

THE FRANCHISE RELATIONSHIP		
PROVISION	SECTION IN FRANCHISE OR OTHER AGREEMENT	SUMMARY
t. Integration/merger clause	Section 19	Only the terms of the Franchise Agreement are binding (subject to federal law). Any other promises may not be enforceable, except as set forth in this Disclosure Document. Notwithstanding the foregoing, nothing in this or any related agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits and amendments.
u. Dispute resolution by arbitration or mediation	Section 23	Except for certain claims, the parties must first mediate any dispute subject to applicable state law.
v. Choice of forum	Section 22	Michigan (subject to applicable state law)
w. Choice of law	Section 22	Michigan law applies (subject to applicable state law)

ITEM 18

PUBLIC FIGURES

We do not use any public figure to promote the 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 units, 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: (i) a franchisor provides the actual records of an existing unit you are considering buying; or (ii) a franchisor supplements the information provided in this Item, for example, by providing information about possible performance at a particular location or under particular circumstances.

Blue Moon Estate Sales businesses derive their revenue from the commissions they charge to sellers of estates. Typically, this commission is a percentage of the gross sales of the items sold at estate sales. For purposes of this Item 19, the gross sales of the estate sales (the total sale price of all property sold at the estate sales), less any sales tax, is referred to as "Gross Sales."

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell this as much.

Tables A below provides the average and median annual Gross Sales for all franchised locations that were operating during the period from January 1, 2024 to December 31, 2024 including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC.

Tables B below provides the average and median annual Gross Sales for all franchised owners that were operating during the period from January 1, 2024 to December 31, 2024 including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC.

Table C below provides the average & median number of estate sales for all franchised locations that were operating during the period from January 1, 2024 to December 31, 2024 including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC.

Table D below provides the average & median gross estate sales for all franchised locations that were operating during the period from January 1, 2024 to December 31, 2024 including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC.

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

**TABLE A - GROSS SALES INFORMATION BY FRANCHISE TERRITORY
OPERATING PRIOR TO JANUARY 1, 2024**

Time In Business	Territories	Average Gross Sales	Number/ Percent Attained or Exceeded Average	Median Gross Sales	Number/ Percent Attained or Exceeded Median	Highest Performer	Lowest Performer
<i>60+ months</i>	6	\$637,608	3 (50%)	\$669,932	3 (50%)	\$1,046,911	\$153,204
<i>37-60 months</i>	31	\$296,264	10 (32%)	\$245,629	16 (52%)	\$1,132,958	\$8,601
<i>12-36 months</i>	28	\$190,570	11 (39%)	\$141,929	14 (50%)	\$644,028	\$2,765
Total	65	\$282,243	24 (37%)	\$204,018	33 (51%)	\$1,132,958	\$2,765

**TABLE B - GROSS SALES INFORMATION BY FRANCHISE OWNER
OPERATING PRIOR TO JANUARY 1, 2024**

Time In Business	Owners	Average Gross Sales	Number/ Percent Attained or Exceeded Average	Median Gross Sales	Number/ Percent Attained or Exceeded Median	Highest Performer	Lowest Performer
<i>60+ months</i>	8	\$592,353	3 (38%)	\$523,963	4 (50%)	\$1,046,911	\$153,204
<i>37-60 months</i>	29	\$389,085	13 (45%)	\$306,008	15 (52%)	\$1,132,958	\$52,059
<i>12-36 months</i>	21	\$211,015	8 (38%)	\$143,454	11 (52%)	\$644,028	\$42,098
Total	58	\$352,648	23 (40%)	\$277,216	29 (50%)	\$1,132,958	\$42,098

TABLE C - AVERAGE AND MEDIAN NUMBER OF ESTATE SALES BY FRANCHISE TERRITORY OPERATING PRIOR TO JANUARY 1, 2024

Time In Business	Territories	Average # Estate Sales	Number/ Percent Attained or Exceeded Average	Median # Estate Sales	Number/ Percent Attained or Exceeded Median	Highest Performer	Lowest Performer
<i>60+ months</i>	6	44	3 (50%)	49	3 (50%)	60	14
<i>37-60 months</i>	31	26	10 (32%)	23	17 (55%)	69	1
<i>12-36 months</i>	28	19	14 (50%)	20	14 (50%)	45	1
Total	65	24	27 (42%)	22	35 (54%)	69	1

