

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 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 location or under particular circumstances.

[ITEM 19 CONTINUES ON THE NEXT PAGE.]

Table 1 – Franchised Units Reporting for the Fiscal Year 2024^{1,2}

Column ³	1	2	3	4	5	6	7	8	9	10
Top Quartile	Gross Sales ⁴	# of Gyms	Cost of Goods Sold ⁵	Occupancy ⁶	Advertising ⁷	Payroll ⁸	Insurance ⁹	Other Costs ¹⁰	EBITDA ¹¹	EBITDA % ¹²
High	\$1,873,885	35	\$48,032	\$199,101	\$79,735	\$477,117	\$17,373	\$216,001	\$836,526	44.6%
Low	\$868,181		\$22,945	\$160,928	\$57,122	\$265,374	\$6,897	\$89,482	\$265,433	30.6%
Avg.	\$1,094,383		\$33,371	\$155,902	\$38,692	\$304,462	\$13,354	\$114,206	\$434,397	39.6%
Median	\$1,000,967		\$31,110	\$149,249	\$36,699	\$270,643	\$11,012	\$103,507	\$445,568	40.4%
No. Units Above Avg.	12		16	17	16	11	14	16	18	18

2nd Quartile	2nd Quartile Range Revenue	# of Gyms	2nd Quartile Range Cost of Goods Sold	2nd Quartile Range Occupancy	2nd Quartile Range Advertising	2nd Quartile Range Payroll	2nd Quartile Range Insurance	2nd Quartile Range Other Costs	2nd Quartile Range EBITDA \$\$	2nd Quartile Range EBITDA %
High	\$864,457	35	\$22,575	\$143,948	\$19,762	\$286,065	\$8,337	\$147,999	\$235,771	27.3%
Low	\$708,451		\$49,868	\$204,272	\$31,723	\$190,138	\$13,525	\$127,375	\$91,550	12.9%
Avg.	\$796,288		\$25,082	\$140,270	\$30,106	\$249,267	\$11,212	\$107,315	\$233,036	29.1%
Median	\$808,077		\$23,488	\$131,248	\$25,921	\$257,025	\$9,291	\$105,905	\$234,524	28.2%
No Above Avg.	21		14	15	17	19	11	15	18	16

3rd Quartile	3rd Quartile Range Revenue	# of Gyms	3rd Quartile Range Cost of Goods Sold	3rd Quartile Range Occupancy	3rd Quartile Range Advertising	3rd Quartile Range Payroll	3rd Quartile Range Insurance	3rd Quartile Range Other Costs	3rd Quartile Range EBITDA \$\$	3rd Quartile Range EBITDA %
High	\$702,403	35	\$13,204	\$118,894	\$22,605	\$329,625	\$6,439	\$88,376	\$123,260	17.5%
Low	\$445,813		\$16,157	\$112,787	\$11,726	\$105,317	\$5,638	\$44,102	\$150,086	33.7%
Avg.	\$578,466		\$15,753	\$114,187	\$25,138	\$188,382	\$8,264	\$67,306	\$159,436	27.5%
Median	\$565,172		\$15,238	\$112,787	\$22,287	\$176,981	\$7,558	\$63,448	\$150,086	27.8%

No Above Avg.	16		16	16	16	15	16	15	16	18
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4th Quartile	4th Quartile Range Revenue	# of Gyms	4th Quartile Range Cost of Goods Sold	4th Quartile Range Occupancy	4th Quartile Range Advertising	4th Quartile Range Payroll	4th Quartile Range Insurance	4th Quartile Range Other Costs	4th Quartile Range EBITDA \$\$	4th Quartile Range EBITDA %
High	\$445,672	35	\$20,325	\$103,984	\$29,223	\$175,856	\$3,434	\$44,638	\$68,213	15.3%
Low	\$110,708		\$3,900	\$40,500	\$5,800	\$73,745	\$6,800	\$-	\$(20,037)	-18.1%
Avg.	\$327,091		\$15,848	\$107,909	\$22,789	\$157,065	\$9,385	\$46,834	\$(32,739)	-16.4%
Median	\$334,588		\$10,900	\$100,520	\$20,242	\$136,386	\$6,436	\$41,745	\$20,810	5.6%
No Above Avg.	20		7	10	15	11	8	11	28	29

Notes:

Note 1. Table 1 shows historic unaudited annual gross revenues as reported to us by our U.S. franchisees for the year ended December 31, 2024 (“Fiscal Year 2024”). As of the end of Fiscal Year 2024, there were 218 U.S. franchised units open and operating.

Note 2. The 140 outlets included in Table 1 are those that were open at least a full year. Of the 78 excluded outlets, 26 were not open and operating the entire Fiscal Year 2024, and 52 units reported incomplete data, which included closures.

Note 3. Column 1 represents Gross Sales and does not reflect the cost of sales, operating expenses, rent/real estate or other costs or expenses that must be deducted from the Gross Sales figures to obtain your net income or profit. Column 2 reflects the number of Gyms in each quartile. Columns 3 to 10 contain data for certain expenses related to the operation of franchised Gyms, which is self-reported data from the franchisees of these Gyms. In Columns 3 to 10, the “High” and “Low” rows show the expense data that correspond to the same individual Gym reflected in Column 1 — that is, the park within the respective quartile with the highest or lowest reported Gross Sales. In Columns 3 to 10, the “Average” and “Median” rows show the average or median values, respectively, across all Gyms within the applicable quartile of that reported data.

