

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
v. Choice of forum	27(C); Exhibit K (Dev. Agreement) 16	We may (subject to applicable state law) file suit in the federal or state court located in the jurisdiction where our principal offices are located at the time suit is filed or in the jurisdiction where you reside or do business, where your Squeeze Shop is or was located, or where the claim arose.
w. Choice of law	27(B); Exhibit K (Dev. Agreement) 16	Delaware law applies except to the extent governed by the Lanham Act or other federal law (subject to applicable state law).

ITEM 18 PUBLIC FIGURES

We do not use any public figures to sell Squeeze franchises, although we reserve the right to do so in the future.

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.

UNAUDITED NET SALES AT ONE (1) AFFILIATE OWNED AND TWO (2) FRANCHISE OWNED SQUEEZE SHOPS FROM 2019-2023 AND FOR JANUARY 1, 2024 THROUGH MAY 31, 2024

NET SALES	2019	2020	2021	2022	2023	2024 (YTD)
Studio City, CA	\$1,213,859	\$489,590	\$1,105,145	\$1,780,110	\$2,149,535	\$1,062,147
Brentwood, TN	N/A	N/A	N/A	N/A	\$654,961	\$378,901
Scottsdale, AZ	N/A	N/A	N/A	N/A	\$724,665	\$539,757
Average Net Sales					\$1,176,387	\$660,268
Median Net Sales					\$724,665	\$539,757
Studios at or Above Average Net Sales					1/3 (33%)	1/3 (33%)
Studios at or Above Median Net Sales					2/3 (67%)	2/3 (67%)

TOTAL ACTIVE MEMBERS AT THE END OF EACH CALENDAR YEAR FROM 2019-2023 AND FOR JANUARY 1, 2024 THROUGH MAY 31, 2024 AT ONE (1) AFFILIATE AND TWO (2) FRANCHISED OWNED SQUEEZE SHOPS

ACTIVE MEMBERS (YEAR-END)	2019	2020	2021	2022	2023	2024 (YTD)
Studio City, CA	874	N/A	720	901	1,041	1,100
Brentwood, TN	N/A	N/A	N/A	N/A	313	341
Scottsdale, AZ	N/A	N/A	N/A	N/A	299	361
Average Active Members					551	601

ACTIVE MEMBERS (YEAR-END)	2019	2020	2021	2022	2023	2024 (YTD)
Median Active Members					313	361
Studios at or Above Average Active Members					1/3 (33%)	1/3 (33%)
Studios at or Above Median Active Members					2/3 (67%)	2/3 (67%)

**SHOP UTILIZATION RATES AT THE END OF EACH
CALENDAR YEAR FROM 2019-2023 AND FOR JANUARY 1, 2024 THROUGH MAY 31, 2024 AT ONE
(1) AFFILIATE AND TWO (2) FRANCHISED OWNED SQUEEZE SHOPS**

SHOP UTILIZATION	2019	2020	2021	2022	2023	2024 (YTD)
Studio City, CA	32%	35%	26%	33%	38%	42%
Brentwood, TN	N/A	N/A	N/A	N/A	16%	24%
Scottsdale, AZ	N/A	N/A	N/A	N/A	13%	23%
Average Shop Utilization Rate					22%	29%
Median Shop Utilization Rate					16%	24%
Studios at or Above Average Shop Utilization Rate					1/3 (33%)	1/3 (33%)
Studios at or Above Median Shop Utilization Rate					2/3 (67%)	2/3 (67%)

(1) Net Sales. "Net Sales" means Gross Sales minus: (i) the amount of any documented refunds, chargebacks provided to customers in good faith; (ii) any tips received by your employees; and (iii) Franchisor designated or approved discounts, promotions, or credits.

(2) Total Active Members means the total number of active membership agreements for the Squeeze Shop as of the last day of the reflected time period. The total Active Members is "Not Applicable" for 2020 because all active memberships were paused during this time period due to the shop's closure.

(3) The results for "2024 (YTD)" reflect results from January 1, 2024 through May 31, 2024.

(4) This financial performance representation is based upon financial reports maintained by our affiliate and information submitted by franchisees. We have not audited the information.

(5) All figures used in preparing this financial performance representation are on file and in our records. Written substantiation of the financial performance representation included in this Item 19 is available upon reasonable request.

(6) Shop Utilization is calculated by dividing the total service hours in a given time period by operating hours per day multiplied by the number of operating days in the given time period multiplied by the number of suites at the Squeeze Shop.

(7) The Squeeze Shops included in this financial performance representation are the only Squeeze Shops in operation for at least 12 months at the time that this financial performance representation is made. It does not include five (5) Squeeze Shops that opened for business in 2023.

(8) These Squeeze Shops have generated the above results. Your individual results may differ. There is no assurance that you'll sell as much.

Other than the preceding financial performance representations, Squeeze does 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 Brittany Driscoll, Chief Executive Officer, Squeeze Franchising LLC, 700 8th Avenue S, 2nd Floor, Nashville, TN 37203, 855.858.6263 (main), the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Squeeze Shop Summary
For Years 2021 to 2023

Business Type	Year	Businesses at Start of the Year	Businesses at End of the Year	Net Change
Franchised Squeeze Shops	2021	0	0	0
	2022	0	2	+2
	2023	2	7	+5
Company Owned Squeeze Shops	2021	1	1	0
	2022	1	1	0
	2023	1	1	0
Total Outlets	2021	1	1	0
	2022	1	3	+2
	2023	3	8	+5

Table No. 2
Transfers of Squeeze Shops from Franchisees to New Owners

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

Table No. 3
Status of Franchised Squeeze Shops
For years 2021 to 2023

State	Year	Businesses at Start of Year(3)	Businesses Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations - Other Reason	Businesses at End of Year(4)
Arkansas	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
Arizona	2021	0	0	0	0	0	0	0
	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
Colorado	2021	0	0	0	0	0	0	0