

Item 2

BUSINESS EXPERIENCE

THOMAS R. HESTER, ~~Co-Chief Executive Officer and~~ Director

Mr. Hester has served as Director since December, 2025. From January, 2020 to December 2025, he served as Co-Chief Executive Officer and Director of RFC ~~since January, 2020.~~ Mr. Hester ~~has~~ served as President, Treasurer, and Director of RFC from June, 1995 to January, 2020. He served as Director of RFC's affiliate, Pizza Rococo, Inc., since December, 2025. From May, 1990, to ~~present~~December, 2025, he has served as President, Treasurer and Director of RFC's affiliate, Pizza Rococo, Inc. ~~Since~~He served as Director of TRH Restaurants, Inc. since December, 2025. From May, 1991 to December, 2025, he ~~has been the~~served as President, Treasurer and Director of TRH Restaurants, Inc. ~~Since~~He served as Director of Rocky Rococo Corporation since December 2025. From October, 1986 to December 2025, he ~~has~~ served as President and Director of Rocky Rococo Corporation. ~~Since March, 2001, he has~~He served as PresidentDirector of TRH Restaurants II, Inc.

SHARON R. HESTER, ~~Co-Chief Executive Officer~~

~~Mrs. Hester has since December, 2025. From March, 2001 to December 2025, he served as Co-Chief Executive Officer since January, 2020. Mrs. Hester held the position of Vice-President and Secretary of RFC from June, 1995 to January, 2020. She has served as Vice-President of Rocky Rococo Corporation from 1988 to August~~Director of 1994TRH Restaurants II, Inc.

THOMAS R. HESTER III, President and Director

Mr. Hester has served as President/CEO and Director since December