

Provision	Section in franchise or other agreement	Summary
u. Dispute resolution by arbitration or mediation	18.F of Franchise Agreement and Section 9 of ADA	We and you must arbitrate all disputes at a site within 10 miles of our then current principal business address (currently Woodbury, MN) (subject to state law).
v. Choice of forum	18.H of Franchise Agreement and Section 9 of ADA	Subject to arbitration obligations, litigation is in state and city of our then current principal business address (currently Woodbury, MN) (subject to state law).
w. Choice of law	18.G of Franchise Agreement and Section 9 of ADA	Except for Federal Arbitration Act and other federal law, law of state where Studio is located applies to confidentiality and non-compete obligations and Minnesota law applies to other claims (subject to state law).

Item 18

PUBLIC FIGURES

We do not 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.

Gross Revenues as used in this Item 19 includes all revenues generated by franchised Bar Method Studios and reported to us for the 12-month period ended February 28, 2025, excluding bona fide refunds, credits given or allowed to customers for the return of merchandise and amounts collected from customers and remitted to a governmental taxing authority in satisfaction of sales taxes, however, chargebacks are not deducted from the calculation of Gross Revenues. This is consistent with the definition of Gross Revenues in our Franchise Agreement. However, we have denoted in the charts below those instances where Gross Revenues are calculated specific to a certain item, such as memberships and retail product sales.

As of February 28, 2025 there were 73 franchised Bar Method Studios in the Bar Method System. The information in the charts below above is taken from the 71 franchised Bar Method

Studios that were open and operating for the entire 12 month period ended February 28, 2025. We refer to this time period as the “Relevant Time Period” and we refer to these Bar Method Studios as the “Studios”. We excluded 3 Bar Method Studios from the Studios because they permanently closed during the Relevant Time Period. None of these Studios closed before operating for at least 12 months. The earliest of these Studios began operating in 2004 and the latest in 2023.

The following represents information on total Gross Revenue, Gross Revenue from memberships and retail sales, monthly membership count, and monthly unique customer count derived from information reported to us by the Studios for the Relevant Time Period. The charts below provide this information for all 71 Studios identified above and for each group of Studios in a quartile. Studios were placed in quartiles based on their individual Gross Revenue for the Relevant Time Period. The top 17 Studios based on Gross Revenue were placed in the Top quartile, the next 17 Studios were placed in the Second quartile, the next 18 Studios in the Third quartile, and the last 18 Studios in the Bottom quartile. These quartiles were used for each of the charts below.

Total Gross Revenue

	Average of All (71 Studios)	Median of All (71 Studios)	Top 1/4 Average (17 Studios)	Top 1/4 Median (17 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (18 Studios)	Bottom 1/4 Median (18 Studios)
Total Gross	\$405,107	\$352,656	\$699,817	\$609,789	\$426,932	\$432,832	\$313,279	\$309,278	\$196,771	\$214,199
Number/Percentage At or Above Average	29/41%		7/41%		11/61%		8/44%		12/67%	
Highest Total Gross	\$1,091,4		\$1,091,4		\$508,067		\$352,656		\$259,076	
Lowest Total Gross	\$39,866		\$515,997		\$355,735		\$274,682		\$39,866	

- 1. Total Gross Revenue** – The average Gross Revenue of the 71 Studios was calculated by determining the total Gross Revenue of these Studios for the Relevant Time Period and dividing that amount by the total number of these Studios. This same calculation was used to determine the average Gross Revenue for each group of Studios in each quartile in the chart above.

Gross Revenue from Membership Payments

	Average of All (71 Studios)	Median of All (71 Studios)	Top 1/4 Average (17 Studios)	Top 1/4 Median (17 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (18 Studios)	Bottom 1/4 Median (18 Studios)
Total Membership Gross Revenue¹	\$289,743	\$245,873	\$478,812	\$429,614	\$320,963	\$318,714	\$226,227	\$228,010	\$143,475	\$141,061
Number/Percentage At or Above Average Total Membership Gross Revenue	29/41%		6/35%		8/44%		10/56%		9/50%	
Highest Total Membership Gross Revenue	\$734,329		\$734,329		\$415,106		\$285,877		\$208,804	
Lowest Total Membership Gross Revenue	\$33,481		\$359,192		\$229,888		\$152,788		\$33,481	

1. **Membership Gross Revenue** - The average Gross Revenue from membership payments of the 71 Studios was calculated in the same manner as total Gross Revenue in the first chart for all Studios and for each group of Studios in each quartile in the chart immediately above.

