Provision	Section in Franchise Agreement	Summary
v. Choice of Forum	Section 10(A)	Any non-arbitration litigation arising, directly or indirectly, from the franchise relationship, must be commenced and maintained, at our election, in South Dakota.
w. Choice of Law	Section 10(A)	The provisions of the Franchise Agreement will be governed by the laws of South Dakota unless the laws of your state require that its laws apply.

Note: Please see state specific addenda in Exhibit C.

Item 18: Public Figures

We do not 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.

The following tables establish certain historic performance of Covered My Place Hotels operating in the United States for the year 2025 (as set forth under the heading "2025 Historic Performance". Covered My Place Hotels, as used in this Item 19, means hotels that were open and capable of accepting reservations and bookings on or before December 31, 2025, are comprised of forty-six to eighty-five rooms, that offer similar services, and have operated for at least one year. No Covered My Place Hotels received special

consideration. No material differences exist in the average occupancy, average daily rate, or any figures represented under Item 19 between Company-owned Outlets or Franchised Outlets. Unless otherwise noted, the following historic financial performance and occupancy statistics are based on the 71 Covered My Place Hotels in 2025. Please review footnotes for further explanation.

2025 Historic Performance

As of December 31, 2025, there were a total of 78 My Place Hotels (or outlets), of which 71 hotels qualified as Covered My Place Hotels. These 71 Covered My Place Hotels were comprised of 25 company-owned outlets and 46 franchised outlets and were included in the representation shown in the following 2025 Historic Performance tables.

Occupancy

All Hotels as of 12/31/2025

Average Occupancy	High Occupancy	Low Occupancy	Median Occupancy	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
64%	87%	34%	65%	71	39	55%

Franchised Hotels as of 12/31/2025

Average Occupancy	High Occupancy	Low Occupancy	Median Occupancy	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
65%	87%	34%	65%	46	23	50%

Company Owned Hotels as of 12/31/2025

Average Occupancy	High Occupancy	Low Occupancy	Median Occupancy	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
63%	82%	40%	64%	25	13	52%

Brand Contribution for Covered My Place Hotels is 66.3%. Brand Contribution includes all brand-channel bookings and any bookings by Stay Rewarded members, regardless of channel.

ADR (Average Daily Rate)

All Hotels as of 12/31/2025

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
$ 100.76	$203.90	$63.75	$94.92	71	28	39%

Franchised Hotels as of 12/31/2025

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
$97.42	$138.63	$75.45	$93.18	46	19	41%

Company Owned Hotels as of 12/31/2025

Average ADR	High ADR	Low ADR	Median ADR	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
$106.90	$203.90	$63.75	$98.88	25	8	32%

STR Occupancy Index to Midscale (STR Occupancy Index)[21]

All Hotels as of 12/31/2025

Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
111.2	150.7	59.1	112.6	71	39	55%

Franchised Hotels as of 12/31/2025

Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
112.7	150.7	59.1	112.8	46	23	50%

Company Owned Hotels as of 12/31/2025

Average Midscale Occ Index	High Midscale Occ Index	Low Midscale Occ Index	Median Midscale Occ Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
108.5	141.7	68.8	110.6	25	13	52%

[21] STR Occupancy Index only includes the Covered My Place Hotels that reported to Smith Travel Research, Inc. ("STR").

STR ADR Index to Midscale (STR ADR Index)[22]

All Hotels as of 12/31/2025

Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
100.9	204.1	63.8	95	71	28	39%

Franchised Hotels as of 12/31/2025

Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
97.5	138.8	75.5	93.3	46	19	41%

Company Owned Hotels as of 12/31/2025

Average Midscale ADR Index	High Midscale ADR Index	Low Midscale ADR Index	Median Midscale ADR Index	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
107	204.1	63.8	99	25	8	32%

[22] STR ADR Index only includes the Covered My Place Hotels that reported to Smith Travel Research, Inc. ("STR").

Stay Rewarded (Guest Loyalty Program – Stay Rewarded®)[23]						
Room Night Contribution						
All Hotels as of 12/31/2025						
Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
55%	90%	9%	53%	71	33	46%
Franchised Hotels as of 12/31/2025						
Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
48%	89%	9%	49%	46	26	57%
Company Owned Hotels as of 12/31/2025						
Average Stay Rewarded Room Night Contribution	High Stay Rewarded Room Night Contribution	Low Stay Rewarded Room Night Contribution	Median Stay Rewarded Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
67%	90%	34%	67%	25	13	52%

[23] Contribution percentage is calculated by taking the number of room nights rented by Stay Rewarded members divided by the total sum of room nights rented over the same period.

Length of Stay

Room Night Contribution

All Hotels as of 12/31/2025

Length of Stay Tier	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
1-6 Nights	56%	93%	18%	57%	71	38	54%
7-14 Nights	11%	35%	3%	10%	71	24	34%
15-29 Nights	9%	42%	0%	8%	71	30	42%
30+ Nights	24%	64%	2%	22%	71	29	41%

Franchised Hotels as of 12/31/2025

Length of Stay Tier	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
1-6 Nights	58%	93%	18%	58%	46	23	50%
7-14 Nights	11%	35%	3%	10%	46	15	33%
15-29 Nights	9%	42%	0%	8%	46	19	41%
30+ Nights	23%	64%	2%	19%	46	20	43%

Company Owned Hotels as of 12/31/2025

Length of Stay Tier	Average Room Night Contribution	High Room Night Contribution	Low Room Night Contribution	Median Room Night Contribution	# of Hotels	# of Hotels Exceeding Average	% of Hotels Exceeding Average
1-6 Nights	52%	76%	22%	49%	25	11	44%
7-14 Nights	12%	32%	6%	10%	25	9	36%
15-29 Nights	9%	15%	3%	7%	25	11	44%
30+ Nights	27%	57%	9%	26%	25	11	44%

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

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

Except for the specific financial representations and disclosures above, 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 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 Ryan Rivett, 1910 8th Avenue Northeast, Aberdeen, South Dakota 57401, 605-725-5974, the Federal Trade Commission, and the appropriate state regulatory agencies.

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Item 20: Outlets and Franchisee Information

Table No. 1

Systemwide Outlet Summary
For years 2023 to 2025

Outlet Type	Year	Outlets At The Start Of Year	Outlets At The End Of The Year	Net Change
Franchised	2023	44	49	5
	2024	49	51	2
	2025	51	52	1
Company-Owned	2023	22	21	-1
	2024	21	22	1
	2025	22	26	4
Total Outlets	2023	66	70	4
	2024	70	73	3
	2025	73	78	5

Table No. 2

Transfers of Outlets from Franchisees to New Owners
(other than Franchisor)

For years 2023 to 2025

State	Year	Number of Transfers
Arizona	2023	0
	2024	0
	2025	1
Idaho	2023	0
	2024	0
	2025	1
Iowa	2023	0
	2024	1
	2025	0