

Provisions	Section in Development Agreement	Summary
		Document for further details. (Subject to applicable state law).
w. Choice of law	Section XI.H.	Texas (subject to applicable state law)

## ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote the franchise.

## ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential 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.

### BACKGROUND

As of December 31, 2024, there were 46 open BODYBAR Pilates Studios. This Item sets forth historical profit and loss and membership information of 21 of the 46 BODYBAR Pilates Studios (the “Included Studios”) that were open for the duration of the calendar year January 1, 2024 through December 31, 2024 (the “Measurement Period”) and who maintained the same ownership for the duration of the Measurement Period. Your Studio will be substantially similar to the Included Studios.

Excluded from this Item are twenty-one Studios that opened after January 1, 2024 and otherwise were not open for business for the duration of the twelve-month Measurement Period, one Studio that sold to a new owner in June of 2024 and three Studios operated by Speak Light, LLC, which is owned by our co-founders and executive officers Matt and Kamille McCollum. We have not audited or independently verified this information; however it is all reported through a third-party party financial benchmarking software to ensure uniformity and consistency of the data. We will provide you with written substantiation for the financial performance representation upon reasonable written request.

### **TABLE 1.1- AVERAGE GROSS SALES, COST OF GOODS SOLD, GROSS PROFIT, NORMALIZED EXPENSES AND NET REVENUES.**

Table 1 discloses the average Gross Sales, average Cost of Goods Sold, average Gross Profit, average Normalized Expenses and average Net Income of the Included Studios during the Measurement Period. Also profiled are the top 3<sup>rd</sup> and bottom 3<sup>rd</sup> of the Included Studios. 18 of the 21 Included Studios operate 14 Pilates Reformers, and the other three operate with 12

Reformers. As a franchisee, your Studio will be required to operate either 12 or 14 Reformers. 20 of the 21 studios have been opened for an average of 2.25 years, ranging between a little over one year in operation to four years in operation to. The other studio is the legacy location in Uptown Dallas and has been open for 12.75 years as of December 31, 2024.

P&L Category	Average	No. of Included Studios Above/Below	Percentage (%) Above/Below %	Median	High	Low	Top 3rd <sup>6</sup>	Bottom 3rd <sup>6</sup>
<b>Gross Sales<sup>1</sup></b>	\$751,000	9/12	43/57	\$733,106	\$1,141,265	\$451,753	\$953,668	\$564,808
<b>Cost of Goods Sold <sup>2</sup></b>	\$31,484	9/12	43/57	\$28,402	\$100,842	\$8,385	\$52,525	\$13,533
<b>Gross Profit<sup>3</sup></b>	\$719,516	10/11	48/52	\$689,561	\$1,107,158	\$443,369	\$918,020	\$531,632
<b>Normalized Expense<sup>4</sup></b>	\$537,372	10/11	48/52	\$536,840	\$777,669	\$402,500	\$634,212	\$447,195
<b>Net Income<sup>5</sup></b>	\$182,143	11/10	52/48	\$206,105	\$444,989	-\$16,700	\$315,131	\$42,171

#### Notes to Table 1.1

1. Gross Sales is defined as all revenues from the sale of memberships, late/cancel no-show fees, instructor training fees and retail sales. The average is calculated by dividing the sum of Gross Sales by 21.

2. Cost of Goods Sold is the cost of goods purchased to sell in the studio. The average is calculated by dividing the sum of Cost of Goods Sold by 21.

3. Gross Profit is the difference between Gross Sales and Cost of Goods Sold. The average is calculated by dividing the sum of Gross Profit by 21.

4. Normalized Expenses are certain common expenses shared by the Included Studios comprised of accounting fees, advertising and promotion costs, independent contractor fees, insurance, marketing fund contributions, merchant services, office and general administrative, rent, repairs and maintenance, royalty, sales tax, supplies, technology fees, telephone expense and utilities. The average is calculated by dividing the sum of Normalized Expenses by 21. It doesn't include debt payments, interest payments and uncommon expenses, such as charitable giving, meals, entertainment and travel.

5. Net Income is the difference between Gross Profit less Normalized Expenses.

6. Top 3<sup>rd</sup> is defined as the 6 Studios with the highest Gross Sales. Bottom 3<sup>rd</sup> is defined as the 6 Studios with the lowest Gross Sales.

