

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 this 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.

Table A on the next page is limited to actual historical unaudited information we have received from Rocket Fizz franchisees for 79 franchised Rocket Fizz Shops that were open for business at least one year on December 31, 2024.

Table B on the next page is limited to actual historical unaudited information we have received from Rocket Fizz franchisees for 77 franchised Rocket Fizz Shops that were open for business at least one year on December 31, 2023.

Table C on the next page is limited to actual historical unaudited information we have received from Rocket Fizz franchisees for 75 franchised Rocket Fizz Shops that were open for business at least one year on December 31, 2022.

You should conduct an independent investigation of the costs and expenses you will incur in operating your Rocket Fizz Shop. We recommend that you consult with an accountant to assist you in your investigation of costs and expenses. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information. The characteristics of each Rocket Fizz Shop included in this Item 19 and franchises for Rocket Fizz Shops that may be offered to prospective franchisees are generally similar, except for possible variances in square footage, layout and the like.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

**TABLE A**  
**GROSS REVENUE AT FRANCHISED ROCKET FIZZ SHOPS**  
**OPEN MORE THAN ONE YEAR ON DECEMBER 31, 2024 (NOTES 1 – 4)**

	No. of Rocket Fizz Shops (Note 1)	Combined Gross Revenue (Notes 1, 2, 3)	Average Gross Revenue (Notes 1, 2, 3)	Median Gross Revenue (Notes 1, 2, 4)	No. of Rocket Fizz Shops exceeding average (Note 3)	No. of Rocket Fizz Shops not exceeding average	Highest Gross Revenue (Note 2)	Lowest Gross Revenue (Note 2)
Quartile A (1% - 25%)	19	\$16,794,544	\$883,923	\$836,955	7	12	\$1,207,838	\$659,732
Quartile B (26% - 50%)	19	\$10,426,663	\$548,772	\$573,216	11	8	\$621,519	\$447,579
Quartile C (51% - 75%)	19	\$7,612,394	\$400,652	\$402,560	10	9	\$447,093	\$345,088
Quartile D (76% - 100%)	21	\$5,289,340	\$251,873	\$259,503	12	9	\$340,949	\$115,322
TOTAL	78	\$40,122,941	\$514,397	\$444,437	31	47	\$1,207,838	\$115,322

**TABLE B**  
**GROSS REVENUE AT FRANCHISED ROCKET FIZZ SHOPS**  
**OPEN MORE THAN ONE YEAR ON DECEMBER 31, 2023 (NOTES 1, 5 - 7)**

	No. of Rocket Fizz Shops (Note 5)	Combined Gross Revenue (Notes 1, 5, 6, 7)	Average Gross Revenue (Notes 1, 5, 6)	Median Gross Revenue (Notes 1, 5, 7)	No. of Rocket Fizz Shops exceeding average (Note 6)	No. of Rocket Fizz Shops not exceeding average	Highest Gross Revenue (Note 5)	Lowest Gross Revenue (Note 5)
Quartile A (1% - 25%)	19	\$16,855,545	\$887,134	\$872,852	7	12	\$1,409,907	\$688,807
Quartile B (26% - 50%)	19	\$11,113,122	\$584,901	\$586,713	10	9	\$683,892	\$498,365
Quartile C (51% - 75%)	19	\$7,891,462	\$415,340	\$411,114	8	11	\$492,488	\$326,052
Quartile D (76% - 100%)	20	\$5,061,883	\$253,094	\$253,083	10	10	\$323,821	\$168,627
TOTAL	77	\$40,922,011	\$531,455	\$492,488	32	45	\$1,409,907	\$168,627

**TABLE C**  
**GROSS REVENUE AT FRANCHISED ROCKET FIZZ SHOPS**  
**OPEN MORE THAN ONE YEAR ON DECEMBER 31, 2022 (NOTES 1, 8 – 10)**

	No. of Rocket Fizz Shops (Note 8)	Combined Gross Revenue (Notes 1, 8, 9, 10)	Average Gross Revenue (Notes 1, 8, 9)	Median Gross Revenue (Notes 1, 8, 10)	No. of Rocket Fizz Shops exceeding average (Note 9)	No. of Rocket Fizz Shops not exceeding average	Highest Gross Revenue (Note 8)	Lowest Gross Revenue (Note 8)
Quartile A (1% - 25%)	18	\$15,710,905	\$872,828	\$818,041	7	11	\$1,442,833	\$681,857
Quartile B (26% - 50%)	18	\$10,688,254	\$593,792	\$604,606	12	6	\$674,187	\$497,873
Quartile C (51% - 75%)	18	\$7,417,230	\$412,068	\$414,599	11	7	\$494,801	\$324,000
Quartile D (76% - 100%)	21	\$5,351,389	\$254,828	\$255,994	11	10	\$321,554	\$86,871
TOTAL	75	\$39,167,778	\$522,237	\$494,783	41	34	\$1,442,833	\$86,871

