

ITEM 18

PUBLIC FIGURES

We do not presently use any public figures to promote our franchises.

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.

BACKGROUND

In the Item 19 Charts below, we disclose the historic financial performance information of our one (1) affiliate-owned Business (the "Existing Business") over the period of operations commencing January 1, 2022, and ending March 31, 2024 (the "Measurement Period").

As of the issuance date of this disclosure document, we have one (1) other System Business in operation that commenced operating in April 2022, however, (i) this Business was initially owned and operated by our affiliate until November 2023, at which time it was sold to a System franchisee, and (ii) the Business offers certain additional services other than the Approved Services we authorize under our standard franchise offering; because this Business was not operated by our affiliate for the entirety of the calendar year 2023 and possesses different operating characteristics than our other affiliate-owned Business and System franchisees, the financial performance of this Business has been excluded from this Item.

This Item details the Gross Sales generated, along with the occupancy, labor, marketing and other operating costs and expenses incurred, by the Existing Business for each month of operations comprising the Measurement Period.

The information was reported to us by the affiliate owner of the Existing Business in the form of financial reports and/or statements.

Written substantiation for the financial performance representation will be made available upon reasonable request. We have not independently audited or otherwise verified these amounts.

Only the Existing Business has sold this amount. Your individual results may differ. There is no assurance that you'll sell as much.

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Chart No. 1: Gross Sales and Other Historical Performance of Existing Business# over the Measurement Period (in U.S. Dollars)

2022	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	FY 2022	FY 2022 Avg
Gross Sales¹	42,643	46,972	50,367	45,796	43,790	44,595	36,277	36,486	33,363	40,715	40,539	43,127	504,671	42,056
Rent/Occupancy ²	8,753	8,753	8,753	8,753	4,449	8,904	8,904	8,904	8,904	8,904	8,904	8,904	101,789	8,482
Labor ³	14,832	6,144	13,074	12,888	8,317	7,541	8,310	7,539	9,746	6,486	7,199	7,294	109,370	9,114
Advertising & Marketing ^{4*}	868	1,009	1,550	950	838	1,012	830	989	506	720	1,113	1,312	11,697	975
Certain Other Operating Costs and Expenses ⁵	2,888	3,843	4,739	6,234	3,735	5,322	4,925	6,267	3,269	5,279	4,646	4,479	55,626	4,635
Estimated Royalty ⁶	2,559	2,818	3,022	2,748	2,627	2,676	2,177	2,189	2,002	2,443	2,432	2,588	30,280	2,523
Estimated Fund Contribution ⁷	853	939	1,007	916	876	892	726	730	667	814	811	863	10,093	841
Total of Operating Costs / Expenses and Estimated Fees Above⁸	30,752	23,506	32,146	32,489	20,843	26,347	25,871	26,619	25,094	24,646	25,105	25,439	318,855	26,571
Gross Sales Less Operating Costs / Expenses and Estimated Fees Above⁹	11,892	23,466	18,221	13,307	22,947	18,249	10,406	9,867	8,270	16,069	15,434	17,688	185,815	15,485
Percent	27.9%	50.0%	36.2%	29.1%	52.4%	40.9%	28.7%	27.0%	24.8%	39.5%	38.1%	41.0%	36.8%	36.8%

2023	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	FY 2023	FY 2023 Avg
Gross Sales¹	50,207	46,554	53,762	45,078	56,045	44,164	36,349	33,574	32,374	41,385	44,547	49,033	533,075	44,423
Rent/Occupancy ²	8,912	9,392	9,152	7,107	9,152	9,307	9,307	9,307	9,307	9,307	9,307	9,307	108,860	9,072
Labor ³	7,814	7,762	12,363	8,282	7,955	7,756	7,144	7,371	10,740	6,741	6,897	6,962	97,785	8,149
Advertising & Marketing ^{4*}	2,577	1,482	1,875	2,110	1,480	1,630	2,089	1,935	1,657	2,284	2,196	1,970	23,285	1,940
Certain Other Operating Costs and Expenses ⁵	4,478	4,532	4,931	4,930	5,233	5,079	4,237	4,267	4,707	4,266	4,786	5,152	56,598	4,716
Estimated Royalty ⁶	3,012	2,793	3,226	2,705	3,363	2,650	2,181	2,014	1,942	2,483	2,673	2,942	31,985	2,665
Estimated Fund Contribution ⁷	1,004	931	1,075	902	1,121	883	727	671	647	828	891	981	10,662	888
Total of Operating Costs/Expenses and Estimated Fees Above⁸	27,797	26,892	32,621	26,034	28,304	27,305	25,684	25,565	29,001	25,908	26,750	27,313	329,174	27,431
Gross Sales Less Operating Costs/Expenses and Estimated Fees Above⁹	22,410	19,662	21,141	19,044	27,742	16,860	10,665	8,009	3,374	15,477	17,797	21,720	203,901	16,992
Percent	44.6%	42.2%	39.3%	42.2%	49.5%	38.2%	29.3%	23.9%	10.4%	37.4%	40.0%	44.3%	38.2%	38.2%

