

## ITEM 18. PUBLIC FIGURES

We do not use any public figures to promote our franchises.

## 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.

In Tables 1 and 2 below, we present certain historical information for the financial performance of franchised Centers and Company-Owned Centers in 2024. We had 76 franchised Centers and 4 company-owned Centers open at the end of 2024. The explanatory notes following each Table are an important part of the information presented.

**Table 1 – 2024 Annual Gross Sales of Franchised Centers**

Subset	Highest Gross Sales	Lowest Gross Sales	Median	Average	Number & Percent Achieving Average
Top 10% (7 Centers)	\$ 1,353,943	\$ 706,950	\$ 751,444	\$ 893,014	2 of 7 (29%)
Middle 80% (59 Centers)	\$ 693,856	\$ 263,063	\$ 454,890	\$ 448,809	31 of 59 (53%)
Bottom 10% (7 Centers)	\$ 253,564	\$ 64,535	\$ 247,148	\$ 220,946	6 of 7 (86%)
All Franchised Centers (73 Centers) (Note 1)	\$ 1,353,943	\$ 64,535	\$ 454,890	\$ 469,554	33 of 73 (45%)

Note 1: Table 1 includes data for 73 franchised Centers that were open for all of calendar year 2024, including 1 franchised Center that was reacquired by Franchisor at the end of 2024. Table 1 excludes 5 franchised Centers that opened during 2024, 4 franchised Centers that ceased operations during 2024, 19 franchised Centers that were terminated during 2024, and 2 franchised Centers whose license expired and was not renewed during 2024.

Note 2: “Gross Sales” is defined in the Franchise Agreement as the total of all cash or other form of payment received for services, products and tangible property of every kind, performed or sold at, in, upon or related to your Center and from any vending, game or other type of machine or similar device located at your Center; and any and all other amounts which are received as

compensation for any services rendered from your Center. “Gross Sales” does not include amounts collected and paid out for sales taxes levied on the sale of products and services or the proceeds from the sale of any furniture, fixtures or equipment previously used at your Center.

**Table 2 – 2024 Average Gross Sales**

Type	Number of Centers in Group (Notes 1, 2)	Average Gross Sales (Note 3)	Median Gross Sales
Franchised Centers	73	\$469,554	\$454,890
Company-Owned Centers	3	\$644,999	\$535,709
Above Centers Combined	76	\$476,479	\$455,932

Note 1: Table 2 includes data for the same 73 franchised Centers included in Table 1.

Note 2: “Company-Owned” refers to the Centers operated by our affiliate, The Camp Bootcamp, Inc. The number shown excludes the franchised Center reacquired in 2024 and now operated as a Company-Owned Center.

Note 3: Thirty-three of the 73 franchised Centers, or 45%, exceeded the 2024 average Gross Sales for franchised Centers. The range of Gross Sales for franchised Centers was \$64,535 to \$1,353,943. One of the 3 Company-Owned Centers, or 33%, exceeded the 2024 average Gross Sales for company-owned Centers. The range of Gross Sales for Company-Owned Centers was \$495,918 to \$903.369.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]**

Table 3 includes data for the 3 Company-Owned Centers operated by our affiliate, The Camp Bootcamp, Inc., for all of 2024. Table 3 excludes the Franchised Center reacquired in 2024 and now operated as a Company-Owned Center.

**Table 3 – 2024 Average Net Operating Income of Company-Owned Centers**

	<b>Average</b>	<b>Median</b>
Gross Sales (note 1)	\$ 644,999	\$ 535,709
Less: Cost of Goods Sold (note 2)	21,121	
Gross Profit (note 3)	623,878	512,268
Less: Expenses:		
Payroll (note 4)	233,554	
Rent & Utilities (note 5)	110,613	
Repairs & Maintenance (note 6)	23,113	
Advertising & Marketing (note 7)	25,546	
Merchant Fees	22,379	
Other Expenses (note 8)	35,985	
Total Expenses (note 9)	451,189	441,995
Net Operating Income (note 10)	\$172,689	
Less: Adjustments to reflect material financial and operational differences between company owned Centers and Franchised Centers		
Imputed Royalty @ 6% of Gross Sales (note 11)	38,700	
Imputed Payroll Processing expense (note 12)	8,237	
Imputed Insurance expense (note 12)	2,345	
Net Operating Income after Adjustments	\$123,407	

