

ITEM 21
FINANCIAL STATEMENTS

Exhibit E includes our audited financial statements for December 31, 2022, December 31, 2023, and December 31, 2024 [and unaudited financial statements as of April 30, 2025](#).

ITEM 22
CONTRACTS

Attached to this disclosure document are the following:

- Exhibit C – Franchise Agreement, including Territory Exhibit, Guaranty (to be signed by shareholders of a corporate franchisee, members of a limited liability company franchisee, or partners of a partnership franchisee), EFT Agreement, and Confidentiality and Noncompetition Agreement
- Exhibit D – State Specific Addenda to Franchise Agreement
- Exhibit G – Form of General Release Agreement
- Exhibit H – Oasis IQ User Agreement
- Exhibit J – Franchisee Questionnaire
- Exhibit K – Resale Addendum to Franchise Agreement
- Exhibit L – Loan Documents

ITEM 23
RECEIPTS

The last two pages of this disclosure document are detachable documents acknowledging receipt of this disclosure document.

UNAUDITED FINANCIAL STATEMENTS

THESE FINANCIAL STATEMENTS HAVE BEEN PREPARED WITHOUT AN AUDIT. PROSPECTIVE FRANCHISEES OR SELLERS OF FRANCHISES SHOULD BE ADVISED THAT NO CERTIFIED PUBLIC ACCOUNTANT HAS AUDITED THESE FIGURES OR EXPRESSED AN OPINION WITH REGARD TO THEIR CONTENT OR FORM.

Financial Row

As of Apr 2025

ASSETS

Current Assets	
Bank	
Cash	
CIBC- OSAH x6848	\$163,589.49
CIBC- OSAFS x1214	\$840.66
Total Cash	\$164,430.15
Accounts Receivable	
12000 - Accounts Receivable	
Total Accounts Receivable	\$4,059,068.46
Other Current Asset	
Security Deposits	
Total Security Deposits	\$1,833.00
Prepaid Expenses	
Prepaid Software Licenses	\$21,231.47
Prepaid Expenses	\$24,849.31
Prepaid Franchise Staff Commissions	\$262,496.08
Prepaid Franchise Broker Commissions	\$1,651,662.74
Prepaid Convention Expenses	\$6,786.00
Total Prepaid Expenses	\$1,967,025.60
Other Current Assets	
Undeposited Funds	(\$1,166.47)
Total Other Current Assets	(\$1,166.47)
Total Current Assets	\$6,191,190.74
Fixed Assets	
Capitalized Assets in Process	\$11,655.50
Computer Equipment	\$189,889.25
Website Development	\$6,674.75
Capitalized Software	\$766,685.82
Accumulated Depreciation	(\$479,844.21)
Total Fixed Assets	\$495,061.11
Other Assets	
Intangible Assets	
Goodwill	\$30,487,513.18
Trade Name	\$2,200,000.00
Proprietary Technology	\$1,400,000.00
Franchise Agreements	\$2,200,000.00
Reacquired Franchise Rights	\$11,209,118.00
Accumulated Amortization	(\$10,459,569.81)
Total Intangible Assets	\$37,037,061.37
Other Non Current Assets	
Right of Use Asset	\$72,516.05
Total Other Non Current Assets	\$72,516.05
Total Other Assets	\$37,109,577.42
Total ASSETS	\$43,795,829.27
Liabilities & Equity	
Current Liabilities	
Accounts Payable	
Total Accounts Payable	\$140,478.63
Other Current Liability	
Total Credit Card Payable	(\$9,554.34)
Total Accrued Expenses	\$674,540.28
Deferred Revenue	
Deferred Admin Fee Revenue	\$536,475.64
Deferred Franchise Fee Revenue	\$4,599,308.52
Deferred NAF Revenue	\$0.00
Deferred Sponsorship Revenue	\$0.00
Total Deferred Revenue	\$5,135,784.16
Other Current Liabilities & IC	
Line of Credit Western Alliance	\$0.00