Note 4. “Gross Sales,” as used in this Item 19 (and Item 6) means the dollar aggregate of: (1) the sales price of all products, services, membership fees, merchandise and other items sold, and the charges for all services you perform, whether made for cash, on credit or otherwise, without reserve or deduction for inability or failure to collect, including sales and services (A) originating at the Franchised Business premises even if delivery or performance is made offsite from the Franchised Business premises, (B) placed by mail, facsimile, telephone, the internet and similar means if received or filled at or from the Franchised Business premises, and (C) that you in the normal and customary course of your operations would credit or attribute to the operation of the Franchised Business; and (2) all monies, trade value or other things of value that you receive from Franchised Business operations at, in, or from the Franchised Business premises that are not expressly excluded from Gross Sales, including but not limited to the redemption of approved gift cards/certificates, stored value cards, and loyalty program benefits (the initial sales or reloading of gift cards shall not be included in the calculation of Gross Sales) pursuant to the Customer Card Programs. Gross Sales does not include: (1) the exchange of

merchandise between Franchised Businesses (if you operate multiple franchises) if the exchanges are made solely for the convenient operation of your business and not for the purpose of depriving us of the benefit of a sale that otherwise would have been made at, in, on or from the Franchised Business premises; (2) returns to shippers, vendors, or manufacturers; (3) sales of fixtures or furniture after being used in the conduct of the Franchised Business; (4) the sale of gift certificates and stored value cards (the redemption value will be included in Gross Sales at the time of redemption); (5) insurance proceeds; (6) sales to employees at a discount (provided such discounts will not exceed 1.5% of Gross Sales during any reporting period); (7) cash or credit refunds for transactions included within Gross Sales (limited, however, to the selling price of merchandise returned by the purchaser and accepted by you); (8) the amount of any city, county, state or federal sales, luxury or excise tax on such sales that is both (A) added to the selling price or absorbed therein and (B) paid to the taxing authority; (9) tips and gratuities; (10) Gross Sales earned through an Affiliated Brand franchise operated at the Franchised Business premises, so long as such Gross Sales constitute gross sales (or equivalent) subject to a royalty fee and other fees under such Affiliated Brand's franchise agreement; and (11) rent or other consideration paid by an Affiliated Brand franchise for occupying the Franchised Business' premises. A purchase returned to the Franchised Business may not be deducted from Gross Sales unless the purchase was previously included in Gross Sales.

Note 5. "Costs of Goods Sold" includes the total cost of all food, beverages, merchandise, and other costs related to products and services sold by the Gyms, including distribution and delivery costs.

Note 6. "Occupancy" includes rent (including both minimum rents and percentage rents), utilities (e.g., electricity, gas, water, cable, internet, telephone), and any sales or other taxes imposed thereon and any pass-through expenses from the landlord. Taxes refer to real estate taxes and assessments levied against the property upon which the Gym is located. Sales and use taxes are excluded from occupancy costs. The amount or rate of taxation for all such taxes varies from jurisdiction to jurisdiction. You should consult with your tax advisors regarding the impact such taxes will have on this analysis. Common area expenses reflect charges for maintenance of parking lots and common use areas, landscaping design and maintenance, weather-related maintenance (e.g., removal of debris and snow), security staff, taxes and insurance for common areas and such other charges customarily paid by tenants for services typically provided by landlords. Common area expenses may vary depending upon the geographic area and individual Gym.

Note 7. "Advertising" includes advertising, promotional and marketing expenses for the Gyms in the Protected Area to satisfy the Local Marketing Expenditure requirement. See Item 6 for minimum Local Marketing Expenditure requirement.

Note 8. "Payroll" includes personnel wages, management salaries, benefits and payroll taxes but excludes bonuses, paid time off, severance payments and fringe benefits. In addition, payroll excludes the cost of training any hourly or management personnel and any disbursements made to the owners of the Franchisees. The costs of providing medical and dental insurance for employees will vary depending on many factors, including the extent and amount of coverage provided and the loss experience of the group in addition to the size of your staff.

Note 9. "Insurance" includes information related to commercial general liability insurance only. See Item 8. Insurance expenses related to other insurance coverages that we require is excluded because the costs associated with such coverage varies significantly depending upon the size of the geographic area in which your Gym is located, the square footage of your Gym, specific lender and landlord insurance requirements, whether alcoholic beverages are offered at the Gym, the availability of insurance carriers in the area where your Gym is located, and the jurisdiction in which the Gym is located. Your costs will vary if you elect to purchase additional insurance coverage and depending on numerous factors, including the carrier you select, the jurisdiction in which you operate your Gym, your loss experience and financial creditworthiness.

Note 10. “Other Costs” includes royalty fees, office expenses (e.g., office and cleaning supplies), and processing fees (e.g., payroll, point of sale and payment processing and other bank charges).

Note 11. “EBITDA” means the earnings before interest, taxes, depreciation, and amortization. As is customary, it excludes expenses related to debt services costs, whether principal or interest.

Note 12. “EBITDA %” means EBITDA as a percentage of Gross Sales.

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

Written substantiation for these financial performance representations will be made available to you upon reasonable request.

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 Josh Barker, 2350 Airport Freeway, Suite 505, Bedford, Texas, 76022, the Federal Trade Commission, and the appropriate state regulatory agencies.

[ITEM 20 IS ON THE NEXT PAGE.]