

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.

This historic financial performance representation below relates only to a subset of the 58 D.P. Dough restaurants in operation during 2024. During the 2024 calendar year, there were 49 franchised units in operation and 9 corporate affiliates of franchisor in operation.

The following Table 1 represents the Average Net Sales for the thirty-seven (37) Reporting Restaurants as set forth in quarters. “Net Sales” means all sales of any nature made from the Restaurant, regardless of the nature of the products sold, including off site and online sales and all fees and charges received for deliveries, less any applicable sales tax, voids, or comps. “Reporting Restaurants” are franchisee owned locations that have been open for business to the public for a period of twenty four (24) consecutive months without unauthorized closures, other than on approved holidays. Unless otherwise noted, each quartile represents the average of the nine (9) Reporting Restaurants in the respective quartile as noted. The fourth quartile has ten (10) Reporting Restaurants.

There are 22 locations that were open at the end of 2024, but which are not included in the Reporting Restaurants. The 22 locations that were not included had not been open for a twenty four (24) month period as of the end of 2024, or were closed for business early, in violation of the System, or without approval from franchisor.

TABLE 1
Average Annual Net Sales of Franchisee Owned Reporting Restaurants
January 1-December 31, 2024

Quartile (Number of Restaurants)	Average Annual Net Sales	Minimum Net Sales	Maximum Net Sales	# of Restaurants Above Average	% of Restaurants Above Average
Top Quartile (9 Restaurants)	\$1,114,238	\$966,045	\$1,433,315	3	33.33%
Second Quartile (9 Restaurants)	\$821,370	\$756,413	\$962,939	4	44.44%
Third Quartile (9 Restaurants)	\$675,055	\$583,384	\$749,260	4	44.44%
Fourth Quartile	\$478,752	\$310,823	\$568,702	5	50%

(10 Restaurants)					
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Notes on Table 1

The Median Net Sales of all 37 Reporting Restaurants is \$766,179. The Average Net Sales of all 37 Reporting Restaurants is \$764,419.

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

Written substantiation of the historic financial performance representation will be made available to you upon reasonable request.

Item 20:
Outlets And Franchise Information

Table No. 1
Systemwide Outlet Summary for 2022-2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	44	50	+6
	2023	50	54	+4
	2024	54	49	-5
Company Owned	2022	7	2	-5
	2023	2	2	No Change
	2024	2	9	+7
Total Outlets	2022	51	52	+1
	2023	52	56	+4
	2024	56	58	+2

Table No. 2
Transfers of Outlets from Franchisees to New Owners
(Other than the Franchisor) for years 2022-2024

State	Year	Number of Transfers
Arizona	2022	1
	2023	0
	2024	0
Illinois	2022	0
	2023	0
	2024	1
Minnesota	2022	0
	2023	0
	2024	1
TOTAL	2022	1
	2023	1
	2024	2

Table No. 3
Status of Franchise Outlets
for years 2022-2024

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-renewals	Re-acquired by Franchisor	Ceased Operations – Other Reasons	Outlets at End of Year
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