

	<b>Provision</b>	<b>Provision Section in MSDA</b>	<b>Summary</b>
h.	"Cause" defined--defaults which cannot be cured	Section 6	We may terminate immediately upon delivery of written notice to you, with no opportunity to cure if termination results from: your repeated failure to comply with a material requirement of the MSDA; nature of your breach makes it not curable; you are declared bankrupt or become insolvent; you are convicted of violating any law, ordinance or regulation relating to your operation of any Store developed under the MSDA; you suffer termination of any Franchise Agreement related to the MSDA; or you attempt to subfranchise all or part of your rights under the MSDA.
i.	Your obligations on termination/nonrenewal	Section 6	Termination or expiration of the MSDA will not affect your rights under any individual Store Franchise Agreements in effect at that time.
j.	Assignment of contract by us	Section 7	No restriction on our right to assign although our assignee must assume all of our obligations to you.
k.	"Transfer" by you--definition	Section 7	The MSDA cannot be pledged, transferred or sold in whole or in part without our prior written consent.
l.	Our approval of transfer by franchisee	Section 7	We have the right to approve all transfers.
m.	Conditions for our approval of transfer	Section 7	Conditions to any proposed transfer: you are in compliance with the terms of the MSDA and all other agreements between you and us; the proposed transferee has been approved by us as meeting our then-current standards for multiple store franchisees (if applicable); the proposed transferee completes our training program; you have assigned to the proposed transferee your interest in the individual Franchise Agreements for all Stores located in the Development Area; and you pay the applicable transfer fee.
n.	Our right of first refusal to acquire your business	Not Applicable	Not Applicable
o.	Our option to purchase your business	Not Applicable	Not Applicable
p.	Your death or disability	Not Applicable	Not Applicable
q.	Non-competition covenants during the term of the franchise	Not Applicable	Not Applicable
r.	Non-competition covenants after the franchise is terminated or expires	Not Applicable	Not Applicable
s.	Modification of the agreement	Section 9	No modifications generally, except in writing.
t.	Integration/merger clause	Section 9	Only the terms of the MSDA are binding.
u.	Dispute resolution by arbitration or mediation	Section 8	Same as Franchise Agreement.
v.	Choice of forum	Section 8	Same as Franchise Agreement.
w.	Choice of law	Section 8	Same as Franchise Agreement.

### **Item 18.**

#### **Public Figures**

We do not currently 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 if: (1) a franchisor provides actual records of an existing outlet you are considering buying; or (2) a

franchisor supplements the information in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

**Section I: Gross Revenue Information for 12 Months Ending December 31, 2025**

As of December 31, 2025, there were 288 Stores in operation. Of the 288 Stores, 199 Stores were in operation for at least 13 months ending December 31, 2025, involved the same franchisee as the operator, and are included in Tables 1 and 2 below. Of the remaining 89 Stores, 21 stores were excluded because they were transferred during calendar year 2025, 1 was excluded because it was winding down operations and has since closed or is in the process of closing their Store, 1 was excluded due to being a non-traditional format, and 66 Stores were excluded because the Stores started operations (new Stores) after November 30, 2024. As of December 31, 2025, of the 199 Stores referenced above, Tables 1 and 2 below reflect the results for the 150 Stores that were in operation for at least 25 months ending December 31, 2025, 122 Stores that were in operation for at least 37 months ending December 31, 2025, and 103 Stores that were in operation for at least 49 months ending December 31, 2025. The Stores included in Tables 1 and 2 below are referred to as the "Participating Stores."

Table 1 includes the total Average Gross Revenue of Participating Stores during calendar year 2025.

<b>Table 1: Average Yearly Gross Revenue January 1, 2025, to December 31, 2025</b>				
	<b>Open for Over 13 Months</b>	<b>Open for Over 25 Months</b>	<b>Open for Over 37 Months</b>	<b>Open for Over 49 Months</b>
Average Total Gross Revenue for Calendar Year 2025 <sup>1</sup>	\$620,375	\$672,503	\$715,937	\$738,802
Median Total Gross Revenue for Calendar Year 2025	\$581,857	\$620,161	\$666,846	\$673,712
Number of Franchises (and Percentage) that Met or Exceeded Average Gross Revenue	81 / 41%	61 / 41%	48 / 39%	36 / 35%

"Gross Revenues" mean the aggregate amount of all sales of all goods, products and services in connection with the Store, including off-premises sales, but excluding federal, state municipal and other sales, value added, or retailers excise taxes paid.

1. For the time period from January 1, 2025 to December 31, 2025, total Gross Revenue for Stores open for at least 13 months ranged from \$136,498 to \$2,125,455, for Stores open for at least 25 months ranged from \$232,934 to \$2,125,455, for Stores open for at least 37 months ranged from \$241,026 to \$2,125,455, and for Stores open for at least 49 months ranged from \$241,026 to \$2,125,455.

