

See the State Addendum to Disclosure Document which is attached to this Disclosure Document as Attachment K.

## **ITEM 18 PUBLIC FIGURES**

We do not use any public figures to promote our franchise. 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 are charts showing the Average Franchisee Gross Sales generated from sales of Materials and Live Instruction of those U.S. and international Franchisees that were active on a full-time basis during the year 2024.

**CHART 1  
AVERAGE AND MEDIAN FRANCHISEE GROSS SALES  
FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024  
WORLDWIDE, BY PERCENTILE<sup>(1)-(3),(6)-(9)</sup>**

	Average Gross Sales	Median Gross Sales	High	Low
<b>75<sup>th</sup> – 99.99<sup>th</sup> percentile of U.S. and International Franchisees</b>	\$596,307.96	\$475,021.25	\$1,558,661.85	\$388,026.00
<b>50<sup>th</sup> – 74.99<sup>th</sup> percentile of U.S. and International Franchisees</b>	\$277,135.02	\$286,851.76	\$384,835.73	\$157,124.07
<b>25<sup>th</sup> – 49.99<sup>th</sup> percentile of U.S. and International Franchisees</b>	\$122,678.67	\$120,685.60	\$147,808.70	\$102,431.55
<b>0 – 24.99<sup>th</sup> percentile of U.S. and International Franchisees</b>	\$66,067.81	\$64,488.14	\$97,734.15	\$30,472.50
<b>Combined Average - U.S. and International Franchisees</b>	\$265,737.33	\$157,124.07	\$1,558,661.85	\$30,472.50

**CHART 2**  
**AVERAGE AND MEDIAN FRANCHISEE GROSS SALES**  
**FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024**  
**BY CONTINENT<sup>(1)-(3),(6)-(9)</sup>**

	Average Gross Sales	Median Gross Sales	High	Low
<b>Combined Average - Franchisees in Europe</b>	\$257,408.72	\$152,466.39	\$1,558,661.85	\$48,413.49
<b>Combined Average - Franchisees in North America</b>	\$270,459.24	\$152,124.46	\$962,349.27	\$30,472.50
<b>Combined Average - Franchisees in South America and the Caribbean</b>	\$344,832.00	\$344,832.00	\$344,832.00	\$344,832.00
<b>Combined Average - Franchisees in Asia</b>	\$199,335.44	\$102,791.88	\$494,023.84	\$97,734.15
<b>Combined Average - Franchisees in Africa</b>	\$362,007.28	\$362,007.28	\$379,875.56	\$344,138.99

Below is a chart showing the Average and Median Number of Seats Sold for all training programs conducted during the year 2024 by those U.S. and international Franchisees that were active on a full-time basis during the year 2024.

**CHART 3**  
**AVERAGE AND MEDIAN NUMBER OF SEATS SOLD**  
**FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024**  
<sup>(1),(2),(4),(6)-(9)</sup>

Average Number of Seats Sold	Median Number of Seats Sold	Average Number of Scholarships	High	Low
83.5	58.5	5.5	386	6

*[CONTINUED ON FOLLOWING PAGE]*

Below is a chart showing the average contract value per individual transaction for the sale of the Crestcom L.E.A.D.R. training series by U.S. and international Franchisees that were active on a full-time basis during the year 2024.

CHART 4 AVERAGE CONTRACT VALUE PER TRANSACTION ON SALES OF THE CRESTCOM L.E.A.D.R. PROGRAM FROM JANUARY 1, 2024 THROUGH DECEMBER 31, 2024 <sup>(1),(2),(5)-(7),(9),(10)</sup>						
Average Contract Value per Transaction	Number of Sales Reported	Median Contract Amount	Highest Contract Amount	Lowest Contract Amount	# of Contracts that Attained or Exceeded Average Contract Value Per Transaction	Percentage of Contracts that Attained or Exceeded Average Contract Value Per Transaction
\$19,203.27	853	\$11,388.60	\$236,358.02	\$3,928.85	269	31.54%

Below is a chart showing our estimate of gross revenue margins before expenses related to the sale or marketing of the Crestcom L.E.A.D.R. training series for our U.S. Franchisees. This chart has not been prepared in accordance with the statement on Standards for Accountant's Services on Prospective Financial Information.

