

	<b>Provision</b>	<b>Section in Area Development or other Agreement</b>	<b>Summary</b>
r.	Non-competition covenants after the franchise is terminated or expires (subject to state law)	Not Applicable	Not applicable; non-competition covenants are covered in the individual Franchise Agreements you will execute contemporaneously with the Area Development Agreement
s.	Modification of the Agreement	Section 15	Modifications must be made in writing and signed by both parties; policies and procedures are subject to be changed by us
t.	Integration/merger clause	Sections 13 & 14	Only the terms of the Area Development Agreement and other related written agreements are binding (subject to state law). Any representations or promises made outside the Disclosure Document and Area Development Agreement may not be enforceable. Nothing in the Area Development Agreement or in any related agreement is intended to disclaim any representations made in this Disclosure Document
u.	Dispute resolution by binding mediation	Section 10	Except for certain claims, all disputes must be mediated and arbitrated in Salt Lake City, Utah (subject to applicable state law)
v.	Choice of forum	Section 10	Dispute resolution must be conducted in Utah (subject to applicable state law)
w.	Choice of Law	Section 12	Utah (subject to applicable state law)

## **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 121 Uptown Cheapskate 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 137 stores were in operation, 16 of which were excluded from the consideration set.

Of the 16 stores that were excluded, 11 stores were open for less than 12 months, 3 stores did not submit complete financial reports, and 2 stores underwent an ownership transfer during that period.

The first chart reflects performance across all 121 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—Consisting of 121 Units Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
<b>INCOME</b>							
Gross Sales (2)	\$1,278,688	\$1,251,476	100.0%	57	47.1%	391,855	3,091,477
Cost of Goods Sold (3)	\$473,632	\$442,331	37.0%	54	44.6%	137,203	1,116,699
Gross Profit (4)	\$805,056	\$809,145	63.0%	54	44.6%	243,760	1,974,778
<b>EXPENSE</b>							
Franchise Royalty (5)	\$57,238	\$52,792	4.5%	57	47.1%	19,593	139,116
Administration (6)	\$52,905	\$48,679	4.1%	49	40.5%	20,317	165,989
Facility (7)	\$149,736	\$144,540	11.7%	51	42.1%	47,213	384,323
Marketing	\$64,049	\$58,456	5.0%	50	41.3%	8,215	186,324
Sales Expense (8)	\$8,373	\$6,199	0.7%	43	35.5%	319	37,745
Labor (9)	\$284,399	\$262,061	22.2%	51	42.1%	67,318	750,491
Total Expenses	\$616,700	\$572,727	48.2%	54	44.6%	186,175	1,623,979
Net Income (10)	\$188,356	\$236,418	14.7%	51	42.1%	(72,646)	971,774

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 (by Gross Sales)—Consisting of 31 Units Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
<b>INCOME</b>							
Gross Sales (2)	\$1,932,305	\$1,822,526	100.0%	12	38.7%	1,541,009	3,091,477
Cost of Goods Sold (3)	\$709,436	\$669,375	36.7%	12	38.7%	529,618	1,116,699
Gross Profit (4)	\$1,222,870	\$1,153,151	63.3%	13	41.9%	943,787	1,974,778
<b>EXPENSE</b>							
Franchise Royalty (5)	\$87,014	\$85,183	4.5%	13	41.9%	56,577	139,116
Administration (6)	\$74,188	\$65,441	3.8%	13	41.9%	36,282	165,989
Facility (7)	\$187,438	\$168,258	9.7%	12	38.7%	119,365	384,323
Marketing	\$94,043	\$77,680	4.9%	13	41.9%	50,499	186,324
Sales Expense (8)	\$13,555	\$12,081	0.7%	14	45.2%	600	37,745
Labor (9)	\$412,580	\$395,730	21.4%	13	41.9%	262,061	750,491
Total Expenses	\$868,817	\$804,373	45.0%	13	41.9%	664,309	1,623,979
Net Income (10)	\$354,052	\$348,778	18.3%	9	29.0%	164,851	971,774

