

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATION

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.

**GROSS RECEIPTS OF AFFILIATE-OWNED BUSINESS
FOR CALENDAR YEAR 2025**

The table below displays the annual Gross Receipts of our affiliate-owned COMPLETE WEDDINGS + EVENTS business that was in operation during the full 2025 calendar year. Our affiliate-owned business pays Royalties to us in the same manner as franchised COMPLETE WEDDINGS + EVENTS businesses.

Gross Receipts
\$2,061,551.14

TABLE NO. 2

**GROSS RECEIPTS OF FRANCHISED BUSINESSES
FOR CALENDAR YEAR 2025**

There were 81 franchised COMPLETE WEDDINGS + EVENTS businesses in operation at the end of the 2025 calendar year. The table below displays the average annual Gross Receipts of the 70 franchised COMPLETE WEDDINGS + EVENTS businesses that were in operation during the full 2025 calendar year. This financial performance representation does not include financial performance data related to: 7 franchised businesses that opened during the year; and 4 franchised businesses that were transferred and had not been in operation by the new owner for a full calendar year.

	Systemwide	Top Third	Middle Third	Bottom Third
Number of Franchised Businesses	70	23	23	24
Average Gross Receipts	\$322,160.76	\$645,897.24	\$228,358.94	\$101,806.70
Range of Gross Receipts	\$21,119.00 - \$2,393,115.60	\$328,666.27 - \$2,393,115.60	\$160,642.50 - \$312,130.00	\$21,119.00 - \$153,685.00
Median Gross Receipts	\$208,376.66	\$485,160.00	\$218,935.21	\$103,477.73

	Systemwide	Top Third	Middle Third	Bottom Third
No. and Percentage of Franchised Businesses at or above Average Gross Receipts	22 / 31%	6 / 30%	11 / 48%	11 / 54%

Item 19 Notes:

1. “Gross Receipts” is defined as the aggregate amount of all sales of goods and any other merchandise, and the aggregate of all charges for services performed (including service charges in lieu of gratuity), whether for cash, on credit or otherwise, made and provided at or in connection with the COMPLETE WEDDINGS + EVENTS business, including off-premises sales and monies derived at or away from the business. The term “Gross Receipts” does not include any federal, state, municipal or other sales, value added or retailer’s excise taxes paid or accrued. The term “Gross Receipts” does not include net returns on saleable goods and discounts allowed to customers on sales, but is not modified or reduced for uncollected accounts. “Gross Receipts” will include all revenues or receipts of any kind derived from the sale of products or services generated through leads realized by the operation of the business, including wedding consultation, sale of products or services for weddings, celebrations, anniversaries and corporate functions which are initially generated from leads obtained by or through the business. For purposes of the royalty fee, the sale is made at the time of delivery of the product or service.
2. The COMPLETE WEDDINGS + EVENTS businesses reflected in this financial performance representation offer services for sale that are substantially similar to the services that you will offer for sale in your Business.
3. The results shown in this financial performance representation for our affiliate-owned COMPLETE WEDDINGS + EVENTS business were prepared from data compiled in the ordinary course of business by our employees and is based on the performance of our affiliate-owned business that has a territory located in Iowa and Nebraska. The results are unaudited.
4. The results shown in this financial performance representation for the franchised COMPLETE WEDDINGS + EVENTS businesses were prepared from reports provided to us by our franchisees. The results are unaudited.
5. Written substantiation for the financial performance representation will be made available to you upon reasonable request.
6. **Some COMPLETE WEDDINGS + EVENTS businesses have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.**
7. This information included in this Item 19 constitutes a historic financial performance representation and is not a forecast of future financial performance.

Other than the preceding financial performance representation, 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 Eric Maas, 110 North 9th Street, Omaha, Nebraska 68102 (402) 339-0001.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

**Table #1 Systemwide Outlet Summary
For Years Ending December 31, 2023, 2024, 2025**

OUTLET TYPE	YEAR	OUTLETS AT THE START OF THE YEAR	OUTLETS AT THE END OF THE YEAR	NET CHANGE
Franchised*	2023	66	68	+2
	2024	68	78	+10
	2025	78	81	+3
Company Owned	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	67	69	+2
	2024	69	79	+10
	2025	79	82	+3

**Table #2 Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor)
For Years Ending December 31, 2023, 2024, 2025**

STATE	YEAR	NUMBER OF TRANSFERS
CA	2023	0
	2024	0
	2025	1
FL	2023	1
	2024	0
	2025	0
GA	2023	2
	2024	0
	2025	0
IL	2023	0
	2024	0
	2025	1
MO	2023	0
	2024	0
	2025	1
NH	2023	0
	2024	0
	2025	1
NM	2023	1
	2024	0
	2025	0