

Project	Article in Franchise Agreement and Other Agreements	Summary
o. Franchisor's option to purchase franchisee's business	15.10 of the FA	Under the FA, we may purchase, at book value, the personal property of the Spa
p. Death or disability of franchisee	12.6 of the FA, and 8.F of the MUD	The FA and MUD must be transferred to a third party within 6 months of death or disability.
q. Non-competition covenants during the term of the franchise	7.1 and 7.2 of the FA	Under the FA, you may not have direct or indirect involvement in a Competitive Business.
r. Non-competition covenants after the franchise is terminated or expires	7.3 of the FA	Under the FA, you may not have direct or indirect involvement in a Competitive Business for 24 months within 25 miles of the Location or within 5 miles of any other Spa.
s. Modification of the agreement	18.10 of the FA, and 11 of the MUD	The FA and MUD may not be modified except by written agreement signed by you and us.
t. Integration / merger clause	18.11 of the FA, and 11 of the MUD	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 the disclosure document and franchise agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	17.1 and 17.3 of the FA, and 9 of the MUD	Except for certain disputes involving the Marks or injunctive relief, all disputes must be submitted to mediation. Certain types of disputes must be submitted to arbitration.
v. Choice of forum	17 of the FA, and 9 of the MUD	Any mediation or arbitration must be in St. Louis County, Missouri, and any litigation must be in the United States District Court for the Eastern District of Missouri or in St. Louis County, Missouri (subject to state law).
w. Choice of law	18.7 of the FA, and 10 of the MUD	Missouri law applies (subject to applicable state law).

ITEM 18 PUBLIC FIGURES

At this time, there are no public figures involved in the sale of this 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 I – Average Gross Revenue, Average Prospect Client Visits, Average New Members Overall System for 2024

MassageLuXe Spa Count: 86 spas (Franchise MassageLuXe Spas open and operating at least 12 months and operating as December 31, 2024. These franchise MassageLuXe Spas are hereafter referred as "Spas"

for purposes of this Item 19.). Six MassageLuXe spas were excluded from this Item 19 because they opened in 2024 and were not operating for at least 12 months as of December 31, 2024.

