

Area Development Agreement		
Provision	Section in Area Development Agreement	Summary
u. Dispute resolution by arbitration or mediation	§ 11	Before bringing an action in court, the parties must first submit the dispute to non-binding mediation (except for injunctive relief) at the JAMS location nearest our headquarters (subject to applicable state law).
v. Choice of forum	§ 11	We may, and you must, sue only in the state and judicial district in which we have our principal place of business (subject to applicable state law).
w. Choice of law	§ 11	Texas law will apply (subject to applicable state law).

ITEM 18 **PUBLIC FIGURES**

We do not use any public figures to promote our Play Street Museum franchise.

ITEM 19 **FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC's Franchise Rule permits a franchisor to disclose 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 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 performance at a particular location or under particular circumstances.

Some franchisees have earned this amount. Your individual results may differ. There is no assurance you will earn as much.

Presented below in Table 1 are historical revenue results for 22 franchised PSM Locations that operated for the entire 52-week period from June 29, 2024 to June 28, 2025 (52 revenue operational reporting weeks beginning on Saturday and ending on Sunday, each week), as well as six franchised PSM Locations in Table 2 that opened during our last fiscal year and that operated for a minimum of 15 weeks but not the full 52 week measurement period. Also included below in Table 3 are certain categories of Gross Sales for the 22 franchised PSM Locations that were open for the 52-week period from June 29, 2024 to June 28, 2025. Please read carefully all of the information in this Item 19 (including the table below as well as the notes that follow this table) for explanation of how these results are determined.

Table 1			
	22 franchised PSM Locations that were open for the entire 52 week operational reporting period from June 29, 2024 to June 28, 2025		
	ANNUAL REVENUE OF TOP 50% OF LOCATIONS	ANNUAL REVENUE OF ALL LOCATIONS	ANNUAL REVENUE OF BOTTOM 50% OF LOCATIONS
Average	\$524,828	\$406,531	\$288,234
Median	\$409,140	\$373,155	\$295,594
High	\$1,366,069	\$1,366,069	\$365,402
Low	\$380,908	\$166,743	\$166,743
Locations that met or exceeded the average	2	6	7

Table 2			
6 franchised PSM Locations that were open a minimum of 15 weeks but that were not open during the full 52 week operational reporting period ended June 28, 2025			
Location	PRE-OPENING REVENUE	AVERAGE WEEKLY REVENUE	NUMBER OF WEEKS OPEN AS OF JUNE 28, 2025
Location 1	\$8,376	\$10,956	51
Location 2	\$2,490	\$5,727	36
Location 3	\$6,302	\$7,649	29
Location 4	\$7,598	\$9,618	28
Location 5	\$16,071	\$6,706	17
Location 6	\$28,926	\$14,856	15

Table 3	
Sales Categories for 22 franchised PSM Locations that were open during the entire 52 week operational reporting period from June 29, 2024 to June 28, 2025	
CATEGORY OF GROSS SALES	PSM LOCATION AVERAGE GROSS SALES ALLOCATION TO THAT CATEGORY
Admissions & Special Events	46%
Private Parties	43%
Retail & Other	10%

Notes:

1. The information in Table 1 and Table 3 reflect information from 22 franchised PSM Locations open for the entire 52-week operational reporting period from June 29, 2024 to June 28, 2025. There were 6 franchised PSM Locations that were open for a portion of that operational period, so 6 franchised PSM Locations were not included in the results in Table 1.
2. The information in Table 2 reflects information from six franchised PSM Locations open for at least 15 weeks during, but not the entirety of, the 52-week operational reporting period from June 29, 2024 to June 28, 2025. There were no PSM Locations open for a portion of the 52-week operational reporting period, but that were open for less than 15 weeks during that time. Also regarding Table 2:
 - a. "Pre-Opening Revenue" represents birthday party and playtime by reservation bookings made at the Location prior to the opening of the Location (the first full Sunday to Saturday week of business after the opening date).
 - b. "Average Weekly Revenue" represents the average Sunday through Saturday revenue for the weeks indicated during the designated time period where the Location was open the entire week (Sunday through Saturday).
3. Gross Sales at each PSM Location, including at your Franchised Business, will depend upon the prices charged for admission, parties and other services and products. As defined in Item 6 above, "Gross Sales" means all revenue from the sale of services and products and all other income related to the business, except sales taxes.
4. The information in Table 3 above represents the average percentage of Gross Sales at the PSM Locations earned by the category from which those Gross Sales are obtained during the 52-week operational reporting period from June 29, 2024 to June 28, 2025. The categories of Gross Sales noted in Table 3 are as follows:
 - a. "Admission & Special Events" refers to Gross Sales received at the PSM Locations due to the admission customers pay to enter the Locations as well as due to reservation required events such as our classes, events and PSM sponsored parties.
 - b. "Birthday Parties" refers to Gross Sales received at the PSM Locations due to scheduled birthday parties at the location and include services not included in the other categories.
 - c. "Retail & Other" refers to Gross Sales received at the PSM Locations for the purchase of retail items, such as toys and other merchandise, and certain food items, such as snacks and drinks, as well as pottery and slime activities sold that were not part of a themed event or private party.
5. The tables also do not include any information relating to costs or expenses that franchisees or company-owned PSM Locations incurred or may incur. Some of the costs that you will incur in the operation of your Franchised Business include, among others, rent and occupancy costs, mortgage or other debt/financing costs, labor and employment

costs, equipment, furniture and décor purchases and maintenance, inventory and supply expenses, royalty fees (6%), marketing contributions (7%), local marketing expenses, computer upgrades, renovations, improvements, and major repair/maintenance expenses, legal and professional fees, income and other non-real estate taxes, and various other expenses. You will incur these and other costs in connection with the operation of your Location, and you and should conduct an independent investigation of the costs and expenses you will or may incur in operating your franchised Location.

6. Preparation. These tables were prepared from data compiled from information that was sent to us by our franchised PSM Locations, through information that we either access, or that is provided to us, from their computer systems. The results are unaudited.
7. Substantiation - We will make written substantiation of the data used in preparing the information presented above available to you upon reasonable request.

Other than the preceding financial performance representation, we do 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 our management by contacting Mr. Mike Muccio at 1900 Preston Road, Suite 267-291, Plano, Texas 75093 (469) 361-2546, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 **OUTLETS AND FRANCHISEE INFORMATION**

Table 1:
Systemwide PSM Location Summary For Years 2023 to 2025 (Note 1)

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	12	14	+2
	2024	14	22	+8
	2025	22	28	+6
Company Owned (Note 2)	2023	2	2	0
	2024	2	2	0
	2025	2	2	0
Total Outlets	2023	14	16	+2
	2024	16	24	+8
	2025	24	30	+6

Notes