

	Provision	Section in the Agreement	Summary
r.	Non-competition covenants after the franchise is terminated or expires	FA: §10.C SDA: §9	For 24 months after expiration, termination or transfer, neither you nor your Owners, officers, directors or guarantors may have any interest in a Competitive Business at the Premises, within 5 miles from the Premises, or any other Baskin-Robbins Restaurant.
s.	Modification of agreement	FA: §§1.C and 16.E SDA: §9	Generally, no modifications except in writing and signed by the parties. However, we have the right to modify the System, Manuals, Standards, and Proprietary Marks.
t.	Integration/merger clause	FA: §16.D SDA: §9	The Franchise Agreement and/or the Store Development Agreement, as applicable, constitute the entire agreement between us and you (subject to state law). Any other statements or promises not in the Franchise Agreement, Store Development Agreement, or this Disclosure Document should not be relied upon and may not be enforceable.
u.	Dispute resolution by arbitration or mediation	None	Not applicable.
v.	Choice of forum	FA: §15.B SDA: §9	Federal, state, or local courts within Atlanta, Georgia (subject to state law).
w.	Choice of law	FA: §16.A SDA: §9	Georgia law applies to all claims (subject to state law).

\* In the above chart, all references to “FA” includes both the Franchise Agreement and Combo Franchise Agreement, and all references to “SDA” includes both the Store Development Agreement and Combo Store Development Agreement. References to “NTA” mean the Non-Traditional Rider attached to this disclosure document as Exhibit C-3.

### **ITEM 18:** **PUBLIC FIGURES**

We do not use any public figure in promoting the sale of 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.

These financial performance representations provide actual, historical “AUVs,” or average “Unit Volumes,” for specific groups of franchised Baskin-Robbins Restaurants. “Unit Volume” has the same meaning as Gross Sales, which we define in the note below. This Item 19 includes financial information for our 2024 fiscal year (which we will call simply “2024” in this Item 19), which is the period from January 1, 2024 until December 29, 2024. Indeed, federal and state franchise laws permit us to include in Item 19 either (a) a historical financial performance representation about the franchise system’s existing outlets or a subset of those outlets, or (b) a forecast of the prospective franchisee’s future financial performance. The information in this Item 19 reflects 2024 historical data for the AUV of certain franchised Baskin-Robbins Restaurants, and is not a forecast of future financial performance or a projection.

There were 976 franchised Baskin-Robbins Restaurants operating in the United States at the end of 2024. Of these, 874 operated at traditional locations, and 102 operated at non-traditional locations/SDOs. We excluded from these financial performance representations: (a) all 33 of the franchised restaurants that first opened for business during 2024 and did not operate for the full; (b) all 98 of the franchised restaurants that were closed and reported no sales for extended periods during 2024, often for more than a month, either as part of remodeling or rebuilding the restaurant, due to a hurricane weather-related casualty or fire/water damage, or because of a relocation or planned transfer; and (c) the 2 franchised Baskin-Robbins Restaurants that operated at Multi-Brand Locations (1 of which commenced operations during 2024 and is therefore also reflected in exclusion (a)). The financial performance representations in this Item 19 provide AUVs during 2024 for the remaining 844 franchised Baskin-Robbins Restaurants (called the “2024 Franchised Restaurants”), or an identified portion of those 2024 Franchised Restaurants. Of the 2024 Franchised Restaurants, 93 operated at non-traditional locations/SDOs. We also excluded from these financial performance representations the 35 franchised Baskin-Robbins Restaurants that closed in 2024, all of which were open for at least 12 months before they closed, and all 1,269 franchised Combo Restaurants (which includes 3 Baskin-Robbins Express Restaurants). Neither we nor our affiliates operated any Baskin-Robbins Restaurants as of the end of 2024.

