

v. Choice of forum	Section 19.J in Franchise Agreement  AND  Section 9.D in Area Development Agreement	You must sue us in a court in or nearest to Franklin, Tennessee (subject to state law).
w. Choice of law	Section 19.J in Franchise Agreement  AND  Section 10.D in Area Development Agreement	Tennessee (subject to state law)

Applicable state law might require additional disclosures related to the information contained in this Item 17. These additional disclosures, if any, appear in Exhibit I.

**ITEM 18**  
**PUBLIC FIGURES**

The following public figures own interests in D1 Aggregator and are sometimes seen in advertising materials we provide to prospective franchisees: Marques Colston, Chris Paul, Peyton Manning, Tim Tebow, Philip Rivers, Michael Oher, Roy Hibbert, Rudy Gay, Von Miller, Joe Nathan, Chipper Jones, and Jeff Green. Additionally, the following public figures appear in advertising materials we provide to prospective franchisees: Randall Cobb, Barry Cofield, Jacob Hester, Jeff Teague, Josh Hill, Sammy Watkins, Tre Boston, and Jaylen Watkins. We do not currently compensate any public figure or provide them with any other benefit for appearing in those materials.

None of these public figures have any management or other control of us.

**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 the information is included in the Franchise 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 acquiring; 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 financial performance representation contained in this Item 19 is a statement of the historical Gross Revenue of certain D1 Training facilities for the measurement period described below. It is not a forecast, projection or estimate of the revenue, costs or profit that any prospective franchisee may achieve.

## 1. Summary of Gross Revenue

The table below presents the 2025 Gross Revenue of the 83 D1 Training facilities in the United States that met the inclusion criteria described in Section 4 of this Item 19. These 83 facilities generated combined Gross Revenue of \$45,843,311 during the measurement period (1 January 2025 through 31 December 2025). A total of 116 facilities were excluded from the analysis because they did not meet the inclusion criteria; the categories of exclusion and the rationale for each are set out in Section 5.2 below.

<b>Metric</b>	<b>Amount</b>	<b>Metric</b>	<b>Amount</b>
<b>Facilities in Analysis</b>	83	<b>Average (Mean) Gross Revenue</b>	\$552,329
<b>Median Gross Revenue</b>	\$507,699	<b>Range (Low – High)</b>	\$165,489 – \$1,686,158
<b>Facilities At or Above the Mean</b>	36 (43.4%)	<b>Facilities At or Above the Median</b>	42 (50.6%)

Of the 83 facilities in the analysis, 36 facilities (43.4%) achieved Gross Revenue at or above the network average of \$552,329, and 42 facilities (50.6%) achieved Gross Revenue at or above the median of \$507,699.

## 2. Quartile Analysis of Gross Revenue

To illustrate the spread of Gross Revenue, the 83 facilities have been ranked from highest to lowest 2025 Gross Revenue and divided into four approximately equal-sized quartiles. The table below shows the number of facilities, the average, the median, the range of Gross Revenue, and the number of facilities within each quartile that achieved Gross Revenue at or above the network-wide average of \$552,329.

<b>Quartile</b>	<b>n</b>	<b>Average</b>	<b>Median</b>	<b>Range (Low – High)</b>	<b>At/Above Network Avg</b>
Top Quartile (Highest 25%)	21	\$888,671	\$770,796	\$661,953 – \$1,686,158	21 above / 0 below
Second Quartile	21	\$577,082	\$576,848	\$507,699 – \$660,134	15 above / 6 below
Third Quartile	21	\$433,651	\$446,978	\$377,292 – \$493,646	0 above / 21 below
Fourth Quartile (Lowest 25%)	20	\$297,791	\$306,186	\$165,489 – \$371,909	0 above / 20 below

The quartile analysis above illustrates the substantial variation in Gross Revenue across the D1 network. Top Quartile facilities achieved an average of \$888,671 while Fourth Quartile facilities averaged \$297,791.