## SECOND QUARTILE

Annualized Average, Median and Range of Profit and Loss for the Second Quartile (by Gross Sales)—Consisting of 30 Units Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
<b>INCOME</b>							
Gross Sales (2)	\$1,389,954	\$1,409,017	100.0%	16	53.3%	1,251,476	1,530,479
Cost of Goods Sold (3)	\$522,365	\$522,142	37.6%	15	50.0%	440,939	677,605
Gross Profit (4)	\$867,588	\$886,874	62.4%	14	46.7%	771,221	1,047,073
<b>EXPENSE</b>							
Franchise Royalty (5)	\$62,197	\$61,607	4.5%	14	46.7%	50,233	75,158
Administration (6)	\$58,988	\$57,024	4.2%	10	33.3%	43,613	87,389
Facility (7)	\$151,803	\$150,220	10.9%	13	43.3%	98,803	226,190
Marketing	\$64,269	\$57,692	4.6%	13	43.3%	21,511	156,306
Sales Expense (8)	\$9,206	\$7,717	0.7%	14	46.7%	1,232	29,117
Labor (9)	\$316,142	\$331,786	22.7%	17	56.7%	199,318	438,085
Total Expenses	\$662,604	\$666,045	47.7%	14	46.7%	534,627	913,720
Net Income (10)	\$204,984	\$220,829	14.7%	16	53.3%	12,463	379,635

### THIRD QUARTILE

Annualized Average, Median and Range of Profit and Loss for the Third Quartile (by Gross Sales)—Consisting of 30 Units Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
<b>INCOME</b>							
Gross Sales (2)	\$1,063,385	\$1,040,102	100.0%	11	36.7%	943,459	1,234,554
Cost of Goods Sold (3)	\$389,686	\$385,826	36.6%	13	43.3%	333,342	463,251
Gross Profit (4)	\$673,700	\$654,276	63.4%	13	43.3%	593,893	801,998
<b>EXPENSE</b>							
Franchise Royalty (5)	\$47,553	\$46,806	4.5%	12	40.0%	38,384	60,791
Administration (6)	\$42,726	\$40,087	4.0%	14	46.7%	23,140	61,868
Facility (7)	\$142,553	\$140,818	13.4%	14	46.7%	96,262	212,748
Marketing	\$58,783	\$59,210	5.5%	16	53.3%	33,111	98,204
Sales Expense (8)	\$6,259	\$5,682	0.6%	13	43.3%	445	15,027
Labor (9)	\$242,451	\$249,667	22.8%	17	56.7%	158,011	362,032
Total Expenses	\$540,325	\$542,270	50.8%	17	56.7%	430,345	668,150
Net Income (10)	\$133,375	\$112,006	12.5%	16	53.3%	18,677	251,041

### FOURTH QUARTILE

Annualized Average, Median and Range of Profit and Loss for the Fourth Quartile (by Gross Sales)—Consisting of 30 Units Operating from November 1, 2023 through October 31, 2024

	Average	Median	% of Sales	Stores at or above Avg.		Range (1)	
				#	%	Low	High
<b>INCOME</b>							
Gross Sales (2)	\$707,320	\$711,842	100.0%	15	50.0%	391,855	935,708
Cost of Goods Sold (3)	\$265,181	\$271,269	37.5%	17	56.7%	137,203	370,868
Gross Profit (4)	\$442,139	\$440,573	62.5%	15	50.0%	243,760	615,704
<b>EXPENSE</b>							
Franchise Royalty (5)	\$31,197	\$32,446	4.4%	15	50.0%	19,593	46,785
Administration (6)	\$35,009	\$33,550	4.9%	11	36.7%	20,317	55,086
Facility (7)	\$115,896	\$115,043	16.4%	15	50.0%	47,213	188,816
Marketing	\$38,101	\$33,056	5.4%	12	40.0%	8,215	99,322
Sales Expense (8)	\$4,299	\$3,939	0.6%	13	43.3%	319	14,115
Labor (9)	\$162,148	\$173,729	22.9%	17	56.7%	67,318	259,187
Total Expenses	\$386,650	\$391,764	54.7%	14	46.7%	186,175	547,317
Net Income (10)	\$55,489	\$48,809	7.8%	17	56.7%	(72,646)	180,792

**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	Outlets at Start of Year	Outlets at End of the Year	Net Change
<b>Franchised</b>	2022	83	99	+16
	2023	99	116	+17
	2024	116	129	+13
<b>Company Owned</b>	2022	13	14	+1
	2023	14	13	(1)
	2024	13	14	+1
<b>Total</b>	2022	96	113	+17
	2023	113	129	+16
	2024	129	143	+14

**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
<b>GA</b>	2022	0
	2023	1
	2024	2
<b>MD</b>	2022	1
	2023	0
	2024	1
<b>TX</b>	2022	1
	2023	2
	2024	1
<b>Total</b>	2022	2
	2023	3
	2024	4