Table 2 includes information comparing the average Gross Revenue attributable to grooming and other services and the average Gross Revenue attributable to retail sales as a percentage of total Gross Revenue for calendar year 2025. The information includes all Participating Stores.

<b>Table 2: Gross Revenue Breakdown (Calendar Year 2025)</b>				
	<b>Open for Over 13 Months</b>	<b>Open for Over 25 Months</b>	<b>Open for Over 37 Months</b>	<b>Open for Over 49 Months</b>
Average Grooming and Other Services as a Percentage of Gross Revenue	78%	77%	76%	75%
Median Grooming and Other Services as a Percentage of Gross Revenue	82%	79%	78%	77%
Number of Franchises (and Percentage) that Met or Exceeded Average	119 / 60%	88 / 59%	69 / 57%	58 / 56%
Average Retail Sales as a Percentage of Gross Revenue	22%	23%	24%	25%
Median Retail Sales as a Percentage of Gross Revenue	18%	21%	22%	23%
Number of Franchises (and Percentage) that Met or Exceeded Average	80 / 40%	62 / 41%	53 / 43%	45 / 44%

**Section II: Retail Products Cost of Goods Sold (“COGS”) for 12 Months Ending December 31, 2025**

Of the Participating Stores open for at least 13 months as of December 31, 2024, 188 reported their COGS for the 12-month period ended December 31, 2025, through our point-of-sale Management System. Of the Participating Stores open for at least 25 months as of December 31, 2025, 142 reported their COGS for the 12-month period ended December 31, 2025, through our point-of-sale Management System. Of the Participating Stores open for at least 37 months as of December 31, 2025, 115 reported their COGS for the 12-month period ended December 31, 2025, through our point-of-sale Management System. Of the Participating Stores open for at least 49 months as of December 31, 2025, 96 reported their COGS for the 12-month period ended December 31, 2025, through our point-of-sale Management System. Their information is shown in the table below:

<b>Table 3: Retail Products COGS, January 1, 2025 to December 31, 2025</b>				
	<b>Open For Over 13 Months</b>	<b>Open For Over 25 Months</b>	<b>Open for Over 37 Months</b>	<b>Open for Over 49 Months</b>
Average Retail COGS <sup>1</sup>	45.8%	46.8%	47.2%	47.7%
Median Retail COGS	45.8%	47.1%	47.6%	48.7%
Number of Franchises (and Percentage) that Met or Exceeded Average Retail COGS	95 / 51%	73 / 51%	62 / 54%	51 / 53%

1. For the period from January 1, 2025, to December 31, 2025, total COGS for Stores open for at least 13 months ranged from 23% to 67%, for Stores open for at least 25 months ranged from 23% to 65%, for Stores open for at least 37 months ranged from 23% to 63%, and for Stores open for at least 49 months ranged from 23% to 63%.

### Section III: Pro Forma Financial Performance Representations

The following financial performance representation is a 12-month pro forma. The representations are based on the experience and expectations of a single Store in operation for at least 49 months as of December 31, 2025.

<b>Gross Revenues</b>			
Retail Gross Revenues (See Note 1)		\$186,252	
Services Gross Revenues (See Note 2)		\$552,550	
	(See Note 3)	<b>Gross Revenues</b>	<b>\$738,802</b>
<b>Cost of Goods Sold (COGS)</b>			
Retail COGS (Average COGS 47.4%)		\$88,842	
	(See Note 4)	<b>Total COGS</b>	<b>\$88,842</b>
<b>Gross Profit (See Note 5)</b>			<b>\$649,960</b>
<b>Expenses</b>			
Accounting (See Note 6)		\$2,400	
Credit Card Fees (2.0% of total sales) (See Note 7)		\$14,776	
Grooming Supplies (1.5% of grooming sales) (See Note 8)		\$8,288	
Insurance (See Note 9)		\$5,760	
Internet & Phone (See Note 10)		\$1,560	
Service Labor (Groomers & Bathers, assumption 48.0% of Service Sales) (See Note 11)		\$265,224	
Retail & Manager Labor (1 full time at \$20 per hour - 40 hours) (2 part time at \$15 per hour - 40 hours) (See Note 12)		\$72,800	
Maintenance (See Note 13)		\$3,000	
Marketing Contribution (2% of Revenue) (See Note 14)		\$14,776	
Payroll Taxes (See Note 15)		\$25,859	
Management System (See Note 16)		\$3,468	
Rent (\$5,833 per month) (See Note 17)		\$70,000	
Retail Supplies (1.0% of retail sales) (See Note 18)		\$1,863	
Royalties (7% of Revenues) (See Note 19)		\$51,716	
Security (See Note 20)		\$840	
Utilities (See Note 21)		\$4,800	
		<b>Total Expenses</b>	<b>\$547,130</b>
	(See Note 23)	<b>EBITDA</b>	<b>\$102,830</b>

#### Gross Revenue:

1. Retail Gross Revenues: This figure represents the total Gross Revenues generated from the retail products sold at the Licensed Business.

