

ITEM 18

PUBLIC FIGURES

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

As of December 31, 2024, we had one affiliate-owned Club operating in Roswell, Georgia, which operated for the full calendar year. The first chart below is an historical representation of the monthly gross sales, operating expenses, and net operating income achieved during the period from January 1, 2024 through December 31, 2024. This period represents the 6th full month of operation through the 17th full month of operation.

The second chart below is an historical representation of the average daily gross sales, operating expenses, and net operating income achieved during the same period.

We had one additional affiliate-owned Club and nine franchisee-owned Clubs that did not operate for the full calendar year and thus did not meet the standard for reporting meaningful financial performance representations. Our Club in Fort Wayne, Indiana, was initially opened by a franchisee but was reacquired by our affiliate in October 2024. This reacquired Club did not operate for the full calendar year and thus did not meet the standard for reporting meaningful financial performance representations.

This outlet has earned these amounts. Your individual results may differ. There is no assurance that you'll earn as much.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Membership Revenue	\$96,188	\$97,535	\$101,576	\$97,564	\$105,651	\$103,783	\$121,125	\$131,683	\$127,334	\$128,273	\$129,354	\$140,228
Drop-In Revenue	\$20,425	\$7,830	\$8,027	\$5,035	\$10,477	\$7,073	\$8,946	\$6,027	\$7,200	\$3,446	\$6,308	\$8,212
Private Events	\$1,221	\$1,500	\$3,800	\$1,810	\$915	\$550	\$0	\$5,915	\$4,800	\$0	\$1,230	\$0
Other Revenue	\$2,933	\$2,237	\$2,552	\$1,909	\$2,406	\$1,686	\$2,649	\$2,228	\$2,130	\$1,673	\$2,228	\$2,616
Gross Sales	\$120,767	\$109,102	\$115,955	\$106,318	\$119,450	\$113,092	\$132,720	\$145,852	\$141,463	\$133,392	\$139,120	\$151,056
EXPENSES												
Gross Rent (Including NNN)	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824	\$48,824
Labor	\$18,195	\$21,004	\$26,001	\$38,222	\$25,757	\$28,586	\$28,488	\$27,469	\$26,623	\$33,872	\$22,698	\$21,557
Marketing	\$1,051	\$3,363	\$3,007	\$3,372	\$3,009	\$4,069	\$4,231	\$3,867	\$4,292	\$2,715	\$754	\$2,614

Operations	\$4,164	\$3,183	\$8,336	\$7,255	\$4,842	\$4,467	\$4,643	\$5,122	\$4,515	\$3,114	\$4,791	\$6,250
Utilities	\$5,717	\$5,663	\$5,720	\$5,003	\$5,613	\$6,057	\$7,143	\$7,576	\$7,575	\$7,024	\$6,828	\$6,506
Cost of Goods (explanatory note)	\$3,684	\$4,195	\$3,193	\$1,602	\$2,588	\$1,434	\$1,861	\$1,917	\$1,366	\$2,306	\$2,042	\$5,089
CC Processing	\$4,104	\$4,226	\$3,470	\$3,632	\$4,096	\$3,897	\$4,501	\$4,975	\$4,834	\$4,576	\$4,800	\$5,150
Meals & Entertainment			\$712	\$920	\$1,440	\$133	\$897	\$1,334	\$232	\$1,386	\$798	\$32
Dues and Subscriptions	\$221	\$221	\$221	\$221	\$221	\$400	\$222	\$222	\$257	\$222	\$257	\$257
Insurance	\$1,439	\$1,445	\$1,441	\$1,134	\$1,134	(\$1,643)	\$1,134	\$1,134	\$1,134	\$1,134	\$1,134	\$1,134
Ad Fund (1%)	\$1,208	\$1,091	\$1,160	\$1,063	\$1,194	\$1,131	\$1,327	\$1,459	\$1,415	\$1,334	\$1,391	\$1,511
Technology Fee	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Royalty (7%)	\$8,454	\$7,637	\$8,117	\$7,442	\$8,361	\$7,916	\$9,290	\$10,210	\$9,902	\$9,337	\$9,738	\$10,574
Total Expenses	\$97,811	\$101,602	\$110,951	\$119,441	\$107,830	\$106,021	\$113,312	\$114,858	\$111,721	\$116,594	\$104,805	\$110,249
Net Operating Income	\$22,957	\$7,500	\$5,003	(\$13,124)	\$11,620	\$7,072	\$19,408	\$30,995	\$29,742	\$16,798	\$34,314	\$40,807

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Average Daily Revenue	\$3,896	\$3,762	\$3,740	\$3,544	\$3,853	\$3,770	\$4,281	\$4,705	\$4,715	\$4,303	\$4,637	\$4,873
Average Daily Expenses	\$3,155	\$3,504	\$3,579	\$3,981	\$3,478	\$3,534	\$3,655	\$3,705	\$3,724	\$3,761	\$3,494	\$3,556
Average Daily NOI	\$741	\$259	\$161	(\$437)	\$375	\$236	\$626	\$1,000	\$991	\$542	\$1,144	\$1,316

Notes:

1 – Gross Sales means the entire gross receipts of every kind and nature from all products and services sold in, from, or in association with the Club and excluding only the following: (a) the amount of any sales tax levied upon retail sales which is payable to the appropriate governmental authorities (and subsequently actually paid to these authorities), and (b) refunds made in good faith in accordance with our policies.

2 – In February of 2024, the Club in Roswell, GA stopped selling memberships and instituted a membership waitlist. The Club also significantly reduced the hours in which it allowed non-members into the Club.

3 – The data included in this financial performance representation was drawn from our affiliate's POS system and has not been audited.

4 – In May of 2024, the Club in Roswell, GA eliminated the membership waitlist and began selling memberships again.

5 – In November of 2024, the Club in Roswell, GA capped its membership and reinstated a membership waitlist.

6 – Legal, accounting, and professional services are not included in the operating expenses

7 – There were three payroll periods in April and October because we operate on a bi-weekly 26 annual pay period basis.

We offered the same services to the outlet included in this financial performance representation. The outlet included in this financial performance representation provides the same products and services to the public as you will. Ace Pickleball Clubs report gross sales information to us based upon a uniform reporting system. Written substantiation for this financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Ace Pickleball Club Franchise, LLC does not make any financial 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 Joe Sexton, 33 Mansell Court, Roswell, Georgia, 30076, 916-524-2046, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	8	+8
Company-Owned*	2022	0	0	0
	2023	0	1	+1
	2024	1	3	+2
Total Outlets	2022	0	0	0
	2023	0	1	+1
	2024	1	11	+10

*The company-owned outlets reflected in this Item 20 are owned by our affiliates as described in Item 1.

Table No. 2
Transfer of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2022 to 2024

State	Year	Number of Transfers
All States	2022	0
	2023	0
	2024	0
Totals	2022	0
	2023	0
	2024	0