

ITEM 18 **PUBLIC FIGURES**

Grant Cardone, a well-known entrepreneur, author, sales and marketing trainer, international speaker, and real estate investor, is a principal in our affiliate company Wake Up Pueblo, LLC, appears in our marketing materials and at certain public relations and marketing events. Grant Cardone may also make personal promotional appearances on our behalf. We can use his name and photographs in certain marketing materials promoting the Snooze® Mattress Co. name and products sold by Snooze® Mattress Co. businesses. In addition, we are permitted to use, without payment or any special charges, certain materials bearing his name and likenesses in promotional materials. We may utilize Grant Cardone for the purpose of promoting the sale of franchises. Grant Cardone does not have any ownership interest in us or our affiliates Daydream, LLC, or Wake Up Pueblo, LLC

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.

We do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or 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 Matt Smith, 102 Oneida Street, Pueblo, CO 81003 (719) 467-6001, or the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 **OUTLETS AND FRANCHISEE INFORMATION**

Table One
Systemwide Outlet Summary
For Fiscal Years 2021 thru 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	20	+20
	2023	20	27	+7
Company-Owned	2021	3	1	-2