

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the sale of 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 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.

These financial performance representations provide actual, historical “AUVs,” or “Annual Unit Volumes,” for specific groups of franchised Jimmy John’s Restaurants. “Unit Volume” has the same meaning as Gross Sales, which we define in the note below. This Item 19 includes financial information for our 2025 fiscal year (which we will call simply “2025” in this Item 19), which is the period from December 30, 2024 until December 28, 2025. Indeed, federal and state franchise laws permit us to include in Item 19 either (a) a historical financial performance representation about the franchise system’s existing outlets or a subset of those outlets, or (b) a forecast of the prospective franchisee’s future financial performance. The information in this Item 19 reflects 2025 historical data for the AUVs of certain franchised Jimmy John’s Restaurants, and is not a forecast of future financial performance or a projection.

There were 2,737 franchised Jimmy John’s Restaurants operating in the United States at the end of 2025, of which 49 operated at Non-Traditional Locations. We excluded from these financial performance representations: (a) all 123 of the franchised Jimmy John’s Restaurants that first opened for business during 2025 and did not operate for the full year; (b) all 12 of the franchised Jimmy John’s Restaurants that were closed and reported no sales for extended periods during 2025, often for more than a month, either as part of remodeling or rebuilding the Jimmy John’s Restaurant, due to a hurricane or weather-related casualty or fire/water damage, or because of a relocation or planned transfer; and (c) all 38 of the franchised Jimmy John’s Restaurants that operated at Multi-Brand Locations (17 of which opened during 2025 and are therefore excluded under (a) above). The financial performance representations in this Item 19 provide AUVs during 2025 for the remaining 2,581 franchised Jimmy John’s Restaurants (called the “2025 Franchised Restaurants”), or an identified portion of those 2025 Franchised Restaurants. 2,556 of the 2025 Franchised Restaurants were located at traditional locations, and 25 were located at Non-Traditional Locations.

We also excluded from these financial performance representations (a) the 33 franchised Jimmy John’s Restaurants that closed in 2025, all of which were open for at least 12 months before they closed, and (b) all company-owned Jimmy John’s Restaurants that we or our affiliates operated as of the end of 2025.

The 2025 Franchised Restaurants that operated at traditional locations were located in various types of structures, such as strip malls, shopping centers, and free-standing buildings, while Non-Traditional Locations were located in food courts, college campuses, and other settings, often with

shared seating. The 2025 Franchised Restaurants that operated at traditional locations typically range in size from 1,000 to 1,800 square feet. The 2025 Franchised Restaurants at Non-Traditional Locations typically range in size from approximately 410 to 1,650 square feet. The 2025 Franchised Restaurants are located across the country and in a variety of urban, suburban and rural locations and in varied markets with wide-ranging levels of competition. 972 of the 2025 Franchised Restaurants operate with drive-thru windows and the remaining 1,584 do not. The 2025 Franchised Restaurants have operated for an average of 14 years.

The first financial performance representation reflects the AUVs for the 2025 Franchised Restaurants, both overall and as grouped into quartiles (categories of 25%) based on their AUVs.

Annual Unit Volumes for 2025 Franchised Restaurants

	# of Restaurants	Highest AUV	Median AUV	Lowest AUV	Average AUV	# / % Above Average
1st Quartile	645	\$3,046,579	\$1,411,318	\$1,212,927	\$1,490,247	227 / 35.0%
2nd Quartile	645	\$1,212,584	\$1,076,504	\$955,810	\$1,081,405	307 / 47.5%
3rd Quartile	645	\$955,646	\$848,939	\$744,686	\$850,650	317 / 49.1%
4th Quartile	646	\$744,645	\$632,334	\$159,965	\$608,313	391 / 60.5%
All Restaurants	2,581	\$3,046,579	\$955,639	\$159,965	\$1,007,437	1,241 / 48.0%

The second financial performance representation reflects the AUVs for the 2025 Franchised Restaurants that are at traditional locations with a drive-thru, at traditional locations without a drive-thru, and at Non-Traditional Locations.

