

<b>Provision</b>	<b>Section in Franchise or Other Agreement</b>	<b>Summary</b>
v. Choice of forum	17.G. of Franchise Agreement	Must be in courts closest to our then-current principal business address (currently Atlanta, Georgia) (subject to state franchise law).
w. Choice of law	17.F of Franchise Agreement	Georgia law governs (subject to state franchise 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.

These financial performance representations provide actual, historical "AUVs," or average "Unit Volumes," for specific groups of franchised Jimmy John's Restaurants. "Unit Volume" has the same meaning as Gross Sales, which we define in the note below. This Item 19 includes financial information for our 2024 fiscal year (which we will call simply "2024" in this Item 19), which is the period from January 1, 2024 until December 29, 2024. Indeed, federal and state franchise laws permit us to include in Item 19 either (a) a historical financial performance representation about the franchise system's existing outlets or a subset of those outlets, or (b) a forecast of the prospective franchisee's future financial performance. The information in this Item 19 reflects 2024 historical data for the AUV of certain franchised Jimmy John's Restaurants, and is not a forecast of future financial performance or a projection.

There were 2,647 franchised Jimmy John's Restaurants operating in the United States at the end of 2024. Of these, 2,606 operated at traditional locations, and 41 operated at Non-Traditional Locations. We excluded from these financial performance representations: (a) all 88 of these franchised restaurants that first opened for business during 2024 and did not operate for the full year; (b) all 24 of these franchised restaurants that were closed and reported no sales for extended periods during 2024, often for more than a month, either as part of remodeling or rebuilding the restaurant, due to a hurricane weather-related casualty or fire/water damage, or because of a relocation or planned; and (c) all 20 franchised Jimmy John's Restaurants that operated at Multi-Brand Locations (14 of which first commenced operations during 2024 and are therefore excluded under (a) above). The financial performance representations in this Item 19 provide AUVs during 2024 for the remaining 2,529 franchised Jimmy John's Restaurants (called the "2024 Franchised Restaurants") or an identified portion of those 2024 Franchised Restaurants 2,507 of the 2024 Franchised Restaurants were located at traditional locations, and 22 were located at Non-Traditional Locations. We also excluded from these financial performance representations the 43 franchised Jimmy John's Restaurants that closed in 2024, all of which were open for at least 12 months before they closed, and the 42 company-owned Jimmy John's Restaurants that we or our affiliates operated as of the end of 2024.

The 2024 Franchised Restaurants that operated at traditional locations were located in various types of structures, such as strip malls, shopping centers, and free-standing buildings, while Non-Traditional Locations were located in food courts, college campuses, and other settings, often with shared seating. The

2024 Franchised Restaurants that operated at traditional locations typically range in size from 1,000 to 1,800 square feet. The 2024 Franchised Restaurants at Non-Traditional Locations typically range in size from approximately 410 to 1,650 square feet. The 2024 Franchised Restaurants are located across the country and in a variety of urban, suburban and rural locations and in varied markets with wide-ranging levels of competition. 942 of the 2024 Franchised Restaurants operate with drive-thru windows and the remaining 1,587 do not. The 2024 Franchised Restaurants have operated for an average of 12.5 years.

The first financial performance representation reflects the AUVs for the 2024 Franchised Restaurants, both overall and as grouped into quartiles (categories of 25%) based on their AUVs.

**Average Unit Volume  
for 2024 Franchised Restaurants**

1 <sup>st</sup> Quartile	2 <sup>nd</sup> Quartile	3 <sup>rd</sup> Quartile	4 <sup>th</sup> Quartile	All Restaurants
\$1,455,501	\$1,058,718	\$834,012	\$596,390	\$986,095

**Statistics for  
2024 Franchised Restaurants**

	# of Restaurants	Median	Highest	Lowest	#/% Above Average
1 <sup>st</sup> quartile	632	\$1,366,055	\$3,269,663	\$1,192,737	224 / 35%
2 <sup>nd</sup> quartile	632	\$1,053,373	\$1,192,443	\$935,075	307 / 49%
3 <sup>rd</sup> quartile	633	\$833,617	\$935,022	\$730,059	316 / 50%
4 <sup>th</sup> quartile	632	\$620,024	\$729,796	\$197,539	376 / 59%
All Restaurants	2,529	\$935,022	\$3,269,663	\$197,539	1,123 / 44%

The second financial performance representation reflects the AUVs for the 2024 Franchised Restaurants, grouped by traditional or Non-Traditional Location and by whether or not the restaurant has a drive-thru.

