

ITEM 18
PUBLIC FIGURES

We do not currently use any public figure to promote our System.

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.

We are at an early stage of development and have a limited operating history. As such, we strongly recommend that you make your own independent investigation to determine whether to invest and whether the franchise may be appropriate for you before entering into any agreement with us. Investment in an emerging franchise system might be a riskier investment than an investment in a franchise system with a longer operating history. We suggest strongly that you consult with a franchise attorney and your financial advisor or personal accountant concerning this investment and the preparation of any financial projections, which we will not review or comment on, as well as federal, state and local income taxes and any other applicable taxes that you may incur in operating a Blingle! Business.

Historical Financial Performance Representation

Background

As of January 1, 2023, there were thirty-seven (37) franchisees in operation. During the 2023 calendar year, fifteen (15) new franchisees commenced operations and sixteen (16) franchisees were terminated. As of December 31, 2023, there were thirty-six (36) franchisees in operation. Twenty-two (22) of these thirty-six (36) franchisees were in operation for the entire 2023 calendar year. This Item 19 discloses certain historical financial performance information for these twenty-two (22) franchisees (the "Item 19 Franchisees"). One of the Item 19 Franchisees is owned by our President and Co-Founder, Mike Marlow. The history of this "Founder Business" is disclosed below.

The Founder Business

On September 1, 2021, HPB Lighting LLC purchased certain assets of our predecessor, Heroes Management Services, LLC ("HMS") an entity owned by our President and Co-Founder, Mike Marlow. Mr. Marlow, through his entity Heroes Holiday Lighting, LLC, has operated a holiday lighting business in Omaha, Nebraska since 2014 under the principal trademark "Heroes Holiday Lighting" (the "Founder Business"). The Founder Business offers substantially similar products and services as the business you will operate under the Blingle! trademark. The Founder Business subsequently executed a franchise agreement with us and was rebranded to a Blingle! Business in November 2021. The Founder Business serves as our flagship outlet and served as the base from which we created the franchise model offered under this Disclosure Document. The Founder Business was in operation for the entirety of the 2023 calendar year. During the 2023 Calendar Year, the Founder Business operated a business substantially similar to the franchised business offered under this Disclosure Document, or one (1) "Outlet", under the principal

trademark “Bling!” in an area that would encompass approximately three (3) Protected Territories.

2023 Financial Performance Information for the Item 19 Franchisees

This Item 19 sets forth historical revenue information for the Item 19 Franchisees during the 2023.

Table 1 of this Item 19 discloses the Gross Sales generated by each of the Item 19 Franchisees – which operate in a total of 61 Protected Territories – during the 2023 calendar year (the “Franchisee Measurement Period”), as reported to us by the Disclosed Franchised Locations.

Table 2 sets forth the Average Ticket Price, # of Jobs, and Materials % of Sales as it relates to Outdoor Lighting jobs during the 2023 calendar year as reported to us by the Item 19 Franchisees.

Table 3 sets forth the Average Ticket Price, # of Jobs, and Materials % of Sales as it relates to Holiday Lighting jobs during the 2023 calendar year as reported to us by the Item 19 Franchisees.

We have not audited or independently verified the data submitted by the Item 19 Franchisees, and no assurance can be offered that the data does not contain inaccuracies that an audit might disclose. We will provide you with written substantiation for the financial performance representation upon reasonable request.

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**TABLE 1: GROSS SALES FOR THE ITEM 19 FRANCHISEES
DURING THE 2023 CALENDAR YEAR**

