

Item 18

PUBLIC FIGURES

We currently 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 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 historical information presents data concerning certain business segments of a DOXA business located in Garden City, ID and operated from November 2020 until December 2024 by our parent DOXA Talent, Inc. (“Parent”) (at which time the business was transferred to our affiliate Operations as explained in Item 1). This Item 19 financial performance information provides data for the time period from January 2023 through September 2024. The data presented relates to key components of this corporate location’s business that will be similar to the business segments that a prospective franchisee will operate as part of its franchised DOXA business.

Table A - Monthly Base Rate per Seat

Average Base Rate per Seat	Median Base Rate per Seat	Low Base Rate per Seat	High Base Rate per Seat
\$2,613	\$2,470	\$1,480	\$7,400

Table B - Markup on Monthly Base Rate per Seat and Markup as Percentage of Base Rate per Seat

Average Markup and Markup Percentage	Median Markup and Markup Percentage	Low Markup and Markup Percentage	High Markup and Markup Percentage
\$520 / 25%	\$500 / 25%	\$270 / 10%	\$1,160 / 37%

NOTES

1. “Seat” means a single full-time employee position placed with a client. Our DOXA operational standard is to recommend that clients place a minimum of 3 seats within 6

months of signing the client account agreement. In this Item 19, “client account agreement” refers to an agreement between Parent and a client.

2. “Base Rate” means the fixed monthly fee paid by client under a client account agreement with respect to each person filling a Seat with the client under the client account agreement. Base Rate specifically excludes Pass-Through Costs and sales taxes, if any, which were collected from clients and paid to the appropriate taxing authority.

“Pass-Through Costs” means costs that a client agrees to incur with respect to each person filling a Seat with the client under a client account agreement, which are in excess of the Base Rate, which are separately identified on the client invoice and to which no Markup is applied. Pass-Through Costs include, without limitation, overtime, bonuses, client purchases on behalf of the offshore talent, meals provided to talent, and talent travel expenses.

3. “Markup” is the amount added to Fully Loaded Cost to arrive at the total price charged to the client, i.e., the Base Rate. “Fully Loaded Cost” means the total cost incurred by Parent in providing services under a client account agreement, including, without limitation, all compensation and benefits paid by Parent to each person filling a position with a client or otherwise providing services to a client on behalf of Parent, including all occupancy costs, separation costs, mark-ups, infrastructure fees, cost of equipment, subscription fees, subsidies, incidental benefit costs and all taxes and all other fees, charges and assessments imposed by any governmental authority. Fully Loaded Cost specifically excludes Pass-Through Costs.
4. Markup Percentage is Markup divided by the Base Rate, expressed as a percentage. Low Markup and Markup Percentage means the lowest Markup (and the corresponding lowest Markup Percentage) charged by Parent to a client on a Seat; High Markup and Markup Percentage is the highest Markup (and the corresponding highest Markup Percentage) charged by Parent to a client on a Seat.
5. Table A is based on data with respect to a total of 709 seats placed with a total of 153 clients during the reporting period. Five of the 709 seats were excluded from Table B as outliers sold at or below the applicable Fully Loaded Cost.

Parent did not pay a Commission Share and did not spend as much on local marketing activities as a franchisee will. In addition, Parent may have had more employees operating at the corporate location than a new franchisee will likely have, as a franchisee may begin operations on their own with no additional employees. Parent had also been in operation for three years and so its DOXA business is a more established business than a new franchised business will be. Other than these factors, there are no material financial or operational differences between the corporate location operated by Parent and a franchised location. As of December 31, 2024, we had no franchisees.

Additional Notes:

1. Some outlets have earned this amount. Your individual results may differ. There is no assurance that you’ll earn as much.

2. Written substantiation for the financial representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, DOXA TALENT FRANCHISING LLC does not make any other 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 Christina Chambers at 9169 W. State St., Garden City, ID 83714; telephone (208) 609-4256, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For Years 2022–2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised Outlets	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Totals	2022	1	1	0
	2023	1	1	0
	2024	1	1	0

*As of December 31, 2022, 2023 and 2024.

Table No. 2
Transfers of Outlets from Franchisees to New Owners
(Other than the Franchisor)
For Years 2022-2024

State	Year	Number of Transfers
All States	2022	0
	2023	0
	2024	0
Totals	2022	0
	2023	0
	2024	0