

ITEM 18

PUBLIC FIGURES

Neither we nor our affiliates, nor ACNA currently uses any public figure or personality to promote the ActionCOACH franchises.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The Federal Trade Commission's Franchise Rule permits franchisors to provide information about the actual or potential financial performance of their franchised or company-owned outlets, provided there is a reasonable basis for the information and it is included in this disclosure document. Any financial performance information that differs from what is included in this Item 19 may only be provided if: (1) we give you actual records for an existing outlet you are considering purchasing; or (2) we provide supplemental information about expected performance under specific conditions or in a particular location.

We do not provide or authorize any sales representatives, agents, or other individuals to give oral or written financial performance information outside of what is disclosed in this Item 19. Except as shown in the following tables, we make no promises or guarantees about actual or potential revenue, income, costs, or profits. Your results will vary based on many factors beyond our control, including your engagement, business acumen, client relationships, pricing, competition, commitment to follow our systems, the programs you offer, the size and maturity of your market, and broader economic conditions.

All data in this Item 19 was based on unaudited data reported on a voluntary basis to us directly by our franchised outlets in "The COM" Key Performance Indicator System. All dollar amounts are in U.S. Dollars.

Written substantiation for the financial performance representations will be made available to you upon reasonable request, which will be provided in a manner that does not require disclosure of the identity of a specific business coach or franchisee, or require the release of business-coach or franchisee-specific data without the consent of the business coach or franchisee.

This financial performance representation reflects outlets located only in the GOBIG Region. System-wide averages published by the Licenser are not included in this Item 19 to ensure focus on territory-specific results and avoid confusion.

The following financial performance representation reflects historical, unaudited Gross Revenues self-reported by 24 of the 28 franchise outlets located in the GOBIG Region that operated throughout the full calendar year ending December 31, 2024. These 24 outlets represent approximately 86% of the total outlets operating as of that date.

The data is presented in three revenue tiers to reflect the range and distribution of performance across the system. Included outlets were open and actively delivering services throughout the year, operating either on a full-time or semi-retired basis under the ActionCOACH model. Several franchisees in the dataset operate under our semi-retired program, serving fewer clients or allocating fewer hours, but maintained consistent operations throughout the year and met the inclusion criteria.

Four outlets were excluded from this analysis. Two were owned by franchisees who resided outside the GOBIG Region and primarily focused their efforts on operating other ActionCOACH businesses located in different territories. One outlet operated under a semi-retired model and did not report financial data for 2024. The fourth outlet was operated by a franchisee who took extended leave during the year to run for political office. These outlets were not considered reflective of typical operations within the territory.

Of the 24 outlets included in the table below, 23 were franchisee-owned and 1 was affiliate-owned by an entity under common ownership and control with us. The affiliate-owned outlet was operated in the same manner as franchised outlets, followed the same business model and pricing structure, and met all criteria for inclusion in this representation. It was one of the five multi-coach outlets in the dataset and generated gross revenue of \$483,154, placing it in the top revenue tier.

The included outlets represent both single-coach and multi-coach franchise operations. Of the 24 outlets, 5 were operated with multiple coaches, while the remaining 19 were single-coach operations. Multi-coach franchises may have greater delivery capacity and client volume. However, single-coach operators also performed strongly:

- The highest-performing outlet in the entire dataset, earning \$674,445, was a single-coach operation.
- In the top revenue tier (7 outlets), 4 were single-coach operations.
- In the middle revenue tier (10 outlets), 8 were single-coach operations.

This distribution demonstrates that strong financial performance is achievable for both single- and multi-coach operators, and that a wide range of revenue outcomes exists within the system based on franchisee engagement, business development, client mix, program offerings and market conditions.

Table 1 – Gross Revenues - GOBIG Region Overall Summary

Average	Median	No. Above Average	% Above Average	Highest Above Average	Lowest Above Average
\$261,538	\$158,316	10	40%	\$674,445	\$317,098

Table 2 – Gross Revenues by Performance Tier

Tier	No. of Outlets	Revenue Range	Average Revenue	Median Revenue
Tier 1: High Performers	7	\$350,725 to \$674,445	\$556,590	\$589,176
Tier 2: Mid Performers	10	\$100,077 to \$317,098	\$190,259	\$158,316
Tier 3: Low Performers	7	\$35,032 to \$92,133	\$68,315	\$79,499

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

Notes:

- (1) “Collected Revenues” means the total receipts derived by each outlet from services performed and products sold by or in connection with the Business. Any property or services received from Clients in exchange for Coaching Services by each outlet will be included in Collected Revenues at their fair market value at the time received. Collected Revenues do not include sales taxes or credits such as the sale price of any products returned by Clients or other taxes that an outlet collects from Clients and pay directly to the appropriate governmental authorities.
- (2) Some outlets included in the tables were operated under our semi-retired program for those over 72 who have completed one full term with us, which typically involves reduced working hours and fewer client engagements. These franchisees were active and compliant with system standards but may have generated lower revenue due to their preferred lifestyle or part-time status.
- (3) Some of the outlets may be working either together formally or informally to derive the results above.
- (4) DO NOT SIGN ANY AGREEMENTS if you received any other financial performance information, guarantees or projections of your future income from one of our employees, representatives or agents.

CAUTION

The gross revenue figures presented above reflect historical results achieved by certain ActionCOACH franchise outlets within the GOBIG Region. These figures do not reflect operating expenses, taxes or other business costs. Your actual net income will depend on factors unique to your business and situation, such as your location, pricing strategy, staffing decisions, and overall business management. We strongly encourage you to speak with current

and former franchisees listed in this Disclosure Document as part of your due diligence.

While these numbers demonstrate what others have achieved within our system, they are not guarantees of your future performance. Your financial performance may be higher or lower than the figures presented. Each franchisee's success is influenced by their personal level of engagement, business acumen, ability to implement our training, and commitment to serving clients with excellence.

We offer a proven business model, extensive training, and ongoing support to help franchisees succeed. However, as with any business opportunity, outcomes will differ. While we may recommend pricing guidelines and program offerings, each franchisee retains can determine their own prices and product offerings they will deliver.

Upon reasonable request, we will make available to qualified prospective franchisees written substantiation of the financial performance representations contained in this Item 19.

You are encouraged to speak directly with current and former franchisees, who may share their individual experiences, including financial results. If you receive financial performance information or income guarantees from any of our employees, representatives, or agents that are not included in this Item 19, you should report it to: Annette Hohnberger, our Chief Operating Officer at 10496 Red Fox Street, Canal Winchester, OH 43110, (614) 778-0120, annette@getnaction.com. You may also report such statements to: The Federal Trade Commission and/or your state's franchise regulatory authority.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

The tables below summarize the status and changes in the number of ActionCOACH franchised and affiliate-owned outlets located within the GOBIG Region, which includes Illinois, Michigan, Ohio, Indiana, Minnesota, and Wisconsin. These figures represent activity for the three most recent fiscal years ending December 31, 2022, December 31, 2023, and December 31, 2024.

This data includes only the franchises and affiliate-owned outlets supported by us and our affiliates. It does not include franchise outlets in other territories supported by different master licensees or the national franchisor, ActionCOACH North America, LLC ("ACNA").

Table 1