

Provision	Section in Development Agreement	Summary
v. Choice of forum	Article 12.2	Litigation not subject to arbitration must be in court with jurisdiction over Hennepin County, Minnesota (subject to state law).
w. Choice of law	Article 12.1	Apply law of state where Designated Area is located

18. PUBLIC FIGURES

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

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 information included in Table A below are based on reports submitted to Mainstream reported by 59 fully-reporting franchised Mainstream Boutique® Businesses who were in operation for at least 12 months as of December 31, 2024 (the "Reporting Franchisees").

The information for Reporting Franchisees does not include data for the following: (a) 2 franchised Mainstream Boutique® Businesses that opened during the 2024 calendar year ended December 31, 2024 (and therefore do not have a full 12 months of operating history), (b) 1 Mainstream Boutique® Business operating seasonally and not reporting revenue for the full 52 weeks of 2024, (c) 2 Mainstream Boutique Businesses that temporarily closed and were not in operation for all of 2024; and (d) any Mainstream Boutique® Businesses operated by Mainstream or its affiliates.

The Table below displays the average 2023 and 2024 calendar year Net Revenue for the Reporting Franchisees. To calculate each franchisee's average Net Revenue for the 2023 and 2024 calendar years, we added the 2023 and 2024 Net Revenue reported to us by each Reporting Franchisee and divided the sum by two. The Table below also included the median and range of such average Net Revenues for the Reporting Franchisees.

The financial performance representations in this Item 19 do not reflect the cost of revenues, operating expenses, or other costs or expenses that must be deducted from the net revenues or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Mainstream Boutique® Business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

**AVERAGE, MEDIAN AND RANGE OF 2023 AND 2024 AVERAGE NET REVENUES FOR
FRANCHISED MAINSTREAM BOUTIQUE® BUSINESSES ⁽¹⁾**

Table A				
Franchised Mainstream Boutique® Businesses Included	2024 and 2023 Average Net Revenues (Median Net Revenues)	2024 and 2023 Range of Average Net Revenues	Number of Businesses	Number and Percentage of Businesses That Met or Exceeded the Average
Upper Quarter (Top 25%)	\$853,178 (\$760,611)	\$626,696 to \$1,421,821	15	6 (40%)
Mid-Upper Quarter (50%-75%)	\$502,232 (\$497,347)	\$416,216 to \$620,810	15	7 (47%)
Mid-Lower Quarter (25%-50%)	\$340,334 (\$337,453)	\$314,351 to \$405,546	14	7 (50%)
Lower Quarter (Bottom 25%)	\$223,537 (\$224,814)	\$157,333 to \$305,802	15	9 (60%)

Notes to Tables A:

- (1) As used in all tables above, “Net Revenues” include all revenues received by the Mainstream Boutique Business, except discounts (up to preapproved amounts established by Mainstream) to hosts, customers and employees, product returns, credits, refunds or sales taxes, as reported to us. Mainstream has not audited the reported Net Revenues.
- (2) The information above does not include data for any Mainstream Boutique® Businesses that have ceased operations during 2023 and 2024. There are 13 franchised Mainstream Boutique® Businesses that closed during 2023 and 2024 (none of which had been open less than 12 months). See Item 20 for information regarding the total number of franchised Mainstream Fashions Businesses operating during 2023 and 2024.

Written substantiation of the data presented in this statement will be made available to you upon reasonable request.

Some Mainstream Boutique® Businesses have earned this amount. There is no assurance you will do as well. If you rely upon our figures, you must accept the risk of not doing as well.

Other than the preceding financial performance representation, Mainstream does not make any financial performance representations. Mainstream also does 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 Clay DeNicola at Mainstream Fashions Franchising, Inc., 7900 International Drive, Suite 515, Minneapolis, Minnesota 55425, (952) 423-7344, the Federal Trade Commission, and the appropriate state regulatory agencies.