The 2024 Franchised Restaurants that operated at traditional locations were located in various types of structures, such as free-standing buildings and shopping centers/store fronts. The 2024 Franchised Restaurants that operated at traditional locations typically range in size from 1,100 to 1,300 square feet. The majority of the 2024 Franchised Restaurants that operated at non-traditional locations/SDOs were located in gas and convenience stores, and some were also located in airports, travel plazas, casinos, malls, hotels, and entertainment and sports complexes. The 2024 Franchised Restaurants at non-traditional locations/SDOs typically range in size from 400 to 700 square feet. The 2024 Franchised Restaurants are located across the country and in a variety of urban, suburban, and rural locations and in varied markets with wide-ranging levels of competition. 97 of the 2024 Franchised Restaurants operated with drive-thru windows, and the remaining 747 did not have drive-thru windows. The 2024 Franchised Restaurants have operated for an average of 28.6 years.

The first financial performance representation reflects the AUVs for the 2024 Franchised Restaurants, both overall and as grouped into quartiles (categories of 25%) based on their AUVs.

**Average Unit Volume  
for 2024 Franchised Restaurants**

<b>1<sup>st</sup> Quartile</b>	<b>2<sup>nd</sup> Quartile</b>	<b>3<sup>rd</sup> Quartile</b>	<b>4<sup>th</sup> Quartile</b>	<b>All Restaurants</b>
\$822,152	\$579,293	\$462,587	\$266,694	\$532,682

**Statistics for  
2024 Franchised Restaurants**

	# of Restaurants	Median	Highest	Lowest	#/% Above Average
1 <sup>st</sup> quartile	211	\$777,237	\$2,317,098	\$651,859	80 / 37.9%
2 <sup>nd</sup> quartile	211	\$578,278	\$651,535	\$521,252	102 / 48.3%
3 <sup>rd</sup> quartile	211	\$463,819	\$521,101	\$404,736	108 / 51.2%
4 <sup>th</sup> quartile	211	\$320,873	\$403,573	\$11,670	134 / 63.5%
All Restaurants	844	\$521,177	\$2,317,098	\$11,670	398 / 47.2%

The second financial performance representation reflects the AUVs for the 2024 Franchised Restaurants, grouped by Region and Division, as defined in the note below.

**Average Unit Volume  
for 2024 Franchised Restaurants  
by Region and Division**

Region/ Division	AUV	#	Median	Highest	Lowest	#/% Above Average
Northeast/Mid-Atlantic	\$377,280	10	\$345,910	\$666,719	\$177,220	4 / 40%
Northeast/New England	-	0	-	-	-	-
Midwest/East North Central	\$472,659	26	\$449,054	\$850,024	\$223,073	10 / 38.5%
Midwest/West North Central	\$424,704	27	\$463,819	\$1,045,569	\$38,825	16 / 59.3%
South/East South Central	\$406,348	90	\$405,588	\$1,031,811	\$11,670	45 / 50%
South/South Atlantic	\$517,910	35	\$521,252	\$1,025,628	\$287,431	18 / 51.4%
South/West South Central	\$416,279	130	\$420,050	\$989,163	\$26,765	66 / 50.8%
West/Mountain	\$539,040	98	\$524,027	\$1,033,244	\$21,989	45 / 45.9%
West/Pacific	\$608,444	428	\$570,960	\$2,317,098	\$222,554	173 / 40.4%

The third financial performance representation reflects the AUVs for the 2024 Franchised Restaurants, grouped by traditional or non-traditional location/SDO, as described in the note below.

**Average Unit Volume  
for 2024 Franchised Restaurants  
by Restaurant Type**

	AUV	#	Median	Highest	Lowest	#/% Above Average
Traditional	\$564,791	751	\$536,162	\$2,317,098	\$30,866	324 / 43.1%
Non-Traditional/ SDOs	\$273,392	93	\$157,993	\$1,308,982	\$11,670	34 / 36.6%
All Franchised Restaurants	\$532,682	844	\$521,177	\$2,317,098	\$11,670	398 / 47.2%

Notes

(1) “AUV” or “Unit Volume” for a 2024 Franchised Restaurant is the same as Gross Sales, which means all revenue related to the sale of approved products and provision of services (including direct delivery, catering and/or delivery services through third parties) through the operation of the franchised Restaurant, but does not include money received for the sale of stored value cards and deposited into a central account

maintained for the benefit of the System; taxes collected from guests on behalf of a governmental body; or the sale of approved products to another entity franchised or licensed by us for subsequent resale.

