

enforceable under federal bankruptcy law (11 U.S.C.A. Section 101, *et seq.*).

ITEM 18: PUBLIC FIGURES

We do not use any public figure to promote V's Barbershops or franchises for V's Barbershops.

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.

The charts below reflect historic Unaudited Average and Median Gross Sales for 42 franchise locations that have been open for at least three years as of December 31, 2022. On December 31, 2022, there were a total of 55 V's Barbershops open for business. The tables below do not include 13 shops that were not open for at least three years as of December 31, 2022.

Unaudited Reported 2023, 2022, and 2021, Average and Median Gross Sales Per Unit for 47 Franchised V's Barbershops Open at Least THREE (3) Calendar Years as of December 31, 2023

	Year		
	2023	2022	2021
Average Gross Sales	\$542,750	\$496,998	\$429,656
Median Gross Sales	\$519,529	\$452,399	\$372,271
Highest Unit Gross Sales	\$1,134,269	\$1,049,455	\$906,107
Lowest Unit Gross Sales	\$170,098	\$135,781	\$132,243
Number of Units	47	42	39
Number of Units that Attained or Exceeded the Averages Set Forth Above	21(45%)	18(43%)	16(41%)
Number of Units that Did Not Attain or Exceed the Averages Set Forth Above	26(55%)	24(57%)	23(59%)
Number of Units that Attained or Exceeded the Median Set Forth Above	24(51%)	21(50%)	20(51%)
Number of Units that Did Not Attain or Exceed the Median Set forth Above	23(49%)	21(50%)	19(49%)

Notes

1. Each of the V's Barbershops identified in the charts above were open for at least three (3) calendar years as of December 31, 2023. The chart does not include 11 V's Barbershop locations that were not open for three (3) calendar years as of December 31, 2023. Each of the excluded V's Barbershop locations opened for business on or after January 1, 2021.
2. The term "Gross Sales" means the aggregate amount of sales of all products and services, and all other receipts or receivables whatsoever, from all business conducted either: (i) upon or originating from the premises of the Franchised Business or (ii) under the Trademarks, whether or not upon or originating from the premises of the Franchised Business; without deduction for uncollected or uncollectible credit accounts and without allowances for bad debts. In addition, the term "Gross Sales" includes the proceeds received or realized by Franchisee or his Affiliates in connection with any business interruption insurance maintained by or for the benefit of Franchisee or his Affiliates. Notwithstanding the foregoing, the term "Gross Sales" will not include the amount of any taxes imposed by any governmental taxing authority directly on sales and collected from customers (if such tax is added to the selling price and actually paid by the Franchisee to such taxing authority), any credit granted by Franchisor to Franchisee under any coupon redemption or similar promotion or any refund or credit given with respect to any products returned or exchanged by a customer (provided that the sales price thereof was included in Gross Sales). Further, the term "Gross Sales" will not include receipts or receivables with respect to gift cards, as sales of products and services paid for with gift cards will be included in Gross Sales at the time such sales occur.

3. **Some Units have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**

Unaudited Reported 2023, 2022, and 2021, Average and Median Gross Sales Per Unit for Units Opened at Least ONE (1) Calendar Year as of December 31, 2023

	Year		
	2023	2022	2021
Average Gross Sales	\$523,463	\$477,912	\$409,398
Median Gross Sales	\$507,170	\$442,486	\$372,829
Highest Unit Gross Sales	\$1,134,269	\$1,049,455	\$906,107
Lowest Unit Gross Sales	\$170,098	\$135,781	\$97,594
Number of Units	53	52	50
Number of Units That Attained or Exceeded The Averages Set Forth Above	24(45%)	23(44%)	21(42%)
Number of Units That Did Not Attain or Exceed The Averages Set Forth Above	29(55%)	29(56%)	29(58%)
Number of Units That Attained or Exceeded The Median Set Forth Above	27(51%)	26(50%)	25(50%)
Number of Units That Did Not Attain or Exceed The Median Set Forth Above	26(49%)	26(50%)	25(50%)

1. Each of the V's Barbershops identified in the charts above were open for at least one

(1) calendar year as of December 31, 2023. The chart does not include one (1) V's Barbershop location that closed in 2021, one (1) location that closed in 2022, two (2) that closed in 2023, and five(5) locations that opened in 2023 as these locations do not provide sufficient data to be included in this financial performance representation.

2. The term "Gross Sales" means the aggregate amount of sales of all products and services, and all other receipts or receivables whatsoever, from all business conducted either: (i) upon or originating from the premises of the Franchised Business or (ii) under the Trademarks, whether or not upon or originating from the premises of the Franchised Business; without deduction for uncollected or uncollectible credit accounts and without allowances for bad debts. In addition, the term "Gross Sales" includes the proceeds received or realized by Franchisee or his Affiliates in connection with any business interruption insurance maintained by or for the benefit of Franchisee or his Affiliates. Notwithstanding the foregoing, the term "Gross Sales" will not include the amount of any taxes imposed by any governmental taxing authority directly on sales and collected from customers (if such tax is added to the selling price and actually paid by the Franchisee to such taxing authority), any credit granted by Franchisor to Franchisee under any coupon redemption or similar promotion or any refund or credit given with respect to any products returned or exchanged by a customer (provided that the sales price thereof was included in Gross Sales). Further, the term "Gross Sales" will not include receipts or receivables with respect to gift cards, as sales of products and services paid for with gift cards will be included in Gross Sales at the time such sales occur.

Some Units have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

Written substantiation for the financial performance representations above will be made available to prospective franchisees upon reasonable request. Please contact Chris Mitchell, Chief Financial Officer at 2320 West Mission Lane, Suite 3, Phoenix, Arizona 85021, (602) 414-4800 (ext. 2); chrism@vbarbershop.com, for written substantiation.

Other than the preceding financial performance representations, V's Barbershop Holdings does 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 of your future income, you should report it to the franchisor's management by contacting Renae Germinaro at V's Barbershop Franchise, 2320 W. Mission Lane, #3, Phoenix, Arizona 85021; (602) 414-4800 (ext. 5); renaeg@vbarbershop.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

We do not directly operate V's Barbershops. However, V's Barbershop Holdings or its predecessor, V's Ventures, Inc., operated V's Barbershops between November 1999 and December 2016.

Table No. 1
Systemwide Outlet Summary (For Calendar Years 2021 to 2023)

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	51	53	+2