

| Provision | Article in Area Development Agreement | Summary |
|------------------|---------------------------------------|--|
| w. Choice of law | Article 16.1 | Governing law will be the law of the state in which your Territory is located (subject to applicable state law). |

18. PUBLIC FIGURES

Slumberland does not use any public figure to promote its franchise. No public figure is involved in the management of Slumberland.

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 Item 19 of the Franchise Disclosure Document. Financial performance information that differs from that included in this Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet that you are considering buying; or (2) a franchisor supplements the information provided in this Item, for example, by providing information about possible performance at a particular location or under particular circumstances.

We provide prospective Slumberland® franchisees with the information contained in this Item about the average Gross Revenues of franchised Slumberland® Businesses. A new franchisee's individual financial results may differ from the information contained in this Item.

The information in this Item was compiled from the 68 franchised Slumberland® Businesses open for the entire calendar year ended December 31, 2024. The information from the 68 franchised Slumberland® Businesses includes information from affiliated Outlet Centers, but does not include 1 Outlet Center that operates as stand-alone location that is combined with its stand-alone retail store in the same city. The information includes franchised Slumberland® Businesses located in the states of Illinois, Iowa, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming (see Item 20). Slumberland's auditors have not performed any procedures on the financial information in this Item, and assume no responsibility for the information.

The franchised Slumberland® Businesses included in the analysis offer substantially similar products and services to their customers. None of the Slumberland® franchisees have received any services and assistance that are not available to all other franchisees and new franchisees are offered substantially the same services and assistance. However, the amount of annual Gross Revenues generated by Slumberland® Businesses differs, depending upon a variety of factors. In particular, the Gross Revenues of your Slumberland® Business will be directly affected by the geographic area of the country; general economic conditions; general business climate; customer demographics, including average household income; population growth; location of the Slumberland® Business; competition; pricing policies; advertising expenditures; and other economic and business factors.

We require our franchisees to maintain accurate accountings of their Gross Revenues. We do not know if the accounting records of our franchisees are prepared in accordance with generally accepted accounting principles. The franchisees' financial statements and Gross Revenues records are not audited or verified by either Slumberland or its outside certified public accountants.

The following charts show the average Gross Revenues of 68 Slumberland® franchisees for the 2024 calendar year. We derive these figures from the Gross Revenues reports of the Slumberland®