

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) 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.

DEFINITIONS

- (a) Average – means the sum of all data points in a set, divided by the number of data points in that set.
- (b) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.
- (c) Company Owned Outlet – means an Outlet owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document. A Company Owned Outlet also includes any Outlet that is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document, or that is managed by us our affiliate, or any person identified in Item 2.
- (d) Direct Cost of Goods Sold – means the cost of acquiring merchandise sold to customers. Also included in Direct Cost of Goods Sold is any amount of shrink arising from merchandise loss, expired product, damages, and adjustments to the carrying value of inventory resulting from physical inventory counts. Direct Cost of Goods Sold does not include Direct Labor Cost, managerial labor and expenses, administrative labor and expenses, Disclosed Expenses, operating expenses, or general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (e) Direct Gross Profit – means Gross Sales less Direct Cost of Goods Sold and Direct Labor Cost. Direct Gross Profit is not net profit or income and, except as to Direct Cost of Goods Sold and Direct Labor Cost, does not include the deduction of all other expenses incurred by a Live Hydration Spa including, but not limited to, managerial labor and expenses, administrative labor and expenses, Disclosed Expenses, operating expenses, or general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (f) Direct Labor Cost – means the direct non-owner labor expenses incurred in the operations of the Outlet and for employees that directly perform or provide services resulting in Gross Sales and includes wages and payroll taxes. Direct Labor Cost does not include compensation related to administrative labor or management labor. For Franchise Outlets, Direct Labor Cost does not include labor expenses or compensation paid to the franchise owners that perform services on behalf of their Live Hydration Spa.
- (g) Disclosed Expenses – means the following select expenses: rent, utilities, insurance, freight expenses, dues and subscriptions, repairs and maintenance, processor fees, continuing education, bank service fees, and bookkeeping services.
- (h) Franchise Outlet – refers to a Live Hydration Spa operated under a Franchise Agreement that is not a Company Owned Outlet.
- (i) Franchise Related Expenses – means the following select fees currently required under the Franchise

Agreements: Royalty Fee, Brand Development Fund Fee, Technology Fee, Marketing Management Fee, SEO/SEM and digital marketing spend, and software fee. Franchise Related Expenses do not include all fee and payment obligations required under a Franchise Agreement.

(j) Gross Sales – means the total revenue derived by each outlet less sales tax, discounts, allowances, and returns.

(k) Median – means 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 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.

(l) Membership Gross Sales – refers to Gross Sales generated as a result of membership fees paid by Spa customers.

(m) New Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet and not as an Operational Company Owned Outlet, see definition below. If this Company Owned Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2024 Calendar Year.

(n) New Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet, see definition below. If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.

(o) Operational Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet, see definition above, and not as an Operational Company Owned Outlet. If this Company Owned Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2024 Calendar Year.

(p) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet, see definition above, and not as an Operational Franchise Outlet. If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.

(q) Outlet – refers to either a Company Owned Outlet or Franchise Outlet, as the context requires.

(r) Product Gross Sales – refers to Gross Sales generated from the sale of products related to Approved Spa Products and Services, excluding any membership subscription fees that are included as Membership Gross Sales and any Service Gross Sales.

(s) Service Gross Sales – refers to Gross Sales generated from the provision of services related to Approved Spa Products and Services, excluding any membership subscription fees that are included as Membership Gross Sales and any Product Gross Sales.

BASES AND ASSUMPTIONS

Data for our Operational Company Owned Outlets is based on information reported to us by our affiliates. Data for our Operational Franchise Outlets is based on information reported to us by our franchisees. The information in this analysis has not been audited, is based on historical financial data, and is not a forecast or projection of future financial performance.