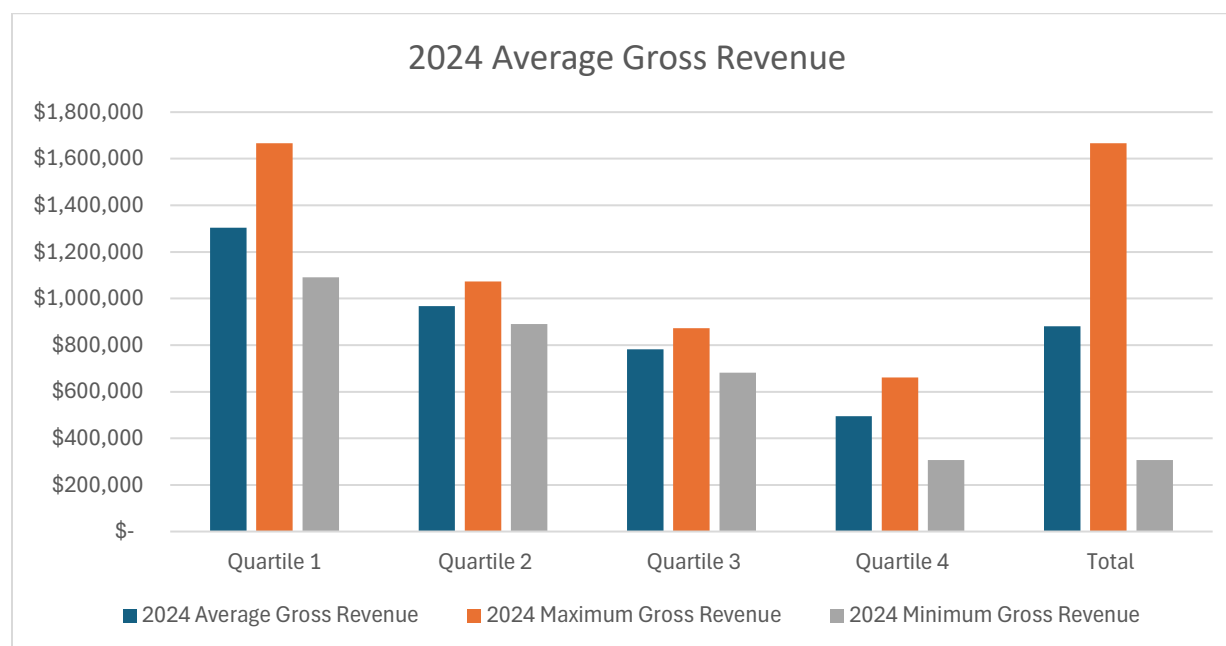
Average Gross Revenue For the Year

Quartiles

Table 19.1 shows average annual Gross Revenue of the Spas by quartile, and the number and percentage of Spas within each quartile that exceeded the quartile's average Gross Revenue during the year.

TABLE 19.1: AVERAGE GROSS REVENUE FOR THE YEAR FOR SPAS IN 2024

Average Gross Revenue for Operating Spas in 2024 - all spas opened for 1 year or more								
Quartile	# of Spas	% of Spas	2024 Average Gross Revenue	2024 Maximum Gross Revenue	2024 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	21	24%	\$ 1,303,623	\$ 1,666,863	\$ 1,091,623	9	43%	1,264,397
2	21	24%	\$ 967,213	\$ 1,073,272	\$ 890,693	9	43%	950,525
3	22	26%	\$ 782,251	\$ 872,479	\$ 681,827	10	45%	774,657
4	22	26%	\$ 494,552	\$ 660,572	\$ 306,217	12	55%	499,872
Total	86	100%	\$ 881,130	\$ 1,666,863	\$ 306,217	42	49%	866,676

