

Provision	Section in Franchise Agreement or other Agreement	Summary
t. Integration/merger clause	Section 18.3	All material terms are in the agreement; no other evidence can be used in the interpretation of the agreement, except the version of the Franchise Disclosure Document provided to you most recently before you signed the agreement. Only the terms of the Franchise Agreement are binding (subject to 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	Not Applicable
v. Choice of forum	Not Applicable	Suit must be brought in Minnesota, subject to state law which may supersede language in the agreement.
w. Choice of law	Not Applicable	Minnesota law governs interpretation of the agreement, subject to state law; the applicable franchise laws, if any, of any jurisdiction govern any issues covered by those laws.

**ITEM 18
PUBLIC FIGURES**

Shoppe Company does not use any public figures to promote its 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.

The data below reflects historical top-line sales information, based on the performance of a subset of Häagen-Dazs Shops during 2025. We did not operate any corporate Häagen-Dazs Shops during this period. The subset of Shops used to compile this information consists of traditional Häagen-Dazs Shops that commenced operation on or before January 1, 2025 and were still operating as of December 31, 2025. If we did not receive the sales information from a Shop’s point of sale cash register system, then we relied on sales data the franchisee reported to us.

There were 215 Shops in operation at the end of 2025.

The data below excludes sales data for 36 of those 215 Shops, consisting of: (1) fifteen traditional Shops which first commenced operating after January 1, 2025; (2) two seasonal Shops; (3) four cart satellites; (4) nine traditional Shops which are operated on a management leveraged basis (where the Shop and one or more other businesses are under common ownership, and share significant operational elements, such as a common customer area, service counter, or back-of-house operational area); (5) two Shops operating under a Häagen-Dazs Hospitality Agreement (or its predecessor, a Häagen-Dazs Select



Agreement); and (6) four shops that were closed more than 75 days during the year for remodeling. In some cases sales data includes catering and other off-site sales of a nature that we may or may not permit as part of the franchise for the Shop you might develop.

Average Sales	Median Sales	Total Sample Size	Number of Shops Meeting or Exceeding Average	Percent of Shops Meeting or Exceeding Average	Lowest Sales	Highest Sales
\$721,069.22	\$630,526.74	179	67	37.4%	\$166,281.85	\$2,199,660.54

Some Shops have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

Sales Range	Number of Shops within Sales Range	Percentage of Shops within Sales Range
Over \$1MM	34	18.6%
\$900,001 - \$1MM	8	4.4%
\$800,001 - \$900,000	13	7.1%
\$700,001 - \$800,000	19	10.4%
\$600,001 - \$700,000	23	12.6%
\$500,001 - \$600,000	26	14.2%
\$400,001 - \$500,000	33	18.0%
\$300,001 - \$400,000	18	9.8%
\$200,001 - \$300,000	8	4.4%
Less than \$200,001	1	0.5%

The figures presented above only reflect sales. Sales are total revenues excluding sales tax. These figures do not reflect costs of goods, labor, rent, or any other costs and expenses incurred by the franchisees to operate their businesses, and which those franchisees would need to deduct from their sales figures to determine net income or profit (or loss). You should conduct an independent investigation of the costs and expenses you might incur to run the Shop you may operate. Current and former franchisees listed in this Franchise Disclosure Document may be one source of that information.

Written substantiation for the financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, The Häagen-Dazs Shoppe Company, Inc. does 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 Shop, however, we may provide you with the actual records of that Shop. 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 Adam Hanson, 7500 Flying Cloud Drive, Suite 750, Eden Prairie, Minnesota 55344, 952-914-7878, the Federal Trade Commission; and the appropriate state regulatory agencies.



**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1

System-wide Outlet Summary
For Years 2023 - 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	208	209	+1
	2024	209	207	-2
	2025	207	215	+8
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	208	209	+1
	2024	209	207	-2
	2025	207	215	+8

Table No. 2

Transfers of Franchised Outlets to New Owners
(other than the Franchisor)
For Years 2023 - 2025

State	Year	Number of Transfers
Connecticut	2023	1
	2024	1
	2025	0
Florida	2023	2
	2024	7
	2025	1
Georgia	2023	1
	2024	0
	2025	0
Maryland	2023	1
	2024	1
	2025	1

