

| | Provision | Section in Agreement | Summary |
|----|--|-----------------------------|---|
| r. | Non-competition covenants after the Franchise is terminated or expires | 6(c) | You have no right to use the Software after your Franchise Agreement terminates. |
| s. | Modification of the Agreement | 26 | Modifications must be in writing executed by the parties. Software may change. |
| t. | Integration/Merger clause | 26 | Only the terms of the Agreement and references to the Franchise Agreement are binding. The Franchise Agreement supersedes all prior agreements. Any other promises may not be enforceable (subject to federal and state law). However, nothing in this or any related agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits and amendments. |
| u. | Dispute resolution by arbitration or mediation | 22 | Arbitration |
| v. | Choice of forum | 22 | Subject to applicable state law, Arbitration under the Federal Arbitration Act at the American Arbitration Association in San Francisco, California |
| w. | Choice of law | 22 | Subject to applicable state law, The Application License Agreement will be interpreted and construed in accordance with the laws of the State of California, except for its conflict-of-law rules. |

ITEM 18 PUBLIC FIGURES

BBF does not use any public figure to promote its franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose information about the actual or potential financial performance of its franchised and/or franchisor-owned Centers if there is a reasonable basis for the information and the information is included in the Disclosure Document. Financial performance information that differs from that included in this Item 19 may be given only if: (1) a franchisor provides the actual records of an existing Center 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.

We are providing historical revenue information (without including expense items) for all franchisee-owned Centers. In 2024, we excluded eight Centers that closed during the year and did

not operate a full year. We also excluded three Centers that opened during the year but did not operate a full year

In 2023, we included one Center that closed in November 2023, which was not open the entire year. We also excluded five Centers that closed during the year and did not operate a full year.

We have four Brain Balance® Satellite Centers which operated for a full year as of the date of this Disclosure Document. We have included these Centers in the same data set as our standard Centers. Although a Satellite Center outsources some of its administrative tasks to its related standard Center, it has the same capacity for enrollments and revenue as a standard Center.

The first chart shows the highest performing Center, the lowest performing Center, the average performance of the full group, and the median Gross Revenue number for the group for the year. The total number of Centers that were open for the entire year is shown as "# Total Centers." The group of centers that operated under a unique set of circumstances, as described above, are shown separately.

The second chart shows the top and bottom five performing Centers by Gross Revenue for the year.

The third chart shows each group for the year, divided into performance categories.

Chart One:

| 2023 Gross Sales | |
|-------------------------|-------------|
| Max | \$1,934,476 |
| Min | \$98,705 |
| Average | \$614,976 |
| Median | \$541,587 |
| # Total Centers | 70 |
| # exceed/meet average | 28 |

| 2024 Gross Sales | |
|-------------------------|-------------|
| Max | \$2,430,160 |
| Min | \$187,073 |
| Average | \$686,778 |
| Median | \$558,573 |
| # Total Centers | 61 |
| # exceed/meet average | 25 |

Chart Two:

| 2023 Gross Sales | Rank | |
|-------------------------|-------------|-------------|
| Top 5 Gross: | 1 | \$1,934,476 |
| | 2 | \$1,670,459 |

| 2023 Gross Sales | Rank | |
|------------------|------|-------------|
| | 3 | \$1,338,166 |
| | 4 | \$1,324,692 |
| | 5 | \$1,321,778 |
| | | |
| Bottom 5 Gross: | 1 | \$98,705 |
| | 2 | \$135,775 |
| | 3 | \$150,028 |
| | 4 | \$155,438 |
| | 5 | \$197,805 |

| 2024 Gross Sales | Rank | |
|------------------|------|-------------|
| Top 5 Gross: | 1 | \$2,430,160 |
| | 2 | \$1,796,202 |
| | 3 | \$1,664,889 |
| | 4 | \$1,533,608 |
| | 5 | \$1,345,645 |
| | | |
| Bottom 5 Gross: | 1 | \$187,073 |
| | 2 | \$195,906 |
| | 3 | \$204,389 |
| | 4 | \$211,544 |
| | 5 | \$246,663 |

Chart Three:

| 2023 Gross Sales | | |
|------------------|-----------------------|-------------|
| Top Third | | |
| | Max | \$1,934,476 |
| | Min | \$707,330 |
| | Average | \$994,050 |
| | Median | \$893,546 |
| | # Total Centers | 24 |
| | # exceed/meet average | 8 |
| | | |
| 2nd Third | | |
| | Max | \$684,088 |
| | Min | \$414,674 |
| | Average | \$538,413 |
| | Median | \$534,783 |
| | # Total Centers | 23 |
| | # exceed/meet average | 11 |
| | | |

| 2023 Gross Sales | | |
|-------------------------|-----------------------|-----------|
| 3rd Third | | |
| | Max | \$401,431 |
| | Min | \$98,705 |
| | Average | \$295,985 |
| | Median | \$313,230 |
| | # Total Centers | 23 |
| | # exceed/meet average | 15 |

| 2024 Gross Sales | | |
|-------------------------|-----------------------|--------------|
| Top Third | | |
| | Max | \$2,430,160 |
| | Min | \$751,100 |
| | Average | \$81,094,279 |
| | Median | \$936,842 |
| | # Total Centers | 21 |
| | # exceed/meet average | 6 |
| | | |
| 2nd Third | | |
| | Max | \$740,377 |
| | Min | \$500,334 |
| | Average | \$595,375 |
| | Median | \$557,936 |
| | # Total Centers | 20 |
| | # exceed/meet average | 8 |
| | | |
| 3rd Third | | |
| | Max | \$488,922 |
| | Min | \$187,073 |
| | Average | \$350,307 |
| | Median | \$375,326 |
| | # Total Centers | 20 |
| | # exceed/meet average | 11 |

The numbers provided in this Item 19 were compiled from the voluntary reporting information that the Franchisees provided to us, data we pulled from our required Customer Relations Management System or, in a few instances, from the results of an audit we conducted of a particular Center's financials. Written substantiation for the financial performance representation will be made available upon reasonable request.

Some Centers have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance provided in this Item 19, BB Franchising LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representation 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 Margaret Ford at 1320 North Route 59, Unit 110, Naperville IL 60563, (844) 751-1717, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 CENTERS AND FRANCHISEE INFORMATION

Table No. 1

System Wide Outlet Summary for Years 2022 to 2024

| Outlet Type | Year | Outlets at the Start of the Year | Outlets at the End of the Year | Net Change |
|--------------------|-------------|---|---------------------------------------|-------------------|
| Franchised | 2022 | 82 | 74 | -8 |
| | 2023 | 74 | 69 | -5 |
| | 2024 | 69 | 65 | -4 |
| Company-Owned | 2022 | 0 | 0 | 0 |
| | 2023 | 0 | 0 | 0 |
| | 2024 | 0 | 0 | 0 |
| Total Outlets | 2022 | 82 | 74 | -8 |
| | 2023 | 74 | 69 | -5 |
| | 2024 | 69 | 65 | -54 |

Table No. 2

Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) for Years 2022 to 2024

| State | Year | Number of Transferees |
|--------------|-------------|------------------------------|
| FL | 2022 | 0 |
| | 2023 | 1 |
| | 2024 | 1 |
| GA | 2022 | 0 |
| | 2023 | 0 |
| | 2024 | 2 |