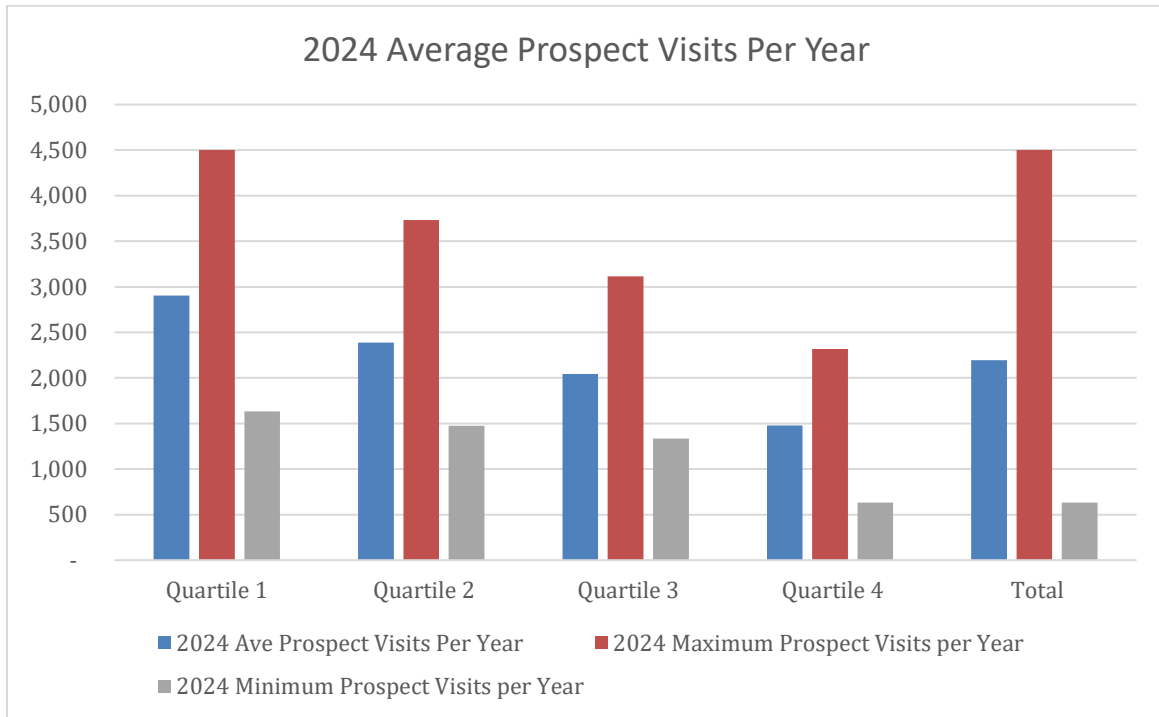


Average Prospect Client Visits for the Year

Table 19.2 shows the average prospect client visits per year for the Spas by quartiles. The quartiles are broken out by the Gross Revenue performance numbers from table 19.1 and the number and percentage of the Spas within each quartile that exceeds the quartile’s average prospect client visits during the year.

TABLE 19.2: AVERAGE PROSPECT CLIENT (“PROSPECT”) VISITS PER YEAR FOR SPAS IN 2024

Average Prospect Visits for 2024 - all spas opened for 1 year or more								
Quartile	# of Spas	% of Spas	2024 Ave Prospect Visits Per Year	2024 Maximum Prospect Visits per Year	2024 Minimum Prospect Visits per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	21	24%	2,903	4,503	1,633	11	52%	3,005
2	21	24%	2,388	3,734	1,475	10	48%	2,350
3	22	26%	2,042	3,113	1,335	9	41%	1,883
4	22	26%	1,479	2,318	633	10	45%	1,337
Total	86	100%	2,193	4,503	633	41	48%	2,123

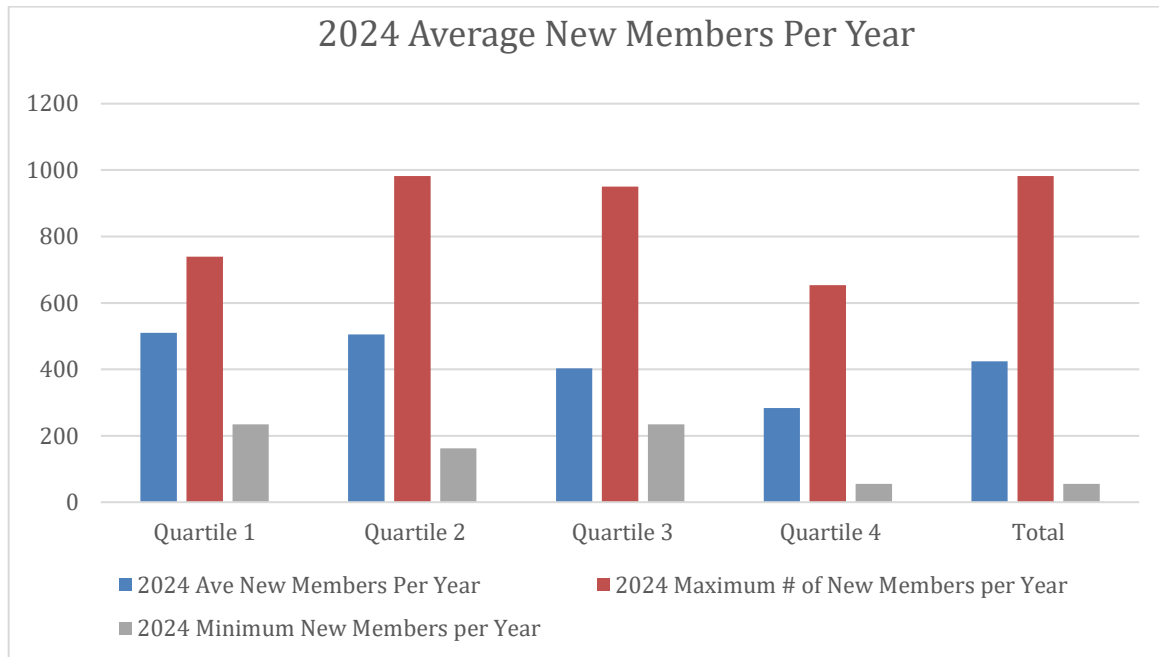


Average New Members for the Year

Table 19.3 shows the average new members for the year of the Spas by quartiles. The quartiles are broken out by the Gross Revenue numbers from table 19.1 and the number and percentage of the Spas within each quartile that exceeds the quartile's average new members for the year.

