

ITEM 18.
PUBLIC FIGURES

We currently do not use any public figure to promote our franchise, nor is there any public figure involved in any respect with the actual management or control of SMCC. There is no investment by any public figure in SMCC.

ITEM 19.
FINANCIAL PERFORMANCE REPRESENTATION

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 tables below provide selected historical and unaudited financial and operating data for Company-Owned and franchised Coffee Bean Stores in the United States fiscal year 2024.

Table 1 provides selected financial and operating data for the 36 Traditional Company-Owned Drive Thru Stores in operation during all of fiscal year 2024.

Table 2 provides selected financial and operating data for the 72 Traditional Company-Owned non-Drive Thru Stores in operation during all of fiscal year 2024.

Table 3 provides selected financial and operating data for the 10 Franchised Drive Thru Stores in operation during all of fiscal year 2024.

Table 4 provides selected financial and operating data for the 13 Traditional Franchised Stores, excluding Drive Thru Stores, Special Distribution Stores and Kiosks, in operation during all of fiscal year 2024.

Table 5 provides selected financial and operating data for the 46 full-service and Kiosk Special Distribution Stores in operation during all of fiscal year 2024.

Methodology

We have included the results of only The Coffee Bean & Tea Leaf® Stores that were open and operating for the entirety of the 2024 fiscal year. This means we have excluded Stores that opened during the 2024 fiscal year or otherwise did not report a full year of data to us. International locations are also excluded from the results.

The information presented is based on our unaudited financial statements and, for franchised Stores, information included in royalty reports and other unaudited financial reports provided to us by our franchisees. We have not audited this information, nor have we otherwise verified its accuracy. Company-owned Stores are substantially similar to the franchised stores offered in this Disclosure Document. However, due to factors such as quantity discounts for Coffee Bean Products and services, franchisor approval costs, reduced training and labor costs, and insurance discounts, your costs of operation may be higher than the costs incurred by our Affiliates which operate the company-owned Stores. Your accountant can help you develop your own estimated operational costs. Further, franchisees do not consistently provide reliable COGS information and that data is not included in the tables below.

The information presented regarding past operating results for Stores is not a full profit and loss or income statement, or statement of cash flows, and has not been audited and does not meet standards generally applicable to audited financial statements.

Definitions

“*Company-Owned Stores*” means Coffee Bean Stores that are owned and operated by SMCC Ireland, its affiliates, or general partnerships of which our affiliates are partners.

“*Traditional Stores*” are full-service Coffee Bean Stores other than Special Distribution Stores.

“*Special Distribution Stores*” or “*SDS*” means Coffee Bean Stores located at institutional settings, including hotels, airports, colleges, universities, schools, grocery stores, supermarkets, hospitals, military and other governmental facilities, office or in-plant food service facilities, department stores, duty free shops, shopping mall food courts operated by a master concessionaire, and any venue in which food service is or may be provided by a master concessionaire or contract food service provider.

“*Drive Thru Stores*” means a full-service Traditional Coffee Bean Store that also includes a dedicated service window or similar means for the provisions of products and services to customers remaining in their motor vehicle.

“*Kiosk*” means a Coffee Bean Store of typically less than 800 square feet, including storage and other back of house areas, with limited or no dedicated seating. Kiosks are generally located in office complexes, shopping malls or at specific street locations.

“*Gross Revenues*” is defined in the same manner as in the Franchise Agreement, namely the aggregate amount of all sales of Coffee Bean Products and other goods, services and supplies sold, made, rendered or prepared in, or in connection with, the operation of the Store, or which are promoted or sold under or using any of the Marks, including sales made at or away from the premises of the Store (if permitted), whether for cash or credit or barter (and, if for credit or barter, whether or not payment is received therefor), but excluding all tips and any Federal, state or municipal sales, use, value added or service taxes collected from customers and paid to the appropriate taxing authority.

“*COGS*” means costs of goods sold, which includes revenue spent on food and beverage products and ingredients; paper, cups and related supplies; and non-food and beverage retail products. COGS does not include other expenses such as occupancy costs (which include rent, common area maintenance, and personal property taxes), operating expenses (which include Royalty Fees, Central Marketing Fund contributions, advertising, equipment maintenance, facilities maintenance, operating & cleaning supplies, technology fees, restaurant security, pest control, credit card fees, postage & freight, utilities, and other restaurant related operating expenses), non-operating expenses (which include the costs of property and liability insurance, license & permit fees, legal fees, and other similar Store-related expenses).