**Average Unit Volume  
for 2024 Franchised Restaurants  
By Restaurant Type**

	AUV	#	Median	Highest	Lowest	#/% Above Average
Traditional Locations	\$985,107	2,507	\$935,075	\$2,994,494	\$197,539	1,113 / 44%
Non-Traditional Locations	\$1,098,717	22	\$887,476	\$3,269,663	\$400,218	9 / 41%
All Franchised Restaurants	\$986,095	2,529	\$935,022	\$3,269,663	\$197,539	1,123 / 44%
Drive-Thru (Traditional Locations)	\$1,082,680	936	\$1,052,647	\$2,994,494	\$204,927	437 / 47%
No Drive-Thru (Traditional Locations)	\$926,973	1,571	\$871,854	\$2,285,702	\$197,539	675 / 43%

Notes

- (1) “AUV” or “Unit Volume” for a 2024 Franchised Restaurant is the same as Gross Sales, which means all revenue from operating a Jimmy John’s Restaurant (and includes delivery and catering charges not included in the price of Menu Items, any implied or imputed Gross Sales from business interruption insurance, all amounts received for the Jimmy John’s Restaurant’s relocation from, or closure at, its premises, and all amounts from selling or issuing gift or loyalty cards (except our JIMMY JOHN’S® gift cards)), but (i) excludes taxes collected from customers and paid to taxing authority, (ii) excludes the Jimmy John’s Restaurant’s revenue from selling or issuing JIMMY JOHN’S® gift cards (but revenue from selling products and services to customers using those cards for payment is included in Gross Sales) and (iii) is reduced by the amount of any documented refunds, credits, and discounts the Jimmy John’s Restaurant in good faith gives customers, as well as the redemption of a reward or similar credit as part of an approved loyalty program (if those amounts originally were included in calculating Gross Sales).
- (2) We calculate the AUVs in this Item 19 by adding the Unit Volumes for each restaurant in the applicable group and dividing the sum by the number of restaurants in the applicable group. We obtain the Unit Volumes for franchised Jimmy John’s Restaurants from sales reports that franchisees submit to us and from data that we collected from franchisees’ POS systems. We have not independently audited that information. Prospective franchisees and sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his or her opinion concerning their contents or form. Upon your reasonable request, we will provide written substantiation for these financial performance representations. A Jimmy John’s Restaurant’s sales may vary depending on a number of factors, such as the restaurant’s location and physical condition, other characteristics of the site (such as access and signage), seasonality, competition and demographics in the market, pricing decisions, the level and types of marketing the restaurant undertakes, the quality of management and service, commitment to training staff, a franchisee’s business acumen, and the length of time the restaurant has been open. The 2024 Jimmy John’s Restaurants offer essentially the same products and services, face the same kinds of competitive challenges, and receive the same level of support from us that we expect new franchisees will experience.
- (3) These financial performance representations do not reflect the costs of sales, operating expenses or other costs or expenses that must be deducted from the AUV figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Restaurant. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

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

Other than the preceding financial performance representations, 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 our Vice President, Franchise Counsel, Lisa Storey, Esq. at Three Glenlake Parkway NE, Atlanta, Georgia 30328 or (678) 514-6928, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20 OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**Systemwide Outlet Summary**  
**For years 2022 to 2024**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	2616	2597	-19
	2023	2597	2604	7
	2024	2604	2647	43
Company-Owned	2022	41	40	-1
	2023	40	40	0
	2024	40	42	2
<b>Total Outlets</b>	<b>2022</b>	<b>2657</b>	<b>2637</b>	<b>-20</b>
	<b>2023</b>	<b>2637</b>	<b>2644</b>	<b>7</b>
	<b>2024</b>	<b>2644</b>	<b>2689</b>	<b>45</b>

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

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Alabama	2022	0
	2023	5
	2024	10
Arizona	2022	0
	2023	19
	2024	4
Arkansas	2022	0
	2023	4
	2024	0
California	2022	4
	2023	2
	2024	2
Colorado	2022	27
	2023	5
	2024	9