

<u>Provision</u>	<u>Section in Franchise Agreement</u>	<u>Summary</u>
v. Choice of Forum	Section 10(A)	Any non-arbitration litigation arising, directly or indirectly, from the franchise relationship, must be commenced and maintained, at our election, in South Dakota.
w. Choice of Law	Section 10(A)	The provisions of the Franchise Agreement will be governed by the laws of South Dakota unless the laws of your state require that its laws apply.

**Note:** Please see state specific addenda in Exhibit C.

### **Item 18: Public Figures**

We do not use any public figure 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.

The following tables establish certain historic performance of My Place Hotels' Covered My Place Hotels operating in the United States for the year 2024 (as set forth under the heading "2024 Historic Performance"). Covered My Place Hotels, as used in this Item 19, means hotels that were open and capable of accepting reservations and bookings on or before December 31, 2024, are comprised of forty-six to eighty-five rooms, and that offer similar services. The Covered My Place Hotels are in good standing, have operated for at least one year, and were open the entire year of 2024 in states that we expect franchises to

develop, but specifically exclude outlets in North Dakota. No Covered My Place Hotels received special consideration. No material differences exist in the average occupancy, average daily rate, or any figures represented under Item 19 between Company-owned Outlets or Franchised Outlets. Company-owned outlets must also pay advertising fund fees and royalty fees. Unless otherwise noted, the following historic financial performance and occupancy statistics are based on the 47 Covered My Place Hotels in 2024. Please review footnotes for further explanation.

### 2024 Historic Performance

As of December 31, 2024, there were a total of 73 My Place Hotels (or outlets), of which 47 hotels qualified as Covered My Place Hotels. These 47 Covered My Place Hotels were comprised of 14 company-owned outlets and 33 franchised outlets and were included in the representation shown in the following 2024 Historic Performance tables.<sup>21</sup>

<b>Occupancy</b>						
<b>All Hotels as of 12/31/2024</b>						
<b>Average Occupancy</b>	<b>High Occupancy</b>	<b>Low Occupancy</b>	<b>Median Occupancy</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
65.22%	102.50%	48.80%	66.50%	47	23	48.94%
<b>Franchised Hotels as of 12/31/2024</b>						
<b>Average Occupancy</b>	<b>High Occupancy</b>	<b>Low Occupancy</b>	<b>Median Occupancy</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
66.93%	102.50%	33.80%	68.31%	33	13	39.39%
<b>Company Owned Hotels as of 12/31/2024</b>						
<b>Average Occupancy</b>	<b>High Occupancy</b>	<b>Low Occupancy</b>	<b>Median Occupancy</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
61.18%	70.50%	50.10%	59.71%	14	6	42.86%

21 During the time period covered by Item 19, 0 Company owned outlets, 1 Franchised outlet, and 0 excluded outlets closed.

## ADR (Average Daily Rate)

All Hotels as of 12/31/2024

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
\$ 105.59	\$197.33	\$73.81	\$98.92	47	17	36.17%

Franchised Hotels as of 12/31/2024

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
\$100.75	\$149.70	\$73.81	\$97.95	33	13	39.39%

Company Owned Hotels as of 12/31/2024

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
\$116.99	\$197.33	\$83.68	\$103.19	14	4	28.57%

## STR Occupancy Index to Midscale (STR Occupancy Index)<sup>22</sup>

All Hotels as of 12/31/2024

Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
100.44	153.10	77.20	100	47	22	46.81%
<b>Franchised Hotels as of 12/31/2024</b>						
Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
103.08	153.10	65.10	106	33	16	48.48%
<b>Company Owned Hotels as of 12/31/2024</b>						
Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
94.21	114.90	77.20	92.50	14	7	50.00%

<sup>22</sup> STR Occupancy Index only includes the Covered My Place Hotels that reported to Smith Travel Research, Inc. (“STR”).

## STR ADR Index to Midscale (SDR ADR Index)<sup>23</sup>

All Hotels as of 12/31/2024

Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
86.50	106.40	66.80	89.16	47	24	51.06%
Franchised Hotels as of 12/31/2024						
Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
84.23	106.40	66.80	86.30	33	15	45.45%
Company Owned Hotels as of 12/31/2024						
Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
91.84	101.80	73.80	90	14	6	42.86%

<sup>23</sup> STR ADR Index only includes the Covered My Place Hotels that reported to Smith Travel Research, Inc. (“STR”).

## Stay Rewarded (Guest Loyalty Program – Stay Rewarded®)<sup>24</sup>

### Room Night Contribution

#### All Hotels as of 12/31/2024

Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
52.70%	89.30%	14.70%	50.50%	43	21	48.84%

#### Franchised Hotels as of 12/31/2024

Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
46.60%	88.70%	14.70%	45.60%	29	14	48.28%

#### Company Owned Hotels as of 12/31/2024

Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
65.50%	89.30%	42.60%	62.50%	14	7	50%

<sup>24</sup> Contribution percentage is calculated by taking the number of room nights rented by Stay Rewarded members divided by the total sum of room nights rented over the same period.

