

r. Non-competition covenants after the franchise is terminated or expires	Section 14.1	Subject to applicable state law, no competition is allowed for 2 years within a 50-mile radius of your franchised business or of any other Set the Stage franchised business in operation at the time your agreement expires or is terminated.
s. Modification of the Franchise Agreement	Section 19.8	No modification without written agreement, but we may change the Operating Manual without your consent
t. Integration/merger clause	Section 19.12	Only terms of the Franchise Agreement (including Schedules and Addenda) are binding. Nothing in the Franchise Agreement or in any related agreement is intended to disclaim the representations we make in the Franchise Disclosure Document. Any representations or promises outside of the Franchise Disclosure Document and other agreements may not be enforceable.
u. Dispute resolution by arbitration or mediation	Article XVIII	Arbitration to be held in Salt Lake County, Utah (subject to Utah State law)
v. Choice of forum	Section 19.1	Litigation in state or federal courts in Salt Lake County, Utah (subject to Utah State law)
w. Choice of law	Section 19.1	Utah law applies (subject to Utah State law) except as otherwise provided in the Franchise Agreement and except in those states whose franchise laws require exclusive application and except to the extent governed by the United States Trademark Act.

See the State Law Addendum (Exhibit J) for additional, state-specific disclosures and amendments.

ITEM 18. PUBLIC FIGURES

While we may use public figures to promote our franchise, we do not presently use any public figures in the sale of our franchise. You have no right to use the name of any public figure for purposes of promotional efforts, advertising, or endorsements, except with our prior written consent. No public figure has an investment in the System or in the Franchisor.

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC 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 Franchise 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.

The Franchisor had two franchises that operated for all of calendar year 2023. Their Profit and Loss reports are attached to this Disclosure below, comprising all of the reported Profit and Loss statements of franchises in operation for all of 2023. None were excluded.

Set the Stage Southern Utah

Profit and Loss

January - December 2023

	Total
Income	
Total Furniture Sales	\$ 183,499.86
Staging Income	156,972.85
Total Income	\$ 340,472.71
Cost of Goods Sold	
Total Cost of Goods Sold	\$ 91,948.96
Gross Profit	\$ 248,523.75
Expenses	
Total Advertising & marketing	\$ 3,215.78
Total Rent	\$ 24,037.00
Total Expenses	\$ 71,345.97
Net Operating Income	\$ 177,177.78

Set the Stage Salt Lake Valley, LLC

Profit and Loss

January - December 2023

	Total
Income	
Total Furniture Sales	\$ 129,011.65
Staging Income	354,530.18
Total Income	\$ 489,441.83
Cost of Goods Sold	
Total Cost of Goods Sold	\$ 270,827.10
Gross Profit	\$ 218,614.73
Expenses	
Total Advertising	\$ 1,520.81
Rent or Lease	24,169.66
Total Expenses	\$ 155,246.42
Net Operating Income	\$ 63,368.31
Net Income	\$ 63,368.31

NOTE: The Set the Stage Salt Lake Valley location deviates from our operational standards by making use of a full-time staging manager. Our process involves franchise owners being owner-operators and their role including the duties held by this role at the Salt Lake Valley location. As a result, if you operate according to our process, you would not incur such expenses. During the 2023 year of operations, at the Salt Lake Valley location, the payroll expenses were \$98,096.94. As a result, the overall expenses of \$155,246.42 could be adjusted to reflect such owner-operator process and the net income that would have been received had the location followed this aspect of our process in 2023 would have increased to \$161,465.25.

Some Outlets have sold these amounts. Your individual results may differ. There is no assurance that you will sell as much.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request. We do not make any representations about a franchisee's future financial performance or the past financial performance of 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 Cameron Wheat, 39 West 9000 South, Sandy, Utah 84070, 801-750-1700, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
SYSTEMWIDE OUTLET SUMMARY
AS OF DECEMBER 31, 2023, 2022, and 2021

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	0	0	0
“	2022	0	1	1
	2023	1	8	+7
Company Owned	2021	1	1	0
“	2022	1	1	0
	2023	1	1	0
Total	2021	1	1	0
“	2022	1	2	1
	2023	2	9	+7

TABLE NO. 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR TWO YEARS ENDED DECEMBER 31, 2023, 2022, and 2021

There have been no Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) For Years Ended December 31, 2023, 2022 or 2021

TABLE NO. 3
STATUS OF FRANCHISED BUSINESSES
FOR YEARS ENDED DECEMBER 31, 2023, 2022,
and 2021

State	Year	Outlets at Start of Year	Outlets Opened	Termination	Non-Renewals	Required by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
CO	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
GA	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0