

		<b>Area Development Agreement</b>	<b>Summary</b>
	<b>Provision</b>		
t.	Integration / merger clause	Section 15.8	Only the terms of the area developer agreement are binding (subject to state law). All representations and promises outside the disclosure document and area development agreement may not be enforceable. Notwithstanding the foregoing, no provision in any franchise agreement is intended to disclaim the express representations made in this Franchise Disclosure Document.
u.	Dispute resolution by arbitration or mediation	Section 15.2	Except for certain claims, all disputes must be mediated and arbitrated in Salt Lake City, Utah (subject to state law – see state specific addenda.)
v.	Choice of forum	Section 15.2	Arbitration must be in Salt Lake City, Utah. Litigation, if any, must be in Salt Lake City, Utah (subject to applicable state law – see state specific addenda).
w.	Choice of Law	Section 15.2	Utah law, the Federal Arbitration Act and the United States Trademark Act apply (subject to applicable state law – see state specific addenda).

## **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.

## FRANCHISE LOCATION AVERAGE PERFORMANCE

The representation made below is a historic financial performance representation of a subset of Crumbl® locations that operated continuously through all of 2024, subject to certain assumptions specified below. The total number of franchised outlets that existed at the beginning of 2024 and operated continuously through 2024 was 968, of which 858 locations timely turned in their complete financial reports by the first issuance date of this disclosure document, which equates to approximately 81% of the total franchised locations that were operating at the end of 2024, which was 1,058. The following data represents the average, high, median, and low 2024 calendar year financial data for such 858 Crumbl® locations. The chart shows the Gross Sales, Gross Profit, and Net Profit (defined below) for the 2024 Calendar year from such locations. These locations operated in several states across the United States. These locations serve the same type of goods that you will be serving. These locations are each within territories of approximately 40,000 to 150,000 people.

2024 Calendar Year				
Year	Average	High Store	Median Store	Low Store
<b>Gross Sales</b>	\$ 1,354,688	\$ 3,479,411	\$ 1,303,412	\$ 383,711
<b>Gross Profit</b>	\$ 653,586	\$ 1,675,228	\$ 709,222	\$ 117,565
<b>Net Profit (Loss)</b>	\$ 251,706	\$ 763,208	\$ 77,359	\$ 10,161

\*Out of the pool of such 858 Crumbl® locations that operated continuously for the 2024 calendar year, timely submitted their complete financial reports, and are included in the data above, (A) 384 locations (approx. 45%) met or surpassed the average Gross Sales, (B) 376 locations (approx. 44%) met or surpassed the average Gross Profit, and (C) 372 locations (approx. 43%) met or surpassed the average Net Profit.

\*\*The data for the Gross Profit and Net Profit for the High Store, Median Store, and Low Store above are based on the Gross Sales for each corresponding column. If there are an even number of stores in the data set, the Median Store data is calculated from the average of the two median values of Gross Sales, Gross Profit, and Net Profit from both stores.

\*\*\*The Net Profit includes operating costs that may vary for each location. Such costs could include officer wages, guaranteed payments, corporate benefits and perks, and other indirect costs that owners of each location may choose to incur.

\*\*\*\*Note that the total franchised locations that were operating at the end of 2024 was 1,058, but 201 of these locations were not included in the data set above because these were either new locations that were not opened and operating for the entire year in 2024 or did not timely submit complete financial information.

### Definitions

“Average Month” or “Average Monthly” refers to the respective average-monthly Gross Sales, Gross Profit, Gross Margin, Net Profit, and Net Margin of all 858 Crumbl® locations that operated continuously for the 2024 calendar year.

“Gross Profit” means Gross Sales minus cost of goods sold, including food goods, labor, and payroll taxes.

“Gross Sales” means the total amount of all revenue generated from the sale of goods, merchandise, products, or services, less only discounts, returns, allowances, rebates, and sales and use tax imposed by governmental authorities on the sale of products or services.

“Net Profit” means Gross Profit minus all ordinary and recurring operating expenses, interest, income taxes, depreciation, and amortization.

The financial performance representation figures do not reflect the costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your franchised business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

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

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

Other than the preceding financial performance representation, Crumbl 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 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 Jason McGowan at [franchising@crumbl.com](mailto:franchising@crumbl.com) and (385) 273-7119, 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 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	326	690	+364
	2023	690	970	+280
	2024	970	1058	+88
Company Owned	2022	1	1	+0
	2023	1	2	+1
	2024	2	1	-1
Total Outlets	2022	327	691	+364