#### NOTE 1:

“Gross Revenue” in Table A, Table B and Table C means the total of all revenues derived from sales of any nature or kind whatsoever from the Rocket Fizz Shop, as well as the proceeds from any business interruption insurance related to the non-operation of the Rocket Fizz Shop, and whether evidenced by cash, services, property, barter, or other means of exchange, including orders taken in or from the Rocket Fizz Shop although filled elsewhere. “Gross Revenue” includes all proceeds from the sale of coupons, gift certificates or vouchers and excludes the amount of bona fide refunds paid to customers and the amount of any sales or use taxes actually paid to any governmental authority and the retail price of any coupons, gift certificates and vouchers when they are redeemed.

#### NOTE 2:

Within Table A, Quartile A includes actual historical unaudited information we have received for the Gross Revenue (as defined in Note 1) of the first tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2024. Quartile B includes actual historical unaudited information we have received for the Gross Revenue of the second tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2024. Quartile C includes actual historical unaudited information we have received for the Gross Revenue of the third tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2024. Quartile D includes actual historical unaudited information we have received for the Gross Revenue of the last tier of open Rocket Fizz Shops that were operated by 21 of our franchisees in 2024.

The figures in Quartiles A, B, C, and D are taken from reports submitted to us by certain Rocket Fizz franchisees on their Gross Revenue in 2024 and do not reflect the costs of sales, operating expenses, taxes, refunded sales, settlements, non-inventory sales or shipping expenses that must be deducted from the Gross Revenue to obtain net income or net loss. We do not disclose information about expenses or costs.

On December 31, 2024, there were a total of 101 franchised Rocket Fizz Shops owned and operated by our franchisees. 19 franchised Rocket Fizz Shops are included in each of Quartile A, B, and C, and 21 franchised Rocket Fizz Shops are included in Quartile D, for a total of 78 Rocket Fizz Shops, which is 77.23% of the 101 franchised Rocket Fizz Shops in operation on December 31, 2024. All 78 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were open and operating for more than one year as of December 31, 2024. The 78 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were selected because the information was available to us and believed to be complete, accurate and reliable. Similar information for the remaining franchised Rocket Fizz Shops was excluded because these Rocket Fizz Shops were not open and operating for more than one year as of December 31, 2024. One outlet excluded from Table A in Florida closed due to weather damage after being open for less than 12 months during this period. All information is unaudited.

#### NOTE 3:

“Average” in Table A means the Combined Gross Revenues divided by the total number of franchised Rocket Fizz Shops that were open for more than one year on December 31, 2024. 7 franchised Rocket Fizz Shops included in Quartile A met or exceeded this quartile’s Average Gross Revenue of \$883,923. 11 of the 19 franchised Rocket Fizz Shops in Quartile B met or exceeded this quartile’s Average Gross Revenue of \$548,772. 10 of the 19 franchised Rocket Fizz Shops in Quartile C met or exceeded this quartile’s Average Gross Revenue of \$400,652. 12 of the 21 Rocket Fizz Shops in Quartile D met or exceeded this quartile’s Average Gross Revenue of \$251,873. 31 of the 78 franchised Rocket Fizz Shops, met or exceeded the Average Gross Revenue of \$514,397 for the 78 Rocket Fizz Shops represented in Table A.

Inclusion of all 101 franchised Rocket Fizz Shops rather than just the 19 franchised Rocket Fizz Shops included in each of Quartiles A, B and C and the 21 franchised Rocket Fizz Shops included in Quartile D, could increase or decrease the Average Gross Revenue.

NOTE 4:

“Median” in Table A means the midpoint dollar value for the 19 franchised Rocket Fizz Shops in the 1<sup>st</sup> Quartile that were open for more than one year on December 31, 2024; the 19 franchised Rocket Fizz Shops in the 2<sup>nd</sup> Quartile that were open for more than one year on December 31, 2024; the 19 franchised Rocket Fizz Shops in the 3<sup>rd</sup> Quartile that were open for more than one year on December 31, 2024; and the 21 franchised Rocket Fizz Shops in the 4<sup>th</sup> Quartile that were open for more than one year on December 31, 2024. The Median for a category with an even number of data points is determined by taking the mean (average) of the two middlemost values in that category, which is calculated by adding those two values together then dividing the aggregate by two.

