

| PROVISION | PARAGRAPH IN THE FRANCHISE OR OTHER AGREEMENT | SUMMARY |
|------------------|--|--|
| w. Choice of law | Subsection 25.6 | The laws of the Province of Quebec, subject to state law. (refer to state specific Addendum) |
| | Section 11 of Schedule G (Confidentiality, Non-Solicitation, Non-Use, and Non-Competition Agreement) | The laws of the Province of Quebec, subject to state law (refer to state-specific Addendum). |

ITEM 18. PUBLIC FIGURES

We do not use any public figures to promote our franchise.

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits us to provide information about actual or potential financial performance of our 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) we provide the actual records of an existing outlet you are considering buying; or (2) we supplement the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

We had fifty-seven (57) franchised locations as of 4/1/24. One additional location opened during the period from 4/1/24 - 3/31/25 but did not operate the entire fiscal year, resulting in fifty-seven (57) franchised locations operating for the full fiscal year ending 3/31/25.

During this period, twenty four (24) franchisees operated in one territory, seven (7) franchisees operated in two territories, five (5) franchisees operated in three territories and one (1) franchisee operated in four territories. Our franchisees did not provide us with Gross Revenues on a per territory basis.

Gross Revenues

- I. The below table represent Gross Revenues achieved during the fiscal year ending 3/31/25 by the 57 franchisees that operated during that entire period.

| Average Gross Revenue | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|-----------------------|-------------|----------|-----------|-----------------------|--------------------------------|
| \$388,000 | \$1,311,000 | \$85,000 | \$323,000 | 23 | 40.4% |

II. The below table represent Gross Revenues achieved during the fiscal year ending 3/31/25 by the 24 franchisees that operated in one territory during that entire period.

| Average Gross Revenue | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|------------------------------|-------------|------------|---------------|------------------------------|---------------------------------------|
| \$454,000 | \$1,311,000 | \$95,000 | \$436,000 | 12 | 50% |

| | # of Franchisees | Average Gross Revenues | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|--------------------------|-------------------------|-------------------------------|-------------|------------|---------------|------------------------------|---------------------------------------|
| Top 10% | 2 | \$1,106,000 | \$1,311,000 | \$902,000 | \$1,106,00 | 1 | 50% |
| 1 st Quartile | 6 | \$806,000 | \$1,311,000 | \$544,000 | \$736,000 | 3 | 50% |
| 2 nd Quartile | 6 | \$511,000 | \$537,000 | \$476,000 | \$511,000 | 3 | 50% |
| 3 rd Quartile | 6 | \$318,000 | \$397,000 | \$244,000 | \$308,000 | 3 | 50% |
| 4 th Quartile | 6 | \$182,000 | \$243,000 | \$95,000 | \$182,000 | 3 | 50% |
| Bottom 10% | 3 | \$138,000 | \$162,000 | \$95,000 | \$157,000 | 2 | 66.67% |

III. The below table represent Gross Revenues achieved during the fiscal year ending 3/31/25 by the 7 franchisees that operated in two territories during that entire period.

| Average Gross Revenue | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|------------------------------|-------------|------------|---------------|------------------------------|---------------------------------------|
| \$667,000 | \$1,308,000 | \$244,000 | \$694,000 | 4 | 57% |

| | # of Franchisees | Average Gross Revenues | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|--------------------------|------------------|------------------------|-----------|-----------|-----------|-----------------------|--------------------------------|
| 1 st Quartile | 1 | \$1,308,000 | | | | | |
| 2 nd Quartile | 2 | \$861,000 | \$950,000 | \$772,000 | \$861,000 | 1 | 50% |
| 3 rd Quartile | 2 | \$556,000 | \$694,000 | \$418,000 | \$556,000 | 1 | 50% |
| 4 th Quartile | 2 | \$265,000 | \$285,000 | \$244,000 | \$265,000 | 1 | 50% |

IV. The below table represent Gross Revenues achieved during the fiscal year ending 3/31/25 by the 5 franchisees that operated in three territories during that entire period.

| Average Gross Revenue | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|-----------------------|-------------|-----------|-----------|-----------------------|--------------------------------|
| \$1,046,000 | \$2,033,300 | \$255,000 | \$712,000 | 2 | 40% |

| | # of Franchisees | Average Gross Revenues | High | Low | Median | # at or above average | % That Met or Exceeded Average |
|--------------------------|------------------|------------------------|-----------|-----------|-----------|-----------------------|--------------------------------|
| 1 st Quartile | 1 | \$2,033,000 | | | | | |
| 2 nd Quartile | 1 | \$1,647,000 | | | | | |
| 3 rd Quartile | 1 | \$712,000 | | | | | |
| 4 th Quartile | 2 | \$418,000 | \$581,000 | \$255,000 | \$581,000 | 1 | 50% |

- V. We had one franchisee that operated four territories during the fiscal year ending 3/31/25. by the one franchisee that operated in four territories during that entire period. The Gross Revenues achieved by that Franchisee during that period was \$1,294,000.

Notes to Gross Revenues Tables:

- 1) *Gross Revenues* means the total of all revenues and income from sales, fees, party charges, merchandise, government grants, sponsorships, trade transactions and other sums derived from providing educational and entertainment services and related merchandise to customers or any other source, whether or not sold or performed at or from the MSG Franchise and whether received in cash, in services, as barter, on credit (whether or not payment is received), or otherwise. Gross Revenues does not include free passes to non-profit groups, tips, sales tax receipts or similar tax receipts which, by law, are chargeable to customers, if these taxes were separately stated when the customer is charged and paid to the appropriate taxing authority.

General Notes:

1. These results are unaudited.
2. These results represent services and products that will be available for franchisees to sell.

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

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Mad Science Group, Inc. does not make any financial performance representations. We 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 the Legal Department, 8360 Bougainville Street, Suite 201, Montreal, Quebec, Canada, H4P 2G1, 514-344-4181, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**TABLE 1****SYSTEM-WIDE OUTLET SUMMARY
FOR FISCAL YEARS ENDING MARCH 31, 2023, 2024 AND 2025**

| Outlet Type | Year | Outlets at the Start of Year | Outlets at the End of Year | Net Change |
|----------------|------|------------------------------|----------------------------|------------|
| Franchised | 2023 | 70 | 59 | -11 |
| | 2024 | 59 | 57 | -2 |
| | 2025 | 57 | 58 | +1 |
| Company-Owned | 2023 | 9 | 8 | -1 |
| | 2024 | 8 | 9 | +1 |
| | 2025 | 9 | 12 | +3 |
| Total Outlets* | 2023 | 81 | 67 | -14 |
| | 2024 | 67 | 66 | -1 |
| | 2025 | 66 | 70 | +4 |

* Mad Science franchisees do not operate retail locations. For purposes of Item 20 an “outlet” represents a sold franchise territory. In most instances, each territory is the subject of a separate franchise agreement and many franchisees own more than one franchise territory. On occasion, renewing and transferring franchisees have consolidated multiple franchise territories into a single territory under a single franchise agreement or have broken an existing territory into multiple territories under more than one franchise agreement.

TABLE 2**TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR FISCAL YEARS ENDING MARCH 31, 2023, 2024 AND 2025**

| State | Year | Number of Transfers |
|------------|------|---------------------|
| California | 2023 | 1 |
| | 2024 | 0 |
| | 2025 | 0 |
| Colorado | 2023 | 0 |
| | 2024 | 0 |
| | 2025 | 3 |
| Texas | 2023 | 0 |
| | 2024 | 0 |
| | 2025 | 2 |
| Total | 2023 | 1 |
| | 2024 | 0 |
| | 2025 | 5 |