

		arbitrators. The remedy recommended by the arbitration panel will be binding and final with no further recourse by either party.
v. Choice of forum	XII, Exhibit F	Litigation must be conducted in Texas unless otherwise stated in Exhibit F for certain State Disclosures (subject to applicable state law).
w. Choice of Law	XII	Texas law will govern (subject to applicable state law).

ITEM 18: PUBLIC FIGURES

C12 does not currently use any public figures to promote its franchises.

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) the franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

There were sixty-five (65) C12 Forum businesses open and operating as of December 31, 2023, all of which were operated by C12 franchisees. During the 2023 calendar year, two (2) franchisees were involved with the acquisition of another franchisee, and three (3) franchisees opened for business mid-year. Therefore, a total of five (5) franchisees have been excluded from the data below. The data below is a historical financial performance representation, reflecting the Total Revenue earned by the sixty (60) C12 franchisees that were open from January 1, 2023 to December 31, 2023. There are no material financial or operational differences between these franchisees and the franchise offered under this disclosure document.

C12 Franchisees Total Revenue January 1, 2023 to December 31, 2023		
Total Revenue	\$37,079,348	Reported by 60 franchisees.
Average Revenue	\$617,989	17 (28%) outlets met or exceeded this average.
Median Revenue	\$380,530	
Highest Revenue	\$3,212,060	
Lowest Revenue	\$4,375	

“Total Revenue” is defined as all revenue received from member registration fees and monthly dues with no deductions.

Some outlets have earned these amounts. Your individual results may differ. There is no assurance will earn as much.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the above 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 for your future income, you should report it to our management by contacting Michael Sharrow, The C12 Group, LLC, 1723 N. Loop 1604 E, #202, San Antonio, TX 78232, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1
Systemwide Outlet Summary
for Years 2021 to 2023**

Outlet Type	Year	Outlets at the Start of Year	Outlets at the End of Year	Net Change
Franchised	2021	54	61	+7
	2022	61	65	+4
	2023	65	65	0
Company Owned	2021	2	1	-1
	2022	1	1	0
	2023	1	0	-1
Total Outlets	2021	56	62	+6
	2022	62	66	+4
	2023	66	65	-1

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

State	Year	Number of Transfers
Colorado	2021	0
	2022	0
	2023	1
Indiana	2021	1
	2022	0