

## ITEM 18 - PUBLIC FIGURES

We 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 an 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 an Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The following financial performance representation is based upon the historic data of the 23 franchised outlets which operated during the 12-month reporting period from April 1, 2023 through March 31, 2024. We obtained these historical financial results from the sales reports and orders provided to us by the franchised outlets through the point-of-sale system related to revenue-generating events. "Revenue-generating events" mean events in which the franchised outlet participated in to offer and sell the Shrunk3D™ figurine products. They do not include any results or data from revenue generated at marketing or promotional events or reorders or orders made after the event. During the reporting period, there were a total of 24 outlets in operation. There are no outlets owned or operated by us or any of our affiliates. 1 franchised outlet was excluded from this Item 19 because they were not yet open or did not have any revenue-generating events during the reporting period.

The franchised outlets included in this financial performance representation all operated in a substantially similar manner to how your Franchised Business will operate. The explanatory notes included with the following charts are an integral part of this financial performance representation and should be read in their entirety for a full understanding of the information contained in the following charts. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

**Table 1**  
**Average and Median Figurine Price**  
April 1, 2023 to March 31, 2024

Ranking by Figurine Price <sup>1</sup>	Total Franchises	Average	Median	High	Low
<i>All Franchises</i> <sup>2</sup>	23	\$181	\$197	\$249	\$93
<i>Top-25%</i> <sup>3</sup>	6	\$224	\$220	\$249	\$215
<i>Bottom-25%</i> <sup>4</sup>	6	\$111	\$103	\$167	\$93

1. This table shows average and median figurine price for the 23 franchised outlets that had revenue generating events during the April 2023 to March 2024 reporting period. The first subset shows all included franchises; the second subset shows the top 25% of these franchises when ranked by figurine price; the third subset shows the bottom 25% of these franchises when ranked by figurine price.
2. "Figurine Price" is the price customers paid per figurine at a revenue generating event. This table does not include any data from marketing or promotional events.
3. All Franchises. The numbers in this row come from all 23 franchised outlets whose data was used in this financial performance representation. 16 out of 23 outlets or 69% attained or surpassed the stated

Average Figurine Price. 12 out of 23 outlets or 52% attained or surpassed the stated Median Figurine Price.

4. **Top-25%.** The numbers in this row come from the 6 franchised outlets who had the best Average Median Figurine Price whose data was in the top 25% used to calculate the numbers. 2 out of 6 outlets or 33% attained or surpassed the stated Average Figurine Price. 3 out of 6 outlets or 50% attained or surpassed the stated Median Figurine Price.
5. **Bottom-25%.** The numbers in this row come from the 6 franchised outlets who had the lowest Average Median Figurine Price whose data was in the top 25% used to calculate the numbers. 2 out of 6 outlets or 33% attained or surpassed the stated Average and Median Figurine Price. 3 out of 6 outlets or 50% attained or surpassed the stated Median Figurine Price.

**Table 2**  
**Average and Median Estimated Gross Margin**  
April 1, 2023 to March 31, 2024

<b>Ranking by Estimated Gross Margin<sup>1</sup></b>	<b>Total Franchises</b>	<b>Average</b>	<b>Median</b>	<b>High</b>	<b>Low</b>
<i>All Franchises<sup>2</sup></i>	23	59.5%	59.9%	72.2%	48.2%
<i>Top-25%<sup>3</sup></i>	6	67.2%	67.2%	72.2%	65.1%
<i>Bottom-25%<sup>4</sup></i>	6	51.6%	52.1%	53.7%	48.2%

1. This table shows average and median estimated gross profit margin for the 23 franchised outlets that had revenue generating events during the April 2023 to March 2024 reporting period. The first subset shows all included franchises; the second subset shows the top 25% of these franchises when ranked by estimated gross profit margin; the third subset shows the bottom 25% of these franchises when ranked by estimated gross profit margin. This table does not include any data from marketing or promotional events.
2. “Estimated Gross Margin” means the net sales revenue generated for all orders by a particular outlet(which excludes amounts collected as sales tax and paid to relevant taxing authorities, or discounts or rebates paid back to customers related to their purchases), *minus* the cost of goods sold for the production of all orders for the particular outlet, *divided by* the net sales revenue figure and expressed as a percentage. “Cost of Goods Sold” is the wholesale printing cost charged by the manufacturer of the Shrunk3D figurines in fulfilling customer orders for the particular outlet.
3. **All Franchises.** The numbers in this row come from all 23 franchised outlets whose data was used in this financial performance representation. 12 out of 23 outlets or 52% attained or surpassed the stated Average and Median Estimated Gross Margin.
4. **Top-25%.** The numbers in this row come from the 6 franchised outlets who had the best Average Estimated Gross Margin whose data was in the top 25% used to calculate the numbers. 1 out of 6 outlets or 16% attained or surpassed the stated Average Estimated Gross Margin. 3 out of 6 outlets or 50% attained or surpassed the stated Median Estimated Gross Margin.
5. **Bottom-25%.** The numbers in this row come from the 6 franchised outlets who had the lowest Average Estimated Gross Margin whose data was in the bottom 25% used to calculate the numbers. 4 out of 6 outlets or 67% attained or surpassed the stated Average Estimated Gross Margin. 3 out of 6 outlets or 50% attained or surpassed the stated Average and Median Estimated Gross Margin.