2. Services Gross Revenues: This represents the total Gross Revenues generated from grooming and other services provided at the Licensed Business.

3. Total Gross Revenues: This is the combined Gross Revenues from both retail and service activities and is based on the average Gross Revenues for Stores open at least 49 months and in operation during the entire 12-month period ended December 31, 2025.

4. Cost of Goods Sold (COGS): This line represents the cost of goods sold for retail products, calculated as 47.4% of retail sales, which was the average COGS for products for calendar year 2025 for all Stores in operation for at least 49 months as of December 31, 2025, and for which cost of goods sold data was automatically collected from the Store's point of sale system.

5. Gross Profit: This is the difference between total Gross Revenues and total COGS.

Expenses:

6. Accounting: This line includes the cost of accounting services required for the Licensed Business. This cost ranges from \$1,000 to \$3,800.

7. Credit Card Fees: This represents the fees generally charged by credit card processors. This cost ranges between 1.8% and 2.2% of total Gross Revenues.

8. Grooming Supplies: This is the estimated cost of supplies used for services, such as shampoo. This cost generally ranges between 1.0% and 2.0% of service Gross Revenues.

9. Insurance: This line reflects the estimated cost of insurance policies needed for the Licensed Business, such as workers compensation and general liability. This cost ranges between \$4,760 to \$6,760.

10. Internet & Phone: This represents the estimated cost of internet and phone services for the Licensed Business. This cost ranges between \$1,320 to \$1,800.

11. Service Labor: This line includes the estimated cost of labor for groomers and bathers. This cost for groomers is generally at 50.0% of service Gross Revenue, while the cost for bathers is an hourly rate depending on the available work force in the immediate area of the Licensed Business.

12. Retail & Manager Labor: This line represents the estimated cost of labor for retail employees and the store manager, based on the given hourly rates and hours worked. This cost generally ranges between \$58,000 to \$87,600, depending on the available work force in the immediate area of the Licensed Business, and the level of involvement of the franchise owner.

13. Maintenance: This line includes the estimated cost of maintaining the Licensed Business, such as repairs and upkeep and may range from \$2,000 to \$4,000.

14. Marketing Contribution (2% of Revenue): This is the estimated contribution to marketing efforts, calculated as 2% of total Gross Revenues.

15. Payroll Taxes: This line represents estimated payroll taxes associated with employee wages. This cost will vary in relation to your wages.

16. Management System: This includes the cost of the point-of-sale system, and QuickBooks.

17. Rent (\$5,833 per month): This line represents the estimated monthly cost of rent for the Licensed Business. This includes the estimated total amount of payments to the franchisee's landlord, including base rent, common area maintenance, real estate taxes and insurance. In calculating the average Rental Expense, we assume that the Store will have between 1,000 and 1,800 square feet and that monthly rent will range from \$30 to \$70 per square foot.

18. Retail Supplies: This is the estimated cost of supplies used for retail operations, such as bags, and can range between 0.5% and 1.5% of retail Gross Revenues.

19. Royalties (7% of Revenues): This line represents the royalty fees paid to us, calculated at 7% of total Gross Revenues.

20. Security: This line includes the cost of burglar alarm and video surveillance for the Licensed Business. This cost may range between \$600 and \$1,080.

21. Utilities: This line accounts for the estimated cost of utilities, such as electricity and gas, for the Licensed Business, and may range between \$4,600 to \$5,000.

22. EBITDA: This line represents the Earnings Before Interest, Taxes, Depreciation, and Amortization, calculated by subtracting total expenses from the gross profit.

**ADDITIONAL NOTES APPLICABLE TO THIS ITEM 19**

1. **Some outlets have earned this amount. Your individual results may differ. There is no assurance you will earn as much.**
2. Written substantiation for the financial performance representations included in this Item 19 will be made available to the prospective franchisee upon reasonable request.
3. Other than the preceding financial performance representations, Woof Gang Bakery Inc. does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. 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 our Chief Financial and Development Officer at franchise@woofgangbg.com, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20.**

**Outlets and Franchisee Information**

**Table No. 1  
System-Wide Store Summary  
For Years 2023 to 2025**

<b>Store Type</b>	<b>Year</b>	<b>Stores at the Start of the Year</b>	<b>Stores at the End of the Year</b>	<b>Net Change</b>
Franchised	2023	163	197	+34
	2024	197	236	+39
	2025	236	288	+52
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
<b>Total</b>	<b>2023</b>	<b>163</b>	<b>197</b>	<b>+34</b>
	<b>2024</b>	<b>197</b>	<b>236</b>	<b>+39</b>
	<b>2025</b>	<b>236</b>	<b>288</b>	<b>+52</b>