

Item 18

PUBLIC FIGURES

We currently 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 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 historical information presents data concerning certain business segments of (i) a DOXA business located in Garden City, ID (the “Affiliate Location”) and operated from November 2020 until December 2025 by our parent, Parent, and our affiliates, Operations and Development during the time periods outlined in Item 1, for the time period from January 1, 2023 through December 31, 2025 for Tables B and C; and (ii) our first DOXA franchised business (“Franchisee 1”) for the time period from March 1 through December 31, 2025 for Tables B and C. Tables A and D provide data for the 2025 fiscal year by month. As of December 31, 2025, we had 5 franchisees open. We are not including the data of 4 franchisees because each of them opened after March 1, 2025.

The data presented relates to key components of the Affiliate Location and the Franchised Location’s businesses (collectively, referred to as the “Disclosed Locations” that will be similar to the business segments that a prospective franchisee will operate as part of its franchised DOXA business. The Notes below Table D define or explain the terms used in this Item 19.

TABLE A – Number of Billing Clients and Seats

	Franchisee Clients	Franchisee Seats	Corporate Clients	Corporate Seats
January	N/A	N/A	144	688
February	N/A	N/A	151	725
March	22	50	165	742
April	22	51	169	749
May	23	57	169	756
June	27	60	167	774
July	24	58	172	789
August	23	59	171	784

	Franchisee Clients	Franchisee Seats	Corporate Clients	Corporate Seats
September	27	65	170	784
October	29	71	164	780
November	29	72	161	768
December	30	77	161	765

TABLE B – Monthly Client Rate per Seat

Location	Average Client Rate per Seat	Median Client Rate per Seat	Low Client Rate per Seat	High Client Rate per Seat	Number / Percent of Seats at/above Average Client Rate
Franchisee 1	\$ 2,633.52	\$ 2,590.06	\$ 1,860.00	\$ 4,423.18	30/40%
Corporate	\$ 2,675.51	\$ 2,519.60	\$ 1,374.15	\$ 7,525.91	285/37.5%

TABLE C - Markup on Monthly Base Rate per Seat

Location	Average Markup	Median Markup	Low Markup	High Markup	Number of Seats at or above Average Markup
Franchisee 1	\$ 557.63	\$ 529.60	\$ 173.84	\$ 894.00	31/40%
Corporate	\$ 528.12	\$ 506.04	\$ 274.15	\$ 1,218.91	332/44%

TABLE D – Franchisee Monthly Markup Share

	Franchisee 1 Monthly Markup Share
January	N/A
February	N/A
March	\$ 8,708.85
April	\$ 9,916.08
May	\$ 10,427.02
June	\$ 10,972.83
July	\$ 11,355.62
August	\$ 11,654.95
September	\$ 12,924.97
October	\$ 14,647.11
November	\$ 16,215.71
December	\$ 17,627.65

Notes:

1. “Seat” means a single full-time employee position placed with a client. Our DOXA operational standard is to recommend that clients place a minimum of 3 seats within 6 months of signing the client account agreement. In this Item 19, “client account agreement” refers to an agreement between a Disclosed Location and a client.
2. “Client Rate” means the monthly fee paid by client under a client account agreement with respect to each person filling a Seat with the client under the client account agreement. Client Rate specifically excludes Pass-Through Costs and sales taxes, if any, which were collected from clients and paid to the appropriate taxing authority. The “Low Client Rate” is the actual lowest Client Rate charged by a Disclosed Location to a client and represents an entry-level position/Seat filled with a client. The “High Client Rate” is the actual highest Client Rate charged by a Disclosed Location to a client and represents a management-level position/Seat filled with a client. Franchisees are not restricted with respect to the type of employee position/Seat that they may pursue to fill with a client (i.e., there is no restriction with respect to an industry or level of the position).

“Pass-Through Costs” means costs that a client agrees to incur with respect to each person filling a Seat with the client under a client account agreement, which are in excess of the Base Rate, which are separately identified on the client invoice and to which no Markup is applied. Pass-Through Costs include, without limitation, overtime, bonuses, client purchases on behalf of the offshore talent, meals provided to talent, and talent travel expenses.

3. “Markup” is the amount added to the Base Rate (Fully Loaded Cost) to arrive at the total price charged to the client, i.e., the Client Rate. “Base Rate” means the total cost incurred by a Disclosed Location in providing services under a client account agreement, including, without limitation, all compensation and benefits paid by a Disclosed Location to each person filling a position with a client or otherwise providing services to a client on behalf of a Disclosed Location, including all occupancy costs, separation costs, mark-ups, infrastructure fees, cost of equipment, subscription fees, subsidies, incidental benefit costs and all taxes and all other fees, charges and assessments imposed by any governmental authority. Base Rate specifically excludes Pass-Through Costs.
4. Monthly Markup Share means the remaining 40% of the Markup after retaining our portion, which is determined by subtracting the Base Rate from the Client Rate to arrive at a Markup.

Parent did not pay a Markup Share and did not spend as much on local marketing activities as a franchisee will. In addition, Parent may have had more employees operating at the corporate location than a new franchisee will likely have, as a franchisee may begin operations on their own with no additional employees (and Parent had two employees operating its DOXA business during the reporting period (January 2023 through December 2025) and a third employee for a 12-month portion of the reporting period). Parent had also been in operation for five years. Additionally, while Franchisee 1 officially opened as a DOXA franchised business in March 2025, immediately prior to becoming a DOXA franchisee, this person operated as a part-time Referral Partner for

DOXA Talent, allowing it to build a pipeline of clients prior to the official opening of its DOXA franchised business. This client pipeline as of March 1, 2025, was transferred to the franchise entity. Other than these factors, there are no material financial or operational differences between the Disclosed Locations and a franchised location.

Additional Notes:

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

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

Other than the preceding financial performance representation, DOXA TALENT FRANCHISING LLC does not make any other 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 Christina Chambers at 9169 W. State St., #775, Garden City, ID 83714; telephone (208) 609-4256, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1
Systemwide 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 Outlets	2023	0	0	0
	2024	0	0	0
	2025	0	5	+5
Company-Owned	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Totals	2023	1	1	0
	2024	1	1	0
	2025	1	6	+5