ANALYSIS OF RESULTS OF COMPANY OWNED OUTLETS

During the 2023 and 2024 Calendar Years we had a total of two Company Owned Outlets, and both Company Owned Outlets constitute Operational Company Owned Outlets. Material financial and operational characteristics that are reasonably anticipated to differ from future operational franchise outlets include: (a) managerial skill and efficiency experienced by our Company Owned Outlets as a result of our extensively experienced management team; (b) brand recognition within the local markets in which our Company Owned Outlets operate; and (c) no obligation to pay ongoing fees that a franchisee will pay to us, such as Royalty Fees and Brand Development Fund Fees. The table below provides a summary of our Operational Company Owned Outlets.

Operational Company Owned Outlets	
Outlet Name	Outlet Description
Legacy	The Legacy Outlet has been in operation since September 2021, is located at 7010 Wright Plaza, Suite 145, Omaha, Nebraska 68130, and operates from a Spa Location that is approximately 2,000 square feet. The Legacy Outlet operates in a Designated Territory that includes approximately 200,000 residents and the Legacy Outlet also provides out of territory service in areas within 50 miles of its Spa Location at Third Party Sites. The Legacy Outlet has an owner that serves as the Medical Director for this location. The Legacy Outlet is representative of the Franchised Business and constitutes an Operational Company Owned Outlet during the 2023 and 2024 Calendar Years.
Tualatin	The Tualatin Outlet has been in operation since September 2022, is located at 8215 SW Sherwood Road, Tualatin, Oregon 97062, and operates from a Spa Location that is approximately 3,200 square feet. The Tualatin Outlet operates in a Designated Territory that includes approximately 200,000 residents and the Tualatin Outlet also provides out of territory service in areas within 50 miles of its Spa Location at Third Party Sites. The Tualatin Outlet has an owner that serves as the Medical Director for this location. The Tualatin Outlet is representative of the Franchised Business and constitutes an Operational Company Owned Outlet during the 2023 and 2024 Calendar Years.

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Table 1

Company Owned Outlet: Legacy Outlet (Omaha, Nebraska) Gross Sales and Disclosed Expenses Information				
	2023 Calendar Year		2024 Calendar Year	
	Total	% ¹	Total	% ¹
Gross Sales	\$837,641	100.0%	\$1,052,937	100.0%
Less:				
Direct Cost of Goods Sold	(\$162,147)	19.4%	(\$252,634)	24.0%
Direct Labor Cost	(\$237,196)	28.3%	(\$258,150)	24.5%
Direct Gross Profit	\$438,298	52.3%	\$542,153	51.5%
Less: Disclosed Expenses				
Rent	(\$52,997)	6.3%	(\$53,233)	5.1%
Utilities	(\$9,490)	1.1%	(\$9,584)	0.9%
Insurance	(\$6,350)	0.8%	(\$7,625)	0.7%
Freight Expense	(\$230)	0.0%	(\$132)	0.0%
Dues and Subscriptions	(\$5,537)	0.7%	(\$5,707)	0.5%
Repairs and Maintenance	\$0	0.0%	(\$7,642)	0.7%
Processor Fees	(\$23,979)	2.9%	(\$28,038)	2.7%
Continuing Education	\$0	0.0%	(\$50)	0.0%
Bank Service Fees	(\$335)	0.0%	(\$280)	0.0%
Bookkeeping Services	(\$23,459)	2.8%	(\$23,562)	2.2%
Direct Gross Profit Less Disclosed Expenses	\$315,921	37.7%	\$406,300	38.6%
Less: Adjustments for Select Franchise Related Expenses				
R royalty Fee ²	(\$62,823)	7.5%	(\$78,970)	7.5%
Brand Development Fund Fee ³	(\$16,753)	2.0%	(\$21,059)	2.0%
Technology Fee ⁴	(\$1,400)	0.2%	(\$1,400)	0.1%
Marketing Management ⁵	(\$13,200)	1.6%	(\$13,200)	1.3%
SEO/SEM and Digital Marketing ⁶	(\$33,506)	4.0%	(\$42,117)	4.0%
Software Fee ⁷	(\$12,000)	1.4%	(\$12,000)	1.1%
Direct Gross Profit Less Disclosed Expenses and Select Franchise Related Expenses	\$176,239	21.0%	\$237,554	22.6%

