

## ITEM 18 PUBLIC FIGURES

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

## ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose information about the actual or potential financial performance of our franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and 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 performance at a particular location or under particular circumstances.

### Historical Financial Performance Representation for MH Businesses

This Item 19 disclosure provides certain historical financial performance information for certain MH Businesses during the 2024 Calendar Year. As of the issuance date of this Disclosure Document, we do not have any HWR Businesses that have been open and in operation for more than one year. Accordingly, this Item 19 disclosure is limited to MH Businesses and does not include any financial performance information for HWR Businesses. HWR Businesses offer touchless holistic therapies in addition to the core professional therapeutic massage and facial services offered by MH Businesses.

As of December 31, 2024, there were 101 franchised MH Businesses and 1 company-owned MH Business in operation in the United States. Of the 101 franchised MH Businesses: (a) 100 were open and in continuous operation for 12-months or longer as of December 31, 2024 ("**Franchised Retreats**"), and (b) 1 of the franchised MH Businesses first opened for business in the 2024 calendar year ( "**New Retreat**"). The company-owned MH Business and the New Retreat were excluded from the performance information presented in this Item 19.

This Item 19 presents certain historical data as provided to us by the Franchised Retreats through sales records and reports. We have not audited this information, nor independently verified this information. Written substantiation for the financial performance representation will be made available to you upon reasonable request.

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

For purposes of this Item 19 disclosure, we divided the Franchised Retreats into four categories (Tables 1 - 4): Top 10 Retreats (10 Franchised Retreats); Top 50 Retreats (50 Franchised Retreats); Bottom 50 Retreats (50 Franchised Retreats), Bottom 10 Retreats (10 Franchised Retreats), and all locations (100 Franchised Retreats). Tables 1 - 4 display results for the Franchised Retreats, broken down into these five categories. Table 1 shows the average Gross Revenue for the Franchised Retreats; Table 2 shows the average number of Prospects for the Franchised Retreats; Table 3 shows the average Annual Service Units

for the Franchised Retreats; and Table 4 shows the average Member Base for the Franchised Retreats, and Table 5 shows the average monthly Member Retention for the 100 Franchised Retreats.

The term “Gross Revenue” means the total selling price of all services and products sold at or from or through the Franchised Retreats, as reported to Franchisor by the Franchised Retreats, whether or not sold or performed at or from the Franchised Retreats, including the full redemption value of any gift certificate or coupon sold for use at a Franchised Retreat (fees retained by or paid to third-party sellers of such gift certificates or coupons are not excluded from this calculation), and including all proceeds from any business interruption insurance and all income, revenue and consideration of every other kind and nature related to the Franchised Retreat operation, whether for cash or credit and regardless of collection in the case of credit. Gross Revenues do not include: (i) the amount of any tax imposed by any federal, state, municipal, or other governmental authority directly on sales and collected from customers, provided that the amount of any such tax is shown separately and in fact paid by Franchisee to the appropriate governmental authority; (ii) all customer refunds made by the Franchised Retreat (exclusions will not include any reductions for credit card user fees, returned checks, or reserves for bad credit or doubtful accounts); and (iii) all tips received by massage therapist and estheticians.

