

Provision	Section in Franchise Agreement	Summary
v. Choice of forum	Section 27.C	Subject to state law, you can only file suit where our principal offices are located (currently, Phoenix, Arizona); we may file suit in the jurisdiction where our principal offices are located, where you reside or do business, where the Franchised Business is or was located, or where the claim arose.
w. Choice of law	Section 27.B	Subject to state law, Arizona law applies.
x. Security Interest	Section 18.C	You grant us a security interest in your business and its assets to secure your obligations under the Franchise Agreement and other agreements with us and our affiliates.

ITEM 18 **PUBLIC FIGURES**

We do not use any public figures to promote Pump It Up Businesses, although we reserve the right to do so in the future.

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.

STATEMENT OF AVERAGE GROSS REVENUE⁽¹⁾ FOR THE CALENDAR YEARS 2024, 2023, AND 2022 FOR REPORTING ROTATION OR DOUBLE UNIT PUMP IT UP LOCATIONS

The information in this Item 19 is derived from the historical performance of Pump It Up locations. The following information in this Item 19 excludes any Pump It Up locations that had extended closures for more than one month of the calendar year. Store closures occurred for the following reasons: the COVID-19 pandemic, relocation, or damage including (e.g. flooding, fire, tornado, hurricane). In 2024, no Pump It Up locations were excluded due to extended closures. In 2023, 3 Pump It Up locations were excluded due to extended closures. In 2022, 2 Pump It Up locations were excluded due to extended closures. The following are statements of the Average Gross Revenues for: (a) 40 Pump It Up Rotation Units or Double Units⁽³⁾ for calendar year 2024, (b) 42 Pump It Up Rotation Units or Double Units⁽³⁾ for calendar year 2023, and (c) 44 Pump It Up Rotation Units or Double Units⁽³⁾ for calendar year 2022. In 2024, 2 franchised units closed. In 2023, 2 franchised units closed. In 2022, 6 franchised units closed. The following information in this Item 19 does not include 2 Pump It Up locations that operate as "Single Units" because these locations do not operate on the same "Rotation Unit" or "Double Unit" model⁽²⁾ as the other franchised Pump It Up locations represented in this Item 19.

Average Gross Revenue was compiled from information and reports submitted by franchisees for their revenue data for the periods from: January 1, 2024 through December 31, 2024; January 1, 2023, through December 31, 2023; and January 1, 2022, through December 31, 2022.

We will, upon reasonable request, provide to prospective franchisees the written substantiation of data presented in the Financial Performance Representations illustrated below.

Financial Performance ⁽⁴⁾⁽⁵⁾⁽⁶⁾

Average Annual Gross Revenue (2024, 2023 & 2022)

Year	Highest Gross Revenue	Lowest Gross Revenue	Median Gross Revenue	Average Gross Revenue	Stores Above Average Gross Revenue	% of Stores Above Average Gross Revenue
2024	\$1,902,095	\$240,494	\$630,533	\$735,075	17	43%
2023	\$1,883,523	\$259,812	\$674,222	\$812,241	17	40%
2022	\$1,343,834	\$299,142	\$623,280	\$681,049	19	43%

Average Monthly Gross Revenue (2024, 2023 & 2022)

<u>Month</u>	<u>2024 Average Monthly Gross Revenue</u>	<u>2023 Average Monthly Gross Revenue</u>	<u>2022 Average Monthly Gross Revenue</u>
<u>Jan</u>	\$72,848	\$78,431	\$38,130
<u>Feb</u>	\$71,781	\$76,047	\$45,789
<u>Mar</u>	\$80,854	\$78,448	\$55,641
<u>Apr</u>	\$63,717	\$78,257	\$60,552
<u>May</u>	\$59,450	\$64,227	\$61,039
<u>Jun</u>	\$61,908	\$65,315	\$57,116
<u>Jul</u>	\$43,387	\$54,488	\$51,557
<u>Aug</u>	\$47,436	\$52,549	\$48,571
<u>Sep</u>	\$54,031	\$61,976	\$54,771

<u>Month</u>	<u>2024 Average Monthly Gross Revenue</u>	<u>2023 Average Monthly Gross Revenue</u>	<u>2022 Average Monthly Gross Revenue</u>
<u>Oct</u>	\$55,473	\$69,095	\$75,078
<u>Nov</u>	\$67,647	\$63,516	\$65,430
<u>Dec</u>	\$56,545	\$69,890	\$67,374

Highest, Lowest and Median Monthly Gross Revenue (2024)

<u>Month</u>	<u>2024 Highest Gross Revenue</u>	<u>2024 Lowest Gross Revenue</u>	<u>2024 Median Gross Revenue</u>	<u>2024 Average Monthly Gross Revenue</u>	<u>2024 Stores Above Average Gross Revenue</u>	<u>% of Stores Above Average Gross Revenue</u>
<u>Jan</u>	\$197,294	\$26,836	\$60,624	\$72,848	15	38%
<u>Feb</u>	\$195,788	\$21,359	\$64,198	\$71,781	17	43%
<u>Mar</u>	\$214,422	\$25,073	\$69,607	\$80,854	17	43%
<u>Apr</u>	\$143,042	\$23,011	\$53,947	\$63,717	16	40%
<u>May</u>	\$164,538	\$17,409	\$48,139	\$59,450	15	38%
<u>Jun</u>	\$136,168	\$14,149	\$53,873	\$61,908	15	38%
<u>Jul</u>	\$91,674	\$13,230	\$39,639	\$43,387	14	35%
<u>Aug</u>	\$122,329	\$10,566	\$43,394	\$47,436	16	40%
<u>Sep</u>	\$156,787	\$16,839	\$46,625	\$54,031	17	43%
<u>Oct</u>	\$145,388	\$18,405	\$51,566	\$55,473	17	43%
<u>Nov</u>	\$186,734	\$25,414	\$60,053	\$67,647	15	38%
<u>Dec</u>	\$159,921	\$21,862	\$50,276	\$56,545	17	43%