Notes to Table:¹ “%” represents the percentage of total Gross Sales.² The Royalty Fee is equal to 7.5% of Gross Sales.³ The Brand Development Fund Fee is equal to 2% of Gross Sales.⁴ The Technology Fee is currently (a) \$100 per Owner per month for the first two Owners, plus (b) \$25 per month for each additional Owner above the first two, plus (c) \$50 per employee per year. This Outlet had two Owners and four employees during the 2023 and 2024 Calendar Years.⁵ The Marketing Management Fee is equal to \$1,100 per month.⁶ You are required to spend not less than the greater of 4% of Gross Sales or \$2,000 per month for the search engine optimization, search engine marketing, and digital marketing of your Franchised Business.⁷ The software fee is currently \$1,000 per month.

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Table 2

Company Owned Outlet: Tualatin Outlet (Tualatin, Oregon) Gross Sales and Disclosed Expenses Information				
	2023 Calendar Year		2024 Calendar Year	
	Total	% ¹	Total	% ¹
Gross Sales	\$246,305	100.0%	\$343,795	100.0%
Less:				
Direct Cost of Goods Sold	(\$54,370)	22.1%	(\$91,637)	26.7%
Direct Labor Cost	(\$108,063)	43.9%	(\$126,305)	36.7%
Direct Gross Profit	\$83,872	34.1%	\$125,853	36.6%
Less: Disclosed Expenses				
Rent	(\$80,844)	32.8%	(\$85,384)	24.8%
Utilities	(\$1,246)	0.5%	(\$1,265)	0.4%
Insurance	(\$5,448)	2.2%	(\$7,468)	2.2%
Freight Expense	(\$272)	0.1%	(\$301)	0.1%
Dues and Subscriptions	(\$8,283)	3.4%	(\$10,986)	3.2%
Repairs and Maintenance	(\$30)	0.0%	(\$153)	0.0%
Processor Fees	(\$4,655)	1.9%	\$0	0.0%
Continuing Education	\$0	0.0%	\$0	0.0%
Bank Service Fees	(\$757)	0.3%	\$0	0.0%
Bookkeeping Services	(\$7,399)	3.0%	(\$3,200)	0.9%
Direct Gross Profit Less Disclosed Expenses	(\$25,062)	10.2%	\$17,096	5.0%
Less: Adjustments for Select Franchise Related Expenses				
R royalty Fee ²	(\$18,473)	7.5%	(\$25,785)	7.5%
Brand Development Fund Fee ³	(\$4,926)	2.0%	(\$6,876)	2.0%
Technology Fee ⁴	(\$1,550)	0.6%	(\$1,550)	0.5%
Marketing Management ⁵	(\$13,200)	5.4%	(\$13,200)	3.8%
SEO/SEM and Digital Marketing ⁶	(\$24,000)	9.7%	(\$24,000)	7.0%
Software Fee ⁷	(\$12,000)	4.9%	(\$12,000)	3.5%
Direct Gross Profit Less Disclosed Expenses and Select Franchise Related Expenses	(\$99,211)	40.3%	(\$66,315)	19.3%

Notes to Table:¹ “%” represents the percentage of total Gross Sales.² The Royalty Fee is equal to 7.5% of Gross Sales.³ The Brand Development Fund Fee is equal to 2% of Gross Sales.⁴ The Technology Fee is currently (a) \$100 per Owner per month for the first two Owners, plus (b) \$25 per month for each additional Owner above the first two, plus (c) \$50 per employee per year. This Outlet had two Owners and seven employees during the 2023 and 2024 Calendar Years.⁵ The Marketing Management Fee is equal to \$1,100 per month.⁶ You are required to spend not less than the greater of 4% of Gross Sales or \$2,000 per month for the search engine optimization, search engine marketing, and digital marketing of your Franchised Business.⁷ The software fee is currently \$1,000 per month.

