

Item 18
PUBLIC FIGURES

GAC does not use any public figure to promote its franchise. A number of franchises are owned by public figures who promote their individual stores and the Great American Cookies brand in general; however, these individuals do not receive compensation from GAC for this promotion.

Item 19
FINANCIAL PERFORMANCE REPRESENTATION

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchise 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 also be given, but only if: (1) a franchisor provide 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.

The first set of tables below list selected historical and unaudited financial and operating data for 256 (out of a total of 395) Great American Cookies only and Great American Cookies restaurants that are co-branded with Marble Slab Creamery or Pretzelmaker U.S. franchised Restaurants for January 1, 2024 to December 31, 2024. The following Restaurants are not included in the data: (1) 99 Restaurants which were not open for the entire 12 month period; (2) 10 international locations, including Canada, and (3) 40 franchised Restaurants that did not report their sales and cost information.

The second set of tables below list selected historical and unaudited financial and operating data for the full 2024 calendar year for 120 (out of a total of 160) franchised Great American Cookie U.S. franchised Restaurants of which "Marble Slab Creamery" co-branded operations were a part, and that were in operation for 12 full months. Great American Cookies co-branded operations are not full restaurants and represent the smaller portion of the combined operations compared to the "Marble Slab Creamery" portion. The following restaurants were not included in the data: (1) 29 Restaurants which were not open for the entire 12 month period; (2) 10 international locations, including Canada, and (3) 11 franchised Restaurants that did not report their sales and cost information.

The third set of tables below list selected historical and unaudited financial and operating data for the full 2024 calendar year for 19 (out of a total of 26) franchised Great American Cookie U.S. franchised Restaurants of which "Pretzelmaker" co-branded operations were a part, and that were in operation for 12 full months. Great American Cookies co-branded operations are not full restaurants and represent the smaller portion of the combined operations compared to the "Pretzelmaker" portion. The following restaurants were not included in the data: (1) 6 Restaurants which were not open for the entire 12 month period; (2) 0 international locations, including Canada, and (3) 1 franchised Restaurants that did not report their sales and cost information.

The fourth set of tables below list selected historical and unaudited financial and operating data for the full 2024 calendar year for 117 (out of a total of 209) Great American Cookies only U.S. franchised Restaurants that were in operation for 12 full months. The following restaurants were not

included in the data: (1) 71 Restaurants which were not open for the entire 12 month period; (2) 4 international locations, including Canada, and (3) 21 franchised Restaurants that did not report their sales and cost information.

Free Standing restaurants are restaurants that are free standing buildings that are not attached to any other property or space on either side and may or may not contain a drive thru or walk-up window. Free standing restaurants refer to those not located in a mall. In line and end cap restaurants are located in strip malls. End cap locations in strip malls may or may not also contain a drive thru. In line restaurants have other businesses located on either side and end cap restaurants are at the end of a strip mall. In line and end cap restaurants may also be located in open air malls and enclosed malls.

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Selected Financial & Operating Data for all Great American Cookies Restaurants

Table 1 - Net Sales

Description	Units	Average	#/% ≥Avg	Median	Min	Max
Total	256	\$539,902	111/43.36%	\$509,530	\$70,175	\$1,351,173
In-Line: Mall	117	\$543,961	46/39.32%	\$456,896	\$70,175	\$1,351,173
In-Line: Off Mall	108	\$529,104	55/50.93%	\$534,068	\$74,878	\$1,265,000
Other	12	\$531,412	6/50.00%	\$498,536	\$95,207	\$1,137,069
End-Cap	9	\$668,765	5/55.56%	\$704,114	\$286,559	\$1,030,510
Free Standing	9	\$516,373	5/55.56%	\$581,105	\$84,058	\$794,558

Table 2 - Range of Net Sales

Range of Net Sales	Units	Min	Max
Under \$249,999	30	\$70,175	\$247,739
\$250,000 to \$399,999	50	\$251,229	\$399,225
\$400,000 to \$549,999	68	\$400,681	\$548,611
\$550,000 to \$699,999	43	\$550,193	\$697,085
\$700,000 to \$849,999	36	\$701,150	\$848,905
Over \$850,000	29	\$855,754	\$1,351,173

Table 3 - Food Cost as a Percentage of Net Sales

(including beverage & paper)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	256	26.83%	151/58.98%	26.03%	13.68%	50.85%
In-Line: Mall	117	25.66%	67/57.26%	25.23%	13.68%	43.87%
In-Line: Off Mall	108	27.58%	63/58.33%	26.45%	16.67%	50.85%
Other	12	27.77%	8/66.67%	26.45%	22.30%	39.57%
End-Cap	9	28.94%	5/55.56%	27.61%	20.02%	41.24%
Free Standing	9	29.72%	7/77.78%	28.76%	24.14%	45.86%

Table 4 - Labor Cost as a Percentage of Net Sales

(including salaries, wages, insurance, workers comp & employee meals)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	256	28.44%	134/52.34%	27.96%	7.96%	55.93%
In-Line: Mall	117	27.35%	58/49.57%	27.38%	7.96%	47.02%
In-Line: Off Mall	108	28.66%	56/51.85%	28.45%	15.05%	55.93%
Other	12	28.19%	7/58.33%	27.02%	18.63%	37.95%
End-Cap	9	35.07%	5/55.56%	34.99%	22.05%	41.56%
Free Standing	9	32.96%	4/44.44%	33.48%	21.65%	52.06%

