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		At our option, all claims or disputes arising out of the Franchise Agreement must be submitted to non-binding mediation or binding arbitration, which will take place in Linden, New Jersey. You must notify us of any potential disputes and we will provide you with notice as to whether we wish to mediate the matter or not. If the matter is mediated, the parties will split the mediator's fees and bear all of their other respective costs of the mediation. (subject to state law).
v. Choice of forum.	FA- Section XXV.G	FA –Judicial enforcement in Union County, State of New Jersey (subject to state law).
w. Choice of law.	FA- Section XXV.G	FA - State of New Jersey laws apply (unless prohibited by laws of state where Franchise is located).

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

We currently do not 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.

As of December 31, 2024, we had two affiliate-owned businesses (each, an "Affiliate-Owned Location") and four franchised locations (each, a "Franchised Location"). This Financial Performance Representation excludes data in connection with (i) one Affiliate-Owned Location since it opened during the 2024 calendar year and was otherwise not open the entire 2024 calendar year, and (ii) three Franchised Locations since they opened during the 2024 calendar year and were otherwise not open the entire 2024 calendar year.

The Affiliate-Owned Location and Franchised Location that are disclosed in this Item are substantially similar to the Business that you will operate under the Franchise Agreement.

Part I(A) of this Item sets forth the total Gross Revenue for the Affiliate-Owned Location over the 2020, 2021, 2022, 2023, and 2024 calendar years.

Part I(B) of this Item sets forth the total Gross Revenue for the Franchised Location over the 2023 and 2024 calendar years.

Part II(A) of this Item sets forth certain key performance indicators (“KPIs”) such as the number of new leads, contacts made, appointments set, and tours achieved by the Affiliate-Owned Location during the 2020, 2021, 2022, 2024 and 2024 calendar years.

Part II(B) of this Item sets forth certain key performance indicators (“KPIs”) such as the number of new leads, contacts made, appointments set, and tours achieved by the Franchised Location during the 2023 and 2024 calendar years.

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**PART I(A): TOTAL GROSS REVENUE GENERATED BY THE AFFILIATE-OWNED LOCATION OVER THE 2020, 2021, 2022, 2023, AND 2024 CALENDAR YEARS**

<b><u>Affiliate-Owned Location</u></b>					
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>Gross Revenue<sup>1</sup></b>	\$2,624,609	\$5,011,432	\$6,756,518	\$5,986,647	\$6,585,586

**PART I(B): TOTAL GROSS REVENUE GENERATED BY THE FRANCHISED LOCATION OVER THE 2023 AND 2024 CALENDAR YEARS**

<b><u>Franchised Location</u></b>		
	<b>2023</b>	<b>2024</b>
<b>Gross Revenue<sup>1</sup></b>	\$1,473,061	\$2,055,650

**Explanatory Notes to Part I:**

1. **Gross Revenue.** “Gross Revenue” means the gross amount, in money or other forms of consideration, that the Affiliate-Owned Location or Franchised Location earned or received from any source-related to, or in connection with, the operation of the Affiliate-Owned Location or Franchised Location, whether on or off the premise. This includes any revenue received from the performance of services in addition to revenue received from enrolling students and/or fees collected for packages or programs (such as initiation fees, enrollment fees, processing fees, paid-in-full dues, renewal fees; monthly, semi-annual, or yearly dues and all revenues generated and derived during any presale of any package or program) and from the sale of all products (if we authorize you to sell products in the future). Gross Revenue also includes fair market value for any product or service received in barter or exchange for the services or products, the retail value of any discounted, donated and/or complimentary (free) services or products provided and all insurance proceeds that received for the loss of the business due to a casualty to or similar event at the Affiliate-Owned Location or Franchised Location. We exclude only (i) gratuities paid by students to employees of the Affiliate-Owned Location; (ii) service fees for credit card transactions, sales tax receipts and governmental fees that we must by law collect or pay; (iii) any student refunds of previous payments actually made in good faith; (iv) revenues from any sales taxes, other add on taxes or required governmental fees collected from students for transmittal to the appropriate taxing or governmental authority; and (v) the retail value of any discounted, donated and/or complimentary (free) services or products offered up to a maximum of 4% of Gross Revenues for the Affiliate-Owned Location or Franchised Location.

