

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 units, 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: (i) a franchisor provides the actual records of an existing unit you are considering buying; or (ii) a franchisor supplements the information provided in this Item, for example, by providing information about possible performance at a particular location or under particular circumstances.

Blue Moon Estate Sales businesses derive their revenue from the commissions they charge to sellers of estates. Typically, this commission is a percentage of the gross sales of the items sold at estate sales. For purposes of this Item 19, the gross sales of the estate sales (the total sale price of all property sold at the estate sales), less any sales tax, is referred to as "Gross Sales."

Tables A below provides the average and median annual Gross Sales for all franchised locations that were operating during the period from January 1, 2025, to December 31, 2025, including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC, which has been operated as a franchise since April 2009.

Tables B below provides the average and median annual Gross Sales for all franchised owners that were operating during the period from January 1, 2025 to December 31, 2025 including the location operated by our former affiliate, Blue Ribbon Business Ventures, LLC.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reason request.

TABLE A - GROSS SALES INFORMATION BY FRANCHISE TERRITORY OPERATING PRIOR TO JANUARY 1, 2025									
Time In Business	Territories	Average Gross Sales	Number/ Percent Attained or Exceeded Average		Median Gross Sales	Number/ Percent Attained or Exceeded Median		Highest Performer	Lowest Performer
<i>60+ months</i>	15	\$574,717	7	(47%)	\$571,160	8	(53%)	\$1,398,173	\$119,313
<i>49-60 months</i>	20	\$340,609	6	(30%)	\$216,336	10	(50%)	\$1,375,706	\$9,532
<i>37-48 months</i>	11	\$253,983	4	(36%)	\$229,559	6	(55%)	\$471,094	\$72,828
<i>25-36 months</i>	12	\$214,402	4	(33%)	\$180,142	6	(50%)	\$449,951	\$4,962
<i>13-24 months</i>	15	\$173,790	6	(40%)	\$158,095	8	(53%)	\$418,049	\$29,913
<i>Total</i>	73	\$320,636	25	(34%)	\$228,904	37	(51%)	\$1,398,173	\$4,962

**TABLE B - GROSS SALES INFORMATION BY FRANCHISE OWNER
OPERATING PRIOR TO JANUARY 1, 2025**

Time In Business	Owners	Average Gross Sales	Number/ Percent Attained or Exceeded Average		Median Gross Sales	Number/ Percent Attained or Exceeded Median		Highest Performer	Lowest Performer
60+ months	16	\$627,457	8	(50%)	\$622,132	8	(50%)	\$1,398,173	\$146,774
49-60 months	17	\$473,021	7	(41%)	\$390,691	9	(53%)	\$1,375,706	\$15,103
37-48 months	10	\$229,663	3	(30%)	\$223,953	5	(50%)	\$471,094	\$72,828
25-36 months	10	\$246,458	4	(40%)	\$210,844	5	(50%)	\$449,951	\$89,740
13-24 months	12	\$175,715	5	(42%)	\$162,167	6	(50%)	\$418,049	\$29,913
Total	65	\$383,853	23	(35%)	\$286,209	33	(51%)	\$1,398,173	\$15,103

Table A Notes:

- (a) Table A provides the annual average Gross Sales reported to us by an individual franchise territory.
- (b) As of the time of this disclosure, we have 136 franchised territories in operation. Of the 136 territories, 22 territories' sales were excluded from these tables because it had not been in operation for a year. 18 territories were excluded for the purpose of this disclosure because the territories were either held for resale or termination, had not been developed or had transferred territories during the 2025 calendar year. The remaining 23 territories were excluded because they report combined (1 owner that owns 7 territories, 4 owners that own 3 territories, and 2 owner that owns 2 territories each but report as 1).
- (c) This table includes territories opened in each year from 2009 through December 31, 2024 with the distribution of start dates as follows: 15 franchised territories opened in 2024; 12 franchised territories opened in 2023; 11 franchised territories opened in 2022; 20 franchised territories opened in 2021; 7 franchised territories opened in 2020; 2 franchised territories opened in 2018; 3 franchised territories opened in 2017; 2 franchised territories opened in 2013 and 1 franchised territory opened in 2009. We consider a territory to be open once they have completed their training and their assigned door opening task.
- (d) This table includes 21 territories signed up under our reduced fee optionality program. Of the 23 territories excluded for not being open more than a year, 2 of the territories was also enrolled in this program. Of the 23 territories that were excluded for reporting combined, 9 were also enrolled in the reduced optionality program (1 owner that owns 4 territories, 1 owner that owns 3 territories, and 1 owner that owns 2 territories). Of the 17 territories excluded for being held for resale or termination, not being developed or had been transferred, 4 of were also enrolled in the reduced optionality program. Notably, franchisee gross revenues are not impacted by this program.

Table B Notes

- (a) Table B provides the annual Gross Sales reported by the franchisees, and aggregates Gross Sales by owner regardless of the number of territories they may own. As a result, the data represented in this table may be more favorable than the data reported by franchise territory as represented in Table A.
- (b) Of the 65 franchisees listed in Table B, 12 of the included franchisees own 2 territories and 6 of the included franchisees own 3 territories.
- (c) 22 territories' sales were excluded from these tables because it had not been in operation for a year. 18 territories were excluded for the purpose of this disclosure because the territories were either held for resale or termination, not reporting correctly, had not been developed or had transferred territories during the 2025 calendar year.
- (d) For the distribution of start dates, see Table A Note (c).

Additional Notes

- (a) "Annual Gross Estate Sales" means the total revenue of all estate sales generated during the 2025 calendar year.
- (b) "Average Gross Estate Sales" means the total revenue generated by a subset divided by the number of outlets in that subset.
- (c) "Median Gross Estate Sales" means the middle revenue value within the subset.
- (d) **Some outlets have sold this amount. Your individual results may differ. There is no assurance that you will sell this much.**
- (e) The figures for franchises in operation for 60 months or greater includes the gross sales of our former affiliate, Blue Ribbon Business Ventures, LLC. For the 12 months ending December 31, 2025, this former affiliate's gross sales were \$746,699 and were derived from a territory with a population of 647,152 people. In contrast, your territory will likely contain a population of approximately 400,000 people.
- (f) 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 David Tarr at Blue Moon Franchise Systems, LLC, 900 Wilshire Drive, Suite 102. Troy, MI 48084-1600, (248) 499-5190, dtarr@bestlifebrands.com, the Federal Trade Commission and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

TABLE 1 - SYSTEM-WIDE OUTLET SUMMARY FOR YEARS 2023-2025 (AS OF DECEMBER 31 OF EACH YEAR)				
OUTLET TYPE	YEAR	OUTLETS AT THE START OF THE YEAR	OUTLETS AT THE END OF THE YEAR	NET CHANGE
Franchised	2023	92	109	+17
	2024	109	123	+14
	2025	123	136	+13
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	92	109	+17
	2024	109	123	+14
	2025	123	136	+13

TABLE 2 - TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2023 TO 2025		
STATE	YEAR	NUMBER OF TRANSFERS
California	2023	0
	2024	0
	2025	1
Colorado	2023	0
	2024	2
	2025	1
Florida	2023	1
	2024	0
	2025	0
Georgia	2023	2
	2024	0
	2025	0
Massachusetts	2023	0
	2024	2
	2025	1
Michigan	2023	0
	2024	2
	2025	0
Minnesota	2023	3
	2024	0
	2025	0
New Hampshire	2023	0
	2024	1
	2025	0
New Jersey	2023	0
	2024	1
	2025	0