Selected Financial & Operating Data for Co-branded Restaurants w/ Marble Slab Creamery

Table 1 - Net Sales

Description	Units	Average	#/% ≥Avg	Median	Min	Max
Total	120	\$540,659	55/45.83%	\$534,923	\$74,878	\$1,030,510
In-Line: Mall	8	\$488,973	3/37.50%	\$425,341	\$211,891	\$1,020,301
In-Line: Off Mall	91	\$543,250	43/47.25%	\$535,787	\$74,878	\$976,529
Other	4	\$286,346	2/50.00%	\$207,455	\$95,207	\$635,267
End-Cap	9	\$668,765	5/55.56%	\$704,114	\$286,559	\$1,030,510
Free Standing	7	\$568,885	4/57.14%	\$607,239	\$303,339	\$794,558

Table 2 - Range of Net Sales

Range of Net Sales	Units	Min	Max
Under \$249,999	8	\$74,878	\$246,321
\$250,000 to \$399,999	20	\$258,725	\$399,225
\$400,000 to \$549,999	40	\$401,450	\$548,611
\$550,000 to \$699,999	23	\$550,193	\$697,085
\$700,000 to \$849,999	20	\$701,150	\$842,570
Over \$850,000	9	\$855,754	\$1,030,510

Table 3 - Food Cost as a Percentage of Net Sales

(including beverage & paper)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	120	27.24%	69/57.50%	26.24%	16.67%	50.85%
In-Line: Mall	8	25.36%	4/50.00%	25.15%	20.70%	29.41%
In-Line: Off Mall	91	27.13%	53/58.24%	26.17%	16.67%	50.85%
Other	4	28.68%	2/50.00%	28.30%	25.08%	33.04%
End-Cap	9	28.94%	5/55.56%	27.61%	20.02%	41.24%
Free Standing	7	28.21%	3/42.86%	28.76%	25.69%	30.83%

Table 4 - Labor Cost as a Percentage of Net Sales

(including salaries, wages, insurance, workers comp & employee meals)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	120	29.63%	62/51.67%	29.00%	15.05%	55.93%
In-Line: Mall	8	30.82%	3/37.50%	31.34%	19.15%	39.54%
In-Line: Off Mall	91	28.49%	46/50.55%	28.40%	15.05%	55.93%
Other	4	27.98%	3/75.00%	26.20%	21.58%	37.95%
End-Cap	9	35.07%	5/55.56%	34.99%	22.05%	41.56%
Free Standing	7	36.16%	3/42.86%	38.00%	25.01%	52.06%

Selected Financial & Operating Data for Co-branded Restaurants w/ Pretzelmaker**Table 1 - Net Sales**

Description	Units	Average	#/% ≥Avg	Median	Min	Max
Total	19	\$741,540	9/47.37%	\$597,618	\$377,153	\$1,351,173
In-Line: Mall	13	\$699,761	6/46.15%	\$579,577	\$377,153	\$1,351,173
In-Line: Off Mall	4	\$692,771	1/25.00%	\$534,653	\$436,777	\$1,265,000
Other	2	\$1,110,647	1/50.00%	\$1,110,647	\$1,084,224	\$1,137,069
End-Cap	0	\$0	0/0.00%	\$0	\$0	\$0
Free Standing	0	\$0	0/0.00%	\$0	\$0	\$0

Table 2 - Range of Net Sales

Range of Net Sales	Units	Min	Max
Under \$249,999	-	\$0	\$0
\$250,000 to \$399,999	2	\$377,153	\$381,709
\$400,000 to \$549,999	6	\$434,108	\$471,687
\$550,000 to \$699,999	2	\$579,577	\$597,618
\$700,000 to \$849,999	2	\$758,738	\$777,631
Over \$850,000	7	\$920,510	\$1,351,173

Table 3 - Food Cost as a Percentage of Net Sales

(including beverage & paper)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	19	23.64%	10/52.63%	23.48%	13.68%	29.00%
In-Line: Mall	13	22.91%	4/30.77%	23.38%	13.68%	27.00%
In-Line: Off Mall	4	25.06%	2/50.00%	24.37%	22.50%	29.00%
Other	2	25.51%	1/50.00%	25.51%	22.30%	28.71%
End-Cap	0	-	0/0.00%	-	-	-
Free Standing	0	-	0/0.00%	-	-	-

Table 4 - Labor Cost as a Percentage of Net Sales

(including salaries, wages, insurance, workers comp & employee meals)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	19	26.98%	9/47.37%	27.80%	18.63%	37.16%
In-Line: Mall	13	26.58%	7/53.85%	25.67%	19.32%	36.63%
In-Line: Off Mall	4	27.83%	2/50.00%	28.69%	20.82%	33.10%
Other	2	27.90%	1/50.00%	27.90%	18.63%	37.16%
End-Cap	0	-	0/0.00%	-	-	-
Free Standing	0	-	0/0.00%	-	-	-

