

**ITEM 18
PUBLIC FIGURES**

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

**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 disclose information about the Schools' gross revenue in the tables below. Gross revenue includes revenue for both services and merchandise. Gross revenue does not include sales taxes or customer refunds made in accordance with our policies or requirements. Not all Schools have elected to sell merchandise. As of December 31, 2025, there were 107 franchised Schools and 4 corporate Schools in operation.

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**Annual Gross Revenue
Franchisee-Owned Locations Open 3+ Years**

The table below shows franchisee gross revenue for 2024 and 2025 for 52 franchised Schools that were open for three full years as of December 31, 2025. We omitted from the table 14 Schools that opened in 2025, 23 Schools that opened in 2024, and 16 Schools that opened in 2023 because those Schools have not been open for three full years as of December 31, 2025. We also omitted from the table one School that relocated in 2023 and one School that relocated in 2025 because they were not open for the entire relevant period.

		High Annual Revenue	Average Annual Revenue	Median Annual Revenue	Low Annual Revenue	Count	> or = to average
All	2025	\$738,497 +3.8%	\$283,159 +7.7%	\$267,542 +0.7%	\$60,574 +7.9%	52	25 (48%)
	2024	\$711,640	\$262,979	\$265,760	\$56,160	52	26 (60%)
Top Third	2025	\$738,497 +3.8%	\$456,944 +8.3%	\$430,724 +5.1%	\$357,519 +11.9%	17	7 (41%)
	2024	\$711,640	\$421,860	\$409,789	\$319,382	17	7 (41%)
Middle Third	2025	\$348,181 +12.8%	\$275,721 +5.6%	\$274,056 +1.0%	\$201,692 +2.8%	17	8 (47%)
	2024	\$308,619	\$261,041	\$271,217	\$196,197	17	9 (53%)
Bottom Third	2025	\$191,078 +1.9%	\$129,904 +9.9%	\$122,876 +5.8%	\$60,574 +7.9%	18	8 (44%)
	2024	\$187,591	\$118,175	\$116,124	\$56,160	18	8 (44%)

**Annual Gross Revenue
Franchisee-Owned Locations Open 1-2 Years and 2-3 Years**

The table below shows annual franchisee gross revenue for 2024 and 2025 for 17 franchised Schools that opened in 2023 (including one School that had relocated and reopened in 2023) and gross revenue for 2025 for 23 franchised Schools that opened in 2024.

		High Annual Revenue	Average Annual Revenue	Median Annual Revenue	Low Annual Revenue	Count	> or = to average
Opened in 2023 Operated >2 years < 3 years	2025	\$297,482 +1.1%	\$176,187 +43.5%	\$143,008 +28.0%	\$84,297 +64.5%	17	8 (47%)
	2024	\$294,105	\$122,765	\$111,702	\$51,229	17	8 (47%)
Opened in 2024 Operated >1 year < 2 years	2025	\$423,927	\$183,339	\$165,922	\$45,579	23	9 (39%)

**Monthly Same Store Sales (SSS) Growth
Franchisee-Owned Locations Open 3+ Years**

The table below shows monthly SSS growth trends for the 52 locations that were open and operating 3+ years as of December 31, 2025 for the period from January 2025 through March 2026. The YOY Change column shows the percent change in average monthly revenue from the prior year period.

	Average Monthly Revenue	YOY Change	High	Median	Low	> or = to average
January 2025	\$19,893	+0.3%	\$56,893	\$19,259	\$3,489	25 (47%)
February 2025	\$21,656	+1.6%	\$49,248	\$20,766	\$4,190	23 (43%)
March 2025	\$28,105	+6.3%	\$74,882	\$28,760	\$4,059	27 (51%)
April 2025	\$26,225	-0.7%	\$78,378	\$24,902	\$5,902	25 (47%)
May 2025	\$25,855	+3.5%	\$74,214	\$23,578	\$4,207	22 (42%)
June 2025	\$23,386	+8.5%	\$50,530	\$21,851	\$4,137	23 (43%)
July 2025	\$19,276	+11.2%	\$49,846	\$17,985	\$3,910	25 (47%)
August 2025	\$19,587	+11.1%	\$47,983	\$17,901	\$3,360	24 (45%)
September 2025	\$24,995	+10.9%	\$61,043	\$23,389	\$3,358	24 (45%)
October 2025	\$26,134	+13.0%	\$57,232	\$24,870	\$4,389	24 (45%)
November 2025	\$24,880	+17.2%	\$65,953	\$23,441	\$5,207	23 (43%)
December 2025	\$23,170	+12.7%	\$86,092	\$21,665	\$4,233	24 (45%)
January 2026	\$23,143	+16.3%	\$64,755	\$22,077	\$4,751	25 (47%)
February 2026	\$25,180	+16.3%	\$55,999	\$25,753	\$4,186	27 (51%)
March 2026	\$32,660	+16.2%	\$76,768	\$28,293	\$4,975	24 (45%)