Highest, Lowest and Median Monthly Gross Revenue (2023)

Month	2023 Highest Gross Revenue	2023 Lowest Gross Revenue	2023 Median Gross Revenue	2023 Average Monthly Gross Revenue	2023 Stores Above Average Gross Revenue	% of Stores Above Average Gross Revenue
Jan	\$171,043	\$25,225	\$64,255	\$78,431	17	40%
Feb	\$162,150	\$27,119	\$62,488	\$76,047	16	38%
Mar	\$164,207	\$26,309	\$68,086	\$78,448	17	40%
Apr	\$169,675	\$23,258	\$65,864	\$78,257	18	43%
May	\$158,142	\$23,350	\$54,464	\$64,227	17	40%
Jun	\$146,184	\$16,865	\$55,674	\$65,315	14	33%
Jul	\$117,982	\$15,290	\$50,292	\$54,488	18	43%
Aug	\$122,960	\$15,410	\$47,658	\$52,549	18	43%
Sep	\$163,470	\$17,419	\$56,281	\$61,976	16	38%
Oct	\$201,031	\$19,267	\$59,298	\$69,095	17	40%
Nov	\$162,855	\$18,694	\$56,267	\$63,516	18	43%
Dec	\$183,170	\$21,631	\$61,455	\$69,890	17	40%

Highest, Lowest and Median Monthly Gross Revenue (2022)

Month	2022 Highest Gross Revenue	2022 Lowest Gross Revenue	2022 Median Gross Revenue	2022 Average Monthly Gross Revenue	2022 Stores Above Average Gross Revenue	% of Stores Above Average Gross Revenue
Jan	\$68,815	\$14,047	\$39,999	\$38,130	23	52%
Feb	\$100,544	\$18,603	\$43,652	\$45,789	17	39%
Mar	\$111,810	\$21,536	\$50,573	\$55,641	17	39%
Apr	\$129,503	\$26,072	\$56,180	\$60,552	19	43%

Month	2022 Highest Gross Revenue	2022 Lowest Gross Revenue	2022 Median Gross Revenue	2022 Average Monthly Gross Revenue	2022 Stores Above Average Gross Revenue	% of Stores Above Average Gross Revenue
May	\$127,404	\$21,104	\$59,775	\$61,039	20	45%
Jun	\$127,992	\$21,140	\$50,555	\$57,116	17	39%
Jul	\$128,408	\$18,335	\$50,169	\$51,557	18	41%
Aug	\$95,044	\$15,437	\$43,369	\$48,571	18	41%
Sep	\$118,762	\$20,063	\$46,666	\$54,771	20	45%
Oct	\$177,709	\$29,080	\$60,250	\$75,078	16	36%
Nov	\$143,932	\$17,686	\$56,661	\$65,430	17	39%
Dec	\$135,130	\$29,848	\$58,898	\$67,374	17	39%

NOTES:

(1) The Average Gross Revenue reflects all revenue derived from operating the Pump It Up business, including, but not limited to, all services and products sold, all video game machine and vending machine proceeds, and all amounts that are received at or away from the Premises, whether from cash, check, credit and debit card, barter, exchange, trade credit, or other credit transactions. The Average Gross Revenue excludes all federal, state, or municipal sales, use, or service taxes collected from customers and paid to the appropriate taxing authority and will be reduced by the amount of any documented refunds, credits, allowances, and charge-backs provided to customers in good faith.

(2) A “Rotation Unit” or “Double Unit” is a Pump It Up Unit that includes at least two Arenas and two party rooms and is operated in a rotational format where the event and party guests rotate through the Arenas and finally into a party room. All current Pump It Up franchise sales are Rotation Units.

(3) The Pump It Up Units included in this Financial Performance Representation were selected because they are either “Rotation Units” or “Double Units.” All current Pump It Up franchise sales are for Rotation Units.

(4) Between January 1, 2022 and December 31, 2024, no new Pump It Up Rotation Units or Double Units opened to the public.

(5) Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

(6) Franchisor does not dictate that franchisees utilize one method of accounting in reporting the Gross Revenues used in the preparation of this report, but we believe that all figures included in this report are based upon cash accounting.

(7) This percentage is calculated by dividing the 2024 Average Monthly Gross Revenue by the 2023 Average Monthly Gross Revenue, subtracting 1 and converting the result to a percentage.

(8) This percentage is calculated by dividing the 2024 Average Monthly Gross Revenue by the 2022 Average Monthly Gross Revenue, subtracting 1 and converting the result to a percentage.

Other than the preceding financial performance representations, 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 about a franchisee's past financial performance or the past performance of company-owned or franchised outlets, or projections of your future income, you should report it to management by contacting, 4343 E. Outlier Blvd., Suite 220, Phoenix, AZ 85008, (480) 371-1200, franchising@fun-brands.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Pump It Up Business Summary
For Years 2022 to 2024⁽¹⁾

Business Type	Year	Business at Start of the Year	Business at End of the Year	Net Change
Franchised Pump It Up Businesses	2022	54	48	-6
	2023	48	46	-2
	2024	46	42	-4
Company Owned Pump It Up Businesses	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	54	48	-6
	2023	48	46	-2
	2024	46	42	-4

Table No. 2
Transfers of Pump It Up Businesses from Franchisees to New Owners
(Other than Franchisor or its Affiliates)

For Years 2022 to 2024⁽¹⁾

State	Year	Number of Transfers ⁽²⁾
Alabama	2022	0
	2023	0
	2024	1
California	2022	0