

| PROVISION                                         | SECTION IN FRANCHISE AGREEMENT | SUMMARY                                                                                                                                                                                                                                          |
|---------------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| t. Integration/merger clause                      | Section 18(N)                  | Only the terms of the franchise agreement and other related written agreements are binding (subject to applicable state law.) Any representations or promises outside of the disclosure document and franchise agreement may not be enforceable. |
| u. Dispute resolution by arbitration or mediation | Not Applicable                 | Except for actions we bring for monies owed or injunctive relief, all disputes first will be subject to non-binding mediation in Omaha, Nebraska, then (if not resolved) to binding arbitration in Omaha, Nebraska (subject to applicable law).  |
| v. Choice of forum                                | Section 18                     | Litigation must be in state of federal court where our headquarters is located, currently Omaha, Nebraska (subject to state law). We also have the right to file suit where the Franchised Business is located (subject to applicable law).      |
| w. Choice of law                                  | Section 18                     | Nebraska law applies (subject to state law).                                                                                                                                                                                                     |

#### ITEM 18

#### PUBLIC FIGURES

We do not use any public figure to promote our franchise.

#### 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.

#### GROSS RECEIPTS OF AFFILIATE-OWNED BUSINESS FOR CALENDAR YEAR 2024

The table below displays the annual Gross Receipts of our affiliate-owned COMPLETE WEDDINGS + EVENTS business that was in operation during the full 2024 calendar year. Our affiliate-owned business pays Royalties to us in the same manner as franchised COMPLETE WEDDINGS + EVENTS businesses.

| Gross Receipts |
|----------------|
| \$1,552,391.04 |

**TABLE NO. 2**

**GROSS RECEIPTS OF FRANCHISED BUSINESSES  
FOR CALENDAR YEAR 2024**

There were 78 franchised COMPLETE WEDDINGS + EVENTS businesses in operation at the end of the 2024 calendar year. The table below displays the average annual Gross Receipts of the 63 franchised COMPLETE WEDDINGS + EVENTS businesses that were in operation during the full 2024 calendar year. This financial performance representation does not include financial performance data related to: 11 franchised businesses that were open for less than a full calendar year; and four franchised businesses that were not operational for the full calendar year.

|                                                                                | Systemwide                   | Top Third                     | Middle Third                | Bottom Third               |
|--------------------------------------------------------------------------------|------------------------------|-------------------------------|-----------------------------|----------------------------|
| Number of Franchised Businesses                                                | 63                           | 21                            | 21                          | 21                         |
| Average Gross Receipts                                                         | \$353,710.85                 | \$659,355.08                  | \$267,951.64                | \$133,825.84               |
| Range of Gross Receipts                                                        | \$42,745.00 - \$2,321,031.30 | \$363,613.71 - \$2,321,031.30 | \$199,364.36 - \$345,765.00 | \$42,745.00 - \$198,189.00 |
| Median Gross Receipts                                                          | \$278,498.00                 | \$468,386.34                  | \$278,498.00                | \$135,294.12               |
| No. and Percentage of Franchised Businesses at or above Average Gross Receipts | 21 / 33%                     | 6 / 29%                       | 12 / 57%                    | 12 / 57%                   |

**Item 19 Notes:**

1. “Gross Receipts” is defined as the aggregate amount of all sales of goods and any other merchandise, and the aggregate of all charges for services performed (including service charges in lieu of gratuity), whether for cash, on credit or otherwise, made and provided at or in connection with the COMPLETE WEDDINGS + EVENTS business, including off-premises sales and monies derived at or away from the business. The term “Gross Receipts” does not include any federal, state, municipal or other sales, value added or retailer’s excise taxes paid or accrued. The term “Gross Receipts” does not include net returns on saleable goods and discounts allowed to customers on sales, but is not modified or reduced for uncollected accounts. “Gross Receipts” will include all revenues or receipts of any kind derived from the sale of products or services generated through leads realized by the operation of the business, including wedding consultation, sale of products or services for weddings, celebrations, anniversaries and corporate functions which are initially generated from leads obtained by or through the business. For purposes of the royalty fee, the sale is made at the time of delivery of the product or service.
2. The COMPLETE WEDDINGS + EVENTS businesses reflected in this financial performance representation offer services for sale that are substantially similar to the services that you will offer for sale in your Business.
3. The results shown in this financial performance representation for our affiliate-owned COMPLETE WEDDINGS + EVENTS business were prepared from data compiled in the

ordinary course of business by our employees and is based on the performance of our affiliate-owned business that has a territory located in Iowa and Nebraska. The results are unaudited.

4. The results shown in this financial performance representation for the franchised COMPLETE WEDDINGS + EVENTS businesses were prepared from reports provided to us by our franchisees. The results are unaudited.
5. Written substantiation for the financial performance representation will be made available to you upon reasonable request.
6. **Some COMPLETE WEDDINGS + EVENTS businesses have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.**
7. This information included in this Item 19 constitutes a historic financial performance representation and is not a forecast of future financial performance.

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 Eric Maas, 110 North 9<sup>th</sup> Street, Omaha, Nebraska 68102 (402) 339-0001.

## ITEM 20

### OUTLETS AND FRANCHISEE INFORMATION

**Table #1 Systemwide Outlet Summary  
For Years Ending December 31, 2022, 2023, 2024**

| OUTLET TYPE          | YEAR | OUTLETS AT THE START OF THE YEAR | OUTLETS AT THE END OF THE YEAR | NET CHANGE |
|----------------------|------|----------------------------------|--------------------------------|------------|
| Franchised*          | 2022 | 97                               | 66                             | -31        |
|                      | 2023 | 66                               | 68                             | +2         |
|                      | 2024 | 68                               | 78                             | +10        |
| Company Owned        | 2022 | 1                                | 1                              | 0          |
|                      | 2023 | 1                                | 1                              | 0          |
|                      | 2024 | 1                                | 1                              | 0          |
| <b>Total Outlets</b> | 2022 | 98                               | 67                             | -31        |
|                      | 2023 | 67                               | 69                             | +2         |
|                      | 2024 | 69                               | 79                             | +10        |

\* We recently restructured the individual ownership of COMPLETE WEDDINGS + EVENTS businesses by consolidating common ownership of certain multiple territories into a single business. As a result, the total number of businesses as of December 31, 2022 were reduced.