

| <b>Provision</b> | <b>Section In Agreements<br/>(Exhibits M-1 And M-2)</b>  | <b>Summary</b>                                   |
|------------------|--|--|
| w. Choice of law | Article 9 of BloomNet Technologies Systems Agreement; Section "Governing Law and Venue" of BloomNet Membership Agreement | Governed by New York law (subject to state law). |

**ITEM 18  
PUBLIC FIGURES**

We do not use any public figure to promote our franchise, except that 1-800-Flowers' founder and Executive Chairman, James McCann, and its former Chief Executive Officer, Christopher McCann, do promote our company in media advertisements. They are not compensated for this promotion over and above their normal compensation as Executive Chairman and former Chief Executive Officer, respectively, of 1-800 Flowers.

**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 of a particular location or under particular circumstances.

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 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 of Franchise and Retail Operations, Stephen Lenzovich, Two Jericho Plaza, Suite 200, Jericho, New York 11753, (516) 237-6000, 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 FISCAL YEARS 2023 TO 2025**

| <b>Outlet Type</b>   | <b>Year</b> | <b>Outlets At The Start<br/>Of The Year</b> | <b>Outlets At The End Of<br/>The Year</b> | <b>Net Change*</b><br><b>(+ Or -)</b> |
|----------------------|-------------|---|---|---------------------------------------|
| <b>Franchised</b>    |             |   |   |                                       |
|                      | <b>2023</b> | 56*   | 53*                                       | -3                                    |
|                      | <b>2024</b> | 53*   | 50*                                       | -3                                    |
|                      | <b>2025</b> | 50*   | 37*                                       | -13                                   |
| <b>Company-Owned</b> |             |   |   |                                       |
|                      | <b>2023</b> | 1   | 1   | 0                                     |
|                      | <b>2024</b> | 1   | 1   | 0                                     |
|                      | <b>2025</b> | 1   | 2   | +1                                    |
| <b>Total Outlets</b> |             |   |   |                                       |
|                      | <b>2023</b> | 57*   | 54*                                       | -3                                    |
|                      | <b>2024</b> | 54*   | 51*                                       | -3                                    |
|                      | <b>2025</b> | 51*   | 39*                                       | -12                                   |

\* 4 design centers are included in the totals.

The Franchised Outlets reflected in this Item 20 include 15 franchisees who co-branded their 17 Existing Flower Shops with 1-800-Flowers in the last 3 years, and 15 franchisees who operate 20 standard retail flower shops and 4 design centers, and 2 company owned retail flower shops operated by Retail. Some of the Franchised Outlets reflected in this Item 20 also include Fruit Bouquets Businesses within them. A Fruit Bouquets Business may only be added into a Franchised Unit. Consequently, we do not count Fruit Bouquets Businesses separately as the Fruit Bouquets Program is currently an add-on program at Franchised Units for our franchisees and not a stand-alone separate franchise.

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