NOTE 5:

Within Table B, Quartile A includes actual historical unaudited information we have received for the Gross Revenue (as defined in Note 1) of the first tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2023. Quartile B includes actual historical unaudited information we have received for the Gross Revenue of the second tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2023. Quartile C includes actual historical unaudited information we have received for the Gross Revenue of the third tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2023. Quartile D includes actual historical unaudited information we have received for the Gross Revenue of the last tier of open Rocket Fizz Shops that were operated by 20 of our franchisees in 2023.

The figures in Quartiles A, B, C, and D are taken from reports submitted to us by certain Rocket Fizz franchisees on their Gross Revenue in 2023 and do not reflect the costs of sales, operating expenses, taxes, refunded sales, settlements, non-inventory sales or shipping expenses that must be deducted from the Gross Revenue to obtain net income or net loss. We do not disclose information about expenses or costs.

On December 31, 2023, there were a total of 89 franchised Rocket Fizz Shops owned and operated by our franchisees. 19 franchised Rocket Fizz Shops are included in each of Quartile A, B, and C, and 20 franchised Rocket Fizz Shops are included in Quartile D, for a total of 77 Rocket Fizz Shops, which is 86.5% of the 89 franchised Rocket Fizz Shops in operation on December 31, 2023. All 77 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were open and operating for more than one year as of December 31, 2023. The 77 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were selected because the information was available to us and believed to be complete, accurate and reliable. Similar information for the remaining franchised Rocket Fizz Shops was excluded because these Rocket Fizz Shops were not open and operating for more than one year as of December 31, 2023. None of the outlets excluded from Table A closed after being open for less than 12 months during this period. Gross Revenue for a franchised Rocket Fizz Shop in California previously owned by our affiliate Rocket Fizz LLC in 2023 is not included in the 77 Rocket Fizz Shops represented in Table B. All information is unaudited.

NOTE 6:

“Average” in Table B means the Combined Gross Revenues divided by the total number of franchised Rocket Fizz Shops that were open for more than one year on December 31, 2023. 7 franchised Rocket Fizz Shops included in Quartile A met or exceeded this quartile’s Average Gross Revenue of \$887,134. 10 of the 19 franchised Rocket Fizz Shops in Quartile B met or exceeded this quartile’s Average Gross Revenue of \$584,901. 8 of the 19 franchised Rocket Fizz Shops in Quartile C met or exceeded this quartile’s Average Gross Revenue of \$415,340. 10 of the 20 Rocket Fizz Shops in Quartile D met or exceeded this quartile’s Average Gross Revenue of \$253,094. 35 of the 77 franchised Rocket Fizz Shops, met or exceeded the average Gross Revenue of \$531,445 for the 77 Rocket Fizz Shops represented in Table B.

Inclusion of all 89 franchised Rocket Fizz Shops rather than just the 19 franchised Rocket Fizz Shops included in each of Quartiles A, B and C and the 20 franchised Rocket Fizz Shops included in Quartile D, could increase or decrease the Average Gross Revenue.

NOTE 7:

“Median” in Table B means the midpoint dollar value for the 7 franchised Rocket Fizz Shops in the 1<sup>st</sup> Quartile that were open for more than one year on December 31, 2023; the 10 franchised Rocket Fizz Shops in the 2<sup>nd</sup> Quartile that were open for more than one year on December 31, 2023; the 8 franchised Rocket Fizz Shops in the 3<sup>rd</sup> Quartile that were open for more than one year on December 31, 2023; and the 10 franchised Rocket Fizz Shops in the 4<sup>th</sup> Quartile that were open for more than one year on December 31, 2023. The Median for a category with an even number of data points is determined by taking the mean (average) of the two middlemost values in that category, which is calculated by adding those two values together then dividing the aggregate by two.

NOTE 8:

Within Table C, Quartile A includes actual historical unaudited information we have received for the Gross Revenue (as defined in Note 1) of the first tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2022. Quartile B includes actual historical unaudited information we have received for the Gross Revenue of the second tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2022. Quartile C includes actual historical unaudited information we have received for the Gross Revenue of the third tier of open Rocket Fizz Shops that were operated by 19 of our franchisees in 2022. Quartile D includes actual historical unaudited information we have received for the Gross Revenue of the last tier of open Rocket Fizz Shops that were operated by 20 of our franchisees in 2022.

The figures in Quartiles A, B, C, and D are taken from reports submitted to us by certain Rocket Fizz franchisees on their Gross Revenue in 2022 and do not reflect the costs of sales, operating expenses, taxes, refunded sales, settlements, non-inventory sales or shipping expenses that must be deducted from the Gross Revenue to obtain net income or net loss. We do not disclose information about expenses or costs.

