

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.

FPR #1: 2024 Historic Company-Store Financial Performance

As of December 31, 2024, we had one affiliate company store outlet. The company store outlet operated for the entire 2024 calendar year. Below, we set forth the Net Profit of this one affiliated company store outlet for the January 1, 2024 – December 31, 2024 time period.

Denver, CO - 2024	
Gross Revenue	\$1,129,822
Total Expenses	(\$1,285,608)
Net Profit	(\$155,786)
Add Back Owner's Salary (\$80,000) + Owner Distributions (\$456,000)	\$536,000
Net Profit Plus Add Backs	\$380,214
<i>Less Expense Adjustments that would be incurred if this were a franchised outlet:</i>	
<i>Royalties (5% of Gross Revenues)</i>	(\$56,491)
<i>National Advertising (2% of Gross Revenues, which comes to \$22,596; however, the company store spent \$34,9115 on advertising, so we do not set forth a further deduction)</i>	(\$0)
Total Franchisee Expenses	(\$56,491)
Adjusted Net Profit as if a Franchised Outlet	\$323,723

Notes:

Material financial and operational differences between the affiliated company outlet and a franchised outlet: There are operational differences between the company outlets whose results are reported in the table above and an outlet that a franchisee would operate.

The affiliate company owned outlet has operated since 2017.

Further, the affiliate company owned outlet services an area which includes a population of approximately 3.1 million people.

In addition, there are financial differences. A franchised outlet would incur Royalties (5% of Gross Revenues) and National Advertising Fees (2% of Gross Revenues).

Gross Revenue means all revenues that you derive or receive, directly or indirectly, from the operation of the Franchised Business, excluding only sales and use taxes.

Total Expenses means all expenses incurred in operating the business.

Net Profit represents Gross Revenue minus Total Expenses.

Net Profit Plus Add Backs means Net Profit with the Owner's Salary and Owner Distributions added back.

Adjusted Net Profit as if a Franchised Outlet means the Net Profit Plus Add Backs less expenses that would have been incurred if this were a franchised outlet, namely Royalties and Local Advertising.

Written substantiation for this financial performance representation is available to you upon reasonable written request.

Some outlets have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, Whole PM Holdings, LLC 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 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 Tyler Howell at 780 Lynnhaven Pkwy Suite 240, Virginia Beach, VA 23452, (888) 268-0321; the Federal Trade Commission; and the appropriate state regulatory agencies.

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ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	1	1	0
	2023	1	1	0
	2024	1	1	0

Table No. 2
Transfers of Outlets from Franchisees to New Owners (Other than the Franchisor)
For years 2022 to 2024

State	Year	Number of Transfers
All States	2022	0
	2023	0
	2024	0
Total	2022	0
	2023	0
	2024	0

Table No. 3
Status of Franchise Outlets
For years 2022 to 2024*

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations-Other Reasons	Outlets at End of the Year
All States	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
Total	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0