Table 1

Company-Owned Drive Thru Stores			
	Total	Top 25%	Bottom 25%
Number of Stores	36	9	9
Gross Revenues			
Average	\$1,721,261	\$2,347,120	\$1,079,144
Highest	\$2,736,107	\$2,736,107	\$1,472,765
Median	\$1,689,944	\$2,334,140	\$1,081,894
Lowest	\$582,148	\$2,073,225	\$582,148
Stores Exceeding Average	17	4	5
COGS (% of Gross Revenues)			
Average	28.2%	27.2%	30.0%
Highest	34.0%	28.3%	34.0%
Median	27.9%	27.2%	29.2%
Lowest	25.5%	25.6%	28.0%
Stores Exceeding Average	16	4	4

Table 2

Company-Owned Stores (non-Drive Thru)			
	Total	Top 25%	Bottom 25%
Number of Stores	72	18	18
Gross Revenues			
Average	\$1,268,360	\$1,717,882	\$881,318
Highest	\$2,625,451	\$2,625,451	\$1,027,682
Median	\$1,219,654	\$1,583,544	\$914,028
Lowest	\$478,726	\$1,433,214	\$478,726
Stores Exceeding Average	33	7	12
COGS (% of Gross Revenues)			
Average	28.5%	27.0%	30.2%
Highest	34.7%	29.3%	34.7%
Median	28.3%	27.0%	30.0%
Lowest	24.9%	24.9%	27.4%
Stores Exceeding Average	32	10	6

Table 3

Franchised Drive Thru Stores			
	Total	Top 25%	Bottom 25%
Number of Stores	10	3	3

Gross Revenues			
Average	\$1,208,767	\$1,670,054	\$786,306
Highest	\$1,859,616	\$1,859,616	\$804,013
Median	\$1,210,781	\$1,579,753	\$782,854
Lowest	\$772,051	\$1,570,793	\$772,051
Stores Exceeding Average	5	1	1

Table 4

Traditional Franchised Stores (excluding Drive Thru Stores, Special Distributions Stores and Kiosks)			
	Total	Top 25%	Bottom 25%
Number of Stores	13	3	3
Gross Revenues			
Average	\$790,902	\$1,155,607	\$475,814
Highest	\$1,272,060	\$1,272,060	\$480,761
Median	\$767,067	\$1,255,922	\$473,941
Lowest	\$472,742	\$938,840	\$472,742
Stores Exceeding Average	6	2	1

Table 5

Franchised Special Distribution Stores (including SDS Kiosks)			
	Total	Top 25%	Bottom 25%
Number of Stores	46	11	11
Gross Revenues			
Average	\$1,213,382	\$2,420,517	\$356,813
Highest	\$5,029,244	\$5,029,244	\$545,582
Median	\$1,040,495	\$2,053,184	\$393,491
Lowest	\$117,682	\$1,706,411	\$117,682
Stores Exceeding Average	16	4	7

Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you'll earn as much.

Written substantiation for the financial performance representation 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 of your future income, you should report it to the franchisor's management by contacting Peter Vavra at 550 S. Hope St, Suite 2100 Los Angeles, CA 90071, (310) 237-2326, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20.
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1

System-Wide Store and Kiosk Summary For Fiscal Years 2022 to 2024

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised – Domestic*	2022	23	26	+3
	2023	26	26	0
	2024	26	23	-3
Company-Owned-Domestic**	2022	109	106	-3
	2023	106	108	+2
	2024	108	107	-1
Total Outlets	2022	132	132	0
	2023	132	134	+2
	2024	134	130	-4

Table No. 1-1

System-Wide Special Distribution Store Summary For 2022 to 2024

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised (domestic)*	2022	54	55	+1
	2023	55	51	-4
	2024	51	46	-5
Company-Owned**	2022	3	3	0
	2023	3	3	0
	2024	3	3	0
Total Outlets	2022	57	58	+1
	2023	58	54	-4
	2024	54	49	-5

*SMCC Ireland is the franchisor for all franchised stores and kiosks that existed as of October 1, 2019 when all franchise agreements were transferred to SMCC Ireland. Domestic franchise agreements signed after October 1, 2019 may be directly with SMCC Ireland or with ICT as subfranchisor. International franchise agreements signed after October 1, 2019 may be with our affiliate CBTL, as subfranchisor, or directly with SMCC Ireland. These figures include all franchised and subfranchised Stores system-wide.

** These figures include Stores operated by our affiliates and by general partnerships of which our affiliates are partners.