

Provision	Section in Area Development Agreement	Summary
u. Dispute resolution by arbitration or mediation	Section 10	Same as Franchise Agreement
v. Choice of forum	Section 10	Same as Franchise Agreement
w. Choice of law	Section 10	Same as Franchise Agreement

## **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/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 Data Set**

The data set represents unaudited historical data that we received from 75 traditional Stores (including 69 Stores and 6 Kiosks) in which Mrs. Fields is the dominant brand (with over 55% of sales for such Stores and Kiosks derived from Mrs. Fields) for calendar year 2024 ("Calendar Year 2024").

As of the end of Calendar Year 2024, there were 113 Stores in operation, all of which were owned by third-party franchisees. For the data set used in this Item 19, we excluded from that group (a) 5 Stores which opened during Calendar Year 2024 (and were not open and operational for 12 full months as of the end of Calendar Year 2024) and (b) 33 non-traditional Stores (those that, for example, are only open part time, that operate seasonally, that are located in non-traditional locations such as gas stations, or are operated as an add-on to another primary brand). The non-traditional Stores were excluded for two reasons: (1) because of the wide variation in factors that made them non-traditional and (2) because the focus of our sales efforts is on selling franchises for traditional locations. As a result, we do not make financial performance representations with respect to non-traditional Stores.

#### **Data Presented**

To determine the average Gross Revenue for each group shown in the tables below, we took the group's total Gross Revenue, then divided that number by the number of Stores in the group. For example, to determine the average Gross Revenue for the 75 Stores that made up the entire data set, we added the Gross Revenue of all 75 Stores for Calendar Year 2024, then we divided that number by 75.

In the results below, we also report, for each group, the range and the median. The range reflects the low and high data point for each group. The median is the data point that is the center of all data points used for the group, except that, in a given group of Stores where there is an even number of Stores, the median is derived by adding the two numbers in the middle of the data set for the given group of Stores, then dividing that number by two.

“Gross Revenue” means the aggregate of all revenue, in whatever form (including the value of all barter, exchange, trade or other credit), attributed to the operation of your Store (whether or not in compliance with this Agreement) based on the gross (undiscounted) price of all products and services sold at or through your Store and all other revenue sources, but excluding all federal, state or municipal sales, use, or service taxes collected from customers and paid to the appropriate taxing authority. Gift certificate, gift card and similar program payments will be included in Gross Revenue as and in accordance with the policies set forth from time to time in the Operations Manual. Gross Revenue also includes all insurance proceeds you receive for loss of business due to a casualty or a similar event. This is the same definition of Gross Revenue on which you will be required to pay royalties and Brand Fund Contributions.

In Tables 1 and 4 below, we report the results for all Stores and Kiosks in the data set. In Tables 2 and 3, we present data for two subsets of the entire data set – data from only Stores in Table 2 and data from only Kiosks in Table 3.

In Tables 1 through 3, we report the results for each data set or subset by quartile. Each quartile represents 25% of the Stores or Kiosks that form the data set or subset. In Table 4, we present data for the entire data set but have reported the results based on the decade in which the Store or Kiosk originally opened.

## **The Results**

**Table 1: Gross Revenue for Calendar Year 2024  
by Quartile for Stores and Kiosks**

<b>Quartiles</b>	<b>Average Gross Revenue</b>	<b>Number and Percentage of Stores Attaining or Exceeding Average Gross Revenue</b>	<b>Median Gross Revenue</b>	<b>Lowest Gross Revenue</b>	<b>Highest Gross Revenue</b>
Top Quartile	\$646,761	8 of 19 (42%)	\$616,643	\$479,647	\$1,005,526
2 <sup>nd</sup> Quartile	\$392,851	7 of 19 (37%)	\$378,092	\$331,730	\$470,266
3 <sup>rd</sup> Quartile	\$282,672	8 of 19 (42%)	\$282,081	\$239,375	\$331,292
Bottom Quartile	\$183,936	11 of 19 (58%)	\$201,548	\$112,705	\$236,393
<b>Total</b>	<b>\$378,393</b>	<b>34 of 75 (45%)</b>	<b>\$331,730</b>	<b>\$112,705</b>	<b>\$1,005,526</b>

**Table 2: Gross Revenue for Calendar Year 2024  
by Quartile for Inline Stores Only**

<b>Quartiles</b>	<b>Average Gross Revenue</b>	<b>Number and Percentage of Stores Attaining or Exceeding Average Gross Revenue</b>	<b>Median Gross Revenue</b>	<b>Lowest Gross Revenue</b>	<b>Highest Gross Revenue</b>
Top Quartile	\$646,939	7 of 17 (41%)	\$616,643	\$492,197	\$1,005,526
2 <sup>nd</sup> Quartile	\$399,111	8 of 18 (44%)	\$383,258	\$331,730	\$479,647
3 <sup>rd</sup> Quartile	\$283,445	7 of 17 (41%)	\$282,081	\$236,393	\$331,292
Bottom Quartile	\$180,850	9 of 17 (53%)	\$199,064	\$112,705	\$235,888
<b>Total</b>	<b>\$377,898</b>	<b>31 of 69 (45%)</b>	<b>\$331,730</b>	<b>\$112,705</b>	<b>\$1,005,526</b>