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ANALYSIS OF RESULTS OF OPERATIONAL FRANCHISE OUTLETS

During the 2023 Calendar Year we had a total of 25 Franchise Outlets. Of our 25 Franchise Outlets, 14 Franchise Outlets constitute Operational Franchise Outlets and 11 Franchise Outlets constitute New Franchise Outlets. During the 2024 Calendar Year we had a total of 30 Franchise Outlets. Of our 30 Franchise Outlets, 24 Franchise Outlets constitute Operational Franchise Outlets, six Franchise Outlets constitute New Franchise Outlets, and four are excluded from this Item 19 because they closed during the 2024 Calendar Year. We do not include financial information for New Franchise Outlets that were not open for the full reported Calendar Year. The table below provides a summary of our Operational Franchise Outlets.

Operational Franchise Outlets	
Outlet Name	Outlet Description
Rockbrook	The Rockbrook Outlet has been in operation since July 2021, is located at 10811 Elm Street, Omaha, Nebraska 68144, and operates from a Spa Location that is approximately 2,500 square feet. The Rockbrook Outlet operates in a market in Omaha, Nebraska where the Live Hydration Spa brand maintains significant awareness among consumers and a significant market presence. The Rockbrook Outlet has an owner that is semi-absentee. This Outlet was transferred during the 2024 Calendar Year but did not experience an interruption in operations. As such, this Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Lenox	The Lenox Outlet has been in operation since August 2021, is located at 7121 Pioneers Boulevard, Suite 120, Lincoln, Nebraska 68516, and operates from a Spa Location that is approximately 2,000 square feet. The Lenox Outlet has an owner that is semi-absentee. This Outlet was transferred during the 2024 Calendar Year but did not experience an interruption in operations. As such, this Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Eagle Run	The Eagle Run Outlet has been in operation since September 2021, is located at 14450 Eagle Run Drive, #270, Omaha, Nebraska 68116, and operates from a Spa Location that is approximately 2,500 square feet. The Eagle Run Outlet operates in a market in Omaha, Nebraska where the Live Hydration Spa brand maintains significant awareness among consumers and a significant market presence. The Eagle Run Outlet has an owner that serves as the Medical Director for this location. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Hastings	The Hastings Outlet has been in operation since April 2022, is located at 211 S Burlington Avenue, Hastings, Nebraska 68901, and operates from a Spa Location that is approximately 900 square feet. The Hastings Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Old Market	The Old Market Outlet has been in operation since May 2022, is located at 1001 Farnam Street, Suite 1E, Omaha, Nebraska 68102, and operates from a Spa Location that is approximately 800 square feet. The Old Market Outlet operates in a market in Omaha, Nebraska where the Live Hydration Spa brand maintains significant awareness among consumers and a significant market presence. The Old Market Outlet has an owner that serves as the Medical Director for this location and an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Kirby	The Kirby Outlet has been in operation since July 2022, is located at 2800 Kirby Drive, Suite A-110, Houston, Texas 77098, and operates from a Spa Location that is approximately 1,800 square feet. The Kirby Outlet has an owner that is semi-absentee. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Sioux Falls	The Sioux Falls Outlet has been in operation since July 2022, is located at 15011 South Louise Avenue, Sioux Falls, South Dakota 57108, and operates from a Spa Location that is approximately 1,930 square feet. The Sioux Falls Outlet has an owner operator that is non-medical and semi-absentee. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.