Notes:

Note 1: The average Gross Sales figure shown is before customer returns and refunds. The range of Gross Sales was \$495,918 to \$903,369. See Notes to Table 1 for the definition of “Gross Sales.”

Note 2: COGS is the acquisition cost of supplements, apparel, and other merchandise sold in the Centers. Includes freight charges (shipping and delivery).

Note 3: The figure shown is the actual average of Gross Profit for the 3 Company-Owned Centers. It differs from the figure that would be obtained by subtracting the Average COGS from the Average Gross Sales. The range of Gross Profit for the 3 Centers was \$479,614 to \$879,752.

Note 4: Includes salaries, wages and payroll taxes.

Note 5: Includes rent, CAM charges, parking, equipment lease, water, gas and electric, telephone and internet, and trash disposal.

Note 6: Includes office and building maintenance.

Note 7: Includes advertising, marketing, promotions, and texting services.

Note 8: Other expenses include tech expenses; bank charges; dues and subscriptions; professional fees; meals and entertainment; licenses and permits; mileage and gas; office supplies; general office expenses; and uncategorized expenses.

Note 9: The range of Total Expenses was \$394,966 to \$548,353.

Note 10: The figure shown is the actual average of Net Operating Income for the 3 Company-Owned Centers. It differs from the figure that would be obtained by subtracting the Average Total Expenses from the Average Gross Profit.

Note 11: This is the average amount of royalties the Company-Owned Centers would have paid if they had been subject to a 6% royalty obligation in 2024. No amount has been imputed for Marketing Fund contributions because we do not currently require Marketing Fund contributions from franchisees (see Item 6 and Item 11).

Note 12: Insurance and payroll processing expenses for the Company-Owned Centers are incurred at the headquarters level and not included in Center-level expenses. The adjustment is 1/3 of the total headquarters expense for insurance and payroll processing incurred for the 3 Company-Owned Centers.

\* \* \*

The financial performance representations in the Tables are historical representations. We obtained the data for the Centers in Tables 1 and 2 from the POS system of each Center. We obtained the data for Table 3 from our accounting system.

**Some outlets have sold this amount. Your individual results may differ. There is no assurance that you'll sell as much.**

Written substantiation for the financial performance representations in this Item will be made available to you upon reasonable request.

Other than the preceding financial performance representations, we do not make any representations about a franchisee's future financial performance or 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 Center, however, we may provide you with the actual records of that location. 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 Alejandra Font at 5871 Pine Avenue, Suite 200, Chino Hills, CA 91709, tel. 909-325-6011, the Federal Trade Commission, and the appropriate state regulatory agencies.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]**

## ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1**  
**SYSTEM WIDE OUTLET SUMMARY**  
**For Fiscal Years 2022-2024<sup>1</sup>**

Center Type	Year	Centers of the Start of the Year	Centers at the End of the Year	Net Change
<b>Franchised<sup>2</sup></b>	2022	101	104	+3
	2023	104	97	-7
	2024	97	76	-21
<b>Company - Owned<sup>3</sup></b>	2022	3	3	0
	2023	3	3	0
	2024	3	4	+1
<b>Total Centers</b>	2022	104	107	+3
	2023	107	100	-7
	2024	100	80	-20

Notes:

1. Our fiscal year ends on December 31.
2. Does not include franchises signed but not yet open as of December 31, 2024; these franchises are reported in Table 5 below and the franchisees are listed separately within Exhibit G.
3. “Company-owned Centers” shown in these tables are operated by TCB.