

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
u. Dispute resolution by arbitration or mediation.	22.3	Any dispute or claim relating to or arising out of the Franchise Agreement must be resolved exclusively by mandatory arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association (“AAA”) or another arbitration service agreed to by the parties.
v. Choice of forum	22.4	Somerset County, New Jersey or the U.S. District Court for the District of New Jersey (subject to applicable state law).
w. Choice of law	20	New Jersey law applies (subject to applicable state law) except that disputes regarding the Marks are governed by the United States Trademark Act of 1946 (Lanham Act, 15 U.S.C. Sec. 1051 et seq.).

The Franchise Agreement provides for termination upon bankruptcy. These provisions may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec. 101 et. seq.).

ITEM 18 PUBLIC FIGURES

NAPC does not use public figures to promote its franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performances 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.

We do not make any representations about your future financial performance or the past financial performance of company-owned or franchised outlets. 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 Kimberly Whittle, CEO, 350 Main Street, Bldg. 1, Suite 9B, Bedminster, New Jersey 07921 or kwhittle@knowewell.com, the Federal Trade Commission, and/or the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

**TABLE NO. 1: Systemwide Outlet Summary
For Fiscal Years 2021 to 2023**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	53	50	-3
	2022	50	47	-3
	2023	47	46	-1
Company-Owned*	2021	1	1	0
	2022	1	0	-1
	2023	0	1	+1
Total Outlets	2021	54	51	-3
	2022	50	47	-4
	2023	47	47	0

*Due to the Asset Purchase Transaction, the Natural Awakenings magazine in Florida that was owned and operated by our predecessor's affiliate is no longer a Company-Owned outlet.

**TABLE NO. 2: Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor or an Affiliate)
For Fiscal Years 2021 to 2023**

State	Year	Number of Transfers
Alabama	2021	1
	2022	0
	2023	0
Connecticut	2021	0
	2022	0
	2023	1
Florida	2021	0
	2022	0
	2023	2
New York	2021	0
	2022	0
	2023	1
Virginia	2021	0
	2022	1
	2023	0