

ITEM 18. PUBLIC FIGURES

We do not presently use any public figure(s) to promote Bella Bridesmaids. We may elect to do so at any future time.

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.

This financial performance representation includes only information about past results. It relates to the performance of all Bella Bridesmaids stores that were operational for the entire 2023 calendar year. The term "gross revenue" as used in this Item, means the total selling price of all goods and services generated at the Bella Bridesmaids store, including income from for-profit events held promoting Bella Bridesmaids and all other revenue derived from the operation of the store. Gross revenue does not include wholesale items, shipping and handling fees, employee discounts, refunds to customers, and sales tax.

In the calendar year 2023, a total of 45 Bella Bridesmaids stores were operational the entire year (One store was transferred in May from a franchise owned store to an affiliated company owned store. One store was transferred in October from a franchise owned store to an affiliated company store.) 2 were affiliated company owned stores for the entire year. For the remaining 41 franchised stores, the average annual gross revenue in the calendar year 2023 was \$363,289, with the median annual gross revenue being \$290,315. The highest performing franchised store achieved gross revenue of \$1,000,688 and the lowest performing franchised store achieved gross revenue of \$84,031. Of the 41 franchised Bella Bridesmaids stores, 14 (or 34.14% attained or surpassed the average gross revenue for 2023.

Our 4 affiliated company owned Bella Bridesmaids stores had annual gross revenue in the calendar year 2023 of \$1,898,657.

For all 45 Bella Bridesmaids stores that were operational for the entire 2023 calendar year (inclusive of the 4 company owned stores), the average gross revenues were \$373,189, with the median annual gross revenue being \$290,315. The highest performing store achieved gross revenue of \$1,000,688 and the lowest performing store achieved gross revenue of \$84,030.64. Of the 45 Bella Bridesmaids stores, 16 (or 35.55%) attained or surpassed the average gross revenue for 2023.

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

Some stores have earned this much. Your individual results may differ. There is no assurance that you will earn as much.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
Systemwide Outlet Summary
For the Years of 2021, 2022, and 2023

Outlet Type	Year	Outlets at Start of Year	Outlets at the End of the Year	Net Change
Franchised	2021	57	57	0
	2022	57	55	-2
	2023	55	41	-14
Company-Owned	2021	1	1	0
	2022	1	2	+1
	2023	2	4	+2
Total Outlets	2021	58	58	0
	2022	58	57	-1
	2023	57	45	-12

TABLE NO. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For the Years of 2021, 2022, and 2023

State	Year	Number of Transfers
Alabama	2021	0
	2022	0
	2023	1
California	2021	0
	2022	0
	2023	1
Florida	2021	1
	2022	0
	2023	0
Kansas	2021	0
	2022	0
	2023	1
Louisiana	2021	0
	2022	1
	2023	0
Maryland	2021	0
	2022	0
	2023	1