TABLE D - AVERAGE AND MEDIAN GROSS ESTATE SALES BY FRANCHISE TERRITORY OPERATING PRIOR TO JANUARY 1, 2024

Time In Business	Territories	Average Gross Sales	Number/ Percent Attained or Exceeded Average	Median Gross Sales	Number/ Percent Attained or Exceeded Median	Highest Performer	Lowest Performer
<i>60+ months</i>	6	\$13,963	4 (67%)	\$14,593	3 (50%)	\$17,744	\$10,766
<i>37-60 months</i>	31	\$11,064	14 (45%)	\$10,729	16 (52%)	\$18,122	\$5,489
<i>12-36 months</i>	28	\$9,271	11 (39%)	\$8,550	14 (50%)	\$29,274	\$922
Total	65	\$10,559	30 (46%)	\$9,885	33 (51%)	\$29,274	\$922

Table A, C and D Notes:

- (a) Table A provides the annual average Gross Sales reported to us by an individual franchise territory.
- (b) Table C provides the average and median number of estate sales by an individual franchise territory.
- (c) Table D provides the average and median gross estate sale by an individual franchise territory.
- (d) As of the time of this disclosure, we have 124 franchised territories in operation. Of the 124 territories, 32 territories' sales were excluded from these tables because it had not been in operation for a year. 8 territories were excluded for the purpose of this disclosure because the territories were either held for resale, had not been developed or had transferred territories during the 2024 calendar year. The remaining 19 territories were excluded because they report

combined (1 owner that owns 4 territories, 3 owners that own 3 territories each and 3 owners that own 2 territories each but report as 1).

- (e) These tables include territories opened in each year from 2009 through December 31, 2023 with the distribution of start dates as follows: 14 franchised territories opened in 2023; 14 franchised territories opened in 2022; 23 franchised territories opened in 2021; 8 franchised territories opened in 2020; 2 franchised territories opened in 2018; 3 franchised territories opened in 2017 and 1 franchised territory opened in 2009. We consider a territory to be open once they have completed their training and their assigned door opening task.
- (f) These tables include 15 territories signed up under our reduced fee optionality program. Of the 32 territories excluded for not being open more than a year, 13 of the territories were also enrolled in this program. Of the 19 territories that were excluded for reporting combined, 5 were also enrolled in the reduced optionality program (1 owner that owns 3 territories and 1 owner that owns 2 territories). Notably, franchisee gross revenues are not impacted by this program.

Table B Notes

- (a) Table B provides the annual Gross Sales reported by the franchisees, and aggregates Gross Sales by owner regardless of the number of territories they may own. As a result, the data represented in this table may be more favorable than the data reported by franchise territory as represented in Table A.
- (b) Of the 58 franchises listed in Table B, 12 of the included franchisees own one additional territory, 4 of the included franchisees own two additional territories and 2 of the included franchisees own three additional territories.
- (c) 32 territories' sales were excluded from these tables because it had not been in operation for a year. 8 territories were excluded for the purpose of this disclosure because the territories were either held for resale, had not been developed or had transferred territories during the 2024 calendar year.
- (d) For the distribution of start dates, see Tables A, C and D; Note (e)

Additional Notes

- (a) "Annual Gross Estate Sales" means the total revenue of all estate sales generated during the 2024 calendar year.
- (b) "Average Gross Estate Sales" means the total revenue generated by a subset divided by the number of outlets in that subset.
- (c) "Median Gross Estate Sales" means the middle revenue value within the subset.
- (d) **Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell this much.**
- (e) The figures for franchises in operation for 60 months or greater includes the gross sales of our former affiliate, Blue Ribbon Business Ventures, LLC. For the 12 months ending December 31, 2024, this former affiliate's gross sales were \$865,789 and were derived from a territory with a

population of 647,152 people. In contrast, your territory will likely contain a population of approximately 400,000 people.

(f) 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 David Tarr at Blue Moon Franchise Systems, LLC, 900 Wilshire Drive, Suite 102, Troy, MI 48084-1600, (248) 499-5190, dtarr@bestlifebrands.com, the Federal Trade Commission and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

TABLE 1 - SYSTEM-WIDE OUTLET SUMMARY FOR YEARS 2022-2024 (AS OF DECEMBER 31 OF EACH YEAR)				
OUTLET TYPE	YEAR	OUTLETS AT THE START OF THE YEAR	OUTLETS AT THE END OF THE YEAR	NET CHANGE
Franchised	2022	63	92	+29
	2023	92	109	+17
	2024	109	123	+14
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets*	2022	63	92	+29
	2023	92	109	+17
	2024	109	123	+14

TABLE 2 - TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2022 TO 2024		
STATE	YEAR	NUMBER OF TRANSFERS
Colorado	2022	0
	2023	0
	2024	2
Florida	2022	0
	2023	1
	2024	0
Georgia	2022	0
	2023	2
	2024	0
Massachusetts	2022	0
	2023	0
	2024	2
Michigan	2022	0
	2023	0
	2024	2