2024	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	FY 2024 (Q1)	FY 2024 (Q1) Avg
Gross Sales¹	53,711	54,245	52,618	52,189									212,764	53,191
Rent/Occupancy ²	9,181	9,181	9,181	3,849									31,393	7,848
Labor ³	7,270	11,230	7,510	7,614									33,624	8,406
Advertising & Marketing ^{4*}	1,309	1,398	1,270	1,663									5,640	1,410
Certain Other Operating Costs and Expenses ⁵	4,744	4,859	5,054	5,633									20,289	5,072
Estimated Royalty ⁶	3,223	3,255	3,157	3,131									12,766	3,191
Estimated Fund Contribution ⁷	1,074	1,085	1,052	1,044									4,255	1,064
Total of Operating Costs/Expenses and Estimated Fees Above⁸	26,801	31,008	27,224	22,934									107,968	26,992
Gross Sales Less Operating Costs/Expenses and Estimated Fees Above⁹	26,910	23,237	25,394	29,255									104,796	26,199
Percent	50.1%	42.8%	48.3%	56.1%									49.3%	49.3%

Explanatory Notes to the Item 19 Charts Above

[#]*General Note(s) Regarding Existing Business.* The Existing Business was opened in Dallas, TX in 2019 and operated for the entirety of the Measurement Period. The Existing Business went through renovations and equipment upgrades during the Measurement Period in August and September 2022 wherein it was operating on a reduced capacity or closed for business. Specifically, the Existing Business: (i) operated at reduced capacity for (a) 3 days in August 2022 and (b) 19 days in September 2022; and (ii) closed for business for (a) 7 days in August 2022, and (b) 3 days in September 2022.

1. *Gross Sales.* For the Existing Business, the term “Gross Sales” means the Gross Sales generated from the offer and sale of all Approved Services and Approved Products, including all client membership agreements, gift card sales and other categories specifically identified in the Chart. The term “Gross Sales” (a) does not include sales tax collected by that Existing Business and paid to the appropriate taxing authority/agency, and (b) accounts for client refunds, chargebacks, and other adjustments. In its fiscal year 2023, the Existing Business sold six (6) saunas, for a total of \$15,000, and this amount is included in the total Gross Sales for the applicable chart above.
2. *Occupancy-Related Costs.* For the Existing Business, the term “Occupancy” costs means the amounts that the Existing Business paid in rent and related fees during the relevant Measurement Period. Please note that the rent and other amounts detailed in the Chart above were placed in the month that such fees were due and owing the landlord of the Premises for the Existing Business (which, depending on whether the payment date fell on a weekend or holiday, may have been paid at the end of the preceding calendar month to ensure timely payment).
3. *Labor-Related Costs.* For the Existing Business, the term “Labor” costs means: (a) the salaries, commissions, bonuses and other compensation paid to staff/personnel during the relevant Measurement Period; and (b) associated payroll taxes, incurred over the relevant Measurement Period. Of the total Labor costs detailed in the Chart above, please be advised that some portion was paid to a manager/director that would be similar to the kind of “Designated Manager” you have the right to appoint to manage the day-to-day operations of your Franchised Business.
4. *Advertising & Marketing.* For the Existing Business, the term “Advertising & Marketing” means the actual amounts that the Existing Business expended in total in connection with marketing, advertising and promotion over the Measurement Period, including digital marketing and other advertising activities that you will be required to undertake in connection with your Franchised Business operations as part of your LAR obligations.

