

Item 18: PUBLIC FIGURES

We do not use any public figure to promote the franchise.

Item 19: FINANCIAL PERFORMANCE REPRESENTATION

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.

Basis

The following charts were compiled from unaudited financial reports (using the accrual basis) submitted to us from 80 Kid to Kid stores that operated in the United States during the period of November 1, 2023, through October 31, 2024. This reporting period varies from our fiscal year end of December 31, 2024. During this period, a total of 120 stores were in operation, 40 of which were excluded from the consideration set. Of the 40 stores that were excluded, 23 stores were located in Portugal, Spain and Canada, 5 stores were open for less than 12 months, 3 stores did not submit complete financial reports, 8 stores underwent an ownership transfer, and 1 store ceased operations during that period.

The first chart reflects performance across all 84 stores in the consideration set, while the subsequent four charts reflect average performance across quartiles, as determined by Gross Sales.

Assumptions

Our study of financial data provided by franchisees measured our franchisees' performance in a variety of different markets.

Written substantiation for the financial performance data will be made available to you upon reasonable request.

These financial statements have been prepared without an audit.

SYSTEM AVERAGE

Annualized Average, Median and Range of Profit and Loss
for the System Average of US Stores—Consisting of 80 Units
Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
INCOME							
Gross Sales (2)	\$938,483	\$867,805	100.0%	30	37.5%	260,240	3,034,511
Cost of Goods Sold (3)	\$322,950	\$290,548	34.4%	28	35.0%	85,739	1,130,378
Gross Profit (4)	\$615,533	\$577,257	65.6%	33	41.3%	174,502	1,904,133
EXPENSE							
Franchise Royalty (5)	\$42,689	\$39,724	4.5%	30	37.5%	13,012	121,380
Administration (6)	\$43,710	\$40,822	4.7%	34	42.5%	19,576	129,013
Facility (7)	\$139,972	\$130,993	14.9%	33	41.3%	57,357	397,072
Marketing	\$49,813	\$44,293	5.3%	32	40.0%	13,833	151,552
Sales Expense (8)	\$11,427	\$10,453	1.2%	38	47.5%	1,166	32,586
Labor (9)	\$236,592	\$225,313	25.2%	33	41.3%	27,681	697,220
Total Expenses	\$524,204	\$491,598	55.9%	31	38.8%	155,846	1,528,823
Net Income (10)	\$91,329	\$85,659	9.7%	32	40.0%	(48,883)	441,773

Notes (which apply to the above table and following four tables):

- (1) These numbers illustrate the range for individual stores for each line item. Since line items show different stores, the numbers do not total.
- (2) Gross Sales means all revenue from the franchise location and online sales, excluding sales or use tax. This term is defined in Item 6.
- (3) Cost of Goods Sold includes the costs and expenses related to retail items. This includes shrinkage (loss of product due to theft, donations, etc.) and markdowns.
- (4) Gross Profit means Gross Sales minus Cost of Goods Sold.
- (5) Franchise Royalty numbers do not equal 5.0% of gross sales due to certain incentives in place for multi-unit franchisees and the fact that charges for any given month are paid in the following month.
- (6) Administration includes insurance, credit card processing fees, bad debt, bank charges, checking account fees, equipment leasing, equipment repairs, licenses, dues, office supplies, payroll processing fees, property tax, security, training expense and travel expense.
- (7) Facility includes rent, CAM, repairs, ancillary charges and utilities.
- (8) Sales Expense includes bags, tags, and related supplies.
- (9) Labor includes wages, taxes and benefits, but does not include compensation received by owner.
- (10) Income before interest, taxes, depreciation, amortization, and owner's compensation.

FIRST QUARTILE

Annualized Average, Median and Range of Profit and Loss
for the First Quartile of US Stores (by Gross Sales)—Consisting of 20 Units
Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
INCOME							
Gross Sales (2)	\$1,437,263	\$1,243,353	100.0%	5	25.0%	1,085,516	3,034,511
Cost of Goods Sold (3)	\$502,153	\$434,171	34.9%	4	20.0%	371,612	1,130,378
Gross Profit (4)	\$935,110	\$809,181	65.1%	5	25.0%	712,677	1,904,133
EXPENSE							
Franchise Royalty (5)	\$65,199	\$59,642	4.5%	7	35.0%	47,322	121,380
Administration (6)	\$60,475	\$56,109	4.2%	9	45.0%	34,204	129,013
Facility (7)	\$184,436	\$182,487	12.8%	8	40.0%	96,609	397,072
Marketing	\$75,319	\$73,836	5.2%	8	40.0%	41,110	151,552
Sales Expense (8)	\$16,161	\$14,852	1.1%	9	45.0%	6,563	32,586
Labor (9)	\$364,427	\$331,231	25.4%	9	45.0%	253,296	697,220
Total Expenses	\$766,017	\$718,157	53.3%	6	30.0%	602,575	1,528,823
Net Income (10)	\$169,093	\$91,025	11.8%	8	40.0%	(13,953)	441,773

