

Provision	Section in franchise agreement	Summary
		document and franchise agreement may not be enforceable. Any representations or promises made outside of the franchise disclosure document and other agreements may not be enforceable. <sup>2</sup>
u. Dispute resolution by arbitration or mediation	Section 17.2	Except for certain claims, for all disputes there must be a face-to-face meeting, mediation and arbitration (see state specific addenda).
v. Choice of forum	Sections 17.2 and 19.2	All dispute resolution must be held in Salt Lake City, Utah (subject to applicable state law).
w. Choice of law	Sections 19.1, 19.2, and 19.5	Utah law, the Federal Arbitration Act, and the United States Trademark Act apply (subject to applicable state law).

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

We do not presently 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.

### 2024 Figures

The charts below represent an historic performance representation of our existing Pro Image® Sports franchisees in operation during the entire 2024 year that operated similar franchises to those offered in this disclosure document. The analysis shows various views of the average gross sales on an annual basis for 139 of the 149 Pro Image® Sports franchisees located in the United States as of December 31, 2024.

These figures represent the period from January 1, 2024, through December 31, 2024, and includes the 139 franchisees that were open and operating and reporting sales throughout the 2024 calendar year, are located in traditional enclosed mall locations under traditional leases with high occupancy rates or in urban shopping center locations. 17 of the franchise units represented below are partially owned by one of our principals. The additional franchise units that are not included include 13 that were terminated or closed, and 10 that opened after January 1, 2024, or are small town concepts not operating in a traditional mall or urban shopping center.

**PRO IMAGE® SPORTS FRANCHISEES**  
**Average and Median Gross Sales in 2024**

Number of Stores	Average Annual Gross Sales	Median Annual Gross Sales	Number of Stores that Attained or Surpassed the Stated Result	Percentage of Stores that Attained or Surpassed the Stated Result
139	755,999	635,598	58	39%

High Annual Sales: \$2,616,950; Low Annual Sales: \$128,500

**PRO IMAGE® SPORTS FRANCHISEES**  
**Annualized Average and Median Gross Sales for New Locations that Opened in 2024**

Number of Stores	Annualized Average Annual Gross Sales	Annualized Median Annual Gross Sales	Number of Stores that Attained or Surpassed the Stated Result	Percentage of Stores that Attained or Surpassed the Stated Result

High Annual Sales: \$969,891; Low Annual Sales: \$300,119

**Franchisee Entities' Number of Years in Business**

Number of Years	Number of Franchisee Entities
0-1 Years	1
2-4 Years	13
5-9 Years	15
10-19 Years	16
20-29 Years	6
30+ Years	4

The above numbers reflect the number of franchise entities and not the number of franchise units. Many of our franchisees own multiple locations.

CEO-Franchisee Units. Our CEO, Jake Riley, is a part owner with at least 43% ownership in multiple franchise units. The below figures represent the annual gross and net sales for 17 units for the period of January 1, 2024, through December 31, 2024. 0 of the 17 units were open only for part of the year. The units are in various time zones and are in locations with different customer demographics. There are no material financial and operational differences between these units and operational franchise units.

Number of Stores	Annualized Average Annual Gross Sales	Annualized Median Annual Gross Sales	Number of Stores that Attained or Surpassed the Stated Result	Percentage of Stores that Attained or Surpassed the Stated Result
17	736,019	705,523	7	41%

High Annual Sales: \$1,370,131; Low Annual Sales: \$312,380

### Explanatory Notes

1. “Gross sales” means the total of all sales of all goods and services sold, traded, bartered, or rendered by you and income of every kind and nature including the value of a trade or other bartering arising from your franchise business and tangible property of every kind sold by you during the term of the franchise agreement. Gross sales also includes insurance proceeds and/or condemnation awards for loss of sales, profits, or business. “Gross sales” excludes bona fide credits or returns and excludes amounts paid by you for sales or use taxes on the sale of any products or services and excludes sales of gift cards or similar products (but the redemption of any such card or product will be included in gross sales).
2. “Average” means the sum of all data points in a set, divided by the number of data points in that set.
3. “Average gross sales” means the sum of the gross sales of the locations listed in an applicable group divided by the number of locations in that group.
4. “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 2 numbers in the middle, adding them together, and dividing by 2.
5. “Median gross sales” means the center gross sales number of all gross sales included in an applicable group.
6. The financial performance representations do not reflect the costs or expenses that must be deducted from the gross revenue or gross sales 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 franchised business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

This financial performance representation has been prepared based on information as reported by the individual franchises. The numbers the franchisees reported were used for determining royalty payments due to us. The basis of accounting used by the franchisees is determined by the individual franchisee, but generally the franchisees use accrual basis accounting.

The information in this Item 19 was taken from financial statements from our franchisee and CEO franchised locations. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable written request.

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

Other than the preceding financial performance representation, Pro Image Franchise, L.C. 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 Pro Image Franchise, L.C. at 1310 West 233 North Suite 200, Centerville, Utah 84014 and 801-296-9999, the Federal Trade Commission, and the appropriate state regulatory agencies.

**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 the Year	Outlets at the End of the Year	Net Change
Franchised	2022	127	144	+18
	2023	144	154	+10
	2024	154	149	-5
Company Affiliated Owned	2022	0	0	+0
	2023	0	0	+0
	2024	0	0	+0
Total Outlets	2022	127	144	+18
	2023	144	154	+10
	2024	154	149	-5

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners**  
**(other than the Franchisor)**  
**For Years 2022 to 2024**

State	Year	Number of Transfers
Iowa	2022	0
	2023	1
	2024	0
Minnesota	2022	0
	2023	0
	2024	1
Montana	2022	0
	2023	1
	2024	0
Nebraska	2022	1
	2023	0
	2024	0
New Jersey	2022	0
	2023	0
	2024	1
South Dakota	2022	1
	2023	0
	2024	1