

## **ITEM 19**

### **FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC's Franchise Rule permits a franchisor to provide information about the actual financial performance of its franchises and/or franchisor-owned units, 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 provide in this Item 19, for example, by providing information about possible performance of a particular location or under particular circumstances.

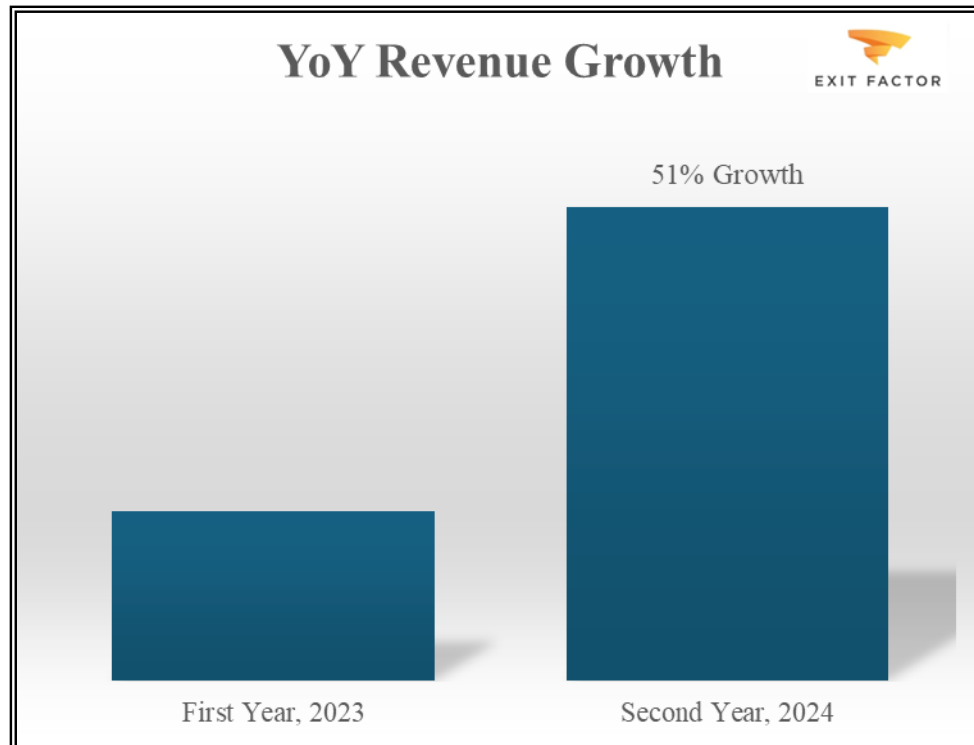
The financial performance representations in this Item 19 include certain historical data relating to the Gross Revenues of our affiliate for the twelve-month period January 1, 2024, to December 31, 2024. The affiliate's profit and loss statement has not been audited by certified public accountants, nor have we sought to independently verify their accuracy for purposes of the financial performance representations. Our affiliate's operations consist of multiple Designated Marketing Areas.

"Gross Revenues" is defined as all revenue received from operations including, business coaching and consulting fees, software and membership fees, referral fees, and other services of any type provided by an Exit Factor Business. Nothing is deducted by the Company from Gross Revenues.

#### **EXIT FACTOR OF COLORADO, LLC STATEMENT OF PROFIT AND LOSS TRAILING TWELVE MONTHS ENDING DECEMBER 31, 2024**

	<b>YTD Total</b>	<b>% of Revenue</b>
<b>Total Revenue</b>	<b>319,006.50</b>	<b>100.0%</b>
<b>OPERATING EXPENSES</b>		
Referral Payments	9,324.75	2.9%
Contractors	82,115.78	25.7%
Royalty Fees	25,520.52	8.0%
Ad Fund Fees	9,760.00	3.1%
Technology Fees	5,263.36	1.6%
Advertising - General	11,051.10	3.5%
Credit Card Fees	6,440.90	2.0%
Dues & Subscriptions	6,887.03	2.2%
Expense Reimbursements	1,500.00	0.5%
Legal & Professional Fees	686.30	0.2%
<b>Total for Expenses</b>	<b>158,549.74</b>	<b>49.7%</b>
<b>NET INCOME/(LOSS)</b>	<b>\$ 160,456.76</b>	<b>50.3%</b>

The chart below presents historical Financial Performance data for our affiliate, Exit Factor of Colorado, LLC, specifically highlighting year-over-year revenue growth in dollar amounts. It provides insight into how the Location's revenue has increased annually.



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

Written substantiation of these financial performance representations will be made available to you upon reasonable request.

We do not make any representations about a franchisee's future financial performance or, except as disclosed above, the past financial performance of company-owned or franchised outlets. 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 Mark D. Nichols, General Counsel, 2121 Vista Parkway, West Palm Beach, FL 33411, telephone: 561-640-5570, the Federal Trade Commission, and the appropriate State Agencies.

[REST OF PAGE INTENTIONALLY LEFT BLANK]

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION  
EXIT FACTOR FRANCHISES**

**Table 1  
System-Wide 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	0	0	0
	2023	0	0	0
	2024	0	30	+30
Company-Owned	2022	0	1	+1
	2023	1	4	+3
	2024	4	4	0
Total	2022	0	1	+1
	2023	1	4	+3
	2024	4	34	+30

\* All numbers are as of December 31, 2022, 2023, and 2024. The numbers are for Exit Factor Designated Marketing Areas operated by franchisees and for affiliate-owned Exit Factor Businesses in the United States.

**Table 2  
Transfers of Outlets from Franchisees to New Owners (Other Than the Franchisor)  
For Years 2022 to 2024\***

State	Year	Number of Transfers
Total	2022	0
	2023	0
	2024	0

\* All numbers are as of December 31, 2022, 2023, and 2024. The numbers are for Exit Factor Designated Marketing Areas operated by franchisees in the United States. States not listed had no transfer activity to report during the relevant time period.

**Table 3  
Status of Franchised Outlets  
For Years 2022 to 2024\***

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations (Other Reasons)	Outlets at End of the Year
Arizona	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	4	0	0	0	0	4