

ITEM 19 **FINANCIAL PERFORMANCE REPRESENTATION**

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.

The information in this Item 19 is historical financial performance representations for certain Miracle-Ear franchises from January 1, 2024, until December 31, 2024. As of December 31, 2024, Miracle-Ear had a total of 1,192 open and operating franchise locations, which consisted of 697 full-time outlets, 361 part-time outlets, and 129 service-center outlets and 5 franchised outlets that temporarily closed during 2024 due to severe weather and flooding.

The information in the below parts are historical financial performance representations based upon the 1,010 full-time and part-time franchised locations that were open and operating for a full 12 months during the 2024 calendar year (the "Reporting Franchised Locations"). The Reporting Franchised Locations consisted of full-time and part-time Miracle-Ear Centers. The Reporting Franchised Locations also include full-time outlets that we reacquired from franchisees during 2024 because they remained open and operating throughout the calendar year.

Excluded from the Reporting Franchised Locations and in the below financial performance representations are 43 franchised outlets that opened during the 2024 calendar year. We have also excluded all 129 service-center outlets, the 5 locations that are temporarily closed and 5 additional locations that did not report a full twelve-months of sales from this Item 19 due to the significant differences amongst all the service-centers in how often each one is open and operates, and because we do not offer to new Miracle-Ear franchisees the right to open and operate service-centers. Also excluded from the below financial performance representations are all company-owned outlets.

All Reporting Franchised Locations included in this Item 19 had the ability to offer all the products that we make available to our franchisees. The stores are located throughout the United States. For the reporting period, the average target population in the market area (people over the age of 65 with an annual household income over \$25,000) for each of the reporting stores was 18,945.

We relied on franchisee submissions to assemble this analysis. This information is only for 2024. You should conduct an independent investigation and consult with an accountant, an attorney, and existing Miracle-Ear franchisees.

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Part 1: Net Sales by Month and in Total in 2024 Calendar Year

The following table shows the average and median Net Sales for 1,010 (684 full-time and 326 part-time) Reporting Franchised Locations, and separated by full-time centers and part-time centers, by month and in total throughout the 2024 calendar year. The following table also reflects the average monthly Net Sales among all Reporting Franchised Locations that were open for a full 12 months in 2024.

	Q1	Q2	Q3	Q4	FY
Average (All)	\$111,078	\$119,037	\$114,052	\$109,434	\$452,474
Count met or Above Avg. (and %)	410 or 41%	503 or 50%	504 or 50%	505 or 50%	506 or 50%
Median	\$92,534	\$99,830	\$97,460	\$93,100	\$392,569
Max - Min	\$653,640 to (\$4,501)	\$533,338 to (\$28,660)	\$604,864 to (\$6,295)	\$526,783 to (\$18,595)	\$2,055,933 to \$1,248
Average (FT)	\$135,783	\$144,490	\$137,755	\$133,116	\$551,143
Count met or Above Avg. (and %)	309 or 45%	298 or 44%	291 or 43%	296 or 43%	302 or 44%
Median	\$123,164	\$125,446	\$121,141	\$116,377	\$494,771
Max - Min	\$653,640 to \$58,803	\$533,338 to (\$20,443)	\$604,864 to (\$4,370)	\$526,783 to (\$18,595)	\$2,055,933 to \$494,771
Average (PT)	\$58,106	\$64,971	\$64,014	\$59,591	\$244,812
Count met or Above Avg. (and %)	139 or 43%	140 or 43%	140 or 43%	136 or 42%	145 or 44%
Median	\$49,509	\$57,827	\$57,150	\$53,183	\$228,939
Max - Min	\$221,855 to \$0	\$247,100 to (\$28,660)	\$258,100 to (\$6,295)	\$227,677 to (\$14,490)	\$893,477 to \$1,248

Notes to Part 1:

1. “Net Sales” means the total revenues and receipts each franchised Miracle-Ear® Center received from the sale of all products and services at or through its Miracle-Ear® Center, less returns, allowances, discounts, cancellations, and sales tax. A negative number (one that is in parentheses above) means that a Center had more returns than sales during the 2024 calendar year.

Part 2: Net Sales by Urbanicity Group and Operating Type during 2024 Calendar Year

The following table shows average and median Net Sales categorized by the different Urbanicity Groups for both full-time and part-time locations that were open a full 12 months during the 2024 calendar year. There are a total of 1,010 Centers (684 full-time and 326 part-time) that were designated with an Urbanicity and open a full 12 months during the year.

