

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 an 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 an Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This financial performance representation is based upon the historic operating revenue and certain key performance indicators of our existing franchise outlet, which operates in and around Knoxville, TN (the “Franchise Outlet”). It includes historical financial results from the Franchise Outlet for the 2024 calendar year (the “Measurement Period.”) A franchise outlet’s full operation throughout the Measurement Period is the only criteria that was used to select the financial performance information that is included in Item 19. There were no other franchise outlets operating during the entirety of the Measurement Period.

Table 1 of this Item 19 details the Gross Revenue generated by the Franchise Outlet during the Measurement Period, along with (a) the costs and expenses associated with operating the location (collectively, the “Operating Costs”); and (b) the Royalty Fee, Technology Fee and Brand Fund Contribution incurred by the Franchise Outlet during the Measurement Period.

Table 2 of this Item 19 details the average monthly revenue per Square during the Measurement Period.

The explanatory notes included with the following charts are an integral part of this financial performance representation and should be read in their entirety for a full understanding of the information contained in the following charts.

Some outlets have sold this much. Your individual results may differ. There is no assurance you’ll sell as much.

Table 1: Statement of Income and Certain Expenses

STORsquare Knoxville	
Gross Revenue	\$401,285
Expenses	
Advertising/Marketing Expense	\$58,621
Labor Expense	\$51,613
Rent Expense	\$36,000
Repairs & Maintenance Expense	\$1,894
Professional Fees	\$4,184
Insurance Expense	\$21,652
Merchant Account Fees	\$11,925
Office Expenses	\$472
Utilities/Internet Expenses	\$1,539
Vehicle/Fuel Expenses	\$25,400
Miscellaneous/Business Expenses	\$2,179
Supplies/Materials Expenses	\$2,428

Franchise Expenses	
Royalty Fee (7.5%)	\$30,096
Technology Fee (\$95/wk.)	\$4,940
Brand Fund (2%)	\$8,026
Total Expenses	\$260,970
Owner Comp/Draws	\$52,096
EBITDA	\$88,219
EBITDA adjusted for Owner Comp	\$140,315

Table 2: Average Monthly Revenue per Square

Average Monthly Revenue Per Square
\$236.05

Notes to Item 19 Table 1:

1. The figures in the tables above use the historical information provided by the Franchise Outlet. Written substantiation for the financial performance representation will be made available upon reasonable request.
2. “Gross Revenue” means all revenues derived from providing products and/or services to customers. Gross Revenue does not include taxes which were collected and paid to applicable governmental authorities or revenue for which there was a valid corresponding refund paid to the customer. This figure represents the Gross Revenue earned by the Franchise Outlet during the Measurement Period.
3. “Total Expenses” means the expenses attributable to the operation of the Franchise Outlet, including supplies, office supplies, merchant fees and banking charges, business licenses & permits, office expenses, marketing expenses, marketing expenses, and other miscellaneous expenses. This sum also includes fees that the Franchise Outlet paid to us during the Measurement Period. These Fees are listed in Item 6 of this document and include (i) Royalty Fees equal to 7.5% of Gross Revenue; (ii) a Technology Fee of \$95 per week during the Measurement Period, and (iii) Brand Fund Contributions equal to 2% of Gross Revenue. To calculate the estimated fees under (i) and (iii), the total Gross Revenue was multiplied by the applicable percentage.
4. “EBITDA” means Gross Revenue minus Total Expenses and Owner Comp/Draws of \$48,096. EBITDA does not include interest paid on debt, taxes, depreciation, or amortization expenses.
5. “EBITDA adjusted for Owner Comp” means Gross Revenue minus Total Expenses. EBITDA does not include interest paid on debt, taxes, depreciation, or amortization expenses.
6. “Average Monthly Revenue per Square” is based on a blended average across all Square sizes calculated by dividing monthly revenue by the number of Squares leased on a monthly basis.

Some outlets have sold this much. Your individual results may differ. There is no assurance you’ll sell as much.

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 Doni Ferreira at 4450 Winfred Drive, Marietta, GA 30066 or at (678) 212-5312, or email: franchisesales@storsquare.com, 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	0	0	0
	2023	1	0	1
	2024	1	0	0
Company Owned	2022	1	0	1
	2023	1	0	0
	2024	1	4	3
Total Outlets	2022	1	1	0
	2023	2	2	0
	2024	2	5	3

TABLE NO. 2
TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR) FOR YEARS 2022 TO 2024

STATE	YEAR	NUMBER OF TRANSFERS
GA	2022	0
	2023	0
	2024	0
Total Outlets	2022	0
	2023	0
	2024	0

TABLE NO. 3
STATUS OF FRANCHISED OUTLETS
FOR YEARS 2022 TO 2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-renewals	Reacquired by Franchisor	Ceased Operations	Outlets at End of Year
-------	------	--------------------------	----------------	--------------	--------------	--------------------------	-------------------	------------------------