

## **ITEM 18. PUBLIC FIGURES**

We do not use any public figures to promote our Franchise System. However, we may use public figures in the future.

## **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.

### **Franchised Studios Open as of January 1, 2024 and for One Year and Three Years as of January 1, 2025**

Table 1 describes 2024 Average Revenue, Average New Client Trial, Average Conversion Percentage, and Average Number of Members for three categories of franchised Studios in the United States that were open as of January 1, 2024, and operated throughout 2024: (1) all franchised Studios that were open as of January 1, 2024, and operated throughout 2024; (2) franchised Studios that were open for at least one year as of January 1, 2024, and operated throughout 2024; and (3) franchised Studios that were open for at least three years as of January 1, 2024, and operated throughout 2024.

As of December 31, 2024, there were 201 franchised Studios in operation in the United States. Of those 201 franchised Studios: (A) 192 were open as of January 1, 2024, and operated throughout 2024; (B) 180 were open for at least one year as of January 1, 2024, and operated throughout 2024; and (C) 163 were open for at least three years as of January 1, 2024, and operated throughout 2024. Table 1 excludes the data from 70 Studios that closed in 2024 (2 of which had been open less than 12 months).

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Table 1

Category	FDD item 19 Schedule						
	All Franchised Studios Open as of January 1, 2024						All Studios Open
	Top 10	Top 3 <sup>rd</sup>	Bottom 3 <sup>rd</sup>	Bottom 10	All Studios	Greater than One Year prior to 2023	
No. of Studios	10	64	64	10	192	180	163
<b>2024 Average Revenue</b>	<b>\$1,185,146</b>	<b>\$856,778</b>	<b>\$317,434</b>	<b>\$194,723</b>	<b>\$574,361</b>	<b>\$594,879</b>	<b>\$612,810</b>
Number that Met or Exceeded the Average	4	26	34	6	86	79	73
Percentage that Met or Exceeded the Average	40.0%	40.6%	53.1%	60.0%	44.8%	43.9%	44.8%
Same Studio Average Revenue Increase (2024 over 2023)	(11.8%)	(11.5%)	(9.5%)	18.8%	(12.0%)	(13.7%)	(14.5%)
2024 Median Revenue	\$1,129,611	\$819,181	\$321,948	\$210,353	\$545,132	\$554,602	\$578,900
2024 Highest Revenue	\$1,447,175	\$1,447,175	\$439,096	\$251,417	\$1,447,175	\$1,447,175	\$1,447,175
2024 Lowest Revenue	\$990,820	\$645,567	\$92,888	\$92,888	\$92,888	\$119,856	\$219,095
<b>2024 Average New Client Trial</b>	<b>1,804</b>	<b>1,379</b>	<b>623</b>	<b>408</b>	<b>988</b>	<b>997</b>	<b>1,000</b>
Number that Met or Exceeded the Average	6	26	34	4	89	83	76
Percentage that Met or Exceeded the Average	60.0%	40.6%	53.1%	40.0%	46.4%	46.1%	46.6%
2024 Median New Client Trial	1,830	1,315	644	397	966	966	967
2024 Highest New Client Trial	1,925	1,925	805	483	1,925	1,925	1,925
2024 Lowest New Client Trial	1,694	1,097	290	290	290	365	365
<b>2024 Average Conversion %</b>	<b>41.9%</b>	<b>32.6%</b>	<b>16.4%</b>	<b>11.1%</b>	<b>24.2%</b>	<b>24.2%</b>	<b>24.1%</b>
Number that Met or Exceeded the Average	3	27	36	6	88	82	76
Percentage that Met or Exceeded the Average	30.0%	42.2%	56.3%	60.0%	45.8%	45.6%	46.6%
2024 Median Conversion %	40.9%	31.6%	16.8%	11.7%	23.5%	23.5%	23.5%
2024 Highest Conversion %	51.7%	51.7%	20.1%	13.5%	51.7%	51.7%	51.7%
2024 Lowest Conversion %	37.5%	26.1%	5.1%	5.1%	5.1%	5.1%	5.1%
<b>Average Number of Members as of December 31, 2024</b>	<b>563</b>	<b>380</b>	<b>122</b>	<b>67</b>	<b>243</b>	<b>252</b>	<b>262</b>
Number that Met or Exceeded the Average	5	24	34	7	80	75	67
Percentage that Met or Exceeded the Average	50.0%	37.5%	53.1%	70.0%	41.7%	41.7%	41.1%
2024 Median New Client Trial	560	344	130	79	225	229	239
2024 Highest New Client Trial	684	684	176	86	684	684	684
2024 Lowest New Client Trial	497	275	18	18	18	18	18