Selected Financial & Operating Data for Standalone Restaurants

Table 1 - Net Sales

Description	Units	Average	#/% ≥Avg	Median	Min	Max
Total	117	\$506,381	50/42.74%	\$447,601	\$70,175	\$1,325,776
In-Line: Mall	96	\$527,446	40/41.67%	\$455,193	\$70,175	\$1,325,776
In-Line: Off Mall	13	\$379,720	6/46.15%	\$297,934	\$98,605	\$810,367
Other	6	\$501,711	3/50.00%	\$498,536	\$251,229	\$794,952
End-Cap	0	\$0	0/0.00%	\$0	\$0	\$0
Free Standing	2	\$332,582	1/50.00%	\$332,582	\$84,058	\$581,105

Table 2 - Range of Net Sales

Range of Net Sales	Units	Min	Max
Under \$249,999	22	\$70,175	\$247,739
\$250,000 to \$399,999	28	\$251,229	\$397,083
\$400,000 to \$549,999	22	\$400,681	\$532,917
\$550,000 to \$699,999	18	\$554,352	\$696,216
\$700,000 to \$849,999	14	\$704,658	\$848,905
Over \$850,000	13	\$869,798	\$1,325,776

Table 3 - Food Cost as a Percentage of Net Sales

(including beverage & paper)

Description	Units	Average	#/% ≤Avg	Median	Min	Max
Total	117	26.92%	71/60.68%	26.00%	16.67%	45.86%
In-Line: Mall	96	26.06%	56/58.33%	25.54%	16.67%	43.87%
In-Line: Off Mall	13	31.54%	7/53.85%	30.19%	20.33%	42.21%
Other	6	27.92%	5/83.33%	26.37%	22.45%	39.57%
End-Cap	0	-	0/0.00%	-	-	-
Free Standing	2	35.00%	1/50.00%	35.00%	24.14%	45.86%

Table 4 - Labor Cost as a Percentage of Net Sales

(including salaries, wages, insurance, workers comp & employee meals)

Description	Units	Average	#/% ≤ Avg	Median	Min	Max
Total	117	27.46%	62/52.99%	27.21%	7.96%	47.02%
In-Line: Mall	96	27.16%	48/50.00%	27.14%	7.96%	47.02%
In-Line: Off Mall	13	30.09%	7/53.85%	29.21%	20.60%	45.30%
Other	6	28.43%	3/50.00%	27.52%	25.31%	32.20%
End-Cap	0	-	0/0.00%	-	-	-
Free Standing	2	21.78%	1/50.00%	21.78%	21.65%	21.92%

The information presented regarding past operating results for restaurants is not a full profit and loss or income statement (or statement of cash flows), omits all operating costs and expenses related to operation of a restaurant except food, paper and restaurant level labor, and has not been audited and does not meet standards generally applicable to audited financial statements. In addition, historical costs may not apply to your operations. The costs (including transportation) of food and paper goods are likely to be higher in more remote markets where there are fewer or no pre-existing Great American Cookies restaurants. Further, sales in markets in which we have no prior brand recognition are likely to be lower than markets in which we are well known. Also, it's possible that future requirements by us (e.g. upgrading of a restaurant, new operational standards and requirements, etc.) or market-driven, competitive or other changes may affect your revenues and/or increase your costs over those which applied in the past.

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

The information presented is based on unaudited internal financial statements prepared by franchisees and by us for corporate restaurants using a cash basis of accounting. With respect to information presented for franchised restaurants, we are relying upon information included in royalty reports and other unaudited financial reports provided to us by our franchisees. We have not audited this information nor have we otherwise verified its accuracy.

Some factors that can affect results (and may be reasons why your results may differ from those reported above), include the location or market in which a Restaurant operates, the Restaurant's size, product or service mix, labor and other costs, as well as existing and potential competition. Your background, skills and qualifications may be different from those of our existing Franchisees. You should consider all of these (and other) factors and determine if the Restaurants whose results are reported are really comparable to the Restaurant that may be operated by you.

For many Restaurants, location can be an important factor affecting results, particularly with respect to demographics, competition and general economic conditions. It is possible that the

character of existing Restaurant locations may be different than where you plan to do business. Location, competition and other factors may change over time and this could have an effect (positive or negative) on your results in the future. You should, before making any investment decision, carefully examine any location you might choose, together with the surrounding area, including an analysis of existing and potential competition, research the need in the proposed area of operation for a fast casual restaurant, as well as other characteristics of the area.

Other than the preceding financial performance representation, we do 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 Warren Christiansen at 9720 Wilshire Boulevard Suite 500 Beverly Hills, California 90212, (310) 319-1850, the Federal Trade Commission, and the appropriate state regulatory agencies.

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

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For Years 2022 to 2024

Restaurant Type	Year	Restaurants at the Start of the Year	Restaurants at the End of the Year	Net Change
Franchised	2022	373	378	+5
	2023	378	400	-22
	2024	400	395	-5
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Restaurants	2022	373	378	+5
	2023	378	400	-22
	2024	400	395	-5