

| Provision | Section in Franchise Agreement | Summary |
|---|--------------------------------|---|
| n. Our right of first refusal to acquire your business | 12.4 | We can match any offer for your business. |
| o. Our option to purchase your business | Not Applicable | Not Applicable |
| p. Your death or disability | 12.5 | Your heirs may inherit your franchise provided they qualify and meet other requirements for transfer (see m, above). |
| q. Non-competition covenants during the term of the franchise | 15.2 | No involvement in competing business. |
| r. Non-competition covenants after the franchise is terminated or expires | 15.3 & 15.4 | No involvement in competing business for 2 years within 15 miles of any franchisee's territory (subject to state law); no solicitation of clients or shared referral sources of the franchised business for 2 years (subject to state law). |
| s. Modification of the agreement | 9.3 and 18.1 | Modification only by written agreement, but we may modify operations manual so long as it does not change your fundamental status and rights. |
| t. Integration/merger clause | 18.1 | Only the terms of the franchise agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and franchise agreement may not be enforceable, subject to state law. |
| u. Dispute resolution by arbitration or mediation | 16.2 | Except for claims in excess of \$100,000 and certain other claims, all disputes must be arbitrated in Cincinnati, Ohio (subject to state law). Claims may not be consolidated with claims of other franchisees, subject to state law. |
| v. Choice of forum | 18.4 | Arbitration and litigation must be in Hamilton County, Ohio (subject to state law). |
| w. Choice of law | 18.3 | Ohio law applies (subject to state law). |

¹ This provision may not be enforceable under federal bankruptcy law.

ITEM 18. PUBLIC FIGURES

Growth Coach does not use any public figure to promote its franchises.

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose 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 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 performance at a particular location or under particular circumstances.

Below are historic gross revenue figures for certain Growth Coach franchises for the one-year period ending December 31, 2024. Only data from franchises open a year before 2024 and reported for the entire year are included in the table. The data is presented in thirds and then cumulatively. For cumulative data, gross revenue figures for the one-year periods ending December 31, 2023, and December 31, 2022, are also included.

GROSS REVENUE BY THIRDS

| First Third of Franchisees | Year Ending 12/31/2024 |
|---|---------------------------|
| Average Gross Revenue | \$179,748 |
| Median Gross Revenue | \$150,300 |
| Highest Gross Revenue | \$369,540 |
| Lowest Gross Revenue | \$118,421 |
| Percentage of franchisees that attained or surpassed Average Gross Revenue | 45% |
| # of Franchises | 6 |

| Middle Third of Franchisees | Year Ending 12/31/2024 |
|---|---------------------------|
| Average Gross Revenue | \$68,153 |
| Median Range of Gross Revenue | \$70,660 |
| Highest Gross Revenue | \$103,777 |
| Lowest Gross Revenue | \$37,156 |
| Percentage of franchisees that attained or surpassed Average Gross Revenue | 50% |
| # of Franchises | 6 |

| Bottom Third of Franchisees | Year Ending 12/31/2024 |
|---|---------------------------|
| Average Gross Revenue | \$24,692 |
| Median Gross Revenue | \$22,301 |
| Highest Gross Revenues | \$36,500 |
| Lowest Gross Revenues | \$15,849 |
| Percentage of franchisees that attained or surpassed Average Gross Revenue | 50% |
| # of Franchises | 7 |

| Cumulative Franchisees | Year Ending 12/31/2024 | Year Ending 12/31/2023 | Year Ending 12/31/2022 |
|------------------------------|---------------------------|---------------------------|---------------------------|
| Average Gross Revenue | \$82,470 | \$97,847 | \$92,345 |
| Median Gross Revenue | \$52,686 | \$81,068 | \$87,720 |
| Highest Gross Revenue | \$369,540 | \$283,145 | \$231,132 |

| | | | |
|--|----------|----------|----------|
| Lowest Gross Revenue | \$15,849 | \$20,463 | \$12,684 |
| Percentage of franchises that attained or surpassed Average Gross Revenue | 45% | 50% | 50% |
| # of Franchises | 19 | 18 | 18 |

There were 28 Growth Coach franchises (each franchise consists of a single franchise territory) in operation as of December 31, 2024, which were owned by 22 franchisees. Of those, 19 were open a year before 2024 and reported for the entire year.

Following are the suggested annual retail pricing for Growth Coach Signature Services:

Strategic Business Mindset® Group Coaching Program for Owners and Executives: \$12,000
 Strategic Manager Group Coaching Program: \$6,000
 Sales Mastery Group Coaching Program: \$6,000
 1x1 Coaching Individualized Coaching for Owners and Executives: \$15,000

The preceding data has been extracted from royalty reports and income statements submitted to us by our franchisees. The income statements submitted to us were prepared by the franchisee.

For purposes of this Item 19, "Gross Revenue" means the total of all income arising from the operation of the franchised business. Gross Revenue does not include the amount of refunds and discounts made to clients, or the amount of sales or excise taxes that are separately stated and that the franchisee is required to and does collect from clients and pays to the appropriate taxing authority. "Gross Profit" means Gross Revenue minus costs of direct labor, if any.

Neither the Gross Revenue figures nor the Gross Profit figures reflect the costs of sales, other operating expenses, or other costs or expenses that must be deducted from Gross Revenue to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating a franchise. Franchisees and former franchisees listed in this disclosure document may be one source of this information

We strongly suggest that you consult a financial advisor or accountant for assistance in reviewing the table and in preparing your own financial projections.

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 representation will be made available to you upon 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 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 Jeffrey D. Siehl, General Counsel/Vice President, 4755 Lake Forest Drive, Suite 100, Cincinnati, Ohio 45242, (513) 999-9893, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. LOCATIONS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For Years 2022 to 2024

| Outlet Type | Year | Outlets at the Start of the Year | Outlets at the End of Year | Net Change |
|---------------|------|----------------------------------|----------------------------|------------|
| Franchised | 2022 | 45 | 46 | +1 |
| | 2023 | 46 | 36 | -10 |
| | 2024 | 36 | 28 | -8 |
| Company-Owned | 2022 | 0 | 0 | 0 |
| | 2023 | 0 | 0 | 0 |
| | 2024 | 0 | 0 | 0 |
| Total Outlets | 2022 | 45 | 46 | +1 |
| | 2023 | 46 | 36 | -10 |
| | 2024 | 36 | 28 | -8 |

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2022 to 2024

| STATE | YEAR | NUMBER OF TRANSFERS |
|--------|------|---------------------|
| TOTALS | 2022 | 0 |
| | 2023 | 0 |
| | 2024 | 0 |