

Provision	Section in franchise or other agreement	Summary
q. Non-competition covenants during the term of the franchise	Section XII.A of the Franchise Agreement	No involvement in a Competitive Business except as duly licensed by us.
r. Non-competition covenants after the franchise is terminated or expires	Section XII.B of the Franchise Agreement	No involvement in a Competitive Business except as duly licensed by us for 2 years within 10 miles of any The Guy's Place Salon, The Barbershop Salon and your Salon.
s. Modification of the agreement	Section XIX.C of the Franchise Agreement Section IX.L of the ADA	No modification generally but Manual and system subject to change. Amendments must be in writing and signed by you and us.
t. Integration/merger clause	Section XIX.C of the Franchise Agreement Section IX.L of the ADA	Only the terms of the franchise agreement are binding (subject to state law). Only the terms of the franchise agreement) are binding (subject to state law).
u. Dispute resolution by arbitration or mediation	Section XVIII Section VIII. of the ADA	Except for certain claims, all disputes must be mediated in Brown County, WI. Except for certain claims, all disputes must be mediated in Brown County, WI.
v. Choice of forum	Section XVIII of the Franchise Agreement Section VIII of the ADA	Subject to applicable law, any litigation and arbitration must be pursued in courts situated in Brown County, Wisconsin. Subject to applicable law, any litigation and arbitration must be pursued in courts situated in Brown, Wisconsin.
w. Choice of law	Section XIX.F of the Franchise Agreement Section IX.G of the ADA	Wisconsin law applies, subject to state law Wisconsin law applies, subject to state law

**Item 18: Public Figures.**

We will not employ any public figure to use or endorse our product or service.

**Item 19: Financial Performance Representations.**

Actual 2022 Annual Gross Sales of Salons

The financial performance representations contain the historical data of the actual 2023 average and median annual gross sales of all of the franchised Salons that were open during the entire 2023 calendar year except the Prior Affiliate Salons. . Salons that were not in operation for the entire calendar year or from whom we

do not have a full year of data to report have also been excluded from the financial performance representation because their partial year performance is not indicative of the performance we would reasonably expect to see over an entire calendar year. Information from the Prior Affiliate Salons are not included because these Prior Affiliate Salons were affiliate-owned locations, are not true franchisees governed by franchise agreements and we have no gross sales information on these units. The information contained in this Item 19 includes The Guy's Place Salons and The Barbershop Salons because both operate under the same System, but different trademarks. The information from the 34 Salons reported in the table below represent approximately 72% of the 47 franchised Salons open as of December 31, 2023. "Gross Sales" include all sales derived from the Salons except for sales, use or service taxes.

	2023		
	Annual Gross Sales	# of Salons Met or Exceeded	% of Total Met or Exceeded
Average of Top 25% of Salons	\$702,055	3	9%
Median of the Top 25% of Salons	\$655,652	3	9%
Highest/Lowest Gross Sales	\$828,132 / \$584,643		
Average of Top 50% of Salons	\$603,035	7	14%
Median of Top 50% of Salons	\$564,442	9	17%
Highest/Lowest Gross Salons	\$828,132 / \$486,309		
Average of Top 75% of Salons	\$539,279	10	29%
Median of Top 75% of Salons	\$519,824	13	37%
Highest/Lowest Gross Sales	\$828,132 / \$326,389		
Average of Top 100% of Salons	\$460,555	18	42%
Median of Top 100% of Salons	\$472,574	17	51%
Highest/Lowest Gross Salons	\$828,132 / \$86,309		
Average of Bottom 25% of Salons	\$241,881	31	86%
Median of Bottom 25% of Salons	\$269,784	30	86%
Highest/Lowest Gross Sales	\$312,322 / \$86,309		

### **Bases and Assumptions**

All of the Salons included in this Item 19 are similar in operation to the franchises offered by us under this disclosure document; however, there are differences. As explained above, some operated under the Marks and others operated under the Alternative Marks. A new franchisee's results are likely to differ from the results listed above since new business commonly experience lower revenues than businesses with an established customer base like the Salons that have been operating for a number of years. Gross Sales will also vary due to various factors, including the size of the Salon, the demand for services, related products and services, the type and number of competitive businesses in the market, advertising efforts, management experience, location, presence and prevalence of the Marks and Alternative Marks in the region, and other

factors. One other factor is that the vast majority of our franchisees own multiple locations and they can therefore enjoy certain economies of scale in the operation of these locations.

**Some of our Salons have earned these amounts. Your individual results may differ. There is no assurance you will earn as much.**

This financial performance representation was prepared without an audit. Prospective franchisees should be advised that no certified public accountant has audited these figures or expressed an opinion with regard to their contents or form. Written substantiation for the financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, 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 Brian Bowe at The Barbershop a Hair Salon for Men, LLC, 1369 Mourning Dove Court, De Pere, WI 54115 and (920) 639-5657, the Federal Trade Commission, and the appropriate state regulatory agencies.

#### **Item 20: Outlets and Franchisee Information.**

The information contained in this Item 20 includes The Guy's Place Salons and The Barbershop Salons because both operate under the same System, but different trademarks.

**Table No. 1**  
**Systemwide Outlet Summary For years 2021 to 2023**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised Outlets	2021	52	49	-3
	2022	49	49	0
	2023	49	47	-2
Company-Owned*	2021	2	2	0
	2022	2	2	0
	2023	2	2	0
Total Outlets	2021	54	51	-3
	2022	51	51	0
	2023	51	49	-2

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) From years 2021 to 2023**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Alabama	2021	0