TABLE 19.3: AVERAGE NEW MEMBERS PER YEAR FOR SPAS IN 2024

Average New Members per Year for all 2024 for all spas opened 1 year or more								
Quartile	# of Spas	% of Spas	2024 Ave New Members Per Year	2024 Maximum # of New Members per Year	2024 Minimum New Members per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	21	25%	510	739	234	10	48%	504
2	21	25%	505	982	162	8	38%	490
3	22	25%	403	950	234	11	50%	341
4	22	25%	283	654	55	7	32%	236
Total	86	100%	424	982	55	38	44%	396

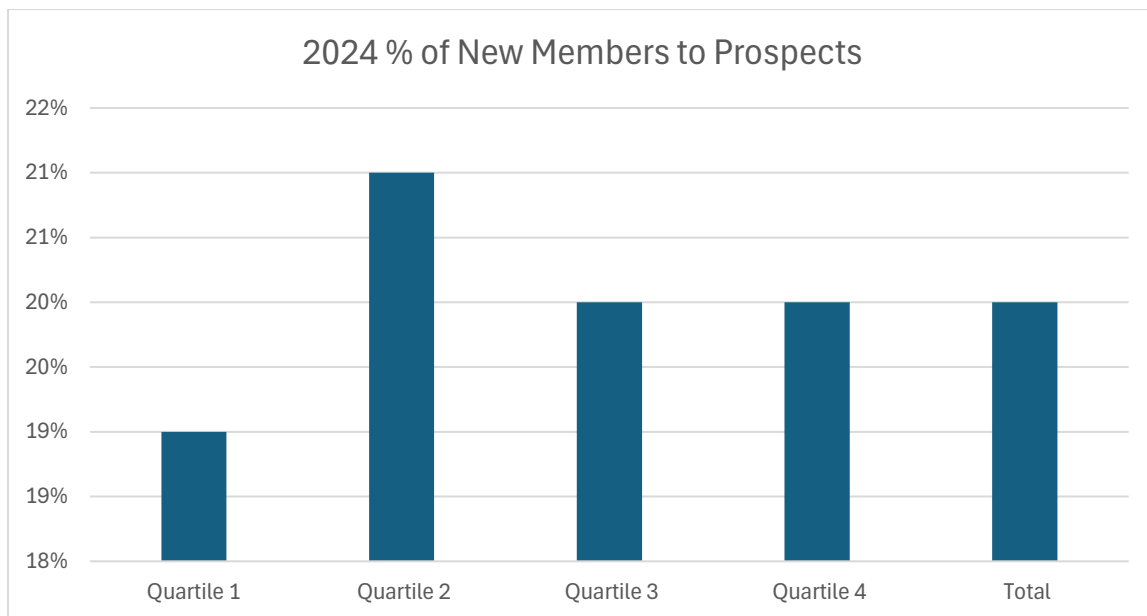


Recap of Average Prospect Client Visits and New Members for the Year

Table 19.4 is presented for presentation purposes only as a recap of the average prospect client visits and new members for the year as presented in tables 19.2 and 19.3 above.

