

| Provision | Section in Development Agreement | Summary |
|--------------------|----------------------------------|--|
| v. Choice of forum | § 12(c) | Claims not required to be arbitrated may be brought only in state or federal courts located in the district and county where our principal place of business is located at the time of suit (subject to applicable state law). |
| w. Choice of law | § 12(b) | Georgia law applies (subject to applicable state law). |

Item 18. PUBLIC FIGURES

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

Item 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose 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 the information is included in the Franchise 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 performance at a particular location or under particular circumstances.

The following tables reflect historical data concerning Gross Revenues for the 14 franchisee-owned and two company-owned Studios operating at December 31, 2024.

- Table 1 shows monthly Gross Revenue for calendar year 2024 for the 14 franchisee-owned Studios that were open at December 31, 2024. One of these Studios opened in 2023; 13 of these Studios opened in 2024. No franchisee-owned Studios closed during 2024.
- Table 2 shows monthly Gross Revenues for calendar year 2024 for the two company-owned Studios that were open at December 31, 2024. The first company-owned Studio opened in Atlanta, Georgia in 2019, and the second company-owned Studio opened in Richmond, Virginia in 2022. No company-owned Studios closed during 2024.
- Table 3 shows annual Gross Revenues for the company-owned locations for calendar years 2021, 2022 and 2023. Our first franchisee-owned Studio opened in 2023, as indicated above.

Table 1: Franchisee-Owned Studios Gross Revenue by Month for the Calendar Year 2024

| Month | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Gross Revenue - High | \$21,808 | \$26,703 | \$22,112 | \$20,299 | \$21,682 | \$26,447 | \$23,963 | \$25,143 | \$23,779 | \$21,598 | \$36,213 | \$36,231 |
| Gross Revenue - Average | \$21,808 | \$22,104 | \$17,944 | \$17,015 | \$16,719 | \$17,427 | \$17,801 | \$17,055 | \$17,689 | \$15,369 | \$18,441 | \$18,248 |
| Gross Revenue - Median | \$21,808 | \$22,887 | \$17,852 | \$17,582 | \$18,178 | \$16,002 | \$20,006 | \$17,032 | \$16,712 | \$14,380 | \$18,995 | \$16,698 |
| Gross Revenue - Low | \$21,808 | \$16,723 | \$13,868 | \$12,596 | \$10,870 | \$10,001 | \$10,602 | \$10,131 | \$9,548 | \$7,275 | \$6,915 | \$6,015 |
| Number of Studios Open | 1 | 3 | 3 | 4 | 6 | 9 | 9 | 11 | 11 | 13 | 14 | 14 |
| Number met or exceeded average | 1(100%) | 2 (67%) | 1 (33%) | 2 (50%) | 3 (50%) | 4 (44%) | 5 (56%) | 5 (45%) | 5 (45%) | 5 (38%) | 8 (57%) | 6 (43%) |

This chart does not include partially opened months or pre-opening sales.

Table 2: Company-Owned Studios Gross Revenue by Month for the Calendar Year 2024

| Month | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Gross Revenue - High | \$28,825 | \$27,568 | \$26,157 | \$23,616 | \$24,365 | \$26,629 | \$23,263 | \$22,474 | \$20,391 | \$33,082 | \$17,810 | \$21,840 |
| Gross Revenue - Average | \$24,333 | \$22,295 | \$21,648 | \$19,783 | \$19,192 | \$20,874 | \$19,425 | \$19,181 | \$17,202 | \$24,978 | \$15,884 | \$18,375 |
| Gross Revenue - Median | \$24,333 | \$22,295 | \$21,648 | \$19,783 | \$19,192 | \$20,874 | \$19,425 | \$19,181 | \$17,202 | \$24,978 | \$15,884 | \$18,375 |
| Gross Revenue - Low | \$19,840 | \$17,023 | \$17,138 | \$15,951 | \$14,019 | \$15,119 | \$15,587 | \$15,888 | \$14,013 | \$16,874 | \$13,959 | \$14,910 |
| Number of Studios Open | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Number met or exceeded average | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) | 1 (50%) |

This chart does not include partially opened months or pre-opening sales

Table 3: Company-Owned Studios Gross Revenue for the Calendar Years 2021, 2022, and 2023

| Year | 2021 | 2022 | 2023 |
|------------------------------------|-----------|-----------|------------|
| Gross Revenue – High | \$248,294 | \$437,698 | \$ 414,271 |
| Gross Revenue – Average | \$248,294 | \$437,968 | \$ 317,349 |
| Gross Revenue – Median | \$248,294 | \$437,698 | \$ 317,349 |
| Gross Revenue – Low | \$248,294 | \$437,698 | \$ 220,427 |
| Number of Studios Open (full year) | 1 | 1 | 2 |
| Number met or exceeded average | 1 (100%) | 1 (100%) | 1 (50%) |

(1) “**Gross Revenues**” means the total amount of consideration, whether cash, credit, or payment in kind, received for all goods sold and services rendered, excluding amounts refunded and amounts paid to a taxing authority. Gross Revenues include payments received for gift cards.

(2) For each calendar year, a Studio is only included when open for the full calendar year. No franchised Studios have been open for a full calendar year during the reporting period.

(3) The expenses described in the chart above do not reflect the royalty fees or other fees that you would owe us as the franchisor under the Franchise Agreement. You will have expenses in operating a Studio that are not identified above including rent, payroll expenses, cost of goods, insurance, marketing, point of sales fees, merchant charges, dues and subscriptions, telephone, internet, legal, accounting, security, debt service and finance charges, and other selling, general and administrative expenses.

The financial information provided above has not been audited.

Written substantiation for the financial performance representation will be made available to prospective franchisees upon reasonable request.

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

Other than the preceding financial performance representation, we do not make any financial performance representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Brittany Schmid at 2715 Creek Edge, Powhatan, Virginia 23139, telephone: (804) 356-0134, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20. OUTLETS AND FRANCHISEE INFORMATION

Table 1
Systemwide Outlet Summary
For 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 | 2022 | 0 | 0 | 0 |
| | 2023 | 0 | 1 | +1 |
| | 2024 | 1 | 14 | +13 |
| Company-Owned | 2022 | 1 | 2 | +1 |
| | 2023 | 2 | 2 | 0 |
| | 2024 | 2 | 2 | 0 |
| Total Outlets | 2022 | 1 | 2 | +1 |
| | 2023 | 2 | 3 | +1 |
| | 2024 | 3 | 16 | +13 |

Table 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2022 to 2024

| Column 1 State | Column 2 Year | Column 3 Number of Transfers |
|-------------------|------------------|---------------------------------|
| All States | 2022 | 0 |
| | 2023 | 0 |
| | 2024 | 0 |
| Totals | 2022 | 0 |
| | 2023 | 0 |
| | 2024 | 0 |