**TABLE 1.2 – BREAKDOWN OF REVENUE BY INCOME CATEGORY**

Table 1.2 provides a breakdown of revenue by Income Category as a percentage of Gross Sales for the Included Studios over the Measurement Period. This table shows the average, high, median and low percentage for each Income Category.

Income Category	Average % of total income <sup>1</sup>	Low	Median	High
Membership Revenue	77.3%	61.1%	78.1%	86.6%
Credit Packages	9.5%	5.0%	8.4%	21.6%
Retail	5.2%	2.7%	5.1%	8.1%
Fees	5.0%	2.7%	4.9%	7.6%
Training	2.0%	0.2%	1.9%	6.4%
Other	1.0%	0.2%	0.8%	2.9%

#### Notes to Table 1.2

1. The Average, Low, Median, and High for each Income Category is determined by dividing Gross Sales for Included Studios over the Measurement Period.

**TABLE 2.1- AVERAGE MEMBERSHIP AND REVENUE  
PER MEMBER PER MONTH**

Table 2.1 displays the relationship of revenue per member per month to overall Total Income for the Included Studios over the Measurement Period. This shows you the Average Membership number per month for All Included Locations and for the top and bottom 3<sup>rd</sup>s. It further shows the average revenue per member per month for all Included Locations and for the top and bottom 3<sup>rd</sup>s.

	Average for All Included Studios	No. Above/Below Average	Percentage (%) Above/Below %	Median	High	Low	Average Top 3rd	Average Bottom 3rd
Members	282	9/12	43/57	276	428	180	360	212
Revenue per Member per Month	\$223	11/10	52/48	\$223	\$292	\$170	\$225	\$193

#### Notes to Table 2.1

1. Number of Members is defined as the total number of members. The Average is calculated by adding the Membership totals up for each month of the twelve-month Measurement Period and dividing by 12.

2. Revenue Per Member Per Month is defined as income per member. The Average is calculated by dividing Average Gross Sales from Table 1 by the Average Number of Members then dividing by 12.

**TABLE 2.2 – PRESALE FOUNDING MEMBERSHIPS**

Table 2.2 shows the number of Founding Memberships sold for 15 studios that completed their presale membership drive during the Measurement Period. This table excludes Franchisees who opened a subsequent location and only includes those opening their original studio. Beginning 12 to 16 weeks prior to the opening of your Studio, you will conduct a presale membership drive offering “Founding Members” a discounted Studio membership, so that when you begin operating you have membership revenue from the day you open for business. The table below discloses the total number of Founding Membership sold during the presale period by Franchisees opening their first studio, located in the particular state referenced.

<b>Studio Location</b>	<b>Opening Month</b>	<b># of Founding Memberships Sold</b>
TX	01/2024	231
KS	03/2024	163
TX	04/2024	187
CA	04/2024	191
AZ	05/2024	156
CA	05/2024	236
CA	06/2024	271
FL	06/2024	212
KS	07/2024	360
MI	07/2024	271
CA	07/2024	139
SC	08/2024	182
TX	09/2024	393
VA	09/2024	138
CA	11/2024	187
	<b>Average</b>	<b>221</b>
	<b>High</b>	<b>393</b>
	<b>Low</b>	<b>138</b>

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

The figures above do not include certain costs associated with the establishment and operation of a Studio, including initial franchise fees; build-out and equipment costs; technology and other studio costs able to be capitalized. There may be other costs and other expenses not identified in this Item 19. You should conduct an independent investigation of the costs and expenses you will incur in operating your Studio. Franchisees or former franchisees listed in the disclosure document may be one source of that information

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 our management by contacting Matt McCollum at 3236 West 7th Street, Suite B Fort Worth, TX 76107, telephone (817) 862-9550, the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1**  
**Systemwide Outlet Summary**  
**For years 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	8	14	+6
	2023	14	25	+11
	2024	25	46	+21
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
<b>Total Outlets</b>	<b>2022</b>	<b>8</b>	<b>14</b>	<b>+6</b>
	<b>2023</b>	<b>14</b>	<b>25</b>	<b>+11</b>
	<b>2024</b>	<b>25</b>	<b>46</b>	<b>+21</b>

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)**  
**For years 2022 to 2024**

State	Year	Number of Transfers
Missouri	2022	0
	2023	0
	2024	1
Texas	2022	0
	2023	1
	2024	0
<b>Total</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>1</b>
	<b>2024</b>	<b>1</b>