

Provision	Section in Franchise or Reservation Agreement*	Summary
w. Choice of law	Section 16.11(1)	Law of the state in which your Store is located.
	Reservation Agreement: Section 9	Law of the state in which Reserved Territory is located.

* Unless otherwise noted, section or article references refer to the Franchise Agreement.

Certain states require franchisors to make additional disclosures related to information contained in this Disclosure Document. If applicable, these additional disclosures will be furnished to you in Exhibit C to this Disclosure Document.

ITEM 18

Public Figures

We do not use any public figures 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 (i) a franchisor provides the actual records of an existing outlet you are considering buying, or (ii) 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.

Provided below are five schedules (with multiple charts within some schedules) that set forth certain information regarding Same Store Sales Percent Change (Schedule 1), Gross Sales data (Schedule 2), Cost of Goods Sold data and Wages and Advertising Expenses (Schedule 3), Owner's Cash Flow (Schedule 4) and Daily Savings Club® Customers data (Schedule 5), in each case as reported to us by our U.S. franchisees. Each schedule is described more fully below.

We have compiled the data in this financial performance representation from our U.S. Franchisees' monthly sales reports and annual financial statements submitted to us (the "P&L Statements"). The financial performance information provided for each measurement period excludes all stores that were not operational during the entire measurement period.

The stores included in this financial performance representation range in age from 1 to over 40 years of operation and represent a variety of geographic and demographic circumstances. These variations in circumstances include: (a) the total population of the city in which the store is located ranges from over 700,000 to less than 1,000; (b) a number of the cities in which the stores are located are suburbs of larger metropolitan areas; and (c) some stores located in areas with small populations are in areas with a

substantial amount of “tourist” traffic. All of the data is with respect to franchised stores, although as noted in Item 20, two of WBU’s officers own and operate a WILD BIRDS UNLIMITED store under a franchise agreement with WBU. The stores listed in this financial performance representation are generally located in neighborhood or regional strip shopping centers or freestanding buildings. Several of the stores operate temporary seasonal kiosks; these sales are included in this Item 19 data.

Definition of Gross Sales: the sales price of all merchandise and services sold, including cash and charge sales of every kind made at the store, and mail, internet or telephone orders received or taken at the store.

This Item 19 does not include data from stores that closed during the time period covered in the financial performance representation. Specifically, this Item 19 excludes data from seven franchised stores that closed in 2022, one franchised store that closed in 2023, and six franchised that closed in 2024; none of the stores that closed in 2022, 2023, or 2024 closed after being open less than 12 months. The data in this Item 19 for the year 2023 also excludes information from one WILD BIRDS UNLIMITED franchised store that temporarily closed its in-store retail operations for a portion of the year 2023.

SCHEDULE 1 – SAME STORE SALES PERCENT CHANGE

Schedule 1 includes a summary of fiscal years 2022, 2023, and 2024 Same Store Gross Sales Percent Change for those WILD BIRDS UNLIMITED stores open and operational for at least 24 consecutive months. As used in this schedule, “Same Store Gross Sales Percent Change” means the year-over-year growth (or decline) in same Store annual Gross Sales, expressed as a percentage of the previous year’s Gross Sales. If an individual Store was closed for a period of time in any of the applicable years, it was excluded from this analysis. Because this schedule, by definition, requires same Store Gross Sales data for at least two consecutive fiscal years, this schedule cannot include data for Stores that operated for less than two fiscal years.

YEAR OVER YEAR PERCENT CHANGE IN ANNUAL GROSS SALES

Performance Category	2022	2023	2024
Number of Stores operating at least 2 full consecutive years immediately leading up to December 31st of stated year	312	317	320
Number of Stores included in this schedule	312	317	320
Time Period Covered	1/1/2022 - 12/31/2022	1/1/2023 – 12/31/2023	1/1/2024 – 12/31/2024
Average Same Store Sales Percent Change	9.00%	(1.78%)	4.98%
Number/Percentage of Stores Exceeding Average Same Store Sales Percent Change	135/43.27%	167/52.68%	149/46.56%
Median Same Store Sales Percent Change	6.98%	(0.93%)	4.39%