

<b>Provision</b>	<b>Section in Franchise or Other Agreement</b>	<b>Summary</b>
u. Dispute resolution by arbitration or mediation	Section 25	Except for claims for injunctive relief, and subject to state law, all disputes must be arbitrated in Green Bay, Brown County, Wisconsin. Mediation is a condition precedent to conducting an arbitration or other legal proceeding.
v. Choice of forum	Section 25.2, 25.7	Subject to state law, any arbitration or litigation must be pursued in Brown County, Wisconsin.
w. Choice of law	Section 25.1	Subject to state law, the law of the state of Wisconsin applies, except that disputes over the Marks will be governed by the United States Trademark Act of 1946 (Lanham Act, 15 U.S.C. Sec. 1051 et seq.), and disputes over copyrights will be governed by federal copyright laws of the United States.

## **ITEM 18. PUBLIC FIGURES**

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

## **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 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.

Written substantiation pertaining to these financial performance representations is available for inspection at our principal business address and will be provided upon reasonable request.

The financial performance representations in this Item 19 are a historic representation based on the past performance of existing outlets. The financial performance representations below are based on the historic gross revenues of existing corporate affiliate The Wellness Way Clinics and existing franchised The Wellness Way Clinics for the calendar year 2024. For purposes of this Item 19, gross revenues is defined as total gross receipts, without deductions.

Tables 1 – 4 show the top 3 corporate affiliate clinics, the bottom 3 corporate affiliate clinics and the top 3 franchise clinics and bottom 3 franchise clinics, based on the gross revenues received by all corporate affiliate clinics and franchise clinics open for the entire year. The financial performance representations in tables 1-4 are disclosed by geographic region of The Wellness Way Clinic. The financial performance representation in this Item 19 is listed by geographic region of the clinic location. The geographic regions

are: West (Arizona, Colorado, Montana, Oregon, and Utah); Central (Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, North Dakota, Texas, and Wisconsin); East (Florida, Georgia, Massachusetts, New Hampshire, North Carolina, Pennsylvania, and Tennessee). The geographic location of future operational franchised outlets may differ materially from the geographic location of the affiliate-owned outlets.

Tables 5 -6 show the average and mean gross revenues by quarter of corporate affiliate units and franchise units, based on all clinics open for the entire quarter represented. The total number of clinics included is reflected in each table.

The financial performance representations in this Item 19 are historic financials of the corporate affiliates and franchised units, provided to us by such corporate affiliates and franchisees and are not a forecast of any prospective franchisee's future performance.

The financial performance representations do not reflect the costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue figures to obtain your net income or profit. Differences in location and/or geographic region of your franchise location may result in significantly different costs. Differences and/or changes in laws can also cause costs to change. You may also incur costs or expenses not incurred by the company affiliate locations. You should conduct an independent investigation of the costs and expenses you will incur in operating your franchise business. Existing franchisees are one source of that information.

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

TABLE 1: TOP 3 CORPORATE AFFILIATE CLINICS

GEOGRAPHIC REGION OF CLINIC	2024 GROSS REVENUES
CENTRAL	\$4,986,440
CENTRAL	\$2,131,956
CENTRAL	\$1,237,600

TABLE 2: BOTTOM 3 CORPORATE AFFILIATE CLINICS

GEOGRAPHIC REGION OF CLINIC	2024 GROSS REVENUES
CENTRAL	\$640,061
CENTRAL	\$210,134
CENTRAL	\$167,278

TABLE 3: TOP 3 FRANCHISED CLINICS

GEOGRAPHIC REGION OF CLINIC	2024 GROSS REVENUES
EAST	\$4,036,577
CENTRAL	\$3,225,453
CENTRAL	\$1,838,104

TABLE 4: BOTTOM 3 FRANCHISED CLINICS

GEOGRAPHIC REGION OF CLINIC	2024 GROSS REVENUES
EAST	\$262,442
CENTRAL	\$225,261
CENTRAL	\$181,266

TABLE 5: CORPORATE AFFILIATE 2024 AVERAGE/MEAN GROSS REVENUES

<b>AVERAGE</b>	<b>\$ 1,389,616</b> 2 of 10 franchisees met or exceeded the average	
<b>RANGE</b>	<b>High = \$4,986,440</b>	<b>Low = \$167,278</b>
<b>MEDIAN</b>	<b>\$871,728.37</b>	

TABLE 6: FRANCHISED CLINIC 2024 AVERAGE/MEDIAN GROSS REVENUES

<b>AVERAGE</b>	<b>\$960,774</b> 12 of 34 franchisees met or exceeded the average	
<b>RANGE</b>	<b>High = \$4,036,577</b>	<b>Low = \$181,266</b>
<b>MEDIAN</b>	<b>\$668,411.97</b>	

Except as disclosed in this Item 19, The Wellness Way does not make any representations about a franchisee's future financial performance or the financial performance of company-owned or franchised outlets. We also do not authorize The Wellness Way's employees or representatives to make any representations other than those included in this Item 19 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 to Nicole Seidel, 2525 W Mason Street, Green Bay, WI 54303, [nseidel@thewellnessway.com](mailto:nseidel@thewellnessway.com), (920-569-6882), and to the Federal Trade Commission, 600 Pennsylvania Avenue, NY, Washington, DC 20580 (1-8787-FTC-HELP) and to the appropriate state regulatory agency. See **Exhibit A** to this Disclosure Document for the names and contact information for state administrators.

## **ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**

Systemwide 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	0	0	0
	2023	0	29	+29
	2024	29	39	+10
Company-Owned	2022	10	12	+2
	2023	12	16	+4
	2024	16	10	-6
Total Outlets	2022	10	12	+2
	2023	12	45	+33
	2024	45	49	+4

\* This chart includes both franchised and company-owned The Wellness Way Clinics through fiscal year 2024.

**Table No. 2**

TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2022 - 2024		
State	Year	Number of Transfers
Wisconsin	2022	0
	2023	0
	2024	1*
Total	2022	0
	2023	0
	2024	1

\* denotes a partial transfer