**Table 3: Gross Revenue for Calendar Year 2024  
by Quartile for Kiosks Only**

Quartiles	Average Gross Revenue	Number and Percentage of Stores Attaining or Exceeding Average Gross Revenue	Median Gross Revenue	Lowest Gross Revenue	Highest Gross Revenue
Top Quartile	\$810,862	1 of 1 (100%)	\$810,862	\$810,862	\$810,862
2 <sup>nd</sup> Quartile	\$379,908	1 of 2 (50%)	\$379,908	\$378,092	\$381,725
3 <sup>rd</sup> Quartile	\$285,059	1 of 2 (50%)	\$285,059	\$269,801	\$300,317
Bottom Quartile	\$239,375	1 of 1 (100%)	\$239,375	\$239,375	\$239,375
<b>Total</b>	<b>\$396,695</b>	<b>4 of 6 (67%)</b>	<b>\$339,205</b>	<b>\$239,375</b>	<b>\$810,862</b>

**Table 4: Gross Revenue for Calendar Year 2024  
by Decade in which the Store or Kiosk Originally Opened**

Fiscal Year in which the Store Originally Opened	Average Gross Revenue	Number and Percentage of Stores Attaining or Exceeding Average Gross Revenue	Median Gross Revenue	Lowest Gross Revenue	Highest Gross Revenue
2015 to 2024	\$394,131	10 of 28 (36%)	\$314,538	\$161,548	\$1,005,526
2005 to 2014	\$389,271	13 of 30 (43%)	\$360,018	\$54,637	\$842,650
1995 to 2004	\$319,025	9 of 17 (53%)	\$323,986	\$112,705	\$635,543
1981 to 1994	\$282,932	1 of 1 (100%)	\$282,932	\$282,932	\$282,932
<b>Total</b>	<b>\$379,402</b>	<b>33 of 75 (43%)</b>	<b>\$331,730</b>	<b>\$112,705</b>	<b>\$1,005,526</b>

**Notes to Item 19**

1. The numbers provided in this Item 19 do not reflect the expenses associated with operating a Store (and, thus, do not reflect gross or net profit).
2. **Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**
3. Because the data set is comprised entirely of franchised Stores, the data is based on the unaudited results that franchisees reported to us directly or through their Stores' point-of-sale system.
4. The data is historical data received from franchised Stores and not a projection of your potential future performance.
5. Written substantiation for the financial performance representations above will be made available to prospective franchisees upon reasonable request.

Other than the preceding financial performance representation, Mrs. Fields Franchising, LLC, does 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 our Interim Chief Executive Officer, James Carnrite, Mrs. Fields Franchising, LLC, 1717 S. 4800 W., Salt Lake City, Utah 84104, (801) 412-8890, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NUMBER 1**

**Systemwide Outlet Summary**  
**For Years 2022 to 2024<sup>(1)</sup>**

<b>Store Type</b>	<b>Year<sup>(1)</sup></b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	128	125	-3
	2023	125	125	0
	7/1/2023 – 12/31/2023	125	121	-4
	2024	121	113	-8
Company-Owned	2022	0	0	0
	2023	0	0	0
	7/1/2023 – 12/31/2023	0	0	0
	2024	0	0	0
<b>Total</b>	<b>2022</b>	<b>128</b>	<b>125</b>	<b>-3</b>
	<b>2023</b>	<b>125</b>	<b>125</b>	<b>0</b>
	<b>7/1/2023 – 12/31/2023</b>	<b>125</b>	<b>121</b>	<b>-4</b>
	<b>2024</b>	<b>121</b>	<b>113</b>	<b>-8</b>

(1) The numbers in these Item 20 tables reflect information as of July 1, 2023 and July 3, 2022 as our prior fiscal years ended as of those dates. Following the Transaction described in Item 1, our fiscal year end currently is December 31. As a result, we have added a row to disclose information for the balance of calendar year 2023.

**TABLE NUMBER 2**

**Transfers of Outlets from Franchisee to New Owners (other than the Franchisor)**  
**For Years 2022 to 2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
California	2022	1
	2023	1
	7/1/2023 – 12/31/2023	0
	2024	0
Illinois	2022	0
	2023	1
	7/1/2023 – 12/31/2023	2
	2024	2
Kansas	2022	1
	2023	0
	7/1/2023 – 12/31/2023	0
	2024	0
Michigan	2022	1
	2023	0
	7/1/2023 – 12/31/2023	0
	2024	0
New Jersey	2022	0
	2023	0
	7/1/2023 – 12/31/2023	0
	2024	1