

Provision	Section in Franchise Agreement	Summary
w. Choice of law	20.1	Delaware (subject to applicable state law), except whether federal law applies (e.g., that disputes regarding the Marks will be governed by the Lanham Act, 15 U.S.C. Sec. 1051 et seq. and disputes over copyrights will be governed by federal copyright laws of the United States)

ITEM 18
PUBLIC FIGURES

We do not 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 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.

In February 2021, EOS Worldwide transitioned its business model from a membership-based model to a franchise model. Under the previous membership-based model, EOS Implementers licensed the right to offer and sell EOS products and services through consulting businesses marketed under their own name and brand. Under this membership-based model, certain EOS Implementers offered both EOS and other products and services in addition to EOS. With the transition to the franchise model, EOS Implementers that signed a Franchise Agreement now operate their franchise businesses exclusively on EOS under our principal trademark as an EOS Worldwide franchisee.

As of December 31, 2025, there were 738 EOS Worldwide franchisees operating a Franchised Business based in the United States. More specifically, that means that 738 active EOS Worldwide franchisees completed Boot Camp training and are eligible to provide Implementer Services under a Franchise Agreement signed on or after February 2021.

Franchisees may not start offering EOS until they complete Boot Camp training. Some franchisees completed Boot Camp under the membership-based model prior to February 2021, and therefore, were able to operate immediately after signing the Franchise Agreement. Any transitioning Implementer who did not complete Boot Camp training under the membership-based model was required to do so after signing the Franchise Agreement.

Each of the tables provided in this Item 19 only include franchises that have been teaching on EOS for more than twelve (12) months (i.e., they completed Boot Camp more than 12 months prior to the start of the reporting period). The tables do not include information for any franchisees that were not operating for more than 12 months from the start of the applicable Reporting Period (i.e., they did not complete Boot Camp training more than 12 months from the start of the applicable Reporting Period).

Each of the terms and concepts are used throughout this Item 19 with the following meanings:

(1) “Reporting Period” means each of the following quarterly periods Franchisees report performance to us:

Quarter	Months
First Quarter	February 1 st to April 30 th
Second Quarter	May 1 st to July 31 st
Third Quarter	August 1 st to October 31 st
Fourth Quarter	November 1 st to January 31 st

(2) “Session Days” are days in which an Implementer conducts a session with a Client. These include Focus Days, Vision Building Day sessions, Quarterly Pulsing sessions, Annual Planning sessions and special or requested sessions with a Client.

(3) “Session Revenue” is defined as the total revenue derived from Session Days with Clients, whether received in cash, check or credit card, or in a lump sum or in installments, and adjusted for sales related taxes and refunds. Franchisees are responsible for establishing their own rates, however, the rates they charge may impact their Implementer’s tier designation.

See also Exhibit D to this Franchise Disclosure Document, Amendment to Franchise Disclosure Document under California Franchise Investment Law, #15.

February 1, 2025 to January 31, 2026 Reporting Period (US only)

The tables below include aggregate performance information for operating franchisees based in the United States for the four (4) quarterly consecutive Reporting Periods beginning February 1, 2025 and ending January 31, 2026.

Tier⁽¹⁾	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
# of Operational Franchisees*	105	335	130	570
Session Revenue (Annual)	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
Lowest Total Session Revenue (Annual)	\$4,000.00	\$65,000.00	\$178,000.00	\$4,000.00
Highest Total Session Revenue (Annual)	\$488,400.00	\$1,348,500.00	\$1,621,500.00	\$1,621,500.00
Average of Total Session Revenue (Annual)	\$148,433.95	\$351,463.88	\$696,069.96	\$392,658.00
# Above Average	45	147	59	241
% Above Average	42.86%	43.88%	45.38%	42.28%
Median Session Revenue (Annual)**	\$140,000.00	\$323,750.00	\$678,500.00	\$340,250.00
Tenure Since Boot Camp (in Months)	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
Shortest Tenure	11	13	42	11
Longest Tenure	147	235	201	235

