

enforceable under federal bankruptcy law (11 U.S.C.A. Section 101, *et seq.*).

ITEM 18: PUBLIC FIGURES

We do not use any public figure to promote V's Barbershops or franchises for V's Barbershops.

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 charts below reflect historic: (1) Unaudited Average and Median Gross Sales for 49 franchise locations that have been open for at least three (3) years as of December 31, 2024; and (2) Unaudited Reported 2024, 2023, and 2022, Average and Median Gross Sales Per Unit for Units Opened At Least One (1) Calendar Year as of December 31, 2024, December 31, 2023, and December 31, 2022.

Unaudited Reported 2024, 2023, and 2022, Average and Median Gross Sales Per Unit for 49 Franchised V's Barbershops Open at Least THREE (3) Calendar Years as of December 31, 2024

	Year		
	2024	2023	2022
Average Gross Sales	\$559,961	\$533,902	\$490,621
Median Gross Sales	\$543,937	\$512,905	\$458,146
Highest Unit Gross Sales	\$1,225,792	\$1,134,269	\$1,049,455
Lowest Unit Gross Sales	\$167,445	\$170,098	\$181,071
Number of Units	49	49	49
Number of Units that Attained or Exceeded the Averages Set Forth Above	21(43%)	22(45%)	23(47%)
Number of Units that Did Not Attain or Exceed the Averages Set Forth Above	28(57%)	27(55%)	26(53%)
Number of Units that Attained or Exceeded the Median Set Forth Above	25(51%)	25(51%)	25(51%)
Number of Units that Did Not Attain or Exceed the Median Set forth Above	24(49%)	24(49%)	24(49%)

Notes

1. On December 31, 2024, there were a total of 60 V's Barbershops open for business.
2. Each of the V's Barbershops identified in the charts above were open for at least three (3) calendar years as of December 31, 2024. The chart does not include 11 V's Barbershop franchise locations that were not open for three (3) calendar years as of December 31, 2024. Each of the excluded V's Barbershop locations opened for business on or after January 1, 2022. There are no company owned locations included in this financial performance representation.
3. The term "Gross Sales" means the aggregate amount of sales of all products and services, and all other receipts or receivables whatsoever, from all business conducted either: (i) upon or originating from the premises of the Franchised Business or (ii) under the Trademarks, whether or not upon or originating from the premises of the Franchised Business; without deduction for uncollected or uncollectible credit accounts and without allowances for bad debts. In addition, the term "Gross Sales" includes the proceeds received or realized by Franchisee or his Affiliates in connection with any business interruption insurance maintained by or for the benefit of Franchisee or his Affiliates. Notwithstanding the foregoing, the term "Gross Sales" will not include the amount of any taxes imposed by any governmental taxing authority directly on sales and collected from customers (if such tax is added to the selling price and actually paid by the Franchisee to such taxing authority), any credit granted by Franchisor to Franchisee under any coupon redemption or similar promotion or any refund or credit given with respect to any products returned or exchanged by a customer (provided that the sales price thereof was included in Gross Sales). Further, the term "Gross Sales" will not include receipts or receivables with respect to gift cards, as sales of products and services paid for with gift cards will be included in Gross Sales at the time such sales occur.
4. **Some Units have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**

Unaudited Reported 2024, 2023, and 2022, Average and Median Gross Sales Per Unit for Units Opened at Least ONE (1) Calendar Year as of December 31, 2024, December 31, 2023, and December 31, 2022

	Year		
	2024	2023	2022
Average Gross Sales	\$533,557	\$523,463	\$477,912
Median Gross Sales	\$507,727	\$507,170	\$442,486
Highest Unit Gross Sales	\$1,225,792	\$1,134,269	\$1,049,455
Lowest Unit Gross Sales	\$167,445	\$170,098	\$135,781
Number of Units	57	53	52
Number of Units That Attained or Exceeded The Averages Set Forth Above	25(44%)	24(45%)	23(44%)
Number of Units That Did Not Attain or Exceed The Averages Set Forth Above	32(56%)	29(55%)	29(56%)
Number of Units That Attained or Exceeded The Median Set Forth Above	29(51%)	27(51%)	26(50%)

	Year		
	2024	2023	2022
Number of Units That Did Not Attain or Exceed The Median Set Forth Above	28(49%)	26(49%)	26(50%)

1. Each of the V's Barbershops identified in the charts above were open for at least one (1) calendar year as of December 31, 2024, December 31, 2023, or December 31, 2022. The chart does not include one (1) V's Barbershop franchise location that closed in 2022, two (2) franchise locations that closed in 2023, one (1) franchise location that closed in 2024 and three (3) franchise locations that opened in 2024. None of the excluded locations that opened in 2024 closed in 2024. There are no company owned locations included in this financial performance representation

2. The term "Gross Sales" means the aggregate amount of sales of all products and services, and all other receipts or receivables whatsoever, from all business conducted either: (i) upon or originating from the premises of the Franchised Business or (ii) under the Trademarks, whether or not upon or originating from the premises of the Franchised Business; without deduction for uncollected or uncollectible credit accounts and without allowances for bad debts. In addition, the term "Gross Sales" includes the proceeds received or realized by Franchisee or his Affiliates in connection with any business interruption insurance maintained by or for the benefit of Franchisee or his Affiliates. Notwithstanding the foregoing, the term "Gross Sales" will not include the amount of any taxes imposed by any governmental taxing authority directly on sales and collected from customers (if such tax is added to the selling price and actually paid by the Franchisee to such taxing authority), any credit granted by Franchisor to Franchisee under any coupon redemption or similar promotion or any refund or credit given with respect to any products returned or exchanged by a customer (provided that the sales price thereof was included in Gross Sales). Further, the term "Gross Sales" will not include receipts or receivables with respect to gift cards, as sales of products and services paid for with gift cards will be included in Gross Sales at the time such sales occur.

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

Written substantiation for the financial performance representations above will be made available to prospective franchisees upon reasonable request. Please contact Chris Mitchell, Chief Financial Officer at 2320 West Mission Lane, Suite 3, Phoenix, Arizona 85021, (602) 414-4800 (ext. 2); chrism@vbarbershop.com, for written substantiation.

Other than the preceding financial performance representations, V's Barbershop Holdings does 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 Renae Germinaro at V's Barbershop Franchise, 2320 W. Mission Lane, #3, Phoenix, Arizona 85021; (602) 414-4800 (ext. 5); renaeg@vbarbershop.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

We do not directly operate V's Barbershops. However, V's Barbershop Holdings or its predecessor,