

Provision	Section in Franchise Agreement	Summary
(w) Choice of law	29.6	The Federal Arbitration Act and Virginia law apply, except that the law of the state where the largest geographic portion of your territory is located applies to non-competition covenants, and except that Virginia franchise law does not apply if the territory is wholly outside of Virginia (subject to state law).

Item 18

PUBLIC FIGURES

We 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.

On December 31, 2024, we had 28 franchise owners with 35 franchised outlets. Of those franchise owners: 22 had operated their outlets for at least 12 full calendar months in 2024; 4 had operated their outlets for less than 12 full calendar months (they began operating in 2024); 1 had operated their outlets only partially in 2024, for personal reasons; and 1 had not operated his/her outlet in 2024, again for personal reasons.

The following table is based on Gross Sales reports submitted by the 22 franchise owners who operated their outlets for at least 12 full calendar months in 2024. The Gross Sales shown in the table do not reflect the accounts receivable that the franchise owners were carrying as of December 31, 2024, due from school districts, schools, and community sites.

	High Annual Gross Sales (US\$) of Franchisees	Low Annual Gross Sales (US\$) of Franchisees	Average Annual Gross Sales (US\$) of Franchisees	Median Annual Gross Revenues (US\$) of Franchisees	# of Franchisees included in Quintile	# of Franchisees included in Quintile at or above Average	% of Franchisees included in Quintile at or above Average
1 st Quintile	\$738,690	\$346,059	\$537,638	\$532,902	4	2	50%
2 nd Quintile	\$315,314	\$188,926	\$252,119	\$252,119	4	2	50%
3 rd Quintile	\$179,183	\$107,887	\$137,764	\$130,322	5	2	40%
4 th Quintile	\$100,579	\$56,556	\$74,336	\$58,669	5	2	40%
5 th Quintile	\$54,474	\$2,420	\$28,958	\$29,470	4	2	50%
22 Franchise Owners	\$738,690	\$2,420	\$197,062	\$127,273	22	7	31%

Notes:

1. The Gross Sales reports submitted to us were not audited, and we have not undertaken to independently verify the accuracy of the information in the reports, or to determine whether the reports were prepared in accordance with generally accepted accounting principles. However, we are not aware of any instance in which any franchise owner overstated Gross Sales in any report. We are not aware of any material differences between the franchise businesses operated by the 28 franchise owners and the franchise business described in this disclosure document.

As indicated above, we excluded: 4 franchise owners who had operated their outlets for less than 12 full calendar months as of December 31, 2024 (they began operating in 2024); 1 franchise owners who had operated their outlets only partially in 2024, for personal reasons; and 1 franchise owner who had not operated his/her outlet in 2024, again for personal reasons. We also excluded 2 company-owned units.

In 2024, 4 franchise owners ceased operations due to terminations or non-renewals, or for other reasons. No franchise owners both began and ceased operations in 2024.

2. "Gross Sales" include all collected receipts of a business, including all class fees (whether for students or for teachers), registration fees, late charges, other amounts received or charged, the value of all services or products received for services provided or products sold, whether for cash or barter, or on a charge, credit or time basis, excluding excise, sales and use taxes, gross receipts taxes or similar taxes paid based on sales, if those taxes are separately stated when clients are charged, and also excluding bona fide refunds, allowances or discounts to clients. The Gross Sales attainable by any franchise owner is dependent on individual management skills, experience, and business acumen; the effectiveness of sales and marketing efforts; the quality of and prices charged for products and services offered to the public; and other economic and market conditions.

The Gross Sales reported above do not reflect cost of goods or services sold; operating expenses such as payroll, rent and office expenses; or other expenses, such as amortization, depreciation, income tax, or other tax or debt service expenses.

3. The High Annual Gross Sales numbers are for the highest performing franchise owners in each of the quintiles for the 2024 calendar year.

4. The Low Annual Gross Sales are for the lowest performing franchise owners in each of the quintiles for the 2024 calendar year.

5. The “averages” are calculated by adding the numerical values of all data points in a quintile of franchise owners or all 22 franchise owners, and dividing by the number of data points in the quintile of franchise owners or all 22 franchise owners.

6. The “medians” are the numerical value of the data point in the middle of all data points in a quintile of franchise owners or all 22 franchise owners. If a quintile contains an even number of data points, the median is calculated by identifying the 2 data points in the middle of the quintile, adding their numerical values, and dividing by 2.

7. The first quintile consists of 4 franchise owners with a total of 8 franchised outlets. One of the franchise owners in this group had 3 operating franchised outlets. Two of the franchise owners in this group had 2 operating franchised outlets. One of the franchise owners in this group had 1 operating franchised outlet. The High Annual Gross Sales number for this group was achieved by a franchise owner who had 2 operating franchised outlets.

8. The second quintile consists of 4 franchise owners with a total of 6 franchised outlets. One of the franchise owners in this group had 2 operating franchised outlets. One of the franchise owners in this group had 1 operating franchised outlet and 1 non-operating franchised outlet. The other 2 franchise owners in this group had 1 operating franchised outlet each. The High Annual Gross Sales number for this group was achieved by a franchise owner who had 1 operating franchised outlet.

9. The third quintile consists of 5 franchise owners with a total of 5 operating franchised outlets. The 5 franchise owners in this group had 1 operating franchised outlet each. The High Annual Gross Sales number for this group was achieved by a franchise owner who had 1 operating franchised outlet.

10. The fourth quintile consists of 5 franchise owners with a total of 5 franchised outlets. The 5 franchise owners in this group had 1 operating franchised outlet each, and 2 operated on a part-time basis (about 10-15 hours per week). The High Annual Gross Sales number for this group was achieved by a franchise owner who had 1 operating franchised outlet.

11. The fifth quintile consists of 4 franchise owners with a total of 4 franchised outlets. The 4 franchise owners in this group had 1 operating franchised outlet each. All of the franchise owners in this group operated on a part-time basis (about 10-15 hours per week). The High Annual Gross Sales number for this group was achieved by a franchise owner who had 1 operating franchised outlet.

Written substantiation for this financial performance representation will be made available to you on reasonable request.

Some franchise owners have sold this amount. Your individual results may differ. There is no assurance that you'll sell 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 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 Rosemarie Hartnett, Abrakadoodle, Inc., 100 Carpenter Drive, Suite 100, Sterling, VA 20164, (703) 860-6570, 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 Start Of Year	Outlets At End Of Year	Net Change
Franchised	2022	33	34	+1
	2023	34	35	+1
	2024	35	35	0
Company-Owned	2022	2	2	0
	2023	2	2	0
	2024	2	2	0
Total Outlets	2022	35	36	+1
	2023	36	37	+1
	2024	37	37	0