**Table 3**  
**Average and Median Figures Sold Per Event Day**  
April 1, 2023 to March 31, 2024

Ranking by Figurines Sold per Event Day <sup>1</sup>	Total Franchises	Average	Median	High	Low
<i>All Franchises</i> <sup>2</sup>	23	11.4	10.9	26.7	4.5
<i>Top-25%</i> <sup>3</sup>	6	19.0	17.6	26.7	17.2
<i>Bottom-25%</i> <sup>4</sup>	6	5.6	5.8	6.6	4.5

1. This table shows average and median by Figurines Sold Per Event Day for the 23 franchised outlets that had revenue generating events during the April 2023 to March 2024 reporting period. The first subset shows all included franchises; the second subset shows the top 25% of these franchises when ranked by Figurines Sold Per Event Day; the third subset shows the bottom 25% of these franchises when ranked by Figurines Sold Per Event Day. This table does not include any data from marketing or promotional events.
2. “Figurines Sold Per Event Day” means the number of figurines sold by the franchised outlet at each day of a revenue generating event.
3. All Franchises. The numbers in this row come from all 23 franchised outlets whose data was used in this financial performance representation. 9 out of 23 outlets or 39% attained or surpassed the stated Average and Median Figurines Sold Per Event Day. 12 out of 23 outlets or 52% attained or surpassed the stated Median Figurines Sold Per Event Day.
4. Top-25%. The numbers in this row come from the 6 franchised outlets who had the best Average Figurines Sold Per Event Day whose data was in the top 25% used to calculate the numbers. 1 out of 6 outlets or 16% attained or surpassed the stated Average Figurines Sold Per Event Day. 3 out of 6 outlets or 50% attained or surpassed the stated Median Figurines Sold Per Event Day.
5. Bottom-25%. The numbers in this row come from the 6 franchised outlets who had the lowest Average Figurines Sold Per Event Day whose data was in the bottom 25% used to calculate the numbers. 3 out of 6 outlets or 50% attained or surpassed the stated Average and Median Figurines Sold Per Event Day.

**Table 4**  
**Average and Median Order Amount**  
April 1, 2023 to March 31, 2024

Ranking by Order Amount per Event Day <sup>1</sup>	Total Franchises	Average	Median	High	Low
<i>All Franchises</i> <sup>2</sup>	23	\$242.02	\$232.81	\$368.21	\$114.81
<i>Top-25%</i> <sup>3</sup>	6	\$294.94	\$276.34	\$368.21	\$270.03
<i>Bottom-25%</i> <sup>4</sup>	6	\$193.30	\$208.35	\$224.14	\$114.81

1. This table shows average and median order amount for the 23 franchised outlets that had revenue generating events during the April 2023 to March 2024 reporting period. The dataset shows all included franchises. This table does not include any data from marketing or promotional events.

2. “Order Amount” means the average net sales revenue generated per order by a particular outlet (which excludes amounts collected as sales tax and paid to relevant taxing authorities, or discounts or rebates paid back to customers related to their purchases).
3. All Franchises. The numbers in this row come from all 23 franchised outlets whose data was used in this financial performance representation. 9 out of 23 outlets or 39% attained or surpassed the stated Average Order Amount. 12 out of 23 outlets or 52% attained or surpassed the stated Median Order Amount.
4. Top-25%. The numbers in this row come from the 6 franchised outlets who had the best Order Amount whose data was in the top 25% used to calculate the numbers. 2 out of 6 outlets or 33% attained or surpassed the stated Average Order Amount. 3 out of 6 outlets or 50% attained or surpassed the stated Median Order Amount.
5. Bottom-25%. The numbers in this row come from the 6 franchised outlets who had the lowest Order Amount whose data was in the bottom 25% used to calculate the numbers. 4 out of 6 outlets or 67% attained or surpassed the stated Average Order Amount. 3 out of 6 outlets or 50% attained or surpassed the stated Median Order Amount.

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

Other than preceding financial performance representations in this Item, we do not make any representations about a franchisee's 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 Zak Petersen, at [zak@shrunk3d.com](mailto:zak@shrunk3d.com) and (843) 212-9336, the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20 - OUTLETS AND FRANCHISEE INFORMATION

**Table 1**  
**Systemwide Outlet Summary**  
**For 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	0	1	+1
	2022	1	8	+7
	2023	8	22	+14
Company-Owned	2021	0	0	0
	2022	0	0	0
	2023	0	0	0
Total Outlets	2021	0	1	+1
	2022	1	8	+7
	2023	8	22	+14

**Table 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)**  
**For Years 2021 to 2023**

State	Year	Number of Transfers
Texas	2021	0
	2022	0
	2023	1
Total	2021	0
	2022	0
	2023	1

**Table 3**  
**Status of Franchised Outlets**  
**For Years 2021 to 2023**

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations-Other Reasons	Outlets at End of the Year
FL	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
	2023	0	3	0	0	0	0	3
GA	2021	0	0	0	0	0	0	0
	2022	0	1	0	0	0	0	1
	2023	1	3	0	0	0	1	3
HI	2021	0	0	0	0	0	0	0
	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
KS	2021	0	0	0	0	0	0	0