of all revenue derived in connection with the operation of the Facility, excluding sales tax collected from customers and tendered to any taxing authority, as reported to us by the Franchised Outlets and the Affiliate Outlet.

2. Employee Costs means the costs incurred by the Corning, NY outlet for all wages and employment taxes, excluding owner's pay, as reported to us by the Corning, NY outlet, for each of the calendar years listed.

3. Facility Costs means the total base rent, common area maintenance, and utilities incurred by the Corning, NY outlet, as reported to us by that outlet, for each of the calendar years listed.

4. *Imputed Fees.* To account for certain fees and expenditures that prospective System franchisees should expect to incur in connection with the operation of their Facility pursuant to the terms of our franchise agreement, we have included imputed Royalty Fees, Brand Fund Contributions and Local Advertising Expenditures for each of the calendar years presented, based on the rates disclosed in this Disclosure Document, specifically: (i) the greater of (a) 5.5% of Gross Sales, or (b) \$1,000 per month for the Royalty Fee; (ii) the greater of (a) 2% of Gross Sales or (b) \$500 per month for the Brand Fund Contribution requirement; and (iii) the greater of (a) 5% of Gross Sales or (b) \$2,500 each month for the local advertising expenditure requirement. See Item 6 of this Disclosure Document for further information.

5. The Corning, NY outlet is a mature outlet, having first opened for business in March 2019. The Sayre, PA outlet in Table 1 above is owned and operated by our affiliate.

### **Assumptions**

1. With the exception of the limited expense information presented in Table #2 for the Corning, NY outlet, this analysis does not contain information concerning operating costs or expenses, including royalty and advertising or other costs or expenses that must be deducted from Gross Sales. Operating costs and expenses vary substantially from outlet to outlet, depending on numerous factors. Franchisees or former franchisees listed in this franchise disclosure document may be one source of this information.

2. We recommend that you consult with an attorney and other business advisors before purchasing a franchise. We suggest strongly that you consult your financial advisor or personal accountant concerning financial projections and federal, state and local income taxes and any other applicable taxes that you may incur in operating a Franchised Business.

**3. Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn 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 Travis Barnes at 114 Desmond Street, Sayre, Pennsylvania 18840 (Telephone: (570)731-4587), the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1**  
**System-wide Outlet Summary**  
**For Fiscal Years 2021-2023**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	2	4	+2
	2022	4	4	0
	2023	4	5	+1
Company-Owned or Affiliate-Owned	2021	1	1	0
	2022	1	1	0
	2023	1	1	0
<b>Total Outlets**</b>	<b>2021</b>	<b>3</b>	<b>5</b>	<b>+2</b>
	<b>2022</b>	<b>5</b>	<b>5</b>	<b>0</b>
	<b>2023</b>	<b>5</b>	<b>6</b>	<b>+1</b>

**\*\*Note:** The outlets disclosed in this Item 20 operated our former principal trademark, “Journey 333.” As of the issuance date of this disclosure document, we expect that our franchisees and affiliate-owned location will begin operating under our current principal trademark, “Impact-X Performance,” during the 2024 calendar year.

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)**  
**For Fiscal Years 2021-2023**

State	Year	Number of Transfers
Total	2021	0
	2022	0
	2023	0

**Table No. 3**  
**Status of Franchised Outlets**  
**For Fiscal Years 2021-2023**

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
New York	2021	1	2	0	0	0	0	3
	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	0	3
Indiana	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
Florida	2021	1	0	0	0	0	1	0