

| PROVISION   | SECTION IN AREA<br>DEVELOPMENT AGREEMENT<br>OR OTHER AGREEMENT | SUMMARY   |
|---|--|---|
| u. Dispute resolution by arbitration or mediation | Section XIX  | Disputes/claims are first subject to a face-to-face meeting, then non-binding mediation, and if unresolved, binding arbitration before a single arbitrator in Ada County, Idaho. These provisions are subject to state law. |
| v. Choice of forum                                | Section XIX(e)   | Any action will be brought in the appropriate state or federal in Ada County, Idaho (subject to applicable state law.)  |
| w. Choice of law                                  | Section XIX(h)   | Idaho law applies (subject to applicable state law.)  |

Applicable state law may require additional disclosures related to the information in this disclosure document. These additional disclosures appear in **Exhibit G, State Specific Addenda**, to this disclosure document.

#### ITEM 18 PUBLIC FIGURES

We do not currently use any public figure or personality to promote the 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.

The following historic financial performance representation is derived from the actual results of twenty-eight (28) Starting Strength Franchised Gyms. Twenty-five (25) of these Gyms are currently open and operating as of March 15, 2025, and three (3) of the Gym closed in our last fiscal year (i.e., 2024) due to bankruptcy. The chart shows the date each Gym opened, the length of time each Gym has been open, the number of weight-lifting platforms in the Gym, the pricing of monthly subscription service, and the revenue generated by the sale of memberships and non-recurring services.

**Some Gyms have sold these amounts. Your individual results may differ. There is no assurance that you will sell as much.**

**Sales Performance from Gym Opening to March 15, 2025**

| Franchised Gym                                       | Opening Date | Time Open <sup>1</sup> | Square Feet | Number of Platforms | Starting Strength Program Price <sup>2</sup> | Total Gross Revenue <sup>3</sup> |
|--|--------------|------------------------|-------------|---------------------|--|----------------------------------|
| <b>Austin, TX (W Anderson)</b>                       | 4/8/2019     | 5 Years, 11 Months     | 1,750       | 8                   | \$315 to \$455                               | \$2,395,071                      |
| <b>Dallas, TX</b>                                    | 7/1/2019     | 5 Years, 8 Months      | 1,512       | 7                   | \$315 to \$455                               | \$2,195,850                      |
| <b>Houston, TX (Montrose)</b>                        | 8/19/2019    | 5 Years, 6 Months      | 1,560       | 8                   | \$315 to \$455                               | \$2,822,961                      |
| <b>Denver, CO (Lakewood)</b>                         | 1/6/2020     | 5 Years, 2 Months      | 2,008       | 9                   | \$275 to \$365                               | \$1,418,730                      |
| <b>Plano, TX</b>                                     | 4/19/2021    | 3 Years, 10 Months     | 1,620       | 9                   | \$365 to \$455                               | \$1,205,048                      |
| <b>Oklahoma City, OK (Westmore)<sup>4</sup></b>      | 5/3/2021     | 3 Years, 1 Month       | 1,500       | 7                   | \$315 to \$365                               | \$606,974                        |
| <b>Boston, MA</b>                                    | 5/24/2021    | 3 Years, 9 Months      | 2,370       | 9                   | \$315 to \$365                               | \$1,126,660                      |
| <b>Boise, ID (West)</b>                              | 7/12/2021    | 3 Years, 8 Months      | 1,334       | 8                   | \$315 to \$365                               | \$849,307                        |
| <b>Cincinnati, OH</b>                                | 11/15/2021   | 3 Years, 4 Months      | 1,750       | 10                  | \$315 to \$365                               | \$978,208                        |
| <b>San Antonio, TX</b>                               | 11/20/2021   | 3 Years, 3 Months      | 1,430       | 9                   | \$365 to \$405                               | \$620,940                        |
| <b>Orlando, FL</b>                                   | 11/29/2021   | 3 Years, 3 Months      | 1,400       | 9                   | \$315 to \$365                               | \$726,496                        |
| <b>Memphis, TN</b>                                   | 1/10/2022    | 3 Years, 2 Months      | 1,600       | 9                   | \$325 to \$365                               | \$933,233                        |
| <b>Beaverton, OR</b>                                 | 1/11/2022    | 3 Years, 2 Months      | 1,200       | 8                   | \$315 to \$405                               | \$797,096                        |
| <b>Katy, TX</b>                                      | 1/13/2022    | 3 Years, 2 Months      | 1,556       | 10                  | \$315 to \$365                               | \$951,091                        |
| <b>Chicago, IL</b>                                   | 2/23/2022    | 3 Years                | 1,717       | 10                  | \$365 to \$455                               | \$830,754                        |
| <b>Columbus, OH</b>                                  | 4/25/2022    | 2 Years, 10 Months     | 1,618       | 10                  | \$315 to \$405                               | \$688,120                        |
| <b>Tulsa, OK</b>                                     | 8/25/2022    | 2 Years, 6 Months      | 2,000       | 10                  | \$315 to \$365                               | \$192,135                        |
| <b>Tampa, FL<sup>4</sup></b>                         | 4/3/2023     | 1 Year, 6 Months       | 1,500       | 10                  | \$315 to \$365                               | \$225,670                        |
| <b>Oklahoma City, OK (Quail Springs)<sup>4</sup></b> | 5/15/2023    | 1 Year, 1 Month        | 1,727       | 9                   | \$315 to \$365                               | \$84,189                         |
| <b>Indianapolis, IN<sup>5</sup></b>                  | 6/12/2023    | 1 Year, 9 Months       | 1,688       | 10                  | \$365 to \$455                               | \$310,772                        |
| <b>Atlanta, GA (John's Creek)</b>                    | 11/6/2023    | 1 Year, 4 Months       | 1,400       | 10                  | \$315 to \$405                               | \$224,592                        |
| <b>Austin, TX (Sunset Valley)</b>                    | 11/17/2023   | 1 Year, 3 Months       | 1,800       | 12                  | \$455  | \$203,805                        |
| <b>Colorado Springs, CO</b>                          | 1/22/2024    | 1 Year, 1 Month        | 1,154       | 7                   | \$315 to \$405                               | \$103,108                        |
| <b>Denver, CO (Centennial)</b>                       | 2/10/2024    | 1 Year, 1 Month        | 1,395       | 10                  | \$315 to \$365                               | \$64,207                         |
| <b>St. Louis, MO</b>                                 | 3/4/2024     | 1 Year                 | 1,400       | 10                  | \$315 to \$365                               | \$91,194                         |
| <b>Miami, FL</b>                                     | 4/29/2024    | 10 Months              | 1,416       | 11                  | \$405  | \$85,745                         |