### Excluded facilities – operating model non-conformance (for comparison only)

For comparison purposes only, the table below shows the Gross Revenue range of the 20 facilities excluded from the analysis under the "Did not align with the D1 operating model" exclusion category (see Section 4.2 below). These facilities were unable to adhere to the standard D1 operating model for the entire measurement period and therefore, in the view of D1, do not adequately reflect the performance of the D1 operating model. The figures below are not included in the quartile analysis above or in any other averages, medians, ranges or cohort figures in this Item 19.

	n	Average	Median	Low	High
Excluded – Operating Model	20	\$281,609	\$287,128	\$154,922	\$448,768

### 3. Performance Cohorts

*Given the variation in facility size and operating history across the D1 network, the following cohort analyses are provided so that a prospective franchisee can assess performance against facilities that are most comparable to the opportunity being offered under this Franchise Disclosure Document.*

#### 3.1 Cohort analysis by facility size (square footage)

Gross Revenue may vary with facility size. Most D1 Training facilities in the analysis are in the Small (<8,000 sqft) cohort, which is the cohort most representative of the prototypical facility contemplated by this Franchise Disclosure Document. The average operating history is shown for each cohort in the rightmost column.

Facility Size Cohort	n	Average	Median	Low	High	Avg. Operating History
Small (<8,000 sqft)	66	\$483,930	\$461,223	\$165,489	\$1,396,249	3.1 years
Medium (8,000–14,999 sqft)	10	\$670,424	\$646,025	\$432,816	\$954,324	6.4 years
Large (15,000–19,999 sqft)	4	\$929,997	\$863,344	\$703,945	\$1,289,355	10.4 years
Extra Large (20,000+ sqft)	3	\$1,159,895	\$1,043,646	\$749,881	\$1,686,158	16.2 years

**Important:** *The larger facility size cohorts consist predominantly of facilities that have been operating for significantly longer than the smaller facility cohorts. For example, the Extra Large (20,000+ sqft) facilities have an average operating history of 16.2 years compared to 3.1 years for the Small (<8,000 sqft) cohort. The higher average Gross Revenue of larger facilities therefore reflects, in substantial part, the benefit of more established operations, longer-term membership bases, and greater market recognition built up over many years. A prospective*

franchisee should not assume that a larger facility will immediately achieve higher revenue simply by virtue of its size. The fees, costs, expenses and estimates set out elsewhere in this Franchise Disclosure Document (including in Items 5, 6 and 7) are based on the prototypical D1 Training facility contemplated by this Franchise Disclosure Document and do not include costings or estimates for larger facility sizes. D1 estimates that the fees, costs, expenses and initial and ongoing investment for a larger facility would be materially higher than the fees, costs and estimates outlined in this Franchise Disclosure Document.

### 3.2 Cohort analysis by facility age

Gross Revenue tends to increase as a facility matures. The table below divides the 83 facilities into those that have been operating for less than two years and those that have been operating for two years or more, measured as at 31 December 2025.

Facility Age (at 31 Dec 2025)	n	Average	Median	Low	High
Under 2 years	26	\$492,532	\$519,823	\$218,417	\$843,333
2 years and over	57	\$579,605	\$493,646	\$165,489	\$1,686,158

### 3.3 Cohort analysis by ownership (franchised vs. company-owned)

Of the 83 facilities included in the analysis, 75 are franchised and 8 are company-owned (references in this Item 19 to "company-owned" include affiliate-owned facilities). Of the 8 company-owned facilities, 4 are owned and operated by D1 or its direct affiliates and 4 are owned and operated by 45 Sports LLC (see Note (b) below). The table below separately states the average Gross Revenue for each ownership cohort. Two of the 4 D1 corporate-owned facilities were reacquired from franchisees during the 2025 measurement period and therefore did not operation under D1 corporate ownership for the full 12 months; the rationale for their inclusion notwithstanding the general ownership-continuity criterion is explained in Note (c) below.

