

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATION

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.

The tables below presents information about the historic annual Gross Sales and active members of three franchised Beauty Bars that were open in the United States during the period from May 1, 2023 to April 30, 2024 (the “Reporting Period”). The tables exclude information related to one franchised Beauty Bar that became a company-owned Beauty Bar during the Reporting Period.

TABLE NO. 1

MONTHLY GROSS SALES OF FRANCHISED BEAUTY BARS DURING THE REPORTING PERIOD

Bar No.	1	2	3
Opening Date	11/22/20	6/5/21	6/28/21
May 2023	\$52,606	\$42,721	\$37,276
June 2023	\$58,779	\$44,162	\$42,168
July 2023	\$52,027	\$38,589	\$40,192
August 2023	\$48,163	\$53,151	\$42,652
September 2023	\$44,381	\$39,706	\$34,823
October 2023	\$41,529	\$40,823	\$34,582
November 2023	\$35,470	\$38,642	\$30,315
December 2023	\$40,979	\$46,101	\$42,821
January 2024	\$36,555	\$29,233	\$31,066
February 2024	\$40,585	\$36,558	\$30,126
March 2024	\$52,762	\$41,245	\$42,163
April 2024	\$49,954	\$36,740	\$31,450
No. of Orders	10,098	8,540	7,416
No. of Active Members	121	138	63

TABLE NO. 2

AVERAGE ANNUAL GROSS SALES OF FRANCHISED BEAUTY BARS DURING THE REPORTING PERIOD

No. of Beauty Bars	3
Average Annual Gross Sales	\$493,699
Range of Gross Sales	\$439,633 - \$553,791
Median Gross Sales	\$487,672
No. and % that Met or Exceeded Average	2 (67%)

Notes

1. The term “Gross Sales” means the total revenue generated by a Beauty Bar including all revenue generated from the sale and provision of any and all (a) Membership Programs, (b) Gift Cards, and (c) other Approved Products and Services at or through the Beauty Bar. In the case of goods and services sold at discounted prices, Gross Sales includes the retail sales price of any such goods or services not accounting for any such discounted price.
2. “Average Gross Sales” is calculated by taking the sum of the Gross Sales of the Beauty Bars and dividing by the number of Beauty Bars. “Median Gross Sales” is the Gross Sales figure that is in the center of the Gross Sales of all Beauty Bars.
3. We have a membership program where guests pay a monthly membership fee in exchange for services. Membership fees are \$10.00, \$52.00 or \$65.00 depending on the program the guest chooses. The number of members in Table No. 1 represents the number of active members in August 2024.
4. This financial performance representation is based upon sales data collected from the franchised Beauty Bars. The data has not been audited.
5. Written substantiation for the financial performance representation will be made available to you upon reasonable request.
6. We have not included the costs of sales, operating costs or other costs and expenses for the Beauty Bars. Therefore, this financial performance representation does not reflect the costs of sales, operating expenses or other costs and expenses that must be deducted from the Gross Sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating a franchised Beauty Bar. Franchisees or former franchisees listed in this disclosure document may be one source of this information.
7. **Some outlets have sold this amount. Your individual results may differ. There is no assurance you will sell as much.**

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 orally or in writing. If you are purchasing an existing Beauty Bar, 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 or Chief Executive Officer, Kristen Gale at 2967 Dundas St. W. #162D, Toronto, ON M6P 1Z2, (416) 561-4253, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
SYSTEM-WIDE OUTLET SUMMARY*
FOR OUR FISCAL YEARS ENDING APRIL 30, 2022, 2023 AND 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	3	5	+2
	2023	5	4	-1
	2024	4	3	-1
Company-owned	2022	0	0	0
	2023	0	0	0
	2024	0	1	+1
Total Outlets	2022	3	5	+2
	2023	5	4	-1
	2024	4	4	0

**These Charts only reflect Beauty Bars operating in the United States. Exhibit E contains information related to the Beauty Bar locations operating under the Marks and System in Canada where our brand was founded.*

TABLE 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR FISCAL YEARS ENDING APRIL 30, 2022, 2023 AND 2024

State	Year	Number of Transfers
Total	2022	0
	2023	0
	2024	0

TABLE 3
STATUS OF FRANCHISED OUTLETS
FOR FISCAL YEARS ENDING APRIL 30, 2022, 2023 AND 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewal	Reacquired by Franchisor	Ceased Operations—Other Reasons	Outlets at End of Year
CO	2022	1	1	0	0	0	1	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	1	0	0
GA	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
MN	2022	1	1	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2