| Franchised Gym               | Opening Date | Time Open <sup>1</sup> | Square Feet | Number of Platforms | Starting Strength Program Price <sup>2</sup> | Total Gross Revenue <sup>3</sup> |
|------------------------------|--------------|------------------------|-------------|---------------------|--|----------------------------------|
| <b>Boise, ID (Downtown)</b>  | 6/3/2024     | 9 Months               | 1,686       | 11                  | \$315 to \$365                               | \$117,021                        |
| <b>Omaha, NE<sup>5</sup></b> | 7/29/2024    | 7 Months               | 1,600       | 9                   | \$315 to \$365                               | \$70,592                         |

**Note 1:** Time open for Gym as of March 15, 2025.

**Note 2:** Price of monthly subscription service for group training three times per week as of March 15, 2025. The price per month typically increases after Grand Opening and again when the gym is nearing capacity.

**Note 3:** Total Gross Revenue as of March 15, 2025. “Gross Revenue” includes the total revenue derived from subscription services, in addition to non-recurring revenue items, such as a-la-carte private coaching sessions, Intro sessions, and merchandise (for example).

**Note 4:** This Gym closed in our fiscal year 2024 due to bankruptcy, so “Time Open” is up to the last day the Gym was open.

**Note 5:** This Gym began collecting revenue derived from online subscription services (online coaching and/or nutrition coaching) prior to opening for business.

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

This Item 19 was prepared without an audit. Prospective owners or sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his/her opinion with regard to their contents or form.

Other than the preceding financial performance representation, Strength Train, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of the outlet. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Nick Delgadillo, at Strength Train LLC, 2976 E State St., Suite 120, #2062, Eagle, Idaho 83616, (208) 314-1924, the Federal Trade Commission and any appropriate state regulatory agencies.

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**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 | 11                               | 17                             | +6         |
|               | 2023 | 17                               | 22                             | +5         |
|               | 2024 | 22                               | 25                             | +3         |
| COMPANY-OWNED | 2022 | 0                                | 0                              | 0          |
|               | 2023 | 0                                | 0                              | 0          |
|               | 2024 | 0                                | 0                              | 0          |
| TOTAL OUTLETS | 2022 | 11                               | 17                             | +6         |
|               | 2023 | 17                               | 22                             | +5         |
|               | 2024 | 22                               | 25                             | +3         |

**TABLE 2**  
**TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS**  
**(OTHER THAN THE FRANCHISOR)**  
**FOR THE YEARS 2022 TO 2024**

| STATE         | YEAR | NUMBER OF TRANSFERS |
|---------------|------|---------------------|
| Colorado      | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Florida       | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Georgia       | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Idaho         | 2022 | 1                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Illinois      | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Indiana       | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |
| Massachusetts | 2022 | 0                   |
|               | 2023 | 0                   |
|               | 2024 | 0                   |