(2) We calculate the AUVs in this Item 19 by adding the Unit Volumes for each restaurant in the applicable group and dividing the sum by the number of restaurants in the applicable group. We obtain the Unit Volumes for franchised Baskin-Robbins Restaurants from sales reports that franchisees submit to us and from data that we collected from franchisees' POS systems. We have not independently audited that information. Prospective franchisees and sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his or her opinion concerning their contents or form. Upon your reasonable request, we will provide written substantiation for these financial performance representations. A Baskin-Robbins Restaurant's sales may vary depending on a number of factors, such as the restaurant's location and physical condition, other characteristics of the site (such as access and signage), seasonality, competition and demographics in the market, pricing decisions, the level and types of marketing the restaurant undertakes, the quality of management and service, commitment to training staff, a franchisee's business acumen, and the length of time the restaurant has been open. The 2024 Baskin-Robbins Restaurants offer essentially the same products and services, face the same kinds of competitive challenges, and receive the same level of support from us that we expect new franchisees will experience.

(3) We define the "Regions" and "Divisions" for purposes of these financial performance representations as follows:

- The Northeast Region is comprised of the Mid-Atlantic and New England Divisions:
  - Mid-Atlantic Division: New Jersey, New York, Pennsylvania
  - New England Division: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
- The Midwest Region is comprised of the East North Central and Midwest/North Central Divisions:
  - East North Central Division: Indiana, Illinois, Michigan, Ohio, Wisconsin
  - Midwest North Central Division: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
- The South Region is comprised of the East South Central, South Atlantic and West South Central Divisions:
  - East South Central Division: Alabama, Kentucky, Mississippi, Tennessee
  - South Atlantic Division: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
  - West South Central: Arkansas, Louisiana, Oklahoma, Texas
- The West Region is comprised of the Mountain and Pacific Divisions:
  - Mountain Division: Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming
  - Pacific Division: Alaska, California, Hawaii, Oregon, Washington

(4) These financial performance representations do not reflect the costs of sales, operating expenses or other costs or expenses that must be deducted from the AUV figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Restaurant. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

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

Other than the preceding financial performance representations, 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 the franchisor's management by contacting our Vice President, Franchise Counsel, Lisa Storey, Esq. at Three Glenlake Parkway NE, Atlanta, Georgia 30328 or (678) 514-6928, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20:**  
**OUTLETS AND FRANCHISEE INFORMATION**

**BASKIN-ROBBINS RESTAURANTS**

<b>Table 1:</b> <b>Systemwide Baskin-Robbins Outlet Summary for Years 2022 to 2024</b>				
<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at Start of Year</b>	<b>Outlets at End of the Year</b>	<b>Net Change</b>
Franchised	2022	1,042	1,001	-41
	2023	1,001	978	-23
	2024	978	976	-2
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
<b>Total Outlets</b> (Note 1)	<b>2022</b>	<b>1,042</b>	<b>1,001</b>	<b>-41</b>
	<b>2023</b>	<b>1,001</b>	<b>978</b>	<b>-23</b>
	<b>2024</b>	<b>978</b>	<b>976</b>	<b>-2</b>

<b>Table 2:</b> <b>Transfers of Baskin-Robbins Outlets from Franchisees to New Owners</b> <b>(Other Than the Franchisor) for the Years 2022 to 2024</b>		
<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Arizona	2022	1
	2023	2
	2024	1
Arkansas	2022	0
	2023	6
	2024	0
California	2022	31
	2023	19
	2024	25
Colorado	2022	0
	2023	4
	2024	3
Florida	2022	1
	2023	0
	2024	0
Illinois	2022	1
	2023	1
	2024	0
Indiana	2022	0
	2023	1
	2024	0