

THE FRANCHISE RELATIONSHIP		
PROVISION	SECTIONS IN AGREEMENT	SUMMARY
t. Integration/merger clause	FA: 25.8	Only the terms of the Franchise Agreement and ADA (if applicable) and their attachments are binding (subject to state law). Any representations or promises made outside the Disclosure Document, Franchise Agreement and ADA may not be enforceable. Nothing in the Franchise Agreement, ADA or any related agreements is intended to disclaim any of the representations we made in this Disclosure Document. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (a) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (b) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
	ADA: 11.7	
u. Dispute resolution by arbitration or mediation	FA: 23	Subject to state law, all disputes must be mediated or arbitrated before litigation, except for certain disputes involving our intellectual property or compliance with restrictive covenants.
	ADA: 9	Subject to state law, all disputes must be mediated and then arbitrated before litigation.
v. Choice of forum	FA: 23	Subject to state law, mediation, arbitration and litigation must take place in county where we maintain our principal place of business at time dispute arises (currently, Leon County, Florida).
	ADA: 9	Subject to state law, mediation, arbitration and litigation must take place in county where we maintain our principal place of business at time dispute arises (currently, Leon County, Florida).
w. Choice of law	FA: 25.1	Subject to state law, Florida law governs.
	ADA: 11.1	Subject to state law, Florida law governs.

ITEM 18 PUBLIC FIGURES

We do not use any public figures 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/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.

Defined Terms

For purposes of this financial performance representation, the following terms have the meanings given to them below.

“Company-Owned Store” means any Store that is owned by: (a) us; (b) any affiliate of ours; or (c) any person listed in Item 2 of this Disclosure Document if that person is also involved with the management of the Store.

“Converted Store” means any Store that either: (a) was a Company-Owned Store that was sold to a franchisee at any time during the Measuring Period; or (b) was a Franchised Store that we or our affiliate reacquired from the franchisee at any time during the Measuring Period.

“FPR” means the financial performance representation set forth in Item 19 of this Disclosure Document.

“Franchised Store” means any Store that is owned by a franchisee.

“Gross Sales” means total gross sums billed or collected from all goods and services sold, plus all other sums collected from the operation of the Store including any: advertising revenues; sponsorship fees; and business interruption insurance proceeds. Gross Sales excludes: (a) any revenue share paid by our affiliate to the franchisee for online sales made in the franchisee’s territory; (b) sales or use taxes; (c) amounts refunded to customers; and (d) revenues from the sale of furniture, fixtures and equipment in the ordinary course of business.

“Measuring Period” means the period of time commencing January 1, 2023 and expiring December 31, 2023.

“Qualifying Store” means any Company-Owned Store or Franchised Store that satisfies all of the following criteria: (a) the outlet was open and operating throughout the entire Measuring Period; (b) the outlet provided us with all data we requested in order to prepare the financial performance representation; (c) the outlet is not a Converted Store.

System Statistics

For purposes of this FPR, each Store may be referred to as an “outlet.” As of December 31, 2023 (the last day of the Measuring Period), there were: (a) 13 Franchised Stores in operation, 5 of which are Qualifying Stores; and (b) 6 Company-Owned Stores in operation, 5 of which are Qualifying Stores. The table below summarizes the outlet statistics and the number of Qualifying Stores:

2023 Outlet Statistics						
Store Type	Open Stores (Jan 1, 2023)	Open Stores (Dec 31, 2023)	Stores Opened During 2023	Stores Closed During 2023	Converted Stores During 2023	Qualifying Stores
Franchised	5	13	8	0	0	5
Company-Owned	7	6	1	2	0	5
Total	12	19	9	2	0	10

This FPR includes data from both Franchised Stores and Company-Owned Stores. Of the 6 Company-Owned Stores that were open as of the end of the Measuring Period, 1 did not qualify as “Qualifying Store” because it opened in 2023 and was not open for the entire Measuring Period. Of the 13 Franchised Stores that were open as of the end of the Measuring Period, 8 did not qualify as “Qualifying Stores” because they opened in 2023 and were not open for the entire Measuring Period.

There are no material differences between the operations of the Qualifying Stores and the franchised business offered under this Disclosure Document.

Financial Performance Representation

The following table presents the historical financial results achieved by the Qualifying Stores during the Measuring Period.

FINANCIAL PERFORMANCE REPRESENTATION: 2023 GROSS SALES					
Subset (Number of Stores in Subset)	Highest	Lowest	Median	Average	Number & Percent that Achieved/Surpassed Average
Company-Owned Store (5 Stores)	\$673,697	\$184,374	\$287,929	\$337,694	1 of 5 (20%)
Franchised-Stores (5 Stores)	\$302,400	\$170,138	\$217,608	\$221,839	2 of 5 (40%)

Notes:

- Source of Data: We prepared the FPR for all Qualifying Stores based on data we obtained from the point-of-sale system used by the Qualifying Stores. The data has not been audited.
- Expenses: The FPR does not include any expense information. As a franchisee, you will incur expenses, such as payroll, rent, marketing, inventory replenishment, utilities as well as the initial and ongoing fees imposed under the Franchise Agreement.

You should consult with your advisors to develop your own estimates of revenues for your Store.

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

Written substantiation for this financial performance representation will be made available to you upon your reasonable written request.

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 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 our President, Gabriel Suarez at 1704 Capital Circle NE, Unit 103, Tallahassee, Florida 32308 or by phone (800) 851-6839, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

TABLE 1 - SYSTEM-WIDE 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	1	5	+4
	2022	5	5	-
	2023	5	13	+8
Company-Owned	2021	5	6	+1
	2022	6	7	+1
	2023	7	6	-1
Total Outlets	2021	6	11	+5
	2022	11	12	+1
	2023	12	19	+7