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**PART II(A): CERTAIN KPIs ACHIEVED BY THE AFFILIATE-OWNED LOCATION DURING THE 2020, 2021, 2022, 2023 AND 2024 CALENDAR YEARS**

Month	New Leads <sup>1</sup>	Contacts Made <sup>2</sup>	Total Contacts <sup>3</sup>	Appts. Set <sup>4</sup>	Tours <sup>5</sup>	Students <sup>6</sup>
2020	10,862	12,258	25,262	4,408	2,614	1,175
2021	10,413	15,511	26,458	3,883	3,298	1,904
2022	17,810	30,673	33,264	6,597	4,720	2,496
2023	14,289	37,222	75,428	8,142	3,652	1,679
2024	15,866	47,772	76,386	7,698	3,067	1,415
<b>Total</b>	<b>69,240</b>	<b>143,436</b>	<b>236,798</b>	<b>30,722</b>	<b>17,378</b>	<b>8,669</b>

**PART II(B): CERTAIN KPIs ACHIEVED BY THE FRANCHISED LOCATION DURING THE 2023 AND 2024 CALENDAR YEARS**

Month	New Leads <sup>1</sup>	Contacts Made <sup>2</sup>	Total Contacts <sup>4</sup>	Appts. Set <sup>5</sup>	Tours <sup>6</sup>	Students <sup>7</sup>
2023	2,296	4,087	6,179	2,044	829	366
2024	3,204	5,098	7,729	1,679	790	499

**Explanatory Notes to Part II:**

1. **New Leads.** “New Leads” means the number of potential customers that initiated an inbound contact to the Affiliate-Owned Location or Franchised Location, whether that be through filling out a form online, calling the Affiliate-Owned Location or Franchised Location directly, or came into the location to inquire about the services.
2. **Contacts Made.** “Contacts Made” means the number of potential customers that the Affiliate-Owned Location or Franchised Location spoke with, which could be inbound or outbound communications. This only includes phone calls and does not include email communications.
3. **Total Contacts.** “Total Contacts” is calculated by adding Contacts Made and Voicemails.
4. **Appointments Set.** “Appointments Set” means the number of appointments that were scheduled for a potential customer to visit the Affiliate-Owned Location or Franchised Location.
5. **Tours.** “Tours” means the number of potential customers that came to take a tour of the Affiliate-Owned Location or Franchised Location.
6. **Students.** “Students” means the number of potential customers that actually signed up to receive Services from the Affiliate-Owned Location or Franchised Location.

**General Notes:**

1. **Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**
2. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Driving Academy Franchising, 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 Jonathan Marques, 200 East Edgar Road, Linden, New Jersey 07036, (908) 525-3609, the Federal Trade Commission, and the appropriate state regulatory agencies.

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**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE 1**  
**SYSTEMWIDE OUTLET SUMMARY**  
**FOR YEARS 2022 TO 2024**

Outlet Type	Year	Stores at the Start of the Year	Stores at the End of the Year	Net Change
Franchised	2022	0	1	+1
	2023	1	1	0
	2024	1	4	+3
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	2	+1
<b>Total</b>	<b>2022</b>	<b>1</b>	<b>2</b>	<b>+1</b>
	<b>2023</b>	<b>2</b>	<b>2</b>	<b>0</b>
	<b>2024</b>	<b>2</b>	<b>6</b>	<b>+4</b>

**TABLE 2**  
**TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS**  
**FOR THE YEARS 2022 TO 2024**

STATE	YEAR	NUMBER OF TRANSFERS
<b>TOTAL OUTLETS</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>0</b>

**TABLE 3**  
**STATUS OF SINGLE UNIT FRANCHISE 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 Year
Florida	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Indiana	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
New Jersey	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Oregon	2022	0	0	0	0	0	0	0