*[Remainder of page intentionally left blank.]*

	All Retreats	Top 10	Top 50	Bottom 50	Bottom 10
No. of Retreats	100	10	50	50	10
<b>Table 1: Gross Revenue</b>					
2024 Average Revenue	\$1,048,151	\$2,215,005	\$1,403,886	\$692,417	\$428,201
# that Meet or Exceed Average	41	4	17	27	5
% that Meet or Exceed Average	41%	40%	34%	54%	50%
2024 Highest Revenue	\$2,931,439	\$2,931,439	\$2,931,439	\$934,721	\$520,775
2024 Median Revenue	\$935,940	\$2,112,138	\$1,344,117	\$771,240	\$432,040
2024 Lowest Revenue	\$338,824	\$1,692,288	\$937,158	\$338,824	\$338,824
<b>Table 2: Number of Prospects</b>					
2024 Average Prospects	1920	4021	2557	1298	829
# that Meet or Exceed Average	40	5	17	30	6
% that Meet or Exceed Average	40%	50%	34%	60%	60%
2024 Highest Prospects	5892	5892	5892	1736	962
2024 Median Prospects	1736	3946	2192	1359	833
2024 Lowest Prospects	593	2991	1737	593	593
<b>Table 3: Number of Annual Service Units</b>					
2024 Average Services	11,398	23,050	15,084	7713	5156
# that Meet or Exceed Average	36	5	20	28	7
% that Meet or Exceed Average	36%	50%	40%	56%	70%
2024 Highest Services	28,549	28,549	28,549	10,275	5967
2024 Median Services	10,323	22,253	13,428	8022	5583
2024 Lowest Services	3289	17,857	10,371	3289	3289
<b>Table 4: Membership Base</b>					
2024 Average Member Base	818	1792	1124	512	288
# that Meet or Exceed Average	34	5	19	26	6
% that Meet or Exceed Average	34%	50%	38%	52%	60%
2024 Highest Member Base	2161	2161	2161	709	359
2024 Median Member Base	719	1796	992	533	312
2024 Lowest Member Base	190	1389	728	190	190

<b>Table 5: Membership Retention</b>	
2024 Monthly Average Retention	95.0%
# that Meet or Exceed Average	59
% that Meet or Exceed Average	59%
2024 Highest Retreat Retention	98.2%
2024 Median Retreat Retention	95.2%
2024 Lowest Retreat Retention	91.5%

Franchisees were requested to provide expense data by specific categories. Out of the 100 franchised MH Businesses that were open and in continuous operation for 12 months or longer as of December 31, 2024, 86 franchised locations provided all expense data requested. Table 6 shows the percentages of each expense based on total revenue. Some franchisees perform the role of Retreat Director so expenses for Retreat Director/Assistant Retreat Director labor (\$\$5,783,991.65) and payroll taxes (\$540,024.77) have not been included.

<b>Table 6: Franchisee Expenses</b>		
Total Revenue	\$91,697,100	
Brand Fund	\$2,168,195.78	2.36%
Computer License Fee	\$669,009.85	.72%
Credit Card Fees	\$2,419,535.99	2.63%
Front Desk Commissions	\$329,421.70	.35%
Insurance (all)	\$1,434,948.64	1.56%
Lifestyle Consultant Labor	\$8,713,051.64	9.50%
Lifestyle Consultant Payroll Taxes	\$812,343.26	.88%
Local Store Mktg	\$2,201,630.71	2.40%
Operational Product Costs	\$1,704,289.11	1.85%
Professional Fees	\$796,037.25	.86%
Retail Product Costs	\$346,820.72	.37%
Rent	\$11,007,524.02	12.00%
Repair/Maintenance	\$527,764.23	.57%
Royalties	\$5,159,714.34	5.62%
Supplies	\$921,061.83	1.00%
Therapist Labor + Commission	\$30,504,190.48	33.26%
Therapist Payroll Taxes	\$3,824,303.65	4.17%
Utilities	\$1,059,938.34	1.15%
Total Expenses	81.25%	
Net Profit	18.75%	

We do not make any 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 the franchisor's management by contacting Russell Hoff at 13750 US Hwy 281 North, Suite 925, San Antonio, Texas 78232 and 210-402-0777, the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1**  
**System-wide Outlet Summary for Years 2022-2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	106	102	-4
	2023	102	103	+1
	2024	103	101	-2
Company-Owned*	2022	3	3	0
	2023	3	1	-2
	2024	1	1	0
Total Outlets	2022	109	105	-4
	2023	105	104**	-1
	2024	104	102**	-2

\*These franchisees share common ownership with SWGI, Franchisor's parent company, but neither SWGI nor Franchisor have controlling interest or management in the franchisees.

\*\*As of December 31, 2024, there were no HWR Businesses in operation. All Outlets represented in this Item 20 operated as MH Businesses.

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

State	Year	Number of Transfers
California	2022	1
	2023	1
	2024	3
Florida	2022	1
	2023	0
	2024	1
Georgia	2022	0
	2023	0
	2024	1
Iowa	2022	0
	2023	0
	2024	5
Kansas	2022	2
	2023	0
	2024	0
Ohio	2022	0