*Importantly, please note that in some instances, the actual amounts expended by the Existing Business on advertising and marketing services/items over the Measurement Period described above amounted to less than the minimum Local Advertising Requirement will be under your Franchise Agreement (\$1,500/month).

5. *Certain Other Operating Costs and Expenses.* For the Existing Business, the term “Certain Other Operating Costs and Expenses” means the other material expenses that incurred in connection with the that Existing Business over the Measurement Period, including: (i) bank, credit card and other merchant processing fees; (ii) dues and subscriptions; (iii) insurance; (iv) janitorial and cleaning supplies; (v) retail and office supplies; (vi) utilities; and (vii) software licenses and other technology-related expenses that were incurred in connection with the Existing Business operations. This range only accounts for the specific operating costs and expenses noted above.

This amount does not include or account for any other operating costs and expenses not specifically identified and discussed in the Chart above, including those attributable to (a) professional fees, (b) depreciation and/or amortization, or (c) repairs and maintenance.

6. *Estimated Royalty.* The term “Estimated Royalty” means the Royalty Fee that the Existing Business would have had to pay us over the applicable Measurement Period if that Business was owned by a franchisee and governed by our current form of franchise agreement. We calculated the Estimated Royalty for each month by multiplying the Gross Sales by 0.06 (to account for the 6% Royalty Fee described in Item 6). It is important to note that the “Estimated Royalty” figures provided for the Existing Businesses are only an estimate, and these Businesses did not actually pay us this amount because they are not required to pay us any Royalty in connection with operating the Existing Businesses.
7. *Estimated Fund Contribution.* The term “Estimated Fund Contribution” means the Fund Contribution Fee that the Existing Business would have had to pay us over the applicable Measurement Period if that Business was owned by a franchisee and governed by our current form of franchise agreement. We calculated the Estimated Royalty for each Existing Business by multiplying the Gross Sales by 0.02 (to account for our current 2% Fund Contribution described in Item 6). It is important to note that the “Estimated Fund Contribution” figures provided for the Existing Businesses are only an estimate, and these Businesses did not actually pay us this amount because they are not required to pay us any Fund Contribution in connection with operating the Existing Businesses

No Other Estimated Recurring Fees that Require an Adjustment to the Item 19 Charts. The Existing Business incurred costs and operating expenses related to software and other technology that are comparable to the amounts that a new System franchisee must expend in Technology Fees (accounted for under “Certain Other Operating Costs and Expenses” in the Charts above), under our current form of Franchise Agreement in a given year of operation. As such, we did not estimate or adjust any additional amounts in the Charts disclosed above in this Item 19.

8. **Gross Sales Less Total Operating Costs/Expenses and Estimated Fees Disclosed in the Chart Above.** Please note that this figure (for each month comprising the Measurement Period) is calculated by taking the Gross Sales for that month (or other measurement period described in the Chart above) and subtracting the Occupancy, Labor, Marketing/Advertising, Other Operating Costs/Expenses and Estimated Fees disclosed in the Chart above for that month or period of operations. It does not account for any other operating cost or expense information not specifically identified herein.

General Notes to this Item 19

1. We encourage you to consult with your own accounting, business, and legal advisors to assist you in preparing your budgets and projections, and to assess the likely or potential financial performance of your franchise. We also encourage you to contact existing franchisees to discuss their experiences with the system and their franchise business.
2. Please note that this Item 19 does not disclose the initial costs you will incur in connection with constructing, building out and otherwise developing your Franchised Business prior to opening.
3. The figures provided in this Item exclude certain tax liabilities that you will be responsible for, and do not account for certain professional fees or administrative expenses that you might incur in connection with opening and commencing operations of your Franchised Business, including legal

and accounting fees that you incur prior to opening. We suggest 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.

4. You should consult with your tax advisor regarding depreciation and amortization schedules and the period over which assets of your Franchised Business may be amortized or depreciated, as well as the effect, if any, of any recent or proposed tax legislation. You should also consult with your tax advisor as it pertains to taxes due on gift card sales because each state has different laws (escheat laws) pertaining to gift cards.

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 orally or in writing. If you are purchasing an existing Business, 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 Josh Terzo, c/o One Glow Franchise, LLC, 5319 E. Mockingbird Lane, Suite 200 Dallas, TX 75206, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20 CONTINUES ON THE FOLLOWING PAGE