

Provision	Section in Franchise Agreement or Other Agreement	Summary
v. Choice of forum	Section 20(D)	Litigation (to the extent permitted) must be in state or federal court in the in the county where our headquarters is located at the time the suit is commenced (subject to applicable law). We also have the right to file suit where the Studio is located (subject to applicable law).
w. Choice of law	Section 20(E)	Laws of the state where Studio is located applies (subject to applicable law).

**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.

The financial performance representation below is based on certain historical financial performance information experienced by our franchisees as well as our predecessor, DSPFC, for Studios that have been in operation at least 13 months beginning December 1, 2024, and were in operation during the entire 12-month period ending December 31, 2025.

**Table 1**

Table 1 reflects average annual “Gross Sales” (as defined below) and other unaudited information we obtained from DSPFC for 8 company-owned locations that have been in operation at least 13 months beginning December 1, 2024, and were in operation during the entire 12-month period ending December 31, 2025. As of December 31, 2025, DSPFC-owned and operated 9 company-owned locations. We excluded one company-owned location because the Studio was not yet in operation as of December 1, 2024. In Table 1 below, we have separately presented the annual Gross Sales and other information for the 2 Studios open 13 to 24 months as of December 31, 2025, and the 6 Studios open more than 24 months as of December 31, 2025.

**Unaudited Statement of Average Annual Gross Sales –Company-Owned (DSPFC) Studios**

	<i>Company Studios Open 13-24 Months</i>	<i>Company Studios Open 24+ Months</i>
Number of Studios	2	6
Average Gross Sales	\$269,990	\$1,032,286
Labor	\$182,485	\$475,003
Labor % of Total Gross Sales	68%	46%
Payroll Taxes	\$8,934	\$12,463
Gross Sales per Square Feet	\$129	\$524
Monthly Rent Expense	\$10,238	\$7,915

The following information supplements the information in the chart above:

	Company Studios Open 13-24 Months	Company Studios Open 24+ Months
Median Gross Sales	\$269,990	\$1,197,924
Range of Gross Sales (Low)	\$210,998	\$374,579
Range of Gross Sales (High)	\$328,982	\$1,426,766
Number (%) of Studios that met/exceeded Average	1 (50%)	4 (67%)

**Table 2**

Table 2 reflects average annual “Gross Sales” (as defined below) and other unaudited information we obtained from 14 franchised Studios that have been in operation at least 13 months beginning December 1, 2024, and were in operation during the entire 12-month period ending December 31, 2025. As of December 31, 2025, there were 25 franchised Studios in operation. We excluded 11 franchised Studios because they commenced operations after December 1, 2024. In Table 2 below, we have separately presented the annual Gross Sales and other information for the 6 Studios open 13 to 24 months as of December 31, 2025, and the 8 Studios open more than 24 months as of December 31, 2025.

**Unaudited Statement of Average Annual Gross Sales –Franchisee-Owned Studios**

	<i>Franchised Studios Open 13-24 Months</i>	<i>Franchised Studios Open 24+ Months</i>
Number of Studios	6	8
Average Gross Sales	\$278,638	\$872,951
Labor	\$141,217	\$381,362
Labor % of Total Gross Sales	51%	44%
Payroll Taxes	\$16,250	\$35,470
Gross Sales per Square Feet	\$135	\$344
Monthly Rent Expense	\$8,138	\$8,717

The following information supplements the information in the chart above:

	Franchised Studios Open 13-24 Months	Franchised Studios Open 24+ Months
Median Gross Sales	\$231,118	\$876,482
Range of Gross Sales (Low)	\$104,293	\$262,478
Range of Gross Sales (High)	\$479,191	\$1,635,173
Number (%) of Studios that met/exceeded Average	2 (33%)	4 (50%)

Notes for Tables:

1. “Open Date” means the date the applicable Studio opened for business to the public. In Table 1, the company-owned Studios that have been open more than 24 months range from 2 to 19 in the total number of years open for business to the public. In Table 2, the franchisee-owned Studios that have been open more than 24 months range from 2 to 13 in the total number of years open for business to the public.

2. “Square Footage” means the total square footage of the entire Studio, including all gym space, locker rooms, supply areas, and other areas needed to operate the Studio. Note that one of the franchised Studios opened more than 24 months is an unusually large Studio with Square Footage of over 4,800 square feet which likely will impact Gross Sales per Square Foot. The remaining Studios range in size from 1,600 to 2,535 square feet.

3. “Gross Sales” means the aggregate amount of all sales of all Services and Products, and other goods and services, whether for cash, on credit or otherwise, made or provided at or in connection with each applicable Studio, including off-premises sales and monies derived at or away from the Studio. The term “Gross Sales” does not include: (1) any federal, state, municipal or other sales, value added or

retailer’s excise taxes paid or accrued by you; or (2) adjustments for net returns on salable goods and discounts allowed to clients on sales. Gross Sales has not been adjusted for uncollected accounts. The average session price generally range from \$48 to \$55 per session.

4. “Labor” means wages for all employees that provide training services, but does not include employee benefits or payroll taxes.
5. “Payroll Taxes” means the taxes each applicable studio pays for its employees.
6. “Monthly Rent Expense” means the total amount of payments to the Studio’s landlords, including base rent, common area maintenance, real estate taxes and insurance.

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

Written substantiation for the financial performance representation is available to the prospective franchisee 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 financial performance representations orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet that are available to us on an audited basis. 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 Luke Carlson, Discover Strength Franchising LLC, 4450 Excelsior Blvd., Suite 490, St. Louis Park, MN 55416, (763) 317-4343, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NUMBER 1  
Systemwide Business Summary  
For Years 2023 to 2025**

<b>Business Type</b>	<b>Year</b>	<b>Businesses at the Start of the Year</b>	<b>Businesses at the End of the Year</b>	<b>Net Change</b>
Franchised	2023	3	8	+5
	2024	8	14	+6
	2025	14	25	+11
Company-Owned*	2023	5	6	+1
	2024	6	8	+2
	2025	8	9	+1
<b>Total Businesses</b>	<b>2023</b>	<b>8</b>	<b>14</b>	<b>+6</b>
	<b>2024</b>	<b>14</b>	<b>22</b>	<b>+8</b>
	<b>2025</b>	<b>22</b>	<b>34</b>	<b>+12</b>

\* As described in Item 1, company-owned businesses are owned and operated by our affiliate, DSPFC.