West Des Moines	The West Des Moines Outlet has been in operation since July 2022, is located at 9250 University Avenue, Suite 110, West Des Moines, Iowa 50266, and operates from a Spa Location that is approximately 2,260 square feet. The West Des Moines Outlet has an owner operator that is non-medical. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Lakeland	The Lakeland Outlet has been in operation since August 2022, is located at 4664 E County Road, 540A, Lakeland, Florida 33813, and operates from a Spa Location that is approximately 1,200 square feet. The Lakeland Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Kalispell	The Kalispell Outlet has been in operation since August 2022, is located at 135 W Idaho Street, Suite B, Kalispell, Montana 59901, and operates from a Spa Location that is approximately 1,380 square feet. The Kalispell Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Horsham	The Horsham Outlet has been in operation since September 2022, is located at 116-C Welsh Road, Horsham, Pennsylvania 19044, and operates from a Spa Location that is approximately 600 square feet. The Horsham Outlet has an owner that is absentee. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
1488	The 1488 Outlet has been in operation since October 2022, is located at 6402 FM 1488 Road, Magnolia, Texas 77354, and operates from a Spa Location that is approximately 1,400 square feet. The 1488 Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Vintage Park	The Vintage Park Outlet has been in operation since November 2022, is located at 130 Vintage Park Boulevard, Suite D, Houston, Texas 77070, and operates from a Spa Location that is approximately 1,400 square feet. The Vintage Park Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Frisco	The Frisco Outlet has been in operation since December 2022, is located at 4851 Legacy Drive, Suite 606, Frisco, Texas 75034, and operates from a Spa Location that is approximately 2,015 square feet. The Frisco Outlet has an owner operator that is a nurse. This Outlet was an Operational Franchise Outlet during the 2023 and 2024 Calendar Years.
Whitefish Bay	The Whitefish Bay Outlet has been in operation since February 2023, is located at 318 E Silver Spring Drive, Whitefish Bay, Wisconsin 53217, and operates from a Spa Location that is approximately 2,000 square feet. The Whitefish Bay Outlet has an owner operator that is a nurse. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Elmhurst	The Elmhurst Outlet has been in operation since February 2023, is located at 484 Spring Road, Unit 1, Elmhurst, Illinois 60126, and operates from a Spa Location that is approximately 1,700 square feet. The Elmhurst has an owner that is absentee. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Sunset Hills	The Sunset Hills Outlet has been in operation since March 2023, is located at 3828 S Lindbergh Boulevard, Suite 115, St. Louis, Missouri 63127, and operates from a Spa Location that is approximately 2,288 square feet. The Sunset Hills Outlet has an owner operator that is non-medical. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
San Antonio	The San Antonio Outlet has been in operation since April 2023, is located at 17803 La Cantera Terrace, #8119, San Antonio, Texas 78256 and operates from a Spa Location that is approximately 1,200 square feet. The San Antonio has an owner operator that is non-medical. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Scottsdale	The Scottsdale Outlet has been in operation since May 2023, is located at 9393 N 90th Street, Suite #120, Scottsdale, Arizona 85258, and operates from a Spa Location that is approximately 1038 square feet. The Scottsdale Outlet has an owner that serves as the Medical Director for this location. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Wesley Chapel	The Wesley Chapel Outlet has been in operation since June 2023, is located at 5636 Post Oak Boulevard, Wesley Chapel, Florida 33544, and operates from a Spa Location that is approximately 1,200 square feet. The Wesley Chapel Outlet has an owner that is absentee. This Outlet was a New

	Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Fort Mill	The Fort Mill Outlet has been in operation since June 2023, is located at 5525 Arden Mill Drive, #104, Fort Mill, South Carolina 29715, and operates from a Spa Location that is approximately 3,300 square feet. The Fort Mill Outlet has an owner that serves as the Medical Director for this location. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Chandler	The Chandler Outlet has been in operation since November 2023, is located at 4030 W Ray Road, Suite 2, Chandler, Arizona 85226, and operates from a Spa Location that is approximately 1,280 square feet. The Chandler Outlet has an owner operator that is non-medical. This Outlet was a New Franchise Outlet during the 2024 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Lebanon	The Lebanon Outlet has been in operation since December 2023, is located at 1501 W Main Street, Lebanon, Tennessee 37087, and operates from a Spa Location that is approximately 2,100 square feet. The Lebanon Outlet has an owner operator that is a nurse. This Outlet was a New Franchise Outlet during the 2023 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.
Central Greensboro	The Central Greensboro Outlet has been in operation since December 2023, is located at 3709 Battleground Avenue, # G, Greensboro, North Carolina 27410, and operates from a Spa Location that is approximately 1,200 square feet. The Central Greensboro Outlet has an owner that is absentee. This Outlet was a New Franchise Outlet during the 2024 Calendar Year and an Operational Franchise Outlet during the 2024 Calendar Year.