CHART 5 GROSS MARGIN PER PARTICIPANT ATTENDING THE CRESTCOM L.E.A.D.R. PROGRAM <sup>(10)-(18)</sup>						
Materials	Recommended U.S. Retail Price	Cost of Materials as % of Recommended Retail	Royalty Fees as % of Recommended Retail	Estimated Shipping as % of Recommended Retail	Total % of Recommended Retail	Gross Revenue Margin
L.E.A.D.R. Materials	\$5,250	0.74%	19.75%	0.1%	20.59%	79.41% \$4,169.03

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 first four charts above is a historic financial performance representation reflecting information related to sales in the most recent fiscal year of January 1, 2024 through December 31, 2024.
- (2) The first two charts above show the average and median of Franchisee Gross Sales on an annual basis. "Gross Sales" or "Sales" as used in the first two charts and in the fourth chart means the amounts agreed to be paid by a Franchisee's clients to the Franchisee under the contracts entered into through the Franchisee's CRESTCOM Businesses, exclusive only of sales tax. "Gross Sales" is not equivalent to "Gross Revenues" as that term is used in this Disclosure Document, as "Gross Sales" does not account for bad debt or contract amounts otherwise not collected by Franchisees.
- (3) In computing these figures, the first chart shows the yearly average and median of the Gross Sales of those Franchisees that fell into the top 75<sup>th</sup> to 99.99<sup>th</sup> percentile (or top 1/4) of all

Franchisees in terms of Gross Sales, the 50<sup>th</sup> to 74.99<sup>th</sup> percentile (or second 1/4) of all Franchisees, the 25<sup>th</sup> through 49.99<sup>th</sup> percentile (or third 1/4) of all Franchisees, and the bottom 0 to 24.99<sup>th</sup> percentile (or lower 1/4) of all Franchisees. The average and median Gross Sales for all Franchisees in all percentile groups combined is also included. The second chart shows the Gross Sales information of Franchisees grouped by continent. Additionally, we included the high and the low Gross Sales figure for every category.

- (4) The third chart shows the yearly average and median number of seats for attendance at training programs sold by Franchisees on an annual basis, for all training programs conducted during the year. It also includes the number of “Scholarships” that a Franchisee has on average. “Scholarships” are seats given to a client for no extra charge and are typically accompanied by other paid seats.
- (5) The fourth chart shows the average contract value of each transaction reported by Franchisees in the year 2024, along with the median Sales value, high and low Sales value, and number and percentage of contracts that attained or exceeded the average shown.
- (6) 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 have their Gross Sales and seat sales included in the computations used in the first four charts. For purposes of these charts, 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. Of the total contracts entered into by Franchisees, 71% were the result of repeat and add-on business for existing clients during the fiscal 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 Franchisees, 27 were located in the United States. Franchisees that did not qualify as active on a full-time basis are not shown. The charts also do not include (i) new Franchisees that did not commence operations by the beginning of the year 2024, (ii) Franchisees that ceased operations in the year 2024, and (iii) Franchisees that were otherwise inactive for a portion of the year due to sickness, health issues, or other personal reasons. As described in Item 20, there were 9 outlets that closed permanently for various reasons during the year 2024, and none of these had been open less than 12 months. Some of our Franchisees own and operate more than one franchise. We have grouped the results in these charts by Franchisee rather than by individual CRESTCOM Business franchise because the results that we collect for CRESTCOM Business Franchisees operating multiple CRESTCOM Businesses are combined into a single report for each Franchisee, and we do not have Gross Sales or seat sales data for each individual CRESTCOM Business that may be operated by these Franchisees. The total number of individual CRESTCOM Business franchises as of the end of the year 2024, including Franchisees who joined during the course of the year, was 170, 61 of which were located in the United States.
- (7) No attempt is made to estimate potential profits, income or earnings in the first four charts. We cannot accurately determine expenses because some of our Franchisees have other business interests or investment holdings in addition to their CRESTCOM Business. However, as discussed below, the fifth chart includes certain gross margin information.
- (8) For the Franchisees included in the first chart, there are 15 Franchisees included in the top 1/4, of which 5 (or 33.33 percent) exceed the average Gross Sales of that group, there are 16 Franchisees in the second 1/4, of which 8 (or 50 percent) exceed the average Gross Sales of that group, there are 15 Franchisees in the third 1/4, of which 7 (or 46.67 percent) exceed