TABLE 19.4: RECAP OF AVERAGE PROSPECT CLIENT VISITS AND NEW MEMBERS FOR THE YEAR FOR SPAS IN 2024

Quartile	# of Spas	% of Spas	2024 Ave Prospect Visits Per Year	2024 Ave New Members Per Year	% of New Members to Prospects
1	21	24%	2,903	510	19%
2	21	24%	2,388	505	21%
3	22	26%	2,042	403	20%
4	22	26%	1,479	283	20%
Total	86	100%	2,193	424	20%

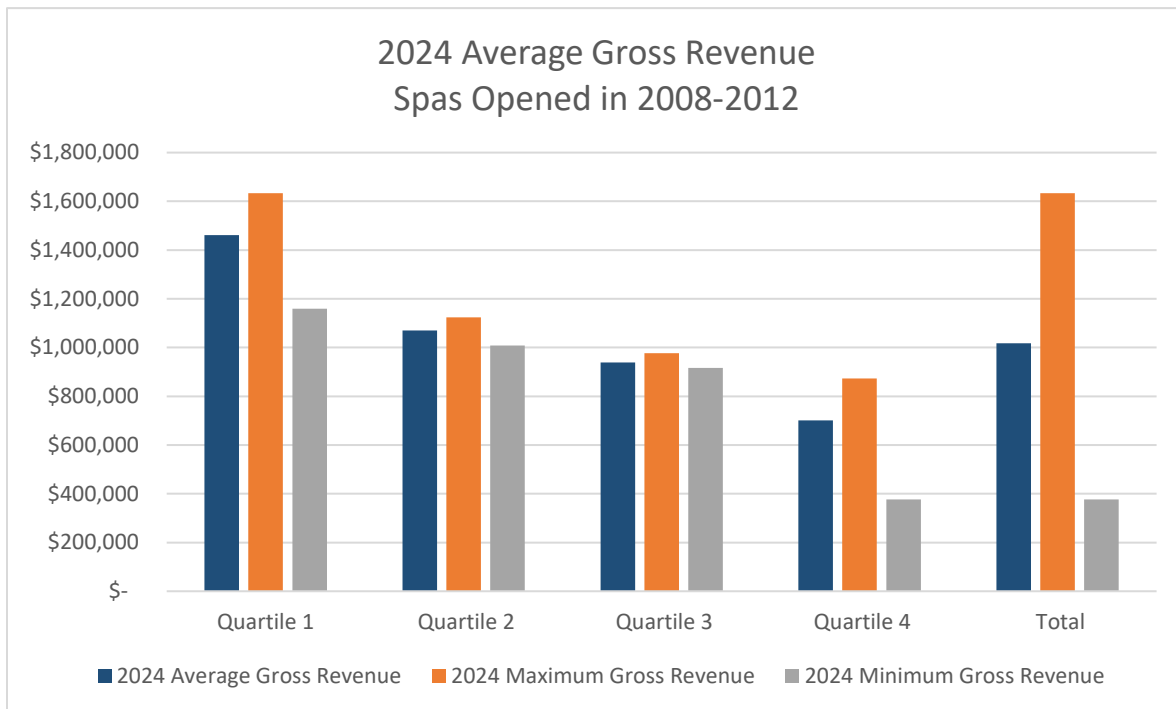


Average Gross Revenue In 2024 For Spa That Opened During 2008-2012

Table 19.5 shows the average annual Gross Revenue for the Spas that opened during 2008-2012 by quartiles, and the number and percentage of the Spas within each quartile that exceeds the quartile's average gross revenue during the year.

TABLE 19.5 AVERAGE GROSS REVENUE FOR SPAS IN 2024 THAT OPENED DURING 2008-2012

Average Gross Revenue for Spas in 2024 that Opened in 2008-2012								
Quartile	# of Spas	% of Spas	2024 Average Gross Revenue	2024 Maximum Gross Revenue	2024 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	25%	\$ 1,461,910	\$ 1,632,724	\$ 1,159,738	3	75%	1,527,589
2	4	25%	\$ 1,070,095	\$ 1,123,677	\$ 1,008,406	2	50%	1,074,149
3	5	25%	\$ 938,488	\$ 976,953	\$ 915,790	2	40%	926,312
4	5	25%	\$ 701,200	\$ 872,479	\$ 376,308	3	60%	790,418
Total	18	100%	\$ 1,018,137	\$ 1,632,724	\$ 376,308	7	39%	963,739