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Table 3

Operational Franchise Outlets Gross Sales Data		
Outlet	2023 Calendar Year	2024 Calendar Year
Rockbrook	\$416,973	\$595,086
Lenox	\$860,536	\$1,087,230
Eagle Run	\$739,468	\$681,126
Hastings	\$234,705	\$268,647
Old Market	\$349,151	\$482,483
Kirby	\$365,297	\$610,005
Sioux Falls	\$288,737	\$346,757
West Des Moines	\$951,960	\$1,630,986
Lakeland	\$343,775	\$359,286
Kalispell	\$272,394	\$479,762
Horsham	\$259,465	\$442,450
1488	\$364,270	\$380,750
Vintage Park	\$327,970	\$427,071
Frisco	\$287,521	\$531,136
Whitefish Bay	N/A	\$1,501,242
Elmhurst	N/A	\$379,328
Sunset Hills	N/A	\$353,283
San Antonio	N/A	\$62,447
Scottsdale	N/A	\$317,282
Wesley Chapel	N/A	\$64,222
Fort Mill	N/A	\$677,794
Chandler	N/A	\$115,324
Lebanon	N/A	\$268,472
Central Greensboro	N/A	\$72,041

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Table 4

Operational Franchise Outlets
Gross Sales by Category¹
2023 Calendar Year

Outlet	Membership Gross Sales	Membership Gross Sales Percentage ¹	Service Gross Sales	Service Gross Sales Percentage ¹	Product Gross Sales	Product Gross Sales Percentage ¹	Total Gross Sales
Rockbrook	\$99,834.08	23.9%	\$316,457.32	75.9%	\$681.18	0.2%	\$416,972.58
Lenox	\$192,329.52	22.5%	\$662,758.81	77.4%	\$1,447.61	0.2%	\$860,535.94
Eagle Run	\$121,783.14	16.5%	\$616,570.00	83.4%	\$1,115.19	0.2%	\$739,468.33
Hastings	\$65,244.66	27.8%	\$167,913.62	71.5%	\$1,547.01	0.7%	\$234,705.29
Old Market	\$69,972.73	20.0%	\$277,710.67	79.5%	\$1,467.86	0.4%	\$349,151.26
Kirby	\$54,029.00	14.8%	\$309,895.39	84.8%	\$1,372.98	0.4%	\$365,297.37
Sioux Falls	\$79,633.19	27.6%	\$206,430.96	71.5%	\$2,673.13	0.9%	\$288,737.28
West Des Moines	\$120,654.60	12.7%	\$822,361.34	86.4%	\$8,944.31	0.9%	\$951,960.25
Lakeland	\$85,231.00	24.8%	\$258,288.53	75.1%	\$255.05	0.1%	\$343,774.58
Kalispell	\$64,639.16	23.7%	\$204,808.44	75.2%	\$2,946.10	1.1%	\$272,393.70
Horsham	\$36,380.18	14.0%	\$223,084.92	86.0%	\$0	0.0%	\$259,465.10
1488	\$64,991.62	17.8%	\$299,278.36	82.2%	\$0	0.0%	\$364,269.98
Vintage Park	\$54,420.80	16.6%	\$273,269.39	83.3%	\$280.00	0.1%	\$327,970.19
Frisco	\$38,599.40	13.4%	\$242,110.46	84.2%	\$6,811.00	2.4%	\$287,520.86

Note to Table:

¹ “%” represents the percentage of total Gross Sales.

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