

Provision	Section in Area Developer Agreement	Summary
(t) Integration/merger clause	Sections 25.4	Only the terms of your Area Developer Agreement are binding (subject to state law). Any representations or promises made outside this disclosure document and the Area Developer Agreement may not be enforceable. Notwithstanding the foregoing, nothing in Area Developer Agreement or any related agreement is intended to disclaim the representations made in the Disclosure Document.
(u) Dispute resolution by mediation	Sections 24.2 and 24.3	You must bring all disputes before our President prior to bringing a claim before a third party. At our option, all claims or disputes between you and us must be submitted first to mediation in Hillsborough County, Florida in accordance with the American Arbitration Association's Commercial Mediation Rules then in effect. (subject to state law)
(v) Choice of forum	Section 24.4	All claims not subject to mediation must be brought before a court of general jurisdiction in Hillsborough County, Florida or the United States District Court for the Middle District of Florida. You consent to the personal jurisdiction and venue of any court of general jurisdiction in Hillsborough County, Florida and the United States District Court for the Middle District of Florida. (subject to state law)
(w) Choice of law	Section 24.1	The Area Developer Agreement is governed by the laws of the State of Florida. (subject to state law)

## **ITEM 18**

### **PUBLIC FIGURES**

We do not currently 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 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 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.

### **PART I: REGISTRATION REVENUE AND KEY PERFORMANCE INDICATORS**

Part I of this Financial Performance Representation reflects the historical average and median of the registration revenue and certain key performance indicators including the number of venues operated, the number of sports offered, and the market penetration rate of certain i9 Sports Franchises ("**Franchise Units**") for the period January 1, 2024 through December 31, 2024 (the "**Measurement Period**").

For the purposes of Charts 1 and 2 in this Part I, please note that: (i) the term "**Registration Revenue**" means all registration sales generated by a Franchise Unit during the Measurement Period and does not include other types of revenue earned by Franchise Units, such as sponsorships, commissions, merchandise sales, and concession sales; (ii) the term "**Venue**" is defined as the number of playing locations operated by a Franchise Unit with a unique

address during the Measurement Period; (iii) the term “**Market Penetration Rate**” is defined as the total number of unique player registrations generated by a Franchise Unit during the Measurement Period divided by that Franchise Unit's territory population of kids ages 14 and under (as determined by using SiteSeer Technology’s software); (iv) the term “**Average**” is calculated by taking the cumulative Registration Revenue of the Franchise Units in that particular subset divided by the number of Franchise Units in that subset; and (v) the term “**Median**” for a particular subset of the Franchise Units in these Charts is the middle value in the sorted list of all reported Registration Revenue results with half of the Reporting Unit results for each Chart being higher than the median and half being lower than the median.