Annual Unit Volumes for 2025 Franchised Restaurants By Restaurant Type

Restaurant Type	# of Restaurants	Highest AUV	Median AUV	Lowest AUV	Average AUV	# / % Above Average
Traditional / Drive-Thru	972	\$3,046,579	\$1,073,927	\$256,319	\$1,107,798	457 / 47.0%
Traditional / No Drive-Thru	1,584	\$2,368,548	\$893,888	\$159,965	\$943,539	692 / 43.7%
Non-Traditional	25	\$2,904,609	\$1,014,872	\$161,135	\$1,085,163	11 / 44.0%

Notes:

- (1) “AUV” or “Annual Unit Volume” for the 2025 Franchised Restaurants is the same as annual Gross Sales, which means all revenue from operating a Jimmy John’s Restaurant (and includes delivery and catering charges not included in the price of Menu Items, any implied or imputed Gross Sales from business interruption insurance, all amounts received for the Jimmy John’s Restaurant’s relocation from, or closure at, its premises, and all amounts from selling or issuing gift or loyalty cards (except our JIMMY JOHN’S® gift cards)), but (i) excludes taxes collected from customers and paid to taxing authority, (ii) excludes the Jimmy John’s Restaurant’s revenue from selling or issuing JIMMY JOHN’S® gift cards (but revenue from selling products and services to customers using those cards for payment is included in Gross Sales) and (iii) is reduced by the amount of any documented refunds, credits, and discounts the Jimmy John’s Restaurant in good faith gives customers, as well as the redemption of a reward or similar credit as part of an approved loyalty program (if those amounts originally were included in calculating Gross Sales).
- (2) We calculate the average AUVs in this Item 19 by adding the AUVs for each Jimmy John’s Restaurant in the applicable group and dividing the sum by the number of Jimmy John’s Restaurants in the applicable group. We obtain the AUVs for franchised Jimmy John’s Restaurants from sales reports that franchisees submit to us and from data that we collected from franchisees’ POS systems. We have not independently audited that information. Prospective franchisees and sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his or her opinion concerning their contents or form. Upon your reasonable request, we will provide written substantiation for these financial performance representations. A Jimmy John’s Restaurant’s sales may vary depending on a number of factors, such as the restaurant’s location and physical condition, other characteristics of the site (such as access and signage), seasonality, competition and demographics in the market, pricing decisions, the level and types of marketing the restaurant undertakes, the quality of management and service, commitment to training staff, a franchisee’s business acumen, and the length of time the restaurant has been open. The 2025 Franchised Restaurants offer essentially the same products and services, face the same kinds of competitive challenges, and receive the same level of support from us that we expect new franchisees will experience.
- (3) These financial performance representations do not reflect the costs of sales, operating expenses or other costs or expenses that must be deducted from the AUV figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Restaurant. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you’ll sell as much.

Other than the preceding financial performance representations, 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 the franchisor’s management by contacting our Vice President, Franchise Counsel, Lisa Storey, Esq. at Three Glenlake Parkway NE, Atlanta, Georgia 30328 or (678) 514-4100, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary
For years 2023 to 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	2597	2604	7
	2024	2604	2647	43
	2025	2647	2737	90
Company-Owned	2023	40	40	0
	2024	40	42	2
	2025	42	40	-2
Total Outlets	2023	2637	2644	7
	2024	2644	2689	45
	2025	2689	2777	88

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2023 to 2025

State	Year	Number of Transfers
Alabama	2023	5
	2024	10
	2025	0
Arizona	2023	19
	2024	4
	2025	6
Arkansas	2023	4
	2024	0
	2025	0
California	2023	2
	2024	2
	2025	4
Colorado	2023	5
	2024	9
	2025	25
Florida	2023	18
	2024	28
	2025	7