

ITEM 17: THE FRANCHISE RELATIONSHIP

This table lists certain important provisions of the Area Development Agreement and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.

Provisions	Section in Area Development Agreement	Summary
(s) Modification of agreement	ADA: Section 27	You and we must agree in writing to any modifications to the Area Development Agreement.
(t) Integration/merger clause	ADA: Section 19	Only the terms of the Area Development Agreement are binding (subject to applicable state law). Any representations or promises outside of this Disclosure Document and the Area Development Agreement may not be enforceable. Notwithstanding the foregoing, nothing in any agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits and amendments.
(u) Dispute resolution by arbitration or mediation	N/A	N/A
(v) Choice of forum	ADA: Section 23	Any legal action must be brought in the judicial district where our headquarters is located, which is currently Davidson County, Tennessee. Your local law may supersede this provision. See Disclosure Document Addenda for Certain States (subject to applicable state law).
(w) Choice of law	ADA: Section 22	Tennessee law will apply to the Area Development Agreement and all rights and duties under the Area Development Agreement. See Disclosure Document Addenda for Certain States (subject to applicable state law).

**ITEM 18
PUBLIC FIGURES**

We do not use any public figure 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.

Historical Gross Sales

The financial information in the table below is an historical financial performance representation taken from the Point of Sale system for each Just Love Coffee & Café and represents all locations open for

the entire year in 2024. One Just Love Coffee & Café is omitted from the data set because it is located on a college campus and is not open year-round. Of the 42 locations included in the table below, 20 locations (48%) met or exceeded the average amount of Gross Sales for the period presented and 21 locations (50%) met or exceeded the median Gross Sales for the period presented.

On December 31, 2024, there were a total of 53 Just Love Coffee & Cafés, only 42 of which were in operation for a full calendar year on December 31, 2024, and reported financial information for the entire year. Of the 42 Just Love Coffee cafés included in this Item 19, one is a company owned store (Murfreesboro East) during the entire presentation period. All locations operate in substantially the same manner as the Just Love Coffee & Café Franchised Café offered in this Disclosure Document. All information is unaudited.

Financial Performance of All Just Love Coffee & Café Shops Open During the Period from January 1, 2024 through December 31, 2024
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Average Gross Sales	\$521,270.44
Highest Gross Sales in Range	\$1,171,254.38
Lowest Gross Sales in Range	\$226,743.36
Median Gross Sales	\$488,202.28

Notes

- (1) “**Average Gross Sales**” is defined as total Gross Sales (all revenue generated by the Café, not including any sales tax collected) less discounts taken at the point of sale, such as the value of promotional and complimentary products during the specified period. This term is the same as Gross Sales defined in Item 6.
- (2) We do not provide information in this financial performance representation regarding store level operating expenses, Royalty Fees and System Development Fund Fees. The Financial Performance Representations (Earnings Claims) figures in this Item 19 do not reflect other operating expenses or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit.
- (3) The table above includes the performance of 42 locations during January 1, 2024, through December 31, 2024.

SOME OUTLETS HAVE EARNED THIS AMOUNT. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE THAT YOU WILL EARN AS MUCH.

These results have not been audited by an independent auditor. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the above, 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 contact Alan Thompson at 761 Old Hickory Blvd, Suite 300, Brentwood, Tennessee 37027, via e-mail at alan@justlovecorp.com, or by phone at (615) 300-6048, 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 -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	22	29	+7
	2023	29	43	+14
	2024	43	51	+8
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	2	+1
Total Outlets	2022	23	30	+7
	2023	30	44	+14
	2024	44	53	+9

Table No. 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
Florida	2022	0
	2023	0
	2024	1
Michigan	2022	0
	2023	0
	2024	1
Tennessee	2022	2
	2023	4
	2024	1
Total	2022	2
	2023	4
	2024	3