On December 31, 2022, there were a total of 85 franchised Rocket Fizz Shops owned and operated by our franchisees. 18 franchised Rocket Fizz Shops are included in each of Quartile A, B, and C, and 21 franchised Rocket Fizz Shops are included in Quartile D, for a total of 75 Rocket Fizz Shops, which is 88.23% of the 85 franchised Rocket Fizz Shops in operation on December 31, 2022. All 77 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were open and operating for more than one year as of December 31, 2022. The 75 franchised Rocket Fizz Shops included in Quartiles A, B, C, and D were selected because the information was

available to us and believed to be complete, accurate and reliable. Similar information for the remaining franchised Rocket Fizz Shops was excluded because these Rocket Fizz Shops were not open and operating for more than one year as of December 31, 2022. None of the outlets excluded from Table B closed after being open for less than 12 months during this period. Gross Revenue for a franchised Rocket Fizz Shop in Oregon previously owned by our affiliate Rocket Fizz LLC in 2022 is not included in the 75 Rocket Fizz Shops represented in Table C. All information is unaudited.

NOTE 9:

“Average” in Table C means the Combined Gross Revenues divided by the total number of franchised Rocket Fizz Shops that were open for more than one year on December 31, 2022. 7 of the 18 franchised Rocket Fizz Shops included in Quartile A met or exceeded this quartile’s Average Gross Revenue of \$872,828. 12 of the 18 franchised Rocket Fizz Shops in Quartile B met or exceeded this quartile’s Average Gross Revenue of \$593,792. 11 of the 18 franchised Rocket Fizz Shops in Quartile C met or exceeded this quartile’s Average Gross Revenue of \$412,068. 11 of the 19 franchised Rocket Fizz Shops in Quartile D met or exceeded this quartile’s Average Gross Revenue of \$254,828. 41 of the 75 franchised Rocket Fizz Shops met or exceeded the average Gross Revenue of \$522,237 for the 75 Rocket Fizz Shops represented in Table C.

Inclusion of all 85 franchised Rocket Fizz Shops rather than just the 18 franchised Rocket Fizz Shops included in each of Quartiles A, B and C and the 21 franchised Rocket Fizz Shops included in Quartile D, could increase or decrease the Average Gross Revenue.

NOTE 10:

“Median” in Table C means the midpoint dollar value for the 7 franchised Rocket Fizz Shops in the 1<sup>st</sup> Quartile that were open for more than one year on December 31, 2022; the 12 franchised Rocket Fizz Shops in the 2<sup>nd</sup> Quartile that were open for more than one year on December 31, 2022; the 11 franchised Rocket Fizz Shops in the 3<sup>rd</sup> Quartile that were open for more than one year on December 31, 2022; and the 11 franchised Rocket Fizz Shops in the 4<sup>th</sup> Quartile that were open for more than one year on December 31, 2022. The Median for a category with an even number of data points is determined by taking the mean (average) of the two middlemost values in that category, which is calculated by adding those two values together then dividing the aggregate by two.

Some Rocket Fizz Shops have achieved these amounts. Your individual results may differ. There is no assurance that you’ll achieve as much.

Written substantiation for the financial performance representations made in this Item 19 will be made available to you upon reasonable request.

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 Rocket Fizz Shop, however, we may provide you with the actual records of that store. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting our Controller, Byron Kelley, at 75 McCabe Drive, #19549, Reno, Nevada 89511, Telephone (408) 840-9036, byron@rocketfizz.com, the Federal Trade Commission and the appropriate state regulatory agencies.



ITEM 20  
OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1  
SYSTEM-WIDE OUTLET SUMMARY  
FOR FISCAL 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	81	85	+4
	2023	85	89	+4
	2024	89	101	+12
Company Owned*				
	2022	2	1	-1
	2023	1	0	-1
	2024	0	0	0
Total Outlets				
	2022	83	86	+3
	2023	86	89	+3
	2024	89	101	+12

\* In 2022 our affiliate Rocket Fizz LLC sold to a franchisee a then affiliate-owned Rocket Fizz Shop located at 535 SW 6th Avenue, Portland, Oregon 97204. In 2023, Rocket Fizz LLC sold to a franchisee a then affiliate-owned Rocket Fizz Shop located at 315 East Main Street, Ventura, California 93001.

TABLE NO. 2  
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS  
FOR FISCAL YEARS 2022 to 2024

State	Year	Number of Transfers
Arkansas		
	2022	1
	2023	0
	2024	0
California		
	2022	0
	2023	0
	2024	1
Nevada		
	2022	0
	2023	0
	2024	1
Ohio		
	2022	1
	2023	0