Net Sales by Urbanicity Group and Operating Hour Type							
	Rural	Semirural	Metro Cities	Suburban Periphery	Urban Periphery	Principal Urban Centers	All Stores
Average (All)	\$353,017	\$357,053	\$461,801	\$496,455	\$542,876	\$697,284	\$452,474
Count met or Above Avg. (and %)	83 or 50%	56 or 44%	128 or 50%	180 or 50%	47 or 50%	4 or 50%	506 or 50%
Median	\$306,944	\$321,831	\$392,058	\$459,942	\$504,672	\$352,440	\$392,569
Max - Min	\$1,294,822 to \$1,248	\$1,177,790 to \$18,161	\$1,796,276 to \$39,196	\$2,039,343 to \$37,895	\$1,407,768 to \$75,694	\$2,055,933 to \$154,070	\$2,055,933 to \$1,248
Average (FT)	\$490,603	\$483,216	\$532,049	\$566,973	\$542,876	\$756,160	\$551,143
Count met or Above Avg. (and %)	32 or 39%	24 or 39%	94 or 50%	138 or 50%	35 or 50%	4 or 57%	302 or 44%
Median	\$427,466	\$453,280	\$450,678	\$532,228	\$619,850	\$419,722	\$494,771
Max - Min	\$1,294,822 to \$138,882	\$1,177,790 to 125,367	\$1,796,276 to \$62,357	\$2,039,343 to \$92,832	\$1,407,768 to \$108,905	\$2,055,933 to \$154,070	\$2,055,933 to \$494,771
Average (PT)	\$213,754	\$238,536	\$268,621	\$265,592	\$226,320	\$285,157	244,812
Count met or Above Avg. (and %)	41 or 50%	31 or 47%	34 or 50%	42 or 50%	13 or 54%	1 or 100%	145 or 44%
Median	\$183,635	\$219,226	\$241,758	\$245,701	\$207,824	\$285,157	\$228,939
Max - Min	\$814,857 to \$1,248	\$893,477 to \$18,161	\$630,789 to \$39,196	\$802,569 to \$37,895	\$518,348 to \$75,694	\$285,157 to \$285,157	\$893,477 to \$1,248

Notes to Part 2:

1. “Net Sales” has the same meaning as in Part 1.

2. "Rural" means a Territory with an average population of 82,203 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 165 Rural Centers (83 full-time and 82 part-time) among the Reporting Franchised Locations.
3. "Semirural" means a Territory with an average population of 107,566 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 128 Semirural Centers (62 full-time and 66 part-time) among the Reporting Franchised Locations.
4. "Metro Cities" means a Territory with an average population of 188,218 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 255 Metro Cities Centers (187 full-time and 68 part-time) among the Reporting Franchised Locations.
5. "Suburban Periphery" means a Territory with an average population of 246,259 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 360 Suburban Periphery Centers (275 full-time and 85 part-time) among the Reporting Franchised Locations.
6. "Urban Periphery" means a Territory with an average population of 358,906 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 94 Urban Periphery Centers (70 full-time and 24 part-time) among the Reporting Franchised Locations.
7. "Principal Urban Centers" means a Territory with an average population of 439,596 people, which is based on the most recent actual or estimated census information available from the U.S. Census Bureau. There are a total of 8 Principal Urban Centers (7 full-time and 1 part-time) among the Reporting Franchised Locations.

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Part 3: HAE Appointments

The following table discloses the historical average and median number of hearing aid evaluation appointments (“HAE Appointments”) for all 1,010 Reporting Franchised Locations, and separately for full-time and part-time Miracle-Ear Centers, during the 2024 calendar year. During HAE Appointments, the customer meets with a licensed hearing aid dispenser, receives a hearing exam, and discusses the various types of hearing aid styles, the latest technological advances, what the customer can expect from the hearing aids, and they ultimately select the type of hearing aid the customer will purchase.

	Average	Count Met or Above Avg (and %)	Median	Max - Min
All Stores	193	426 (or 42.2%)	170	1471 to 1
FT	230	287 (or 41.9%)	206	1471 to 2
PT	113	135 (or 41.4%)	100	361 to 1

Part 4: Sales by Customer Type

The following table discloses the historical average and median number of new and existing customers for all 1,010 Reporting Franchised Locations for full-time and part-time locations open a full 12 months during the 2024 calendar year.

	Average	Count Met or Above Avg (and %)	Median	Max - Min
New Customers	53	421 (or 41.7%)	46	100% to 11%
Existing Customers	30	371 (or 36.7%)	22	89% to 0%

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

Written substantiation of the information contained in this Item 19 will be made available to you upon your reasonable request.

Other than the preceding financial performance representation, we do not make any representations about a franchisee's future financial performance or the past financial performance of company- owned or franchised outlets. 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 our Senior Finance Director Americas of Amplifon (USA), Inc. c/o Miracle-Ear, Inc., Fifth Street Towers, 150 South 5th Street, Suite 2300, Minneapolis, MN 55402, (763) 268-4000, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System-wide Outlet Summary for Years 2022 to 2024 in the US

Outlet Type	Year	Outlets at Start of the Year	Outlets at End of the Year	Net
Franchised	2022	1,302	1,275	(27)
	2023	1,275	1,260	(15)
	2024	1,260	1,192	(68)
Company	2022	206	262	56
	2023	262	304	42
	2024	304	396	92
Total Outlets	2022	1,508	1,537	29
	2023	1,537	1,564	27
	2024	1,564	1,588	24

Table No. 2
Transfer from Franchisees to New Owners (Other than the Franchisor)
for Years 2022 to 2024

State	Year	Number of Transfers
Arkansas	2022	5
	2023	0
	2024	0
California	2022	0
	2023	4
	2024	0
Delaware	2022	3
	2023	0
	2024	0
Maryland	2022	4
	2023	0
	2024	0
Michigan	2022	4
	2023	0
	2024	0
Minnesota	2022	0
	2023	0
	2024	1
Nevada	2022	2
	2023	0
	2024	0
New Jersey	2022	15
	2023	0
	2024	2