

Provision	Section in Area Representative or Other Agreement	Summary
t.	Integration/merger clause	Section 21.3  Only the terms of the Area Representative Agreement are binding (subject to state law). Any representations or promises outside of this Disclosure Document and the Area Representative Agreement may not be enforceable. Nothing in the Area Representative Agreement is intended to disclaim any representations made by us in this Disclosure Document.
u.	Dispute resolution by arbitration or mediation	Sections 20.1 through 20.3 and 21.7  Except for certain claims, all disputes must be arbitrated in Denver, Colorado, U.S.A. (subject to state laws). If a claim can be brought in court, both you and we agree to waive our rights to a jury trial. All disputes between you and us must be in an action separate from disputes between us and third parties or between you and third parties. All claims that either you or we may bring against the other arising out of or relating to the Area Representative Agreement, the relationship between us and you, or your operation of the Area Representative Business must be brought within one year from when the claim arose (subject to state law).
v.	Choice of forum	Section 20.5  Colorado, U.S.A. (subject to state law).
w.	Choice of law	Section 20.5  Federal and Colorado laws (subject to state law). The Colorado Consumer Protection Act does not apply.

<sup>1</sup> A default due to bankruptcy may not be enforceable under federal bankruptcy laws.

## **ITEM 18 PUBLIC FIGURES**

We do not use any public figures to promote our franchises or Area Representative Businesses. You may use the name of a public figure or celebrity in your promotional efforts or advertising with our approval.

## **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 this 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 by this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Below is a chart showing the average Area Representative commissions of those U.S. and international Area Representatives who were active on a full-time basis during the year 2024.

<b>CHART 1</b> <b>AVERAGE AND MEDIAN AREA REPRESENTATIVE INITIAL FRANCHISE FEE COMMISSIONS AND CONTINUING COMMISSIONS FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024 WORLDWIDE <sup>(1),(2),(4),(6)-(8)</sup></b>			
<b>Average Total Commissions<sup>(2)</sup></b>	<b>Median Total Commissions</b>	<b>High</b>	<b>Low</b>
\$111,193.68	\$74,704.05	\$427,867.62	\$27,519.10

Below is a chart showing the average total Gross Revenues in the territories of those Area Representatives who were active on a full-time basis during the year 2024.

<b>CHART 2</b> <b>AVERAGE AND MEDIAN TOTAL GROSS REVENUES OF MATERIALS AND LIVE INSTRUCTION PER TERRITORY FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024 WORLDWIDE <sup>(1),(3),(4),(6)-(8)</sup></b>			
<b>Average Total Gross Revenues per Territory<sup>(3)</sup></b>	<b>Median Total Gross Revenues per Territory</b>	<b>High</b>	<b>Low</b>
\$1,111,936.81	\$747,040.50	\$4,278,676.21	\$275,191.00

Below is a chart showing the average Gross Revenues of Franchisees, including those Franchisees that were Area Representatives, who were active on a full-time basis during the year 2024.

<b>CHART 3</b> <b>AVERAGE AND MEDIAN GROSS REVENUES OF FRANCHISEES FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024 WORLDWIDE <sup>(1),(3),(5)-(9)</sup></b>				
	<b>Average Gross Revenues<sup>(3)</sup></b>	<b>Median Gross Revenues</b>	<b>High</b>	<b>Low</b>
<b>Yearly Gross Revenues of Franchisees that are Area Representatives</b>	\$335,496.57	\$402,792.16	\$759,698.25	\$55,435.88
<b>Yearly Gross Revenues of Non-Area Representative Franchisees Not in the Territory of an Area Representative</b>	\$106,178.47	\$87,929.49	\$416,325.00	\$19,433.32
<b>Yearly Gross Revenues of Non-Area Representative Franchisees in the Territory of an Area Representative</b>	\$251,209.51	\$158,384.00	\$1,352,130.33	\$39,474.06

The accompanying footnotes are an integral part of these charts and should be read in their entirety for a full understanding of the information contained in them.

FOOTNOTES:

- (1) Each of the three charts above is a historic financial performance representation reflecting information related to commissions and revenues in the most recent fiscal year of January 1, 2024 through December 31, 2024.
- (2) The first chart above shows the average and median of the total commissions received by Area Representatives, as both initial franchise fee commissions and Continuing Commissions (collectively, “Commissions”), on an annual basis. Additionally, this chart lists the highest and lowest total Commissions received by an Area Representative.
- (3) The second and third charts above show the average and median of Franchisee Gross Revenues on an annual basis. Specifically, the second chart shows the average and median of total Gross Revenues on a per territory basis, considering the Gross Revenues of all Franchisees on a combined basis located in each territory of an Area Representative. The third chart shows the average and median Franchisee Gross Revenues on an individual Franchisee basis, categorized by those Franchisees that are also Area Representatives, those Franchisees that are not Area Representatives and that operate outside of the territory of any Area Representative, and those Franchisees that are not Area Representatives but are located within an Area Representative’s territory. “Gross Revenues” as used in these charts means the Franchisee’s “gross revenues” as that term is used in this Disclosure Document and on which an Area Representative’s Continuing Commissions are based.
- (4) Only U.S. and international Area Representatives that were active on a full-time basis during the fiscal year January 1, 2024 through December 31, 2024 have their Commissions included in the computations used in the first chart and their territories included in the second chart. For purposes of this Item 19, an Area Representative is deemed “active on a full-time basis” if it communicated with a prospect regarding the purchase of a CRESTCOM Business franchise during the year 2024. During the fiscal year 2024, we had 13 Area Representatives that were active on a full time basis operating 13 Area Representative Business territories. Area Representatives that did not qualify as active on a full-time basis are not shown. The charts also do not include (i) new Area Representatives that did not commence franchise or Area Representative operations by the beginning of the year 2024, (ii) Area Representatives that ceased operations in the year 2024, and (iii) Area Representatives that were otherwise inactive for a portion of the particular year due to sickness, health issues, or other personal reasons. As described in Item 20, there were no outlets that closed permanently during the year 2024. The total number of individual Crestcom Area Representatives as of the end of the year 2024, including Area Representatives who joined during the course of the year, was 27, 8 of which were located in the United States.
- (5) Only U.S. and international Franchisees that were active on a full-time basis during the fiscal year January 1, 2024 through December 31, 2024 (including Area Representatives that operated their CRESTCOM Businesses actively on a full-time basis during that time) have their Gross Revenues included in the third chart. For these purposes, a Franchisee is deemed “active on a full-time basis” if it conducted at least one Crestcom L.E.A.D.R. program training seminar during every month of the year 2024 and had at least one sale reported during the year 2024. During the fiscal year 2024, we had 61 Franchisees that were active on a full time basis operating 83 CRESTCOM Business outlets. Of these