

## **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 that you are considering buying; or (2) a franchisor supplements the information provided in Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

### **CHART 1: Historical Gross Sales of Traditional Franchised Restaurants by Region**

Chart 1 contains historical average, median, high and low gross sales for the 12-month period of January 1, 2024 to December 29, 2024, for all traditional franchised Applebee's Restaurants that were active and operating as of December 29, 2024; except we excluded four restaurants which were operating as express concepts and the restaurant that was operating as a ghost kitchen. Stores temporarily closed during the year were also excluded, as were all Dual Brand Restaurants (there were no Dual Brand Restaurants during this period). The restaurants are organized by geographic "Regions" as defined by the U.S. Census Bureau.

| Region       | # of Restaurants | Annualized Average Gross Sales | # and % of units that exceeded Average Gross Sales | Median             | High                | Low              |
|--------------|------------------|--------------------------------|--|--------------------|---------------------|------------------|
| Midwest      | 426              | \$2,460,000                    | 187/44%  | \$2,370,000        | \$4,500,000         | \$930,000        |
| Northeast    | 286              | \$3,570,000                    | 116/41%  | \$3,360,000        | \$10,850,000        | \$1,910,000      |
| South        | 468              | \$2,320,000                    | 210/45%  | \$2,250,000        | \$4,920,000         | \$890,000        |
| West         | 263              | \$3,140,000                    | 120/46%  | \$3,040,000        | \$5,670,000         | \$1,590,000      |
| <b>Total</b> | <b>1,443</b>     | <b>\$2,760,000</b>             | <b>648/45%</b>                                     | <b>\$2,640,000</b> | <b>\$10,850,000</b> | <b>\$890,000</b> |

### **Notes**

- (1) We compiled the gross sales data included in Chart 1 above from information submitted to us by our franchisees for royalty reporting. These amounts are not audited. Upon your reasonable request, we will provide written substantiation for these financial performance representations.
- (2) "Gross Sales" is defined as all receipts (cash, cash equivalents or credit) or revenues from sales from all business conducted upon or from the Restaurant premises, whether evidenced by check, cash, credit, debit card, charge account, exchange or otherwise, including, but not limited to, amounts received from the sale of goods, wares and merchandise (including sales of food, beverages and tangible property of every kind and nature, promotional or otherwise), from all services performed from or at the Restaurant premises, and from all orders taken or received at the Restaurant premises, regardless of where such orders are filled (including any payments received from the sale of meals to employees). This definition is provided in the Franchise Agreement.

**Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.**

Other than the preceding financial performance representations, 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 the franchisor's management by contacting Jacob Barden, Senior Vice President, Development, 10 W. Walnut St., 5th Floor, Pasadena, California 91103, (818) 637-5206, jacob.barden@dinebrands.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

| Table No. 1A   |      |                                  |                                |            |
|--|------|----------------------------------|--------------------------------|------------|
| System-wide Outlet Summary For Years 2022 to 2024 <sup>(1)</sup> (Traditional Venue Locations) |      |                                  |                                |            |
| Outlet Type  | Year | Outlets at the Start of the Year | Outlets at the End of the Year | Net Change |
| Franchised   | 2022 | 1,515                            | 1,575 <sup>(2)</sup>           | +60        |
|  | 2023 | 1,575                            | 1,542                          | -33        |
|  | 2024 | 1,542                            | 1,460                          | -82        |
| Company Owned  | 2022 | 69                               | 0                              | -69        |
|  | 2023 | 0                                | 0                              | 0          |
|  | 2024 | 0                                | 47                             | +47        |
| Total Outlets <sup>(3)</sup>   | 2022 | 1,584                            | 1,575 <sup>(2)</sup>           | -9         |
|  | 2023 | 1,575                            | 1,542                          | -33        |
|  | 2024 | 1,542                            | 1,507                          | -35        |

Notes

- (1) The figures in Table No. 1A include system-wide totals for Traditional Venue locations as of fiscal year 2022, 2023 and 2024. See Table No. 1B for total franchised Non-Traditional Venue locations.
- (2) Total Outlets include 42 in North Carolina and 27 in South Carolina that were franchised from company owned.
- (3) No Dual Brand Restaurants have been included in this count as there were no Dual Brand Restaurants during these fiscal years.

| Table No. 1B   |      |                                  |                                |            |
|--|------|----------------------------------|--------------------------------|------------|
| System-wide Outlet Summary For Years 2022 to 2024 <sup>(1)</sup> (Non-Traditional Venue Locations) |      |                                  |                                |            |
| Outlet Type  | Year | Outlets at the Start of the Year | Outlets at the End of the Year | Net Change |
| Franchised   | 2022 | 3                                | 3                              | 0          |
|  | 2023 | 3                                | 3                              | 0          |
|  | 2024 | 3                                | 3                              | 0          |
| Company Owned  | 2022 | 0                                | 0                              | 0          |
|  | 2023 | 0                                | 0                              | 0          |
|  | 2024 | 0                                | 0                              | 0          |