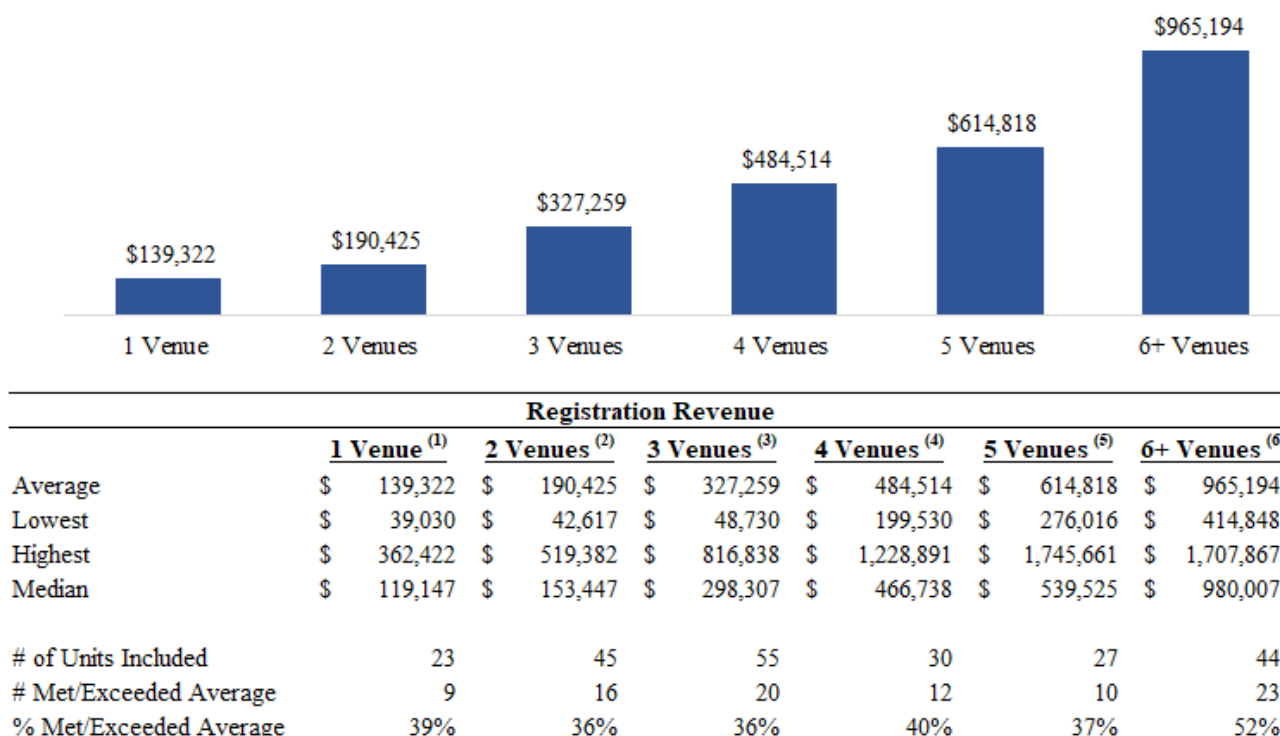
As of December 31, 2024, there were 264 Franchise Units. Charts 1 and 2 in this Part I include the results of 224 Franchise Units, which are all of the Franchise Units that were operated throughout the entire Measurement Period (the “**Covered Units**”). We consider a Franchise Unit to have begun operating on its Business Launch Date. The Covered Units do not include 40 Franchise Units that were not operating throughout the entire Measurement Period. Six Franchise Units permanently closed during the Measurement Period, one of which closed within 12 months of opening.

**Chart 1: Registration Revenue and Key Performance Indicators for Covered Units during the Measurement Period (January 1, 2024 to December 31, 2024)**

	<u><b>Total</b></u>	<u><b>Bottom Half</b></u>	<u><b>Top Half</b></u>
Maximum Registration Revenue	\$ 1,745,661	\$ 359,385	\$ 1,745,661
Median Registration Revenue	\$ 360,398	\$ 189,036	\$ 594,079
Minimum Registration Revenue	\$ 39,030	\$ 39,030	\$ 361,411
Average Registration Revenue	\$ 461,504	\$ 194,913	\$ 728,095
Total # of Units	224	112	112
# Met/Exceeded Average	86	54	44
% Met/Exceeded Average	38%	48%	39%
Average # of Venues	4.0	2.4	5.5
Average # of Sports	4.2	3.5	4.8
Market Penetration Rate	2.5%	1.4%	3.5%

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**Chart 2: Average Registration Revenue by Number of Venues Operated for Covered Units during the Measurement Period (January 1, 2024 to December 31, 2024 )**



**Explanatory Notes to Chart 2:**

1. In 2024, there were 23 Franchise Units operating 1 Venue that generated a total average of \$139,322 in Registration Revenue.
2. In 2024, there were 45 Franchise Units operating 2 Venues that generated a total average of \$190,425 in Registration Revenue.
3. In 2024, there were 55 Franchise Units operating 3 Venues that generated a total average of \$327,259 in Registration Revenue.
4. In 2024, there were 30 Franchise Units operating 4 Venues that generated a total average of \$484,514 in Registration Revenue.
5. In 2024, there were 27 Franchise Units operating 5 Venues that generated a total average of \$614,818 in Registration Revenue.
6. In 2024, there were 44 Franchise Units operating 6+ Venues that generated a total average of \$965,194 in Registration Revenue. Of these 44 Franchise Units, the lowest number of Venues operated by a Franchise Unit was 6 Venues and the highest number of Venues was 21.