ST Lease Liability	\$65,933.39
Other Current Liabilities	\$103,168.95
Intercompany Liability	
Intercompany Liability	\$0.00
Intercompany Liability - ELF Divisional Allocations	(\$0.00)
Due to (from) A&A	\$333,593.19
Due to (from) CC	\$45,353.72
Due to (from) EFL	(\$1,737,385.09)
Due to (from) EFS	\$243,699.16
Due to (from) FA	\$255,798.20
Due to (from) OSAF	\$576,197.84
Due to (from) OSAH	\$1,374,644.06
Due to (from) SCH	\$23,784,226.85
Due to (from) OSAH WI	\$482,112.86
Total Intercompany Liability	\$25,358,240.79
Total Other Current Liabilities & IC	\$25,527,343.13
Total Other Current Liability	\$31,328,113.23
Total Current Liabilities	\$31,468,591.86
Long Term Liabilities	
Other Non Current Liabilities	
LT Lease Liability	\$7,046.06
Total Non Current Liabilities	\$7,046.06
Equity	
Members' Capital	
Investor Equity	\$24,706,064.06
Rollover Equity	\$2,012,920.00
Total Members' Capital	\$26,718,984.06
Non-Controlling Interest	\$1,220,943.80
Total - Equity	\$27,939,927.86
Retained Earnings	(\$14,761,138.21)
Net Income	(\$858,598.30)
Total Equity	\$12,320,191.35
Total Liabilities & Equity	\$43,795,829.27

Check	\$0.00
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Account	Apr-25
Placement Revenue	\$5,950,575.51
Royalty Revenue	\$897,381.95
Franchise Royalties	\$897,381.95
Franchise Start Up Fees	\$216,503.52
Business Administration Fees	\$107,663.36
New Franchise Sales	\$324,166.88
National Advertising Fund	\$221,668.08
Fastrack Program Revenue	\$46,585.00
Software Access Fee	\$44,880.00
CRM (Keap) Maintenance	\$5,877.60
Online Management Co	\$37,000.00
Email/Encryption	\$7,264.65
Email Address Fees	\$9,163.73
Other Franchise Services Revenue	\$47,005.91
Franchise Services Revenue	\$419,444.97
Other Revenue	\$32,299.14
Total Revenue	\$7,623,868.45
Salaries and Wages	\$1,522,837.77
Bonus	\$80,550.32
Commissions	\$1,643,971.14
Commissions	\$180,354.04
Payroll Taxes	\$285,580.15
Benefits	\$167,238.49
Travel & Entertainment	\$125,359.82
Dues & Subscriptions	\$15,850.94
Background Checks	\$1,514.40
Affiliate Lead	\$99,131.32
Broker Network Fees	\$10,778.32
NAF Marketing Support	\$14,612.50
NAF Online Management	\$48,682.56
NAF Campaigns	\$15,481.17
NAF Tools and Resources	\$18,856.09
NAF CEU Events	\$2,780.00
FT Pull Contracts	\$30,000.00
FT Appointment Setting	\$8,365.00
SRM (Keap) Maintenance	\$10,358.80
Total Cost of Goods Sold	\$4,282,302.83
Gross Profit	\$3,341,565.62
Operating Expenses	
Rent Remote	\$13,559.01
Other Facilities Costs	\$2,008.31
Utilities	\$9,230.38
Telephone/Internet	\$35,567.42
Office Supplies	\$20,304.40
Postage/Shipping	\$4,982.45
Company Functions	\$1,625.85
Payroll Services	\$95,998.83
Software Licenses	\$270.00
Audit/Tax Fees	\$4,535.51
Accounting Services	\$8,000.00
Managed Technology Services	\$62,377.60
Legal	\$54,352.43
Bank Fees	\$499.16
Permits & Fees	\$3,985.96
Total Overhead and G&A	\$317,297.31
Staff Costs	
Salaries and Wages	\$1,036,328.23
Bonus	\$128,666.72
Payroll Taxes	\$108,837.81
Benefits	\$53,620.33
Travel & Entertainment	\$94,952.87
Recruiting	\$2,383.00
Dues & Subscriptions	\$11,825.06
Consulting	\$120,273.78
Freelance	\$7,929.68

Software License	\$68,449.92
Total Staff Costs	\$1,633,267.40
Marketing Costs	
Marketing	\$7,342.86
Print Advertising	\$1,200.00
Marketing Supplies	\$47,118.64
Printing and Reproduction	\$28,733.24
Industry Events	\$28,949.11
Oasis Annual Conference	\$272,556.23
Total Marketing	\$385,900.08
Non-operating expenses	
Depreciation Expense	\$85,674.78
Amortization Expense	\$1,734,555.45
Taxes	\$65.00
Other Non-Operating Expenses	\$43,403.90
Total Non-operating expenses	\$1,863,699.13
Net Income	(\$858,598.30)