

<b>Provision</b>	<b>Section in Development Agreement</b>	<b>Summary</b>
t. Integration/merger clause	Section XI.B.	Except as otherwise required by applicable state law, only the terms of the Development Agreement, franchise disclosure document, and other related written agreements are binding. No other representations or promises are binding. Notwithstanding the foregoing, nothing in any Development Agreement is intended to disclaim the express representations made in this franchise disclosure document.
u. Dispute resolution by arbitration or mediation	Section XI.E.	Except as otherwise required by applicable state law, claims, controversies or disputes from or relating to the Development Agreement must be mediated, except for actions we bring for monies owed, injunctive or other equitable relief, or relief relating to real property.
v. Choice of forum	Sections XI.E. and XI.F.	Except as otherwise required by applicable state law, mediation in Lakewood, Colorado, except actions for monies owed, injunctive relief, or relief related to real property, the Marks or confidentiality information. (See state specific addenda.)  Venue for any other proceeding is the state or federal court encompassing Lakewood, Colorado.
w. Choice of law	Section XI.G.	Except as otherwise required by applicable state law, the Development Agreement is to be interpreted and construed under Colorado law, except for Colorado choice of law rules. (See state specific addenda.)

## **ITEM 18 PUBLIC FIGURES**

We do not use any public figure to promote the 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.

The figures below represent the median and average Gross Sales for each quarter during calendar years 2022, 2023, and 2024 reported by Woodhouse Spa franchise locations that satisfied the 2022 Reporting Criteria, 2023 Reporting Criteria, or 2024 Reporting Criteria, as applicable and as defined below. The characteristics of the Woodhouse Spa franchise locations included in the following table do not differ materially from those of a franchise offered under this disclosure document. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon its reasonable written request.

The following table includes 2022 Gross Sales information regarding the Woodhouse Spa franchise locations in the United States that met or exceeded all of the following criteria as of the last day of December 31, 2022 (“2022 Reporting Criteria”): (a) was first open for business on or before January 1, 2022; (b) was open and operating in the United States under a Franchise Agreement as of December 31, 2022; (c) was not owned, operated, or under contract to purchase by Franchisor or any of its affiliates at any time during 2022; and (d) submitted all required sales reports during 2022.

The following table includes 2023 Gross Sales information regarding the Woodhouse Spa franchise locations in the United States that met or exceeded all of the following criteria as of the last day of December 31, 2023 (“2023 Reporting Criteria”): (a) was first open for business on or before January 1, 2023; (b) was open and operating in the United States under a Franchise Agreement as of December 31, 2023; (c) was not owned, operated, or under contract to purchase by Franchisor or any of its affiliates at any time during 2023; and (d) submitted all required sales reports during 2023.

The following table includes 2024 Gross Sales information regarding the Woodhouse Spa franchise locations in the United States that met or exceeded all of the following criteria as of the last day of December 31, 2024 (“2024 Reporting Criteria”): (a) was first open for business on or before January 1, 2024; (b) was open and operating in the United States under a Franchise Agreement as of December 31, 2024; (c) was not owned, operated, or under contract to purchase by Franchisor or any of its affiliates at any time during 2024; and (d) submitted all required sales reports during 2024.

The median and average information for Gross Sales was prepared from the records and reports, as reported by Franchisees of each of the Woodhouse Spa locations satisfying the 2022 Reporting Criteria, 2023 Reporting Criteria, or 2024 Reporting Criteria, as applicable. We have relied solely on the information reported to us by Franchisees. We do not know of an instance, nor do we have reason to believe, that any Franchisee would misstate its information. However, these Franchisee reports have not been audited, and we have not verified the numbers reported.

To calculate the median and average Gross Sales, we analyzed information, as reported by Franchisees of each of the Woodhouse Spa locations satisfying the 2022 Reporting Criteria, 2023 Reporting Criteria, or 2024 Reporting Criteria, as applicable. We then provided the lowest Gross Sales amount and the highest Gross Sales amount for such franchised locations for each quarter of the calendar years 2022, 2023, and 2024. “Gross Sales” is the total selling price of all services and products and all income of every other kind and nature related to the Spa, including income from the sale of products and services over the Internet, whether for cash or credit and regardless of collection in the case of credit. The term “Average” refers to the sum of all data points in a set, divided by the number of data points in that set. The term “Median” refers to the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event that the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two. As a result, in all cases when a median number is stated, approximately 50% of the Franchised Locations met or exceeded the stated median.

**Some outlets have sold or achieved this amount. Your individual results may differ. There is no assurance that you'll sell or achieve as much.**

We do not furnish or authorize our salespersons to furnish any oral or written information concerning the actual or potential sales, income, costs, or profits of a Woodhouse Spa other than that disclosed here.

