

Provision	Section in Franchise Agreement	Section in Area Development Agreement	Summary
w. Choice of law	Paragraph 19.5	Paragraph 13.5	Alabama law applies (subject to State Law, see Exhibit, “P”).

See Exhibit “P” for state specific and other Addenda and Riders.

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 the information is included in this 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.

During the fiscal year ended December 31, 2024, we had one (1) franchise location open in Columbus, Georgia that was open for two (2) or more years (the “Measurement Period”). Our parent Hydralive Holdings, LLC operated two (2) Hydralive locations that were open for two (2) years or more, one (1) in Tuscaloosa, Alabama (opened in 2016) and one (1) in Homewood, Alabama (Birmingham, Alabama metropolitan area, opened in 2018). The Homewood location is in a market, which is part of a larger metropolitan area, while the Tuscaloosa location is in a small metro area close to the University of Alabama. The Homewood and Tuscaloosa locations did not pay Royalty or Brand Fund Fees; however these fees have been imputed in Table 1. Our parent Hydralive Holdings LLC also operates another location in Hoover, Alabama (opened March 2023). The Hoover location was not operated for the entire Measurement Period and is therefore not included in this Item 19.

Table 1: Hydralive Clinics Open For Two or More Years Operated By Hydralive Holdings, LLC

1/1/2024 - 12/31/2024	Homewood	Tuscaloosa	Average	
Total Customers	6,673	4,005	5,339	
Clinic Square Footage	3,110	3,200	3,155	
Year Opened	2018	2016		
Monthly Recurring Membership	\$134,409	\$83,491	\$108,950	20%

Retail Merchandise Sales	\$392	\$492	\$442	0%
Treatments	\$503,900	\$310,644	\$407,272	73%
Consultation Revenue	\$46,760	\$34,249	\$40,505	7%
Gross Revenue	\$685,462	\$428,876	\$557,169	100%
Cost of Goods Sold				
Medical Supplies	\$98,703	\$84,958	\$91,830	16%
Consult Fees	\$46,760	\$34,249	\$40,505	7%
Retail Products	\$2,204	\$3,543	\$2,874	1%
Cryo Gas	\$9,829	\$4,638	\$7,233	1%
Total Cost of Goods Sold	\$157,496	\$127,388	\$142,442	26%
Gross Revenue - Total Cost of Goods Sold	\$527,965	\$301,488	\$414,727	74%
Disclosed Operating Expenses				
Software/Web Licensing	\$10,250	\$6,840	\$8,545	2%
Facility	\$11,342	\$10,607	\$10,974	2%
Liability Insurance	\$3,029	\$3,028	\$3,028	1%
Marketing & Advertising	\$48,389	\$37,810	\$43,099	8%
Office Expenses	\$6,570	\$6,614	\$6,592	1%
Administrative Payroll	\$69,504	\$60,226	\$64,865	12%
Merchant Service Fees	\$15,302	\$9,639	\$12,471	2%
Professional Fees	\$100,913	\$83,131	\$92,022	17%
Rent	\$51,866	\$48,000	\$49,933	9%
Utilities	\$9,287	\$8,010	\$8,649	2%
General & Administrative	\$3,398	\$2,407	\$2,902	1%
Total Operating Expenses	\$329,850	\$276,312	\$303,081	54%
Gross Revenue - Total Cost of Goods Sold - Disclosed Operating Expenses	\$198,115	\$25,176	\$111,646	20%
Imputed Royalty (7%)	\$47,982	\$30,021	\$39,002	
Imputed Brand Fund (1%)	\$ 6,855	\$4,289	\$5,572	
Gross Revenue - Total Cost of Goods Sold - Disclosed Operating Expenses - Imputed Fees	\$143,278	(\$9,134)	\$67,072	

Table 2: Hydralive Clinics Open for Two or More Years Operated by Franchisee

1/1/2024 - 12/31/2024	Columbus	
Total Customers	8,098	
Clinic Square Footage	1,740	
Year Opened	2022	
Monthly Recurring Membership	\$145,005	26%
Retail Merchandise Sales	\$907	0%
Treatments	\$393,131	71%
Consultation Revenue	\$18,433	3%

Total Revenue	\$557,476	100%
Cost of Goods Sold		
Medical Supplies	\$99,871	18%
Consult Fees	\$17,350	3%
Total Cost of Goods Sold	\$117,221	21%
Gross Revenue - Total Cost of Goods Sold	\$440,255	79%
Disclosed Operating Expenses		
Facility	\$23,503	4%
Liability Insurance	\$8,592	2%
Marketing & Advertising	\$16,128	3%
Office Expenses	\$7,734	1%
Administrative Payroll	\$46,891	8%
Merchant Service Fees	\$29,359	5%
Professional Fees	\$101,777	18%
Rent	\$43,660	8%
Utilities	\$13,726	2%
Royalty	\$38,977	7%
General & Administrative	\$13,597	2%
Total Operating Expenses	\$343,944	62%
Gross Revenue - Total Cost of Goods Sold – Disclosed Operating Expenses	\$96,311	17%
Imputed Brand Fund (1%)*	\$5,575	
Gross Revenue - Total Cost of Goods Sold – Disclosed Operating Expenses - Imputed Brand Fund Fees	\$90,736	

**Note to Table 2:* Franchisor did not charge, and the Columbus franchised Hydralive Clinic did not pay a Brand Fund during the 2024 calendar year. You will be required to contribute to the Brand Fund. The 1% Brand Fund has been imputed in Table 2.

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

Many factors, including location, management capabilities, local market conditions, and other factors, are unique to each clinic location and may significantly impact the financial performance of the clinic.

You should conduct an independent investigation of the cost and expenses you will incur in operating your franchised Hydralive Clinic. Many factors, including location, management capabilities, local market conditions and other factors, are unique to each business and may significantly impact the financial performance of your franchise business. Actual results vary from Clinic to Clinic and we cannot estimate the results of any particular franchise.

Historical costs do not necessarily correspond to future costs because of factors such as

pandemics, inflation, changes in minimum wage laws, rising fuel cost, location, financing, construction costs, lease related costs such as rent, CAM charges, taxes, interest, insurance and utilities vary from franchised business to franchise business. All information should be evaluated in light of current market conditions including such cost and price information as may then be available.

The term “Gross Revenue” means all revenue you derive from operating the Hydralive Clinic, including, but not limited to, all amounts received at or away from the Clinic Site from any activities or services whatsoever including any that are in any way associated with the Marks, the System, and whether from cash, check barter, credit or debit card or credit transactions, including memberships and the redemption value of gift certificates redeemed regardless of whether such gift certificates are issued by the Clinic or someone else; but excluding (1) all federal, state or municipal sales, use or service taxes collected from customers and paid to the appropriate taxing authority and (2) customer refunds, adjustments, credits and allowances actually made by the Clinic. Gross Revenue also includes revenues from any service and sale of products bearing or associated with the Marks.

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

Other than the preceding financial performance representation, Hydralive Franchising, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally in 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 Hydralive Franchising, LLC, 1914 4th Ave N, Suite 300, Birmingham, Alabama 35203, (205) 848-8829, 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

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	1	+1
	2023	1	1	0
	2024	1	1	0
Company-Owned*	2022	4	3	-1
	2023	3	3	0
	2024	3	3	0