

TERMINATION OF THE FRANCHISE AGREEMENT ON BANKRUPTCY OR INSOLVENCY MAY NOT BE ENFORCEABLE UNDER FEDERAL BANKRUPTCY LAW (11 U.S.C. § 101 ET SEQ.).

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/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.

Set forth in the table below is information regarding gross sales, cost of goods sold, rent, and labor costs for the Café operated by our Affiliate Village Qahwah, LLC in Dearborn, Michigan from April 10, 2021 to December 31, 2021 and for the entire 2022 and 2023 calendar years:

Sales	
2021	\$468,875.00
2022	\$697,069.48
2023	\$747,955.24

COGS	% of Sales	
2021	28.6%	\$134,145.00
2022	27.5%	\$191,892.14
2023	31.4%	\$238,114.21

Labor	% of Sales	
2021	10.0%	\$46,293.00
2022	22.5%	\$156,922.92
2023	22.3%	\$167,387.40

Rent	% of Sales	
2021	5%	\$23,800

2022	3%	\$21,236
2023	3.5%	\$26,400

If this location of our Affiliate was a franchise, the following Royalties and Ad Fund Fees would have applied. Other than these payments, there is no difference in the cost you will incur to operate your franchise:

Year	Sales	5% Royalty	1% Ad Fund
2021	\$468,875	\$23,800	\$4,688
2022	\$697,069.48	\$34,850	\$6,970
2023	\$747,955.24	\$37,397	\$7,480

Notes:

You should consider the following factual basis and material assumptions in reviewing this Item 19:

1. **Some locations have earned these amounts. Your individual results may differ. There is no assurance that you'll earn as much.**
2. For purposes of this Item 19, the term "gross revenues" means all revenues received by a Cafe as payment for all sales generated through the Cafe, whether such payment is in cash, by exchange or for credit (and, if for credit, regardless of collection), less any revenues taxes collected and transmitted to appropriate taxing authorities.
3. This Item 19 was prepared utilizing data we received in the sales and operations report provided to us by our affiliates and through daily polling of Point of Sale (POS) data, time clock data and profit and loss statements. We have not independently verified any of the data provided to us.
4. The cost of goods (COGS) and labor expense information in this Item 19 pertains only to the cost of goods sold and labor costs by the Measured Cafes for the periods set forth in the chart above.
5. Other than royalties and ad fund fees that would have applied, there are no differences in cost between franchise outlets and affiliated owned cafes.

The information presented above has not been audited. Written substantiation for the financial performance representation of Affiliated Cafes will be made available to the prospective franchisee upon reasonable 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 or your future income, you should report it to the Franchisor's management by contacting Mr. Hamzah Nasser at (313) 505-0666, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20--OUTLETS AND FRANCHISEE INFORMATION

(A) Individual Unit Franchises

Table No. (A)-1

System Wide Outlet Summary For Years 2021- 2023

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	0	0
	2023	0	4	+4
Company-Owned or Affiliates	2021	0	1	+1
	2022	1	6	+5
	2023	6	7	+1
Total Outlets	2021	0	1	0
	2022	1	6	+5
	2023	6	11	+5

Table No. (A)-2

Transfers of Outlets From Franchisees to New Owners (Other than the Franchisor) **For Years 2021-2023**

State	Year	Number of Transfers
All States	2021	0
	2022	0
	2023	0
Totals	2021	0
	2022	0
	2023	0