**FRANCHISED SPAS AVERAGE AND MEDIAN GROSS SALES FOR 2021, 2022, AND 2023**

	Average			Median		
	2022	2023	2024	2022	2023	2024
<b>Q1</b>	\$411,297.00	\$477,739.39	\$486,343	\$402,272.00	\$474,608.03	\$463,511
<b>Q2</b>	\$522,615.00	\$587,210.30	\$614,501	\$508,065.00	\$569,632.02	\$572,665
<b>Q3</b>	\$428,759.00	\$488,336.85	\$512,785	\$399,006.00	\$463,856.56	\$517,442
<b>Q4</b>	\$723,997.00	\$857,798.47	\$892,603	\$668,744.00	\$818,505.05	\$871,227
<b>Full Year</b>	\$2,086,667.00	\$2,411,085.00	\$2,506,231	\$1,991,105.00	\$2,318,130.86	\$2,457,840

	Highest in Range			Lowest in Range		
	2022	2023	2024	2022	2023	2024
<b>Q1</b>	\$938,017.00	\$1,022,065.31	\$1,057,042	\$117,626.00	\$105,069.60	\$143,266
<b>Q2</b>	\$1,064,906.00	\$1,286,050.51	\$1,364,494	\$159,429.00	\$135,064.02	\$180,689
<b>Q3</b>	\$929,549.00	\$1,007,967.34	\$1,184,084	\$110,434.00	\$112,117.19	\$127,798
<b>Q4</b>	\$1,559,322.00	\$1,929,607.29	\$2,153,369	\$201,430.00	\$211,861.67	\$179,409
<b>Full Year</b>	\$4,491,794.00	\$5,014,215.31	\$5,666,512	\$606,075.00	\$564,112.48	\$675,466

**Notes**

- (1) As of December 31, 2022, we had 73 Woodhouse Spa franchised locations open and operating in the United States. Of this total, 68 (93%) Woodhouse Spas locations met the 2022 Reporting Criteria and 5 (7%) Woodhouse Spa locations did not meet the 2022 Reporting Criteria. No franchised outlets closed during 2022 (though two were reacquired by us) and no franchised outlets closed after being opened for less than 12 months.
- (2) As of December 31, 2023, we had 80 Woodhouse Spa franchised locations open and operating in the United States. Of this total, 71 (89%) Woodhouse Spas locations met the 2023 Reporting Criteria and 9 (11%) Woodhouse Spa locations did not meet the 2023 Reporting Criteria. No franchised outlets closed during 2023.

- (3) As of December 31, 2024, we had 84 Woodhouse Spa franchised locations open and operating in the United States. Of this total, 76 (90%) Woodhouse Spas locations met the 2024 Reporting Criteria and 8 (10%) Woodhouse Spa locations did not meet the 2024 Reporting Criteria. Two franchised outlets closed during 2024 (both had been open more than 12 months).
- (4) Of the 68 Woodhouse Spa locations that met the 2022 Reporting Criteria, 32 (47%) met or exceeded the Average Gross Sale for the first quarter of 2022. Of the 71 Woodhouse Spa locations that met the 2023 Reporting Criteria, 35 (49%) met or exceeded the Average Gross Sale for the first quarter of 2023. Of the 76 Woodhouse Spa locations that met the 2024 Reporting Criteria, 35 (46%) met or exceeded the Average Gross Sales for the first quarter of 2024.
- (5) Of the 68 Woodhouse Spa locations that met the 2022 Reporting Criteria, 33 (49%) met or exceeded the Average Gross Sale for the second quarter of 2022. Of the 71 Woodhouse Spa locations that met the 2023 Reporting Criteria, 34 (48%) met or exceeded the Average Gross Sale for the second quarter of 2023. Of the 76 Woodhouse Spa locations that met the 2024 Reporting Criteria, 34 (45%) met or exceeded the Average Gross Sales for the second quarter of 2024.
- (6) Of the 68 Woodhouse Spa locations that met the 2022 Reporting Criteria, 31 (46%) met or exceeded the Average Gross Sale for the third quarter of 2022. Of the 71 Woodhouse Spa locations that met the 2023 Reporting Criteria, 33 (46%) met or exceeded the Average Gross Sale for the third quarter of 2023. Of the 76 Woodhouse Spa locations that met the 2024 Reporting Criteria, 40 (53%) met or exceeded the Average Gross Sales for the third quarter of 2024.
- (7) Of the 68 Woodhouse Spa locations that met the 2022 Reporting Criteria, 31 (46%) met or exceeded the Average Gross Sale for the fourth quarter of 2022. Of the 71 Woodhouse Spa locations that met the 2023 Reporting Criteria, 31 (44%) met or exceeded the Average Gross Sale for the fourth quarter of 2023. Of the 76 Woodhouse Spa locations that met the 2024 Reporting Criteria, 33 (43%) met or exceeded the Average Gross Sales for the fourth quarter of 2024.
- (8) Of the 68 Woodhouse Spa locations that met the 2022 Reporting Criteria, 33 (49%) met or exceeded the Average Gross Sale for 2022. Of the 71 Woodhouse Spa locations that met the 2023 Reporting Criteria, 33 (46 %) met or exceeded the Average Gross Sale for 2023. Of the 76 Woodhouse Spa locations that met the 2024 Reporting Criteria, 36 (47%) met or exceeded the Average Gross Sales for 2024.

Other than the preceding financial performance representation, we do not make any financial performance representations. 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 us by contacting Karen Garrett at 300 Union Boulevard, Suite 600, Lakewood, Colorado 80228, and 612-219-1187, the Federal Trade Commission, and the appropriate state regulatory agencies.

## **ITEM 20** **OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**Systemwide Outlet Summary**  
**For years 2022 to 2024<sup>(1)</sup>**