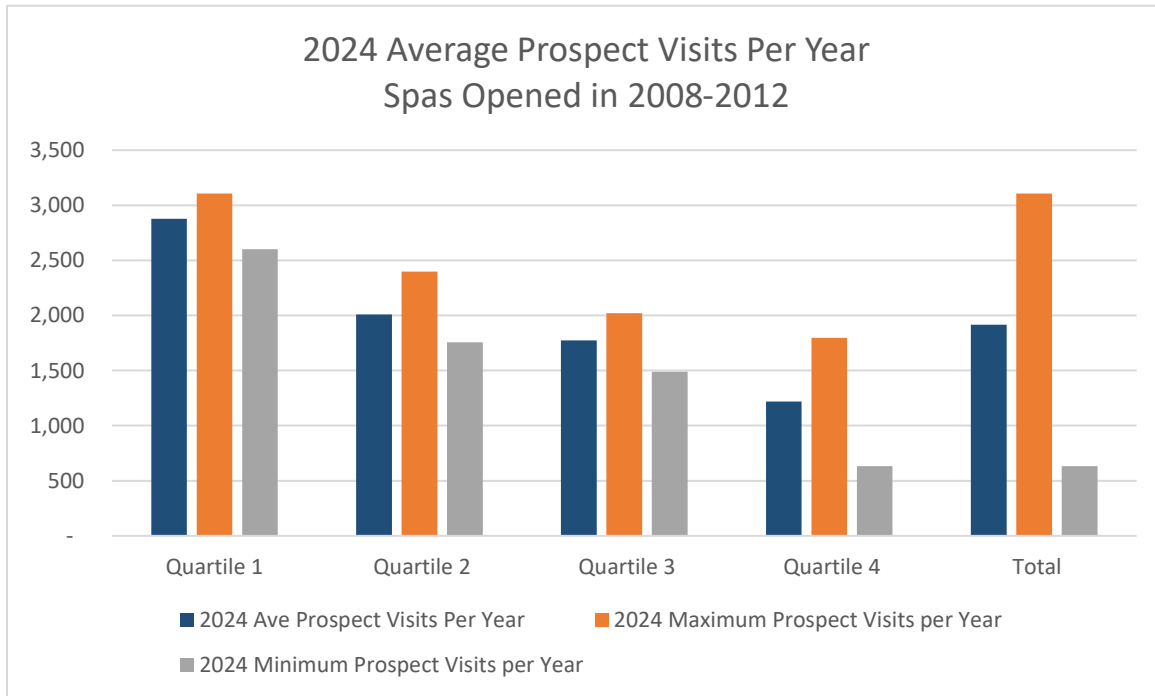


Average Prospect Client Visits Per Year For Spas That Opened During 2008-2012

Table 19.6 shows the average prospect client visits per year for the Spas that opened during 2008 – 2012 by quartiles. The quartiles are broken out by the Gross Revenue performance numbers from table 19.5 and the number and percentage of the Spas within each quartile that exceeds the quartile’s average prospect client visits per year.

TABLE 19.6: AVERAGE PROSPECT CLIENT (“PROSPECT”) VISITS PER YEAR FOR SPAS THAT OPENED DURING 2008 – 2012

Average Prospect Visits Per Year for Spas Opened in 2008-2012								
Quartile	# of Spas	% of Spas	2024 Ave Prospect Visits Per Year	2024 Maximum Prospect Visits per Year	2024 Minimum Prospect Visits per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	25%	2,877	3,107	2,602	2	50%	2,900
2	4	25%	2,009	2,399	1,757	1	25%	1,940
3	5	25%	1,774	2,020	1,490	3	60%	1,857
4	5	25%	1,218	1,798	633	3	60%	1,376
Total	18	100%	1,917	3,107	633	8	44%	1,865