New Location Ramp Up as of 3/31/2026

The charts that follow show revenue trends for new Schools that opened in each of 2025, 2024 and 2023. The information includes Schools that reached the designated lengths of time in business on or before March 31, 2026, and include 1 School in 2025 and 1 School in 2023 that had previously closed but reopened at a new location in those years. Month 1 for purposes of this data is the first full month of operations.

Locations that Opened in 2025 (including one relocation that reopened in 2025)

	High	Average	Median	Low	Count	> or = to average
Month 1	\$20,774	\$11,284	\$10,069	\$2,402	15	6 (40%)
Month 6	\$34,428	\$14,646	\$14,605	\$5,748	13	6 (46%)
Month 12	\$26,910	\$18,295	\$20,002	\$5,932	6	3 (50%)
Year 1 Total	\$255,689	\$180,797	\$206,666	\$5,932	6	4 (67%)

Locations that Opened in 2024

	High	Average	Median	Low	Count	> or = to average
Month 1	\$25,811	\$8,473	\$7,857	\$1,479	23	11 (48%)
Month 6	\$33,107	\$12,305	\$11,553	\$3,754	23	8 (35%)
Month 12	\$40,477	\$17,268	\$16,681	\$3,801	23	10 (43%)
Year 1 Total	\$339,985	\$147,932	\$142,758	\$37,556	23	10 (43%)
Year 2 Total	\$462,904	\$243,152	\$225,684	\$144,506	8	3 (38%)

Locations that Opened in 2023 (including one relocation that reopened in 2023)

	High	Average	Median	Low	Count	> or = to average
Month 1	\$12,326	\$3,699	\$2,938	\$841	17	5 (29%)
Month 6	\$27,595	\$8,657	\$6,548	\$3,771	17	5 (29%)
Month 12	\$27,115	\$11,240	\$9,407	\$5,009	17	6 (35%)
Year 1 Total	\$229,698	\$95,010	\$152,641	47,393	17	6 (35%)
Year 2 Total	\$297,357	\$81,936	\$134,670	\$77,058	17	7 (41%)

Corporate-Owned Locations

We also operated four corporate-owned Schools for the entire calendar year ending December 31, 2025. The table below shows the annual gross revenue from those units for the years ending December 31, 2025 and December 31, 2024.

	A	B	C*	D
2025	\$433,680 +5.5%	\$313,889 +17.0%	\$264,054 +55.1%	\$227,074 +2.3%
2024	\$411,129	\$268,379	\$170,259	\$222,074

*This location opened in October 2023 and operated for less than 3 full years as of 12/31/2025 and less than 2 full years as of 12/31/2024.

Some Tutu Schools have earned this much. Your individual results may differ. There is no assurance that you'll earn as much.

Written substantiation of these amounts is available upon request.

Other than the preceding financial performance representation, 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 Genevieve C. Weeks, at 3717 North Ravenswood Avenue, #237, Chicago, IL 60613 and (415) 734-8840, and the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION Table No. 1 Systemwide Outlet** Summary For Fiscal years 2023 - 2025

Outlet Type	Year	Outlets at the start of the year	Outlets at the end of the year	Net change
Franchised	2023	54	70	+16
	2024	70	93	+23
	2025	93	107	+14
Company owned*	2023	3	4	+1
	2024	4	4	0
	2025	4	4	0