	# of	Year	Holiday	Outdoor Lighting	Total
Location	Territories	Opened	Gross Sales	Gross Sales	Gross Sales
Location 22	3	2014	\$ 1,409,407	\$ 419,315	\$ 1,828,722
Location 6	2	2022	\$ 357,701	\$ 142,696	\$ 500,397
Location 20	3	2022	\$ 216,675	\$ 190,018	\$ 406,693
Location 18	3	2022	\$ 178,166	\$ 186,723	\$ 364,889
Location 15	2	2022	\$ 174,635	\$ 188,553	\$ 363,188
Location 13	3	2022	\$ 133,917	\$ 225,408	\$ 359,325
Location 7	3	2022	\$ 151,234	\$ 201,809	\$ 353,043
Location 8	3	2022	\$ 117,356	\$ 144,201	\$ 261,557
Location 16	3	2022	\$ 169,505	\$ 72,908	\$ 242,413
Location 1	2	2022	\$ 158,095	\$ 56,883	\$ 214,978
Location 5	3	2022	\$ 70,301	\$ 144,079	\$ 214,380
Location 17	4	2022	\$ 97,681	\$ 80,652	\$ 178,333
Location 12	3	2022	\$ 60,809	\$ 115,651	\$ 176,460
Location 19	3	2022	\$ 47,750	\$ 125,976	\$ 173,726
Location 9	2	2022	\$ 70,986	\$ 76,069	\$ 147,054
Location 4	3	2022	\$ 66,070	\$ 73,260	\$ 139,330
Location 14	4	2022	\$ 41,168	\$ 85,414	\$ 126,582
Location 10	3	2022	\$ 105,843	\$ 17,826	\$ 123,669
Location 21	3	2022	\$ 8,342	\$ 45,323	\$ 53,665
Location 11	3	2022	\$ 1,820	\$ 47,726	\$ 49,546
Location 2	5	2022	\$ 31,498	\$ 15,675	\$ 47,174
Location 3	4	2022	\$ 2,269	\$ 1,632	\$ 3,901

Notes:

1. **“Holiday Gross Sales”** is defined as the total gross sales for commercial and residential holiday lighting jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
2. **“Outdoor Lighting Gross Sales”** is defined as the total gross sales for commercial and residential outdoor lighting jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
3. **“Total Gross Sales”** is defined all revenue generated by the Item 19 Franchisees over the 2023 calendar year, from January 1, 2023, to December 31, 2023, as reported to us by the Item 19 Franchisees. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.
4. The Item 19 Franchisee identified as Location 22 in Table 1 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

**TABLE 2: OUTDOOR LIGHTING AVERAGE TICKET, NUMBER OF JOBS, MATERIALS
PERCENT OF SALES FOR THE ITEM 19 FRANCHISEES
DURING THE 2023 CALENDAR YEAR**

	# of	Year	Outdoor Lighting	
			Average	# of
Location	Territories	Opened	Ticket	Jobs
Location 1	2	2022	\$ 4,740	12
Location 2	5	2022	\$ 1,306	12
Location 3	4	2022	\$ 1,632	1
Location 4	3	2022	\$ 1,980	37
Location 5	3	2022	\$ 4,117	35
Location 6	2	2022	\$ 3,659	39
Location 7	3	2022	\$ 2,727	74
Location 8	3	2022	\$ 2,670	54
Location 9	2	2022	\$ 3,043	25
Location 10	3	2022	\$ 1,981	9
Location 11	3	2022	\$ 4,339	11
Location 12	3	2022	\$ 4,819	24
Location 13	3	2022	\$ 4,900	46
Location 14	4	2022	\$ 4,067	21
Location 15	2	2022	\$ 4,190	45
Location 16	3	2022	\$ 2,083	35
Location 17	4	2022	\$ 4,744	17
Location 18	3	2022	\$ 3,334	56
Location 19	3	2022	\$ 4,199	30
Location 20	3	2022	\$ 2,065	92
Location 21	3	2022	\$ 2,158	21
Location 22	3	2014	\$ 3,883	108

Notes:

1. **“Outdoor Lighting”** is defined as all permanent outdoor lighting jobs, landscape lighting jobs, event lighting jobs, and any other outdoor lighting jobs, except for jobs defined as “Holiday Lighting,” performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
2. **“Outdoor Lighting Average Ticket”** is defined as the average dollars spent per transaction for Outdoor Lighting jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
3. **“Outdoor Lighting # of Jobs”** is defined as the total number of Outdoor Lighting jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
4. The Item 19 Franchisee identified as Location 22 in Table 2 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

