

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 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 provided in this Item 19, for example, by providing information about possible performance at a particular location under particular circumstances.

The financial performance representation information in this Item 19 includes certain financial performance information relating to our Centers' operation in calendar year 2024. We obtained 100% of the average gross sales data for the Centers listed in the Center Sales Tables and the other financial performance representations included in this Item 19 from monthly sales reported to us by the Centers. The monthly sales reports have not been audited by certified public accountants nor have we sought to independently verify their accuracy for purposes of the financial performance representations. Not all Centers properly reported sales in 2024.

The financial performance representations include average gross sales of Centers for the year 2024. For the purposes of this Item 19, "Gross sales" means total reported sales revenue, including revenue earned from shipping and center to center sales, and excluding any county or state sales tax collected.

Center Sales Study

In our Center Sales Study, we disclose the average gross sales in 2024 of Centers in the United States in operation for two (2) full years or more as of December 31, 2024, which properly reported their sales for each of the twelve (12) months in 2024. Of the 390 centers open in 2024, 332 were included, while thirty-five (35) were excluded for not being open for a full 2 years, and twenty-three (23) were excluded for not reporting their sales for each of the twelve (12) months.

In the below Table 1, we segmented the centers into 2 categories: (1) Centers that employed a Full Time outside sales person in 2024; (2) Centers that did not employ a Full Time outside sales person in 2024.

It has been our experience that having a full-time outside sales person is an essential part of a successful marketing program and the Signarama system format. We have always recommended that our franchisees employ a full-time outside sales person. We require new franchisees to hire an outside sales person prior to commencing their Signarama business.

Calendar Year 2024
Center Sales Tables

Table 1
Centers in Operation for 2 Years or More

Centers	Number of Centers	Average Gross Sales	Centers that Met or Exceeded Average Gross Sales	Median Gross Sales	Highest Gross Sales	Lowest Gross Sales	Centers that Exceeded One Million in Gross Sales
Centers with Full-Time Outside Sales Person	154	\$1,309,879	34.4%	\$1,034,404	\$9,058,303	\$98,891	79
Centers without Full-Time Outside Sales Person	178	\$445,662	43.3%	\$377,682	\$2,361,083	\$31,509	4
Total Centers	332	\$846,534	31%	\$519,170	\$9,058,303	\$31,509	83

On average, the Centers in the Center Sales financial performance representations in Table 1 have been operating for 12.41 years. Forty-two percent (42%) of the Centers included have been in operation for more than 12.41 years and fifty-eight percent (58%) have been in operation for less than 12.41 years.

Circle of Excellence Centers

In our Circle of Excellence Centers financial performance representation, we disclose (1) the criteria for inclusion in the Circle of Excellence; and (2) the number of Centers included in the Circle of Excellence in 2024. Criteria for inclusion in the Circle of Excellence is \$1,000,000 in gross sales, in their local currency, in the calendar year of 2024.

A total of 166 Centers qualified for inclusion in the Circle of Excellence in 2024.

On average, the 2024 Circle of Excellence Centers have been in operation for 15.48 years. Forty-eight percent (48%) of the Circle of Excellence Centers have been in operation for more than 15.48 years and fifty-two percent (52%) have been in operation for less than 15.48 years. Of the 166 Centers that qualified for inclusion in the 2024 Circle of Excellence, 84 Centers were located in the United States.

For our Centers in the United States, we award stores in the Circle of Excellence based off three different tiers based off their gross sales in 2024. (1) Gold tier centers earned over \$1,000,000 in gross sales in 2024; (2) Platinum tier centers earned over \$2,500,000 in gross sales for 2024, and (3) Diamond tier centers earned over \$3,500,000.

	Criteria	Number of Centers	Average # of Years in Business	Average Gross Sales
Centers in Gold Tier	>= \$1,000,000 - \$2,499,999	64	20.7	\$ 1,468,654
Centers in Platinum Tier	>= \$2,500,000 - 3,499,999	9	20.0	\$ 2,914,958
Centers in Diamond Tier	>= \$3,500,000	11	21.4	\$ 4,914,992
Total Centers		84	20.7	\$ 2,074,922

Hall of Fame Centers

In our Hall of Fame Centers financial performance representation, we disclose: (1) the criteria for membership in the Hall of Fame; and (2) the number of Centers that have achieved Hall of Fame membership status within our franchise system. Designation as a Hall of Fame Center serves to recognize Centers for their outstanding achievement in business and exemplary overall performance as a Signarama Center.

Members of the Hall of Fame are nominated into the Hall of Fame by their peers (other franchisees). In order to be nominated, the Center and its owner must meet all of the following criteria:

- Center has operated for six (6) years or more;
- Franchisee is a team player;
- Franchisee serves as a Mentor to other franchisees;
- Center has attained gross sales of \$1,500,000 or more in two (2) consecutive years;
- Franchisee has attended at least 1 convention or regional meeting in each of the three (3) years prior to nomination;
- Center is a current member of the Marketing Fund*; and
- Center location is brand compliant.

*All new franchisees are required to become members of the Marketing Fund, however, when the Marketing Fund was originally established and for a period of years after implementation of the Marketing Fund, membership was optional.

There are 95 Centers that have been nominated into the Hall of Fame, 67 Centers were located in the United States and 28 in other countries.

Advertising and promotional materials developed by us or Sign*A*Rama Advertising Fund, Inc. may be available to franchisees. Your Gross sales may be directly affected by the amount, type, and effectiveness of advertising conducted by you.

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

Written substantiation of this financial representation will be made available to you upon reasonable request.

We do not make any representations about a franchisee's future financial performance and other than the preceding financial representation, we do not make any representations about the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any other 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, our General Counsel, at 2121 Vista Parkway, West Palm Beach, FL 33411, 561-640-5570, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

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	673	671	-2
	2023	671	676	5
	2024	676	680	4
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	673	671	-2
	2023	671	676	5
	2024	676	680	4

* All numbers are as of December 31, 2022, 2023, and 2024. The numbers are for Signarama franchisee centers in the United States and internationally.

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

State	Year	Number of Transfers
Arizona	2022	2
	2023	0
	2024	2
California	2022	4
	2023	0
	2024	1
Colorado	2022	1
	2023	1
	2024	2
Connecticut	2022	1
	2023	1
	2024	0
Delaware	2022	1
	2023	0
	2024	0