<b>Length of Stay</b>							
<b>Room Night Contribution</b>							
<b>All Hotels as of 12/31/2024</b>							
<b>Length of Stay Tier</b>	<b>Average Room Night Contribution</b>	<b>High Room Night Contribution</b>	<b>Low Room Night Contribution</b>	<b>Median Room Night Contribution</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
1-6 Nights	55.00%	90.50%	21.20%	54.60%	47	21	44.68%
7-14 Nights	11.60%	23.10%	3.80%	10.60%	47	19	40.43%
15-29 Nights	8.70%	18.70%	2.70%	8.10%	47	21	44.68%
30+ Nights	24.70%	68.40%	3.10%	22.60%	47	19	40.43%
<b>Franchised Hotels as of 12/31/2024</b>							
<b>Length of Stay Tier</b>	<b>Average Room Night Contribution</b>	<b>High Room Night Contribution</b>	<b>Low Room Night Contribution</b>	<b>Median Room Night Contribution</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
1-6 Nights	55.90%	90.50%	21.20%	54.60%	33	14	42.42%
7-14 Nights	10.60%	23.10%	3.80%	9.50%	33	12	36.36%
15-29 Nights	8.10%	16.90%	2.70%	7.30%	332	13	39.39%
30+ Nights	25.30%	68.40%	3.10%	21.30%	33	12	36.36%
<b>Company Owned Hotels as of 12/31/2024</b>							
<b>Length of Stay Tier</b>	<b>Average Room Night Contribution</b>	<b>High Room Night Contribution</b>	<b>Low Room Night Contribution</b>	<b>Median Room Night Contribution</b>	<b># of Hotels</b>	<b># of Hotels Exceeding Average</b>	<b>% of Hotels Exceeding Average</b>
1-6 Nights	53.00%	70.10%	31.60%	55.40%	14	8	57.14%
7-14 Nights	13.50%	22.30%	7.40%	12.20%	14	6	42.86%
15-29 Nights	9.90%	18.70%	3.70%	10.00%	14	8	57.14%
30+ Nights	23.70%	40.30%	13.40%	23.70%	14	7	50.00%

<h2>Channels (Channel Production)</h2>							
<b>Room Night Contribution</b>							
<b>All Hotels as of 12/31/2024</b>							
Channel	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
Brand Direct	15.30%	40.50%	2.20%	12.50%	47	15	31.91%
Property Direct	49.20%	86.40%	13.50%	51.50%	47	25	53.19%
OTA	30.30%	74.50%	6.80%	28.70%	47	20	42.55%
GDS	5.20%	17.80%	0.60%	4.00%	47	14	29.79%
<b>Franchised Hotels as of 12/31/2024</b>							
Channel	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
Brand Direct	13.90%	39.30%	2.20%	12.20%	33	11	33.33%
Property Direct	48.60%	86.40%	13.50%	52.20%	33	18	54.55%
OTA	33.10%	74.50%	10.80%	31.50%	33	13	39.39%
GDS	4.40%	17.80%	0.60%	3.50%	33	12	36.36%
<b>Company Owned Hotels as of 12/31/2024</b>							
Channel	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
Brand Direct	18.30%	40.50%	5.20%	14.90%	14	6	42.86%
Property Direct	50.50%	64.60%	38.70%	48.50%	14	5	35.71%
OTA	24.40%	44.90%	6.80%	23.80%	14	6	42.86%
GDS	6.80%	17.60%	1.40%	5.10%	14	6	42.86%

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

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Except for the specific financial representations and disclosures above, 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 Ryan Rivett, 1910 8<sup>th</sup> Avenue Northeast, Aberdeen, South Dakota 57401, 605-725-5974, the Federal Trade Commission, and the appropriate state regulatory agencies.

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**Item 20: Outlets and Franchisee Information**

Table No. 1

**Systemwide Outlet Summary  
For years 2022 to 2024**

Outlet Type	Year	Outlets At The Start Of Year	Outlets At The End Of The Year	Net Change
Franchised	2022	43	44	1
	2023	44	49	5
	2024	49	51	2
Company- Owned	2022	22	22	0
	2023	22	21	-1
	2024	21	22	1
Total Outlets	2022	65	66	1
	2023	66	70	4
	2024	70	73	3

Table No. 2

**Transfers of Outlets from Franchisees to New Owners  
(other than Franchisor)**

**For years 2022 to 2024**

State	Year	Number of Transfers
Iowa	2022	0
	2023	0
	2024	1
Nebraska	2022	0
	2023	2
	2024	0
North Carolina	2022	0
	2023	1
	2024	0