**TABLE 3: HOLIDAY LIGHTING AVERAGE TICKET, NUMBER OF JOBS, MATERIALS
PERCENT OF SALES FOR THE ITEM 19 FRANCHISEES
DURING THE 2023 CALENDAR YEAR**

	# of	Year	Holiday Lighting	
			Average	# of
Location	Territories	Opened	Ticket	Jobs
Location 1	2	2022	\$ 2,027	78
Location 2	5	2022	\$ 900	35
Location 3	4	2022	\$ 2,269	1
Location 4	3	2022	\$ 1,468	45
Location 5	3	2022	\$ 2,009	35
Location 6	2	2022	\$ 3,473	103
Location 7	3	2022	\$ 1,890	80
Location 8	3	2022	\$ 2,445	48
Location 9	2	2022	\$ 1,479	48
Location 10	3	2022	\$ 1,080	98
Location 11	3	2022	\$ 910	2
Location 12	3	2022	\$ 1,962	31
Location 13	3	2022	\$ 1,834	73
Location 14	4	2022	\$ 1,420	29
Location 15	2	2022	\$ 3,493	50
Location 16	3	2022	\$ 1,284	132
Location 17	4	2022	\$ 2,442	40
Location 18	3	2022	\$ 6,144	29
Location 19	3	2022	\$ 1,540	31
Location 20	3	2022	\$ 1,260	172
Location 21	3	2022	\$ 1,192	7
Location 22	3	2014	\$ 2,986	472

Notes:

1. **“Holiday Lighting”** is defined as all holiday lighting jobs performed during the 2023 calendar year, as reported to us by the Disclosed Franchised Locations.
2. **“Holiday Lighting Average Ticket”** is defined as the average dollars spent per transaction for holiday lighting jobs performed during the 2023 Calendar Year, as reported to us by the Disclosed Franchised Locations.
3. **“Holiday Lighting # of Jobs”** is defined as the total number of holiday lighting jobs performed during the 2023 Calendar Year, as reported to us by the Disclosed Franchised Locations.
4. The Item 19 Franchisee identified as Location 22 in Table 3 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

Assumptions and Additional Notes:

1. The Item 19 historical financial performance representation included in this Item includes certain reported performance information reported by the Item 19 Franchisees during the 2023 Calendar Year only. It is not a representation of what you can expect to achieve in connection with the operation of a Blingle! Business.
2. The financial information presented in this Item 19 does not disclose any cost, expense or profit information. You will incur costs and expenses in launching and operating your Franchised Business

and there is no guarantee your Franchised Business will be profitable.

3. Investing in a franchise is a significant decision that comes with a great deal of responsibility, contractual commitment, financial exposure and risk. We recommend that you make your own independent investigation of this franchise opportunity with the assistance of a business advisor and franchise attorney to ensure that you understand and appreciate what it means to be a “franchisee”, and to determine whether you should invest in this franchise and whether it may be profitable to you. We also strongly suggest that you consult your financial advisor or personal accountant concerning financial projections (which we do not make and will not review or comment on), anticipated costs and expenses to be incurred in the area in which you’re looking to operate, and federal, state and local income taxes and any other applicable taxes that you may incur in operating a Blingle! Franchised Business.

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

Other than the preceding financial performance representation, HPB Lighting LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such 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 Tony Hulbert at 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164 and 1 (800) 644-4894, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1: System-wide Outlet Summary For years 2021 to 2023

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	0	1	1
	2022	1	37	+36
	2023	37	36	-1
Company-Owned and Affiliate-Owned	2021	0	0	0
	2022	0	0	0
	2023	0	0	0
Total Outlets	2021	0	1	1
	2022	1	37	+36
	2023	37	36	-1

**Table No. 2: Transfers of Outlets from Franchisees to New Owners
(Other than the Franchisor)
For years 2021 to 2023**

	Year	Number of Transfers
TOTAL	2021	0
	2022	0
	2023	0

Table No. 3: Status of Franchised Outlets For years 2021 to 2023

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non - Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
AL	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AK	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AZ	2021	-	-	-	-	-	-	-
	2022	-	1	-	-	-	-	1
	2023	1	1	1	-	-	-	1
AR	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-