

ITEM 18

PUBLIC FIGURES

We do not currently 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. year.

The following represents the Gross Revenues in 2024 for 1 AHQ facility ("Affiliate Facility") owned and operated by Athletes HQ, Inc. ("Affiliate") located at 1005 N. Randall Road, Elgin, Illinois 60123 of 1 total AHQ affiliate facility open for a full 12 months in 2024. The Affiliate Facility is a baseball and softball training center, as well as a travel club organization and batting cage rental facility. It has been in operation since November of 2018, so this figure is from its 5th full calendar year of operation.

Gross Revenues of Affiliate Facility in 2024: \$1,291,422*

*Nearest whole number used.

The following represents the Gross Revenues in 2024 for 1 AHQ facility ("Franchised Facility") located at 7864 Burden Rd., Machesney Park, IL 61115 of 1 total AHQ franchised facility open for a full 12 months in 2024. The Franchised Facility is a baseball and softball training center. It has been in operation since May of 2023, so this figure is from its 1st full calendar year of operation.

We have not included revenue information for 1 Franchised Facility that opened for business in 2024 because the franchisee began operations after January 1, 2024 and, therefore, did not operate for a full 12-month period between January 1, 2024 and December 31, 2024.

Gross Revenues of Franchised Facility in 2024: \$483,665*

*Nearest whole number used.

The Affiliate Facility in Elgin, Illinois, and the Franchised Facility in Machesney Park, Illinois, for which the financial performance representations are provided, are substantially similar to the AHQ Facility concept being offered to you. The Affiliate Facility for which financial performance representations are being furnished is a stand-alone

building located on a well-traveled major street in Elgin, Illinois, a suburb approximately 40 miles northwest of Chicago. The Affiliate Facility is approximately 15,500 square feet in area and as of December 31, 2024, had 24 teams and 285 members. The Franchised Facility for which financial performance representations are being furnished is a stand-alone building located in an industrial park in Machesney Park, Illinois, a village in the Rockford, Illinois metropolitan area. The Franchised Facility is approximately 6,000 square feet in area and as of December 31, 2024, had 13 teams and 151 members.

The revenues are historical figures from the Affiliate Facility and Franchised Facility, as reported on the Affiliate's 2024 income tax return and as reported to us on the Franchised Facility's sales reports in 2024, respectively.

The "Gross Revenues" reported above correspond to the definition of "Gross Revenues" in the Athletes HQ Systems, Inc. Franchise Agreement. "Gross Revenues" shall mean the entire amount of all gross sales and business receipts, including direct or indirect barter transactions, proceeds of business interruption insurance policies, through or by means of the business conducted in connection therewith, whether for cash or credit. "Gross revenues" does not include sales, use, or service taxes collected from customers and paid to the appropriate taxing authority; and (2) any bona fide customer refunds and approved rebates, discounts and allowances.

Prospective franchisees or sellers of franchises should be advised that no Certified Public Accountant has audited these figures or expressed his/her opinion with regard to their content of form. The amounts have not been audited or reviewed for reasonableness by independent auditors.

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

The characteristics of the represented franchisee and affiliate operations do not materially differ from that of a new franchisee.

You should conduct an independent investigation of the costs and expenses you will incur in operating your AHQ Facility. We encourage you to consult with your own accounting, business, and legal advisors to assist you to prepare your budgets and projections, and to assess the likely or potential financial performance of your AHQ Facility.

Written substantiation of the data we used in preparing this statement will be made available upon reasonable request.

Other than the preceding financial performance representation, AHQ Systems, Inc. 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

Jordan Dean, 500 Lake Cook Road, Suite 475, Deerfield, Illinois 60015, phone: 989/488-8846, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

Table 1 – Systemwide Outlet Summary for Years 2022, 2023, and 2024

The figures in Tables 1 through 4 are as of December 31, our fiscal year end each year.

<u>Outlet Type</u>	<u>Year</u>	<u>Outlets at the Start of the Year</u>	<u>Outlets at the End of the year</u>	<u>Net Change</u>
Franchised Outlets	2022	0	0	0
	2023	0	1	+1
	2024	1	2	+1
Company-Owned Outlets	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	1	1	0
	2023	1	2	+1
	2024	2	3	+1

Table 2 – Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) for Years 2022, 2024, and 2024

Below is a list of transfers from franchisees to new owners other than AHQ Systems.

<u>State</u>	<u>Year</u>	<u>Number of Transfers</u>
All States	2023	0
	2024	0
	2025	0

Table 3 - Summary Status of Franchisee-Owned Outlets for Years 2022, 2023, and 2024

<u>State</u>	<u>Year</u>	<u>Outlets at Start of Year¹</u>	<u>Outlets Opened</u>	<u>Terminations</u>	<u>Non- Renewals</u>	<u>Reacquired by JFE</u>	<u>Ceased Operations- Other Reasons</u>	<u>Outlets at the End of the Year</u>
Illinois	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	1	0	0	0	0	2
All States	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	1	0	0	0	0	2

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