Notes to Table 1:

1. Revenue figures in Table 1 are based upon actual data we require our franchisees to submit to us on a monthly basis and are defined in the same manner as Gross Receipts are defined under the Franchise Agreement. Specifically, as described in Item 6, “Gross Receipts” include all of your revenue and receipts, including those taken by cash, credit card, debit card, check, electronic funds transfer, ACH, trade, barter or exchange. Gross Receipts also include: (a) any other means of revenue derived from the operations of your Studio, including the sale of memberships, merchandise, or any products or services that are sold by you, whether sold at the Premises or from an off-Premises location; (b) all revenue from the sale or redemption of gift cards, in accordance with our then-current System Standards; and (c) the gross amount of any business interruption or similar insurance payments. Gross Receipts exclude: (i) sales, use or privilege taxes paid to the appropriate taxing authority; (ii) refunds that are provided to clients (not including chargebacks); and (iii) tips received from clients for payment to your employees.
2. The Same Studio Average Revenue Increase measures the increase in revenue on a same-studio basis, comparing annual revenue for the 2024 calendar year to the 2023 calendar year, for all Studios open at least one year prior to January 1, 2024. Because this category compares year-over-year revenue, we have not included 9 of the 192 franchised Studios that were open as of January 1, 2024, because they did not operate during the entirety of 2023.
3. “New clients” are individuals who have not previously visited a particular Studio.
4. Average Conversion Percentage means the percentage of new clients who sign up for our membership program.
5. Average Number of Members as of December 31, 2024 represents the number of participants in our membership program who paid a monthly membership fee in December 2024.

\* \* \* \* \*

We compiled this data using information submitted to us by our franchisees. We did not audit or otherwise verify the accuracy of the information submitted. These revenues and gross profits results are based upon historical data.

**Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.**

We are unaware of any particular characteristics (such as geographic location) in the Studios listed in the tables above that differ materially from the Studio being offered by this Disclosure Document. However, factors that might adversely impact average revenues for a given Studio include the general public’s perception of luxury, semi-permanent, and temporary eyelash services and related products and services, increased competition in the beauty industry, actions by franchisees that are out of our control that could adversely impact the Franchise System, and the status of our general economic environment. Factors that might adversely impact average gross profit include, in addition to those sales related items noted above, the actual cost of wages paid to stylists, which could vary periodically and by market due to the status of our general economic environment. The negative impact of such factors would also adversely impact a franchisee’s net income, profits and earnings.

Written substantiation for the financial performance representation will be made available to prospective franchisees upon reasonable request.

Other than the preceding financial performance representation, Amazing Lash Franchise, LLC does 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 Sarah Osborn Hill, V.P., Head of Legal, 1890 Wynkoop Street, Unit 1, Denver, Colorado 80202, (303) 663-0880, the Federal Trade Commission, and appropriate state regulatory agencies.

## ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1**  
**Systemwide Outlet Summary**  
**For Years 2022 to 2024<sup>(1)</sup>**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	266	276	+10
	2023	276	262	-14
	2024	262	201	-61
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	<b>266</b>	<b>276</b>	<b>+10</b>
	2023	<b>276</b>	<b>262</b>	<b>-14</b>
	2024	<b>262</b>	<b>201</b>	<b>-61</b>

1. The numbers are as of December 31<sup>st</sup> of each year.

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)**  
**For Years 2022 to 2024<sup>(1)</sup>**

State	Year	Number of Transfers
Alabama	2022	1
	2023	0
	2024	0
Arizona	2022	3
	2023	1
	2024	0
California	2022	2
	2023	2
	2024	2
Connecticut	2022	0
	2023	0
	2024	0