Ownership Cohort	n	% of Analysis	Average	Franchised-only vs. Blended
Franchised facilities (Note a)	75	90.4%	\$534,745	\$-17,584 vs. blended mean of \$552,329
Company-owned facilities (Notes b & c)	8	9.6%	\$717,183	+\$164,854 vs. blended mean of \$552,329
<b>All facilities (blended – as shown in Section 1)</b>	<b>83</b>	<b>100.0%</b>	<b>\$552,329</b>	—

**Note (a) – Franchised facilities.** "Franchised facilities" means facilities owned and operated by an independent franchisee of D1 Sports Franchise, LLC under a signed Franchise Agreement. Franchised facilities pay the standard Royalty (7% of Gross Sales, or the Minimum Royalty Fee if higher) and Brand Fund contribution (2% of Gross Sales, or \$250 per month if higher) set out in Item 6 of this Franchise Disclosure Document, and are subject to the other standard fees described in Item 6. **A prospective franchisee may find the franchised-only average of \$534,745 to be the**

**most directly comparable data point when evaluating the opportunity offered under this Franchise Disclosure Document.**

**Note (b) – 45 Sports LLC facilities.** 4 of the 8 company-owned facilities are owned and operated by 45 Sports LLC ("45 Sports"). 45 Sports is a company owned by Will Bartholomew and Austin Clark, who are each disclosed as Item 2 persons in this Franchise Disclosure Document. Because of this relationship, 45 Sports facilities are disclosed as company-owned facilities for the purposes of this Item 19 to be consistent with NASAA's Franchise Commentary on Financial Performance Representations. 45 Sports operates under a signed Franchise Agreement and pays the same Royalty and Brand Fund contribution as all other franchisees (see Item 6). 45 Sports is subject to the same standard fees, operating requirements and cost structure as all other franchisees.

**Note (c) – Company-owned facilities (all).** "Company-owned facilities" means facilities owned and operated by D1 or its affiliates (including 45 Sports, as described in Note (b) above). Company-owned facilities are included in the blended averages, medians, ranges and cohort figures shown elsewhere in this Item 19 because (i) all company-owned facilities pay the same Royalty and Brand Fund contribution as franchised facilities, and (ii) all company-owned facilities are subject to the same standard operating cost structure (rent, labor, equipment, supplies and the other fees described in Item 6) as franchised facilities. Two of the 4 D1 corporate-owned facilities — D1 Training – West Nashville and D1 Training – Henderson — were reacquired by D1 from franchisees during the 2025 measurement period and therefore did not operate under continuous D1 ownership for the entire 12 months. Notwithstanding the ownership-continuity criterion set out in Section 4.1, D1 has included these two facilities in the analysis for the following reason: the ownership-continuity criterion exists to exclude facilities where a mid-year change in ownership produces an operational ramp-up period, during which a new owner must learn the franchised system and develop operational proficiency before the facility can perform at a representative level. That rationale does not apply to D1 or its affiliates. D1 created the franchise system and operates multiple facilities under it; it is fully conversant with all operational standards, membership management practices, and cost structures, and was able to operate each reacquired facility in full conformance with the D1 standard operating model from the date of reacquisition without any period of learning or adjustment. D1 therefore considers that including the full-year revenue of these two facilities does not distort the results or mislead a prospective franchisee as to the performance of the D1 system. A prospective franchisee should nevertheless be aware that company-owned facilities represent 9.6% of the facilities in the analysis, and that the average Gross Revenue of company-owned facilities (\$717,183) exceeded the average Gross Revenue of franchised facilities (\$534,745) during the measurement period. The blended network average (\$552,329) is therefore higher than the franchised-only average. Reasons that may contribute to the difference include, without limitation, the maturity of the company-owned facilities, their locations and markets, and continuity of management. Company-owned facility information is also disclosed in Item 20 of this Franchise Disclosure Document.

For a separate analysis of revenue during the initial opening period for facilities that opened during 2025, see Section 4 below.

#### **4. Initial Opening Period Performance**

The analysis in Sections 1 through 3 above presents annual Gross Revenue for established D1 Training facilities that operated for a full calendar year. This Section 4 presents a separate and distinct analysis of revenue during the initial opening period for a different population of facilities