

Provision	Section in Franchise Agreement	Summary
q. Non-competition covenants during the term of the franchise	Sections 8.8 and 9.7-9.8	You may not engage in any business that interferes with your obligation to manage your franchised business.
r. Non-competition covenants after the franchise is terminated or expires	Section 14.1	Subject to applicable state law, no competition is allowed for 2 years within a 50-mile radius of your franchised business or of any other Set the Stage franchised business in operation at the time your agreement expires or is terminated.
s. Modification of the Franchise Agreement	Section 19.8	No modification without written agreement, but we may change the Operating Manual without your consent
t. Integration/merger clause	Section 19.12	Only terms of the Franchise Agreement (including Schedules and Addenda) are binding. Nothing in the Franchise Agreement or in any related agreement is intended to disclaim the representations we make in the Franchise Disclosure Document. Any representations or promises outside of the Franchise Disclosure Document and other agreements may not be enforceable.
u. Dispute resolution by arbitration or mediation	Section 18	Arbitration to be held in Salt Lake County, Utah (subject to applicable state law)
v. Choice of forum	Section 19.1	Litigation in state or federal courts in Salt Lake County, Utah (subject to applicable state law)
w. Choice of law	Section 19.1	Utah law applies (subject to applicable state law) except as otherwise provided in the Franchise Agreement and except in those states whose franchise laws require exclusive application and except to the extent governed by the United States Trademark Act.

See the State Law Addendum (Exhibit J) for additional, state-specific disclosures and amendments.

ITEM 18. PUBLIC FIGURES

We currently do not use any public figure to promote the sale of 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.

The term “Gross Revenue”, as used in this Item 19, means all receipts or benefits of every kind and nature whatsoever received by you directly or indirectly in connection with the operation of the Set the Stage business, including all revenue from all sources, including design income, pre-consult fees, and furniture, fixtures and other inventory sales, but does not include taxes paid by clients, credit card rebates or credit card fees. This term is consistent with the definition of Gross Revenues used in the Franchise Agreement.

Company-Owned Location

As of December 31, 2025, we have 1 company-owned location, which is owned and operated by our affiliate, Set The Stage Salt Lake Valley, LLC. This company-owned location has been in operation since May 2016, and is located in the Salt Lake City, Utah metropolitan area. This company-owned location offers the same products and services that our franchised locations are expected to offer. The Gross Revenue of this company-owned location for 2025 was \$654,269. All figures and amounts are rounded to the nearest tenth of a percent or whole number or dollar unless otherwise noted.

Franchised Outlets

As of December 31, 2025, there were 113 franchised Set the Stage locations. We have excluded the results of 65 franchised locations that opened in 2025, and therefore were not open for the entire 12-month period ended December 31, 2025. The information in the charts below is taken from the 48 franchised locations that were open and operating for the entire 12-month period ended December 31, 2025 (“Reporting Franchisees”). The earliest of these Franchised Locations opened in 2022 and the most recent of these Franchised Locations opened in 2024. The historical Gross Revenue of the Reporting Franchisees in 2025 is stated as follows:

2025 Gross Revenue – Reporting Franchisees (1)					
Average Gross Revenue (2)	Median Gross Revenue	Lowest Gross Revenue	Highest Gross Revenue	Met or Exceeded Average	
				Number	Percentage
\$679,723	\$566,850	\$225,435	\$1,359,756	10	20.8%

Notes:

(1) All figures and amounts are rounded to the nearest tenth of a percent or whole number or dollar unless otherwise noted.

(2) The “Average” was calculated by taking the total amount of Gross Revenue by Reporting Franchisees and dividing by the number of Reporting Franchisees.

General Notes to Item 19 Information

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

We have provided this information based on unaudited information provided to us by our affiliate and franchisees. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

As a reminder, the Gross Revenue amounts do not reflect the cost of sales, operating expenses, or other costs or expenses, that must be deducted from the Gross Revenue figures to calculate net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Set the Stage Franchised Business.

Other than as set forth above, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised Set the Stage 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 Set the Stage 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 Courtney Clark, 10446 S 1055 W, Ste 101, South Jordan, Utah 84096, 801-750-1700, 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 TO 2025 (1)

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	1	11	+10
	2024	11	48	+37
	2025	48	113	+65
Company Owned (2)	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total	2023	2	12	+10
	2024	12	49	+37
	2025	49	114	+65

(1) The numbers for each year are as of December 31.

(2) This outlet is owned by our affiliate, Set The Stage Salt Lake Valley, LLC.