

	<b>Provision</b>	<b>Section in Franchise or Other Agreement</b>	<b>Summary</b>
v.	Choice of forum	Section 15.6	Litigation must be commenced in the federal or state court located closest to our headquarters (currently Columbus, MN) (subject to state law).
w.	Choice of law	Section 15.7	The laws of the state where our principal address is located (subject to state law).

## **ITEM 18. PUBLIC FIGURES**

We employ Carrie Tollefson to promote our System and MOMS ON THE RUN franchised businesses. Ms. Tollefson serves primarily as our salaried Fitness Director to assist in designing our fitness programs, but we also pay her up to \$3,000 per franchise we sell in connection with her promotion services. Ms. Tollefson does not manage or own an interest in us or any of our affiliates but receives bonuses based on company performance. We do not use any other public figures 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.

The following is historic financial performance representations for the periods January 1, 2023 through December 31, 2023. Our representations below include the average and median annual Gross Revenues of MOMS ON THE RUN franchised businesses, broken down into performance by the top and bottom locations each year.

In 2023 the top and bottom twenty percent (20%), included a total of five (5) Franchised Locations per sector. The numbers below do not directly include results on the remaining fifteen (15) Franchised Locations that were open and operating during the entire relevant time period. "Gross Revenues" means all revenue generated by the Franchised Location. This is the same definition we use in other items of this Disclosure Document.

### **2023**

<b>TOP 20% OF FRANCHISED LOCATIONS BY GROSS REVENUES</b>	<b>BOTTOM 20% OF FRANCHISED LOCATIONS BY GROSS REVENUES</b>
<b>CATEGORY AVERAGE GROSS REVENUES</b>	
\$26,508	\$4,453
<b>CATEGORY MEDIAN GROSS REVENUES</b>	
\$27,488	\$4,286
<b>NUMBERS OF LOCATIONS MEETING OR EXCEEDING AVERAGE FOR CATEGORY</b>	

<b>60%</b>	<b>40%</b>
<b>RANGE OF GROSS REVENUES FOR CATEGORY</b>	
<b>\$36,359- \$17,447</b>	<b>\$2,479- \$6,177</b>

It's important to note the figures presented are per franchise unit, not per business owner. Our franchise system as of December 31, 2023 had eight (8) multi-unit owners. Among the units operating year round in 2023, seventy seven percent (77%) of the top half of our units (thirteen (10) of the top fifteen (13) units) were operated by multi-unit franchise owners.

The above annual averages and medians of Gross Revenues for MOMS ON THE RUN Franchised Businesses were calculated by us based on reports on Gross Revenues pulled directly from our customer registration software, where all transactions take place. It is important to note that neither the franchisees nor us audited this information.

The financial information in the above tables shows only historic gross revenues of franchised MOMS ON THE RUN businesses. The financial information above does not reflect the costs of sales, operating expenses, or other costs or expenses that you will incur and that must be deducted from the Gross Revenues to obtain your net income or profit. We will make available written substantiation of the data used in preparing the information above available to you upon reasonable request.

**SOME OUTLETS HAVE EARNED THIS MUCH. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE YOU WILL EARN THIS MUCH.**

Other than the preceding financial performance representations, 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 Karissa Johnson, Moms On The Run, LLC, 15226 West Freeway Drive, Columbus, MN 55025, (651) 560-6667, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**

**Table Number 1  
Systemwide Outlet Summary  
For Years 2021-2023**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2021	44	39	-5
	2022	39	36	-3
	2023	36	25	-11
Company-Owned	2021	6	10	+4
	2022	10	12	+2
	2023	12	16	+4
<b>Total Outlets</b>	2021	50	49	-1