

Provision	Section in Franchise Agreement	Summary
s.	Modification of the agreement	Sections 9.4, 14.6, 19.1.4, 19.7 and 22.4 No oral modifications, but we may change the Operations Manual and System standards at any time. You may be required to implement these changes at your own costs. We have the right to modify our Marks at any time upon written notice to you, and to reduce the scope of any restrictive covenant.
t.	Integration/merger clause	Section 21.11 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	Sections 20.1 and 20.2 At our option, claims that are not resolved internally may be submitted to non-binding mediation, or other alternative dispute resolution process, at our headquarters, subject to applicable state law.
v.	Choice of forum	Section 20.3 Litigation takes place in Wisconsin, subject to applicable state law.
w.	Choice of law	Wisconsin law applies, subject to applicable state law.

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

ITEM 18: PUBLIC FIGURES

We do not currently 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.

This Item contains an historic financial performance representation about our existing franchised outlets in 2024. As of December 31, 2024, we had the 193 franchised outlets listed in Exhibit F in operation. We have excluded the results of 11 outlets who were new to the System or who left the system or otherwise did not operate for the full 12 months. We have excluded the results of 6 outlets because they were out of compliance in that they were not meeting their required marketing spend obligations, maintaining their calendars and social media presence, or were not actively operating their outlets.

Table 1: Average Yearly Revenue

Studios	High	Low	Average	Percent Exceeding Average	Median
176	\$338,830.96	\$26,739.11	\$116,403.01	81, 46.02%	\$110,302.26

Table 2: Top Ten Outlets

Top 10 Gross Revenue	Average Revenue
\$ 338,830.96	\$ 254,800.75
\$ 307,603.41	
\$ 278,580.48	
\$ 271,619.66	Median Revenue
\$ 247,152.42	\$ 238,774.86
\$ 230,397.29	
\$ 227,184.37	
\$ 222,248.77	
\$ 218,573.18	
\$ 205,817.00	

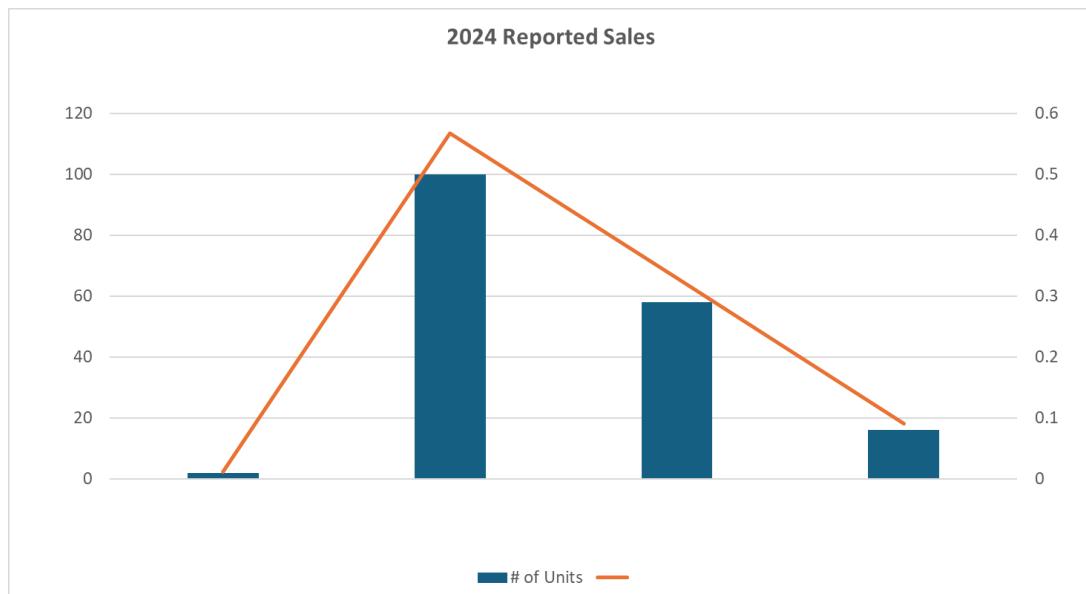
Table 3: Bottom Ten Outlets

Bottom 10 Gross Revenue	Average Gross Revenue
\$ 42,990.72	\$ 37,693.51
\$ 42,977.94	
\$ 42,662.72	
\$ 41,983.35	Median Gross Revenue
\$ 40,102.80	\$ 39,533.27
\$ 38,963.74	
\$ 36,339.00	
\$ 32,432.09	
\$ 31,743.60	
\$ 26,739.11	

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Table 4 & Chart 1: Report Revenue Breakdown

2024 Reported Revenue	Number of Units	Percent of Total Units	Average Gross Revenue
Over \$300K	2	1%	\$ 323,217.19
\$100K - \$300K	100	57%	\$ 147,530.58
\$50K - \$100K	58	33%	\$ 76,416.04
Under \$50K	16	9%	\$ 40,956.66
Total	176		



Written substantiation will be made available to you upon reasonable request.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

Other than the above disclosure, 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 Julie Selby, 117 Hill Street, Hartland, Wisconsin, 53029, 262-361-4884, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS 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	250	258	+8
	2023	258	226	-32
	2024	226	193	-33
Company – Owned*	2022	3	3	0
	2023	3	2	-1
	2024	2	1	-1
Total Outlets	2022	253	261	+8
	2023	261	228	-33
	2024	228	194	-34

Table No. 2

Transfers of Outlets From Franchisees to New Owners (Other than the Franchisor)
For Years 2022 to 2024

State	Year	Number of Transfers
Alabama	2022	0
	2023	1
	2024	0
Arkansas	2022	0
	2023	1
	2024	0
Arizona	2022	2
	2023	0
	2024	0
California	2022	2
	2023	1
	2024	1
Colorado	2022	2
	2023	0
	2024	1
Connecticut	2022	0
	2023	1