SECOND QUARTILE

Annualized Average, Median and Range of Profit and Loss
for the Second Quartile of US Stores (by Gross Sales)—Consisting of 20 Units
Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
INCOME							
Gross Sales (2)	\$950,550	\$937,482	100.0%	8	40.0%	874,611	1,078,864
Cost of Goods Sold (3)	\$319,006	\$319,174	33.6%	10	50.0%	277,103	389,939
Gross Profit (4)	\$631,544	\$618,308	66.4%	8	40.0%	550,760	728,514
EXPENSE							
Franchise Royalty (5)	\$42,273	\$40,885	4.4%	9	45.0%	34,984	50,737
Administration (6)	\$40,894	\$40,868	4.3%	10	50.0%	19,576	55,931
Facility (7)	\$139,370	\$135,508	14.7%	10	50.0%	87,669	251,414
Marketing	\$52,377	\$48,652	5.5%	9	45.0%	14,271	94,043
Sales Expense (8)	\$10,604	\$10,034	1.1%	9	45.0%	1,467	27,488
Labor (9)	\$235,912	\$232,330	24.8%	9	45.0%	173,649	304,722
Total Expenses	\$521,430	\$508,276	54.9%	10	50.0%	435,587	644,410
Net Income (10)	\$110,114	\$110,031	11.6%	9	45.0%	17,870	227,122

THIRD QUARTILE

Annualized Average, Median and Range of Profit and Loss
for the Third Quartile of US Stores (by Gross Sales)—Consisting of 20 Units
Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
INCOME							
Gross Sales (2)	\$780,563	\$787,339	100.0%	11	55.0%	701,183	860,998
Cost of Goods Sold (3)	\$268,531	\$262,442	34.4%	7	35.0%	221,633	329,313
Gross Profit (4)	\$512,032	\$524,897	65.6%	9	45.0%	454,774	571,439
EXPENSE							
Franchise Royalty (5)	\$35,532	\$34,384	4.6%	9	45.0%	29,616	42,917
Administration (6)	\$39,339	\$40,812	5.0%	11	55.0%	26,962	58,676
Facility (7)	\$126,247	\$123,300	16.2%	10	50.0%	87,077	190,317
Marketing	\$41,361	\$41,090	5.3%	10	50.0%	16,909	69,456
Sales Expense (8)	\$9,022	\$7,841	1.2%	9	45.0%	1,166	16,823
Labor (9)	\$194,406	\$187,294	24.9%	8	40.0%	150,896	303,301
Total Expenses	\$445,907	\$434,721	57.1%	10	50.0%	359,423	530,581
Net Income (10)	\$66,125	\$90,176	8.5%	10	50.0%	(5,681)	136,466

FOURTH QUARTILE

Annualized Average, Median and Range of Profit and Loss
for the Fourth Quartile of US Stores (by Gross Sales)—Consisting of 20 Units
Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
INCOME							
Gross Sales (2)	\$585,555	\$612,684	100.0%	14	70.0%	260,240	697,060
Cost of Goods Sold (3)	\$202,110	\$210,508	34.5%	12	60.0%	85,739	267,445
Gross Profit (4)	\$383,445	\$402,177	65.5%	12	60.0%	174,502	454,847
EXPENSE							
Franchise Royalty (5)	\$27,750	\$28,358	4.7%	10	50.0%	13,012	34,075
Administration (6)	\$34,132	\$33,032	5.8%	8	40.0%	19,821	63,608
Facility (7)	\$109,835	\$115,494	18.8%	12	60.0%	57,357	141,774
Marketing	\$30,196	\$29,304	5.2%	10	50.0%	13,833	50,118
Sales Expense (8)	\$9,924	\$8,623	1.7%	8	40.0%	1,419	24,491
Labor (9)	\$151,624	\$158,445	25.9%	12	60.0%	27,681	248,801
Total Expenses	\$363,461	\$373,257	62.1%	13	65.0%	155,846	472,225
Net Income (10)	\$19,984	\$28,920	3.4%	8	40.0%	(48,883)	129,951

Some stores have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, we do 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 franchise store, we may provide you with the actual records of that franchise. 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 Zach Gordon, 39 E. Eagle Ridge Dr., #100, North Salt Lake, Utah 84054, (801) 359-0071, ext. 105, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20: OUTLETS AND FRANCHISEE INFORMATION

Table No. 1

System-wide Outlet Summary for years 2022 to 2024

Outlet Type	Year	Start of Year	End of the Year	Net Change
Franchised	2022	97	100	+3
	2023	100	102	+2
	2024	102	100	(2)
Company Owned	2022	11	13	+2
	2023	13	14	+1
	2024	14	19	+5
Total	2022	108	113	+5
	2023	113	116	+3
	2024	116	119	+3

Table No. 2

Transfers of Outlets from Franchisees to New Owners (excluding Transfers to the Franchisor) for years 2022 to 2024

State	Year	Number of Transfers
AZ	2022	1
	2023	1
	2024	0
NV	2022	0
	2023	0
	2024	1
TX	2022	2
	2023	2
	2024	1