Gross Revenue from Retail Product Sales

	Average of All (71 Studios)	Median of All (71 Studios)	Top 1/4 Average (17 Studios)	Top 1/4 Median (17 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (18 Studios)	Bottom 1/4 Median (18 Studios)
Total Retail Product Sales Gross Revenue¹	\$24,009	\$18,422	\$37,718	\$31,099	\$24,959	\$19,330	\$23,036	\$21,491	\$11,084	\$10,570
Number/Percentage At or Above Average Total Retail Product Sales Gross Revenue	26/37%		6/35%		5/28%		8/44%		9/50%	
Highest Total Retail Product Sales Gross Revenue	\$132,324		\$132,324		\$73,501		\$56,284		\$26,959	
Lowest Total Retail Product Sales Gross Revenue	\$20		\$9,991		\$7,434		\$9,157		\$20	

1. **Retail Product Sales Gross Revenue** – The average Gross Revenue of the 71 Studios for retail product sales was calculated in the same manner as total Gross Revenue in the first chart for all Studios and for each group of Studios in each quartile in the chart immediately above. For purposes of this calculation, we considered a “retail product” to be any item purchased by a customer that is not a service.

Monthly Member Count

	Average of All (71 Studios)	Median of All (71 Studios)	Top 1/4 Average (17 Studios)	Top 1/4 Median (17 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (18 Studios)	Bottom 1/4 Median (18 Studios)
Monthly Member Count¹	141	130	203	201	171	161	116	115	77	75
Number/Percentage At or Above Average Monthly Member Count	30/42%		7/41%		7/39%		8/44%		9/50%	
Highest Monthly Member Count	336		336		254		156		112	
Lowest Monthly Member Count	14		133		110		69		14	

1. **Monthly Member Count** – The average of the 71 Studios was calculated by determining the monthly member average of each of these Studios during the Relevant Time Period and then determining the average of all of these monthly averages. To determine the monthly member average of each of these Studios we determined the total number of members of that Studio during the Relevant Time Period and divided by 12. We used this same calculation to determine the monthly member average for each group of Studios in each quartile in the chart immediately above.

For purposes of calculating the Monthly Member Count we considered a member of a Studio to be an individual who attends at least 1 class per month in the Studio and has a membership agreement with that Studio. We have only counted these members as one even if they attend multiple classes or attend a class more than one-time per month. We have not included as a member a “walk-in” who does not have a signed membership agreement with the Studio that they walk into, or an individual who attends a class at a Studio based on their status as a member of a platform or other service that allows them to frequent different studios or gyms (commonly known as fitness aggregators), but does not have a membership agreement with that Studio.

Monthly Unique Customer Count

	Average of All (71 Studios)	Median of All (71 Studios)	Top 1/4 Average (17 Studios)	Top 1/4 Median (17 Studios)	Second 1/4 Average (18 Studios)	Second 1/4 Median (18 Studios)	Third 1/4 Average (18 Studios)	Third 1/4 Median (18 Studios)	Bottom 1/4 Average (18 Studios)	Bottom 1/4 Median (18 Studios)
Monthly Unique Customer Count¹	338	301	562	466	360	353	264	260	179	172
Number/Percentage At or Above Average Monthly Unique Customer Count	26/37%		5/29%		7/39%		8/44%		8/44%	
Highest Monthly Unique Customer Count	1,338		1,338		566		350		330	
Lowest Monthly Unique Customer Count	52		296		252		216		52	

1. **Monthly Unique Customer Count** - The average of the 71 Studios was calculated by determining the monthly average of unique customers of each of these Studios during the Relevant Time Period and then determining the average of all of these monthly averages. To determine the monthly average of each of these Studios we determined the total number of unique customers of that Studio during the Relevant Time Period and divided by 12. We used this same calculation to determine the monthly member average for each group of Studios in each quartile in the chart immediately above.

We consider a unique customer of a Studio to be each unique individual who has taken at least one class, in studio, at the Studio as of the end of each month in the Relevant Time Period. We have excluded from the calculation repeat visits of a customer in the same month to the same Studio.

GENERAL INFORMATION APPLICABLE TO ALL OF ITEM 19

Some Bar Method Studios have sold these amounts. Your individual results may differ. There is no assurance that you'll sell as much.

Percentages were rounded to the nearest whole percent and dollar amounts to the nearest dollar.

The information disclosed in this Item 19 does not reflect the cost of sales, operating expenses, or other costs or expenses that must be deducted from the Gross Revenues information to calculate net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Bar Method Studio. Franchisees or former franchisees listed in this Disclosure Document may be one source of this information.

All of the Studios offered substantially the same products and services as you are expected to offer.

Written substantiation for the financial performance representations made in this Item 19 will be made available to you upon reasonable request.

Other than as set forth above, we do not make any representations about a franchisee's future financial performance or the past financial performance of 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 our management by contacting General Counsel James Goniea at 111 Weir Drive, Woodbury, Minnesota 55125, telephone (651) 438-5000, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

All of the information in the tables below is as of December 31 of the applicable year.

**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 the Year	Net Change
Franchised	2022	78	75	-3
	2023	75	73	-2
	2024	73	73	0
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	0	-1
Total Outlets	2022	79	76	-3
	2023	76	74	-2
	2024	74	73	-1

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

States	Year	Number of Transfers
California	2022	1
	2023	1
	2024	0
Florida	2022	0
	2023	1
	2024	0
New Jersey	2022	0
	2023	0
	2024	1