Average Tenure Since Boot Camp	26.60	45.27	100.44	54.41
# Above Average	37	120	59	217
% Above Average	35.24%	35.93%	45.38%	38.14%
Median Tenure**	23	39	93	65
Average Per Session Fee	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
Lowest Average Per Session Fee	\$1,547.62	\$2,860.14	\$3,696.39	\$1,547.62
Highest Average Per Session Fee	\$9,576.47	\$10,132.14	\$13,689.35	\$13,689.35
Average Per Session Fee	\$4,643.30	\$5,667.12	\$7,363.69	\$5,865.46
# Above Average	51	149	59	251
% Above Average	48.57%	44.48%	45.38%	44.04%
Median Per Session Fee**	\$4,583.33	\$5,551.83	\$7,155.74	\$5,642.51
Total Session Days (Annual)	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
Lowest # of Total Session Days (Annual)	1.00	10.00	26.00	1.00
Highest # of Total Session Days (Annual)	61.00	135.00	151.50	151.50
Average # of Total Session Days (Annual)	31.01	61.50	94.81	63.49
# Above Average	50	151	65	255
% Above Average	47.62%	45.07%	50.00%	44.74%
Median Total Session Days (Annual)**	31.00	60.00	94.75	60.00

* *Operational franchisees are defined as franchisees that have been fully operational for one full year (i.e., completed Boot Camp Training more than 12 months prior to the start of the Reporting Period). Operational franchisees do not include (i) the 2 franchisees that are designated in the Emeritus tier and the 3 franchisees that are designated in the Legacy tier, which are designed for those franchisees that are in or transitioning into retirement, or (ii) the 1 franchisee that was a full-time EOS Worldwide corporate employee and who maintained its EOS Implementer business on a limited part-time basis while employed to help provide support for the community.*

** *Median is defined as the data point in the center of all data points being used.*

*** *One long standing EOS Implementer requested to reduce its Tier from Certified to Professional in Q4 2021-22. For purposes of this Item 19, we have grouped that franchisee with the Certified cohort instead of the Professional cohort.*

As of the end of the Reporting Period on January 31, 2026, we had 737 total franchisees operating in the United States. Of the 167 operating franchisees not included in the table above, 159 franchisees had not completed Boot Camp more than 12 months from the start of the Reporting Period. We also had two franchisees that are designated as Emeritus (semi-retired) and three franchisees that are designated as Legacy (semi-retired), had two franchisees that were on a leave of absence for medical reasons, and we had one franchisee that was a full-time EOS Worldwide corporate employee and who maintained its EOS Implementer business on a limited part-time basis while employed to help provide support for the

community. We had 52 operational franchisees terminate their Franchise Agreements during this Reporting Period. Those franchisees are also therefore excluded from the table above.

400K System and Historical Performance (US Only)

The EOS 400k System is our business development process designed to help Implementers get to \$400,000 of Session Revenue on an annualized basis by the end of the third year of operations after completing Boot Camp.

The tables below are progressive and designed to illustrate how those Implementers that have been in our EOS Community for **at least 3 years** (i.e., at least three years since completing Boot Camp) have performed (i) within their initial thirty-six (36) months (or three (3) years) after Boot Camp and (ii) during their entire time as an EOS Implementer.

Note these tables do not include any Implementers that are no longer part of the EOS Community (e.g., terminated Franchise Agreements). For detailed information regarding the number of terminations over the past three fiscal years, please see Item 20. In addition, these results include performance of EOS Implementers that were members of our community under our previous membership model and prior to our franchise transition in 2021.

Results date back to 2008 for longest tenured EOS Implementers.

All dollar amounts reflect Session Revenue for a 12-month period and not on a calendar year basis.

Tier	Professional (US Only)	Certified (US Only)	Expert (US Only)	System Wide (US Only)
# EOS Implementers*	41	272	130	443
Achieved at least \$400k over 12 months within 1 st 3 years	2	76	74	152
% that achieved milestone	4.88%	27.94%	56.92%	34.31%
Highest 12-month peak for an EOS Implementer within 1st 3 Years	\$465,050.00	\$888,500.00	\$1,134,750.00	\$1,134,750.00
Lowest 12-month peak for an EOS Implementer within 1st 3 Years	\$21,500.00	\$42,500.00	\$42,750.00	\$21,500.00
Average 12-month peak for an EOS Implementer within 1st 3 Years	\$186,356.85	\$323,906.36	\$439,338.02	\$345,049.89
Median 12-month peak for an EOS Implementer within 1st 3 Years **	\$166,500.00	\$323,000.00	\$438,500.00	\$323,000.00
# Above Average	19	125	65	192
% Above Average	46.34%	45.96%	50.00%	43.34%
Achieved at least \$100k over 12 months within 1 st 3 years	36	265	124	425
% that achieved milestone	87.80%	97.43%	95.38%	95.94%
Achieved at least \$200k over 12 months within 1 st 3 years	16	212	114	342
% that achieved milestone	39.02%	77.94%	87.69%	77.20%
Achieved at least \$300k over 12 months within 1 st 3 years	6	142	100	248
% that achieved milestone	14.63%	52.21%	76.92%	55.98%