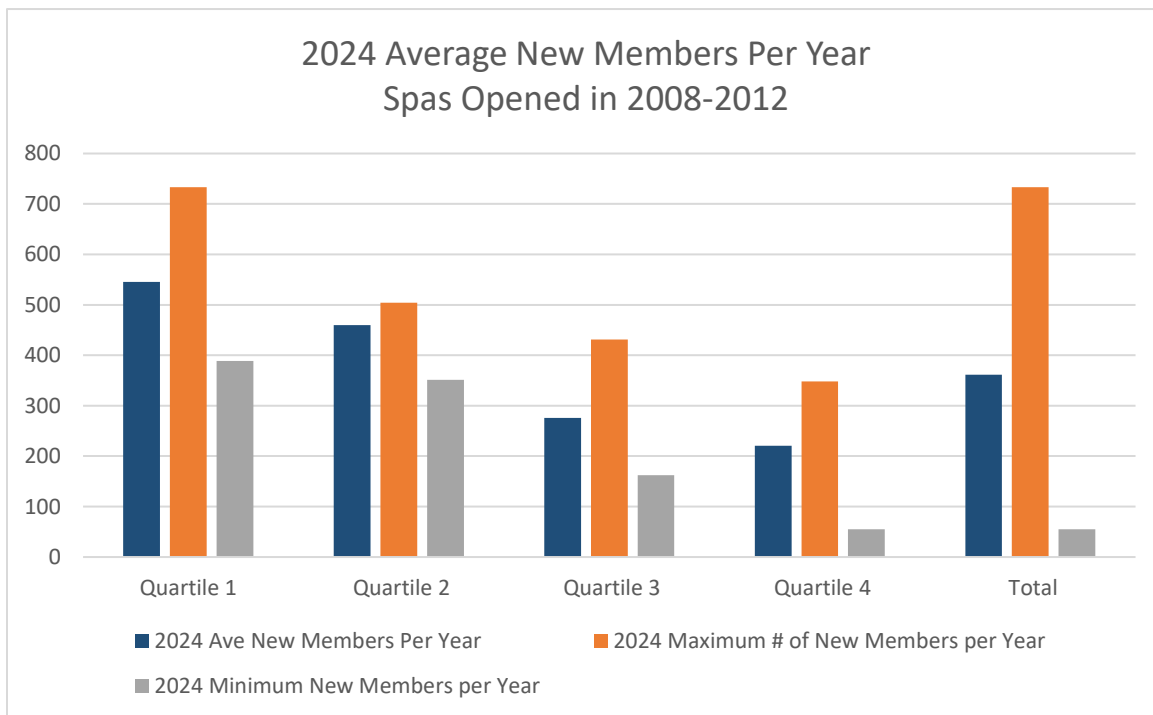


Average New Members Per Year For Spas That Opened During 2008-2012

Table 19.7 shows the average new members per year of the Spas by quartiles. The quartiles are broken out by the Gross Revenue numbers from table 19.5 and the number and percentage of the Spas within each quartile that exceeds the quartile's average new members per year.

TABLE 19.7: AVERAGE NEW MEMBERS PER YEAR FOR SPAS THAT OPENED DURING 2008 – 2012

Average New Members Per Year for Spas Opened in 2008 - 2012								
Quartile	# of Spas	% of Spas	2024 Ave New Members Per Year	2024 Maximum # of New Members per Year	2024 Minimum New Members per Year	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	4	25%	546	733	389	2	50%	530
2	4	25%	460	504	351	3	75%	492
3	5	25%	276	431	162	2	40%	246
4	5	25%	221	348	55	3	60%	234
Total	18	100%	361	733	55	8	44%	350