**PART II: SALES TO COST ANALYSIS**

Part II of this Item reflects financial information that our franchisees were required to report to a third-party consultant that we engaged to provide financial benchmarking for the i9 Sports Network. As of September 30, 2024, there were 243 Franchise Units in operation. The Chart below includes financial performance data for the 12-month period beginning October 1, 2023 through September 30, 2024 (the “**Reporting Period**”) for 135 Franchise Units, which are all of the Franchise Units that (i) were operated throughout the entire Reporting Period and (ii) reported materially complete financial information to our consultant (“**Included Franchises**”). The data in Chart 1 below

excludes: (i) 17 Franchise Units that opened at some point during the Reporting Period and, therefore, did not operate throughout the entire Reporting Period; (ii) 22 Franchise Units that did not report revenue and expense data for all 12 months of the Reporting Period; and (iii) 69 Franchise Units that reported data in a manner that was inconsistent with the categories that we have presented (either because data was not reported for each category or certain data was miscategorized in the incorrect category). Five Franchise Units permanently closed during the Reporting Period, one of which closed within 12 months of opening.

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**Chart 1: Franchisee Income Statement for Included Franchises during the Reporting Period (October 1, 2023 to September 30, 2024)**

	<u>Total</u>	<u>Bottom Half</u>	<u>Top Half</u>
# Units Included	135	67	68
Avg. # of Venues	4.2	2.3	6.1
Avg. # of Sports	4.2	3.6	4.8
Market Penetration Rate	2.7%	1.5%	3.9%
<b>Revenue <sup>(1)</sup></b>	<b>535,121</b>	<b>215,779</b>	<b>849,766</b>
Player Expense <sup>(2)</sup>	\$ 69,067	\$ 28,851	\$ 108,692
Venue Expense <sup>(3)</sup>	\$ 60,997	\$ 22,936	\$ 98,499
<u>Other Cost of Sales <sup>(4)</sup></u>	<u>\$ 29,963</u>	<u>\$ 12,558</u>	<u>\$ 47,111</u>
COGS <sup>(5)</sup>	\$ 160,027	\$ 64,345	\$ 254,302
Gross Profit <sup>(6)</sup>	\$ 375,093	\$ 151,434	\$ 595,463
% Revenue	70%	70%	70%
Personnel Expense - On Field <sup>(7)</sup>	\$ 122,414	\$ 45,546	\$ 198,152
% Revenue	23%	21%	23%
Personnel Expense - Overhead <sup>(8)</sup>	\$ 35,021	\$ 8,396	\$ 61,255
% Revenue	7%	4%	7%
Marketing Expense <sup>(9)</sup>	\$ 22,782	\$ 14,304	\$ 31,136
<u>Other Expense <sup>(10)</sup></u>	<u>\$ 32,526</u>	<u>\$ 16,752</u>	<u>\$ 48,069</u>
Total Operating Expense <sup>(11)</sup>	\$ 212,744	\$ 84,998	\$ 338,611
% Revenue	40%	39%	40%
Royalty Fee <sup>(12)</sup>	\$ 40,134	\$ 16,183	\$ 63,732
% Revenue	7.5%	7.5%	7.5%
<b>Operating Profit <sup>(13)</sup></b>	<b>\$ 122,215</b>	<b>\$ 50,252</b>	<b>\$ 193,120</b>
% Revenue	23%	23%	23%
<b><u>Revenue</u></b>	<b><u>Total</u></b>	<b><u>Bottom Half</u></b>	<b><u>Top Half</u></b>
Highest	\$ 1,833,436	\$ 406,246	\$ 1,833,436
Median	\$ 412,043	\$ 190,108	\$ 767,286
Lowest	\$ 61,928	\$ 61,928	\$ 412,043
# Met/Exceeded Average	50	28	28
% Met/Exceeded Average	37%	42%	41%
<b><u>Operating Profit</u></b>	<b><u>Total</u></b>	<b><u>Bottom Half</u></b>	<b><u>Top Half</u></b>
Highest	\$ 615,717	\$ 325,750	\$ 615,717
Median	\$ 100,243	\$ 38,903	\$ 166,303
Lowest	\$ (54,879)	\$ (54,879)	\$ 18,673
# Met/Exceeded Average	55	23	25
% Met/Exceeded Average	41%	34%	37%

