

t. Integration/merger clause	Section 26 of Franchise Agreement.	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of this Disclosure Document and Franchise Agreement may not be enforceable. Notwithstanding the foregoing, nothing in any 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	Section 25.1 of Franchise Agreement.	Except for certain claims, disputes must be settled by arbitration. Subject to state law.
v. Choice of forum	Sections 25.1 and 25.3 of Franchise Agreement.	Litigation must be held in the federal or state court in Jacksonville, Florida (subject to applicable state law). Arbitration must occur in Jacksonville, Florida.
w. Choice of law	Section 25.2 of Franchise Agreement.	Florida law applies (subject to applicable state law).

Applicable state law may require additional disclosures related to the information in this Disclosure Document. These additional disclosures appear in Exhibit F of 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 (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.

Part 1: Annual Gross Sales & Gross Profit for 2024 – Multi-Unit Franchise Locations

The Gross Sales and Expenses data of this Item 19 has been generated using financial reports submitted by franchisees who operate multiple territories for their Money Pages Businesses ("Included Franchisees"). The Included Franchisees entered all data into their financial reports and were responsible for collecting their own data according to guidelines that we provided.

For purposes of this Item 19, the "**2024 Summary Period**" means January 1, 2024 through December 31, 2024. In the 2024 Summary Period, there were three (3) Multi-Unit Franchise operators, each operating two or more territories. All outlets included in this Financial Performance Representation operate a business

that has no material difference to the franchise business offered in this disclosure document.

The Gross Sales and expenses data in the tables directly below shows historical information for the Summary Periods for the Included Franchisees. Excluded from this Item 19 are 2 franchisee businesses on the basis that they have not been open a full 12 months as of December 31, 2024, had cease operation, as well as all company owned business (the “**Excluded Businesses**”).

	Market	Gross Sales	Cost of Goods Sold	Gross Profit	GP %
WDG Enterprises, LLC	Ormond Beach, FL	523,781	278,594	245,187	47%
	Daytona Beach, FL	245,765	184,050	61,715	25%
	Port Orange, FL	330,042	215,374	114,668	35%
	New Smyrna Beach, FL	263,594	204,821	58,773	22%
	Combined Results	1,363,182	882,839	480,343	35%
GP Marketing, Inc.	Kennesaw, GA	419,896	303,624	116,272	28%
	Marietta, GA	337,249	275,345	61,904	18%
	Woodstock, GA	327,145	257,616	69,529	21%
	Combined Results	1,084,290	836,586	247,704	23%
JR Marketing, LLC	Chattanooga, TN	331,668	265,195	66,473	20%
	Hixson, TN	161,076	134,098	26,978	17%
	Combined Results	492,744	399,293	93,451	19%

Part 2: Annual Gross Sales & Gross Profit for 2024 – Single Unit Franchise Locations

The Gross Sales and expense data in the table directly below shows historical information for the Included Franchisees during the 2024 Summary Period and does not include the Excluded Businesses for the same reasons that they were excluded from Part 1 of this Item 19 which is that 3 of the Franchisee locations were opened during 2024 and the remaining Excluded businesses were form outlets owned and operated by us or our affiliates.

	Market	Gross Sales	Cost of Goods Sold	Gross Profit	GP %
Grinnell & Murphy Holdings, LLC	Valdosta, GA	311,104	229,472	81,632	26%

Part 3: System-Wide Per Page Revenue

The Per Page Revenue dated in the table directly below shows the historical information representing the sales prices paid by clients within the Monthly Magazines. These figures represent the aggregate revenue of all ad sizes across our Franchise markets for the Monthly Magazines.

	Low	High	Median
Average Per Page Revenue	\$684	\$988	\$844

Explanatory Notes:

1. The franchise system generated an additional \$472,400 in digital marketing services revenue in 2024.
2. The franchise system generated \$112,500 in cross sell supplemental revenue placing direct mail advertising campaigns in Corporate-owned markets.
3. For purposes of this Item 19, "**Gross Sales**" means all revenue from operating a Money Pages Business, excluding sales taxes or other taxes collected from customers and paid to a taxing authority.
4. For purposes of this Item 19, "**Cost of Goods Sold**" is calculated as print, postage, design, royalty, marketing fund contribution, and technology fees.
5. For purposes of this Item 19, "**Gross Profit**" is equal to Gross Sales subtracted by Cost of Goods Sold.
6. For the purposes of this Item 19, "Revenue" represents magazine and exclusive products at the unit level
7. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

These figures are only estimates of what we think you may earn. Your individual results may differ. There is no assurance that you'll earn as much.

Other than the preceding financial performance representation, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Alan Worley, 7892 Baymeadows Way, Jacksonville, Florida 32256, (904) 374-2027, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20: OUTLETS AND FRANCHISEE INFORMATION

Unless indicated otherwise, the figures in the charts below are as of December 31 of each year. The history related to company/affiliate-owned Money Pages Businesses started in 2001 when our affiliate, Money Pages of Florida, opened the first Money Pages Business.

Table No. 1: System-wide Outlet Summary
For years 2022 to 2024

Outlet Type	Year	Outlets at the	Outlets at the End of	Net Change
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