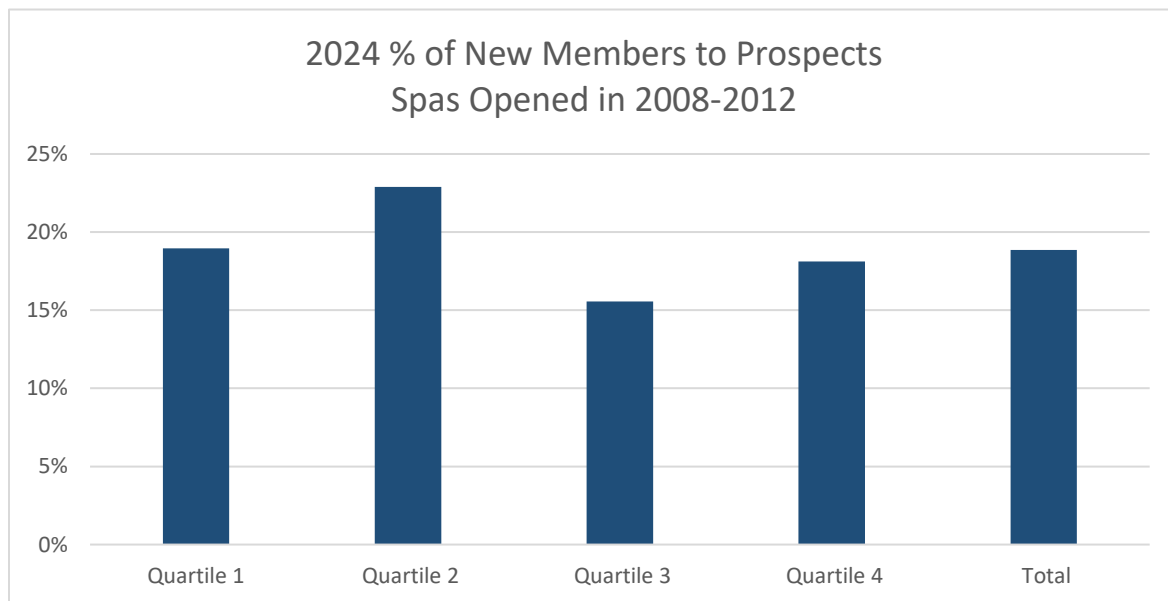


Recap of Average Prospect Client Visits and New Members Per Year For Spas Opened During 2008 - 2012

Table 19.8 is presented for presentation purposes only as a recap of the average prospect client visits and new members per year as presented in tables 19.6 and 19.7 above.

TABLE 19.8: RECAP OF AVERAGE PROSPECT CLIENT VISITS AND NEW MEMBERS PER YEAR FOR SPAS OPENED DURING 2008 – 2012

Average Prospect Visits Per Year Vs Average New Members Per Year for Spas Opened in 2008 - 2012					
Quartile	# of Spas	% of Spas	2024 Ave Prospect Visits Per Year	2024 Ave New Members Per Year	% of New Members to Prospects
1	4	25%	2,877	546	19%
2	4	25%	2,009	460	23%
3	5	25%	1,774	276	16%
4	5	25%	1,218	221	18%
Total	18	100%	1,917	361	19%



Average Gross Revenue In 2023 For Spa That Opened During 2013-2017

Table 19.9 shows the average annual Gross Revenue for the Spas that opened during 2013-2017 by quartiles, and the number and percentage of the Spas within each quartile that exceeds the quartile's average gross revenue during the year.

TABLE 19.9 AVERAGE GROSS REVENUE FOR SPAS IN 2024 THAT OPENED DURING 2013-2017

Average Gross Revenue for Operating Spas in 2024 that opened in 2013-2017								
Quartile	# of Spas	% of Spas	2024 Average Gross Revenue	2024 Maximum Gross Revenue	2024 Minimum Gross Revenue	# of Spas that attained or exceed Average	% of Spas that attained or exceeded Average	Median
1	7	25%	\$ 1,400,275	\$ 1,666,863	\$ 1,227,461	3	43%	1,370,496
2	8	25%	\$ 1,080,472	\$ 1,173,244	\$ 913,696	5	63%	1,126,808
3	8	25%	\$ 787,409	\$ 890,693	\$ 733,163	3	38%	767,648
4	8	25%	\$ 486,851	\$ 660,572	\$ 350,933	4	50%	464,813
Total	31	100%	\$ 923,864	\$ 1,666,863	\$ 350,933	14	45%	890,693