## **Explanatory Notes to Part II, Chart 1:**

1. “Revenue” is the average revenue generated from player registrations, sponsorships, commissions, merchandise sales, concession sales, and other revenue.
2. “Player Expense” is the average expenses related to purchasing jerseys, participant shirts, equipment bags, t-ball hats, flag belts, awards (trophies, stickers, medals), and name tag labels.
3. “Venue Expense” is the average fees spent on venues to operate sport programs as agreed upon in the venue contract.
4. “Other Cost of Sales” is the average expenses related to coaches, background checks, player liability insurance, credit card fees, and other registration-related costs.
5. “COGS” is equal to the sum of Player Expense, Venue Expense, and Other Cost of Sales.
6. “Gross Profit” is equal to Revenue minus COGS.
7. “Personnel Expense – On Field” is the average expenses related to field staff wages, payroll taxes, worker's compensation, payroll company fees, training/continuing education, staff meetings, staff appreciation, recruiting fees, group insurance/benefits, and other on field employee expenses. This does not include any compensation paid to owners.
8. “Personnel Expense – Overhead” is the average expenses related to off-field staff and marketing staff wages, payroll taxes, worker's compensation, payroll company fees, training/continuing education, staff meetings, staff appreciation, recruiting fees, group insurance/benefits, and other off-field employee expenses. This does not include any compensation paid to owners.
9. “Marketing Expense” is the average expenses related to in-person events, flyers/printed materials, road signs, digital marketing, sponsorships/partnerships, Brand Fund contributions, and other marketing fees.
10. “Other Expense” is the average expenses related to general and operating fees, office/storage, and insurance expenses.
11. “Total Operating Expense” is equal to the sum of Personnel Expense, Marketing Expense, and Other Expense.
12. “Royalty Fee” is the average aggregate royalty fee paid by Area Developers under the terms of the Area Developer Agreement, which is 7.5% of Revenues.
13. “Operating Profit” is equal to Revenue minus COGS minus Total Operating Expense minus Royalty Fee. Operating Profit does not include: (i) any compensation or benefits paid to owners, including owners' salary, bonus, commission, benefits, travel, vehicle expenses, and other owner-related expenses; (ii) charitable contributions; (iii) meals and entertainment; (iv) the monthly Franchise Fee for franchisees choosing to make such payments over the term of a 5-Year Agreement; (v) interest, taxes, depreciation, and amortization; (vi) finance charges; and (vii) other miscellaneous non-operating expenses.

## **General Notes**

1. **Some Franchise Units have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**
2. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.
3. We also encourage you to contact existing franchisees to discuss their experiences with the system and their i9 Sports® Franchise.
4. We suggest strongly that you consult your financial advisor or personal accountant concerning federal, state, and local income taxes and any other applicable taxes that you may incur in operating an i9 Sports® Franchise.

Other than the preceding Financial Performance Representations presented above, we do not make any other 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 Ron Shimek at 9410 Camden

Field Parkway, Riverview, Florida 33578, (813) 324-2000, the Federal Trade Commission and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

We consider an i9 Sports® Franchise to be open for purposes of this Item 20 after its Business Launch Date.

**Table No. 1**  
**System-wide Outlet Summary**  
**For years 2022, 2023, and 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	192	218	+26
	2023	218	245	+27
	2024	245	264	+19
Company-Owned	2022	1	1	0
	2023	1	0	-1
	2024	0	0	0
<b>Total Outlets</b>	2022	193	219	+26
	2023	219	245	+26
	2024	245	264	+19

**Table No. 2**  
**Transfers of Outlets from Area Developers to New Owners (other than the Franchisor)**  
**For years 2022, 2023, and 2024**

State	Year	Number of Transfers
Arizona	2022	1
	2023	1
	2024	0
California	2022	2
	2023	0
	2024	3
Colorado	2022	3
	2023	2
	2024	0
Florida	2022	1
	2023	5
	2024	4
Georgia	2022	1
	2023	1
	2024	0
Illinois	2022	0
	2023	2
	2024	0