

<b>Provision</b>	<b>Article in the Multi-Unit Development Agreement</b>	<b>Summary</b>
u. Dispute resolution by arbitration or mediation	Article VIII	You must bring all disputes before our President and/or Chief Executive Officer in the format we designate (which may require an in-person meeting or a virtual meeting, as we designate) prior to bringing a claim before a third party. After exhausting this internal dispute resolution procedure, with the exception of certain claims, all claims or disputes between you and us must be submitted first to mediation in New Castle County, Delaware (or, at our option, in the city and state in which our then-current headquarters is located) and if not resolved through mediation, then to arbitration in New Castle County, Delaware (or, at our option, in the city and state in which our then-current headquarters is located) in accordance with the American Arbitration Association's Commercial Mediation Rules then in effect (subject to state law).
v. Choice of forum	Article VIII	Delaware (subject to state law)
w. Choice of law	Article VIII	Delaware (subject to state law)

## **ITEM 18** **PUBLIC FIGURES**

We do not use any public figure 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.

### **HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION**

The financial performance information provided in this Item 19 must be read in conjunction with the notes set forth immediately following the table below, the disclosures set forth in this FDD, and the terms and conditions of the Franchise Agreement. Written substantiation for this financial performance representation will be made available to you upon reasonable request.

As of our last fiscal year end, there were 100 Franchised Bars in operation. The historical financial performance information contained in this Item 19 reflects certain performance

information for the 87 Franchised Bars that were open for at least one full year as of December 31, 2024 (the “Item 19 Bars”), during the period January 1, 2024, through December 31, 2024 (the “Reporting Period”). Thirteen (13) Franchised Bars were excluded from this Item 19 financial performance representation because they were not open for the entire Reporting Period.

Table 1 reflects the Total Gross Sales for the Item 19 Bars for the Reporting Period, the Average Gross Sales for the Item 19 Bars for the Reporting Period, and a breakdown of Total Gross Sales and Average Gross Sales for each of the four (4) quartiles of Item 19 Bars for the Reporting Period.

Table 2 reflects the Total Number of Members for the Item 19 Bars for the Reporting Period, the Average Number of Members for the Item 19 Bars for the Reporting Period, and a breakdown of the Total Number of Members and Average Number of Members for each of the four (4) quartiles of the Item 19 Bars for the Reporting Period.

**TABLE 1: TOTAL GROSS SALES & AVERAGE GROSS SALES FOR THE ITEM 19 BARS DURING THE REPORTING PERIOD**

Category	Total Sales	Count	Low	Median	High	Average	% Above Average	% Below Average
ALL	32,897,224	87	103,439	345,752	1,091,796	378,129	43%	57%
4 <sup>th</sup> Q (Top)	13,358,165	22	460,639	547,179	1,091,796	607,189	36%	64%
3 <sup>rd</sup> Q	8,713,139	22	345,752	398,123	442,421	396,052	55%	45%
2 <sup>nd</sup> Q	6,327,876	21	260,637	301,807	344,182	301,327	52%	48%
1 <sup>st</sup> Q (Bottom)	4,498,044	22	102,439	210,859	260,573	204,457	73%	27%

**TABLE 2: TOTAL NUMBER OF MEMBERS AND AVERAGE NUMBER OF MEMBERS FOR THE ITEM 19 BARS FOR THE REPORTING PERIOD**

Category	Total Members	Count	Low	Median	High	Average	% Above Average	% Below Average
ALL	7,907	87	3	86	293	91	47%	53%
4 <sup>th</sup> Q (Top)	3,445	22	117	136	293	157	36%	64%
3 <sup>rd</sup> Q	2,249	22	86	103	113	102	55%	45%
2 <sup>nd</sup> Q	1,441	21	52	67	84	69	48%	52%
1 <sup>st</sup> Q (Bottom)	772	22	3	34	51	35	45%	55%

**Notes:**

1. Table 1 reflects the following historical financial performance information for Item 19 Bars for the Reporting Period:

- a. Total Gross Sales;
- b. Average Gross Sales;
- c. Average Gross Sales broken down by quartile. Each of the four quartiles consists of 21 - 22 Bars.

d. The highest Gross Sales figure attained in computing each average, the lowest Gross Sales figure attained in computing each average, the median for each data set, and the number and percentage of Bars included in each quartile representation that attained or surpassed the stated average; and the number and percentage of Bars included in each quartile representation that fell below the stated average.

2. Table 2 reflects the following historical financial performance information for the Item 19 Bars for the Reporting Period:

- a. Total Number of Members;
- b. Average Number of Members;
- c. Average Number of Members broken down by quartile. Each of the four quartiles consists of 21-22 Bars.

d. The highest Member figure attained in computing each average, the lowest Member figure attained in computing each average, the median for each data set, and the number and percentage of Bars included in each quartile representation that attained or surpassed the stated average; and the number and percentage of Bars included in each quartile representation that fell below the stated average.

**GENERAL NOTES APPLICABLE TO ALL TABLES:**

1. The Gross Sales figures represent revenue from the sale of services and the sale of retail items during the Reporting Period, as reported to us by the Item 19 Bars through the reporting system software.
2. The Number of Members represents the total number of members, as reported to us by the Item 19 Bars, through our reporting system software.
3. Average means the sum of all data points in a set, divided by the number of data points in that set.
4. Median means the data point that is in the center of all data points used to calculate the average. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing them by two.
5. Gross Sales means the aggregate of all revenue from the sale of products, gift cards, barter or exchange, complimentary services and services from all sources in connection with the Franchised Business, but excluding all refunds made in good faith, any sales and equivalent taxes that Franchisees collect and pay to any governmental taxing authority, and the value of any allowance issued or granted to any of the Franchisee's customers that are credited in full or partial satisfaction of the price of any products and services offered by the Franchised Business.
6. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

**Some stores have earned these amounts. Your individual results may vary. There is no assurance you'll earn as much.**

Other than the preceding financial performance representation, Blo Blow Dry Bar Inc. 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 Corey Wilde at 1867 Yonge Street, Suite 600, Toronto, Ontario, M4S 1Y5 and (416) 630-6280, the Federal Trade Commission, and the appropriate state regulatory agencies.

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

**Table No. 1**  
**Systemwide Outlet Summary**  
**For Years 2022-2024**

<b>Outlet Type</b>	<b>Year</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	77	81	+4
	2023	81	89	+8
	2024	89	100	+11
Company-Owned	2022	0	0	0
	2023	0	1	+1
	2024	1	1	0
<b>Total Outlets</b>	<b>2022</b>	<b>77</b>	<b>81</b>	<b>+4</b>
	<b>2023</b>	<b>81</b>	<b>90</b>	<b>+9</b>
	<b>2024</b>	<b>90</b>	<b>101</b>	<b>+11</b>

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)**  
**For Years 2022-2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Arizona	2022	1
	2023	0
	2024	0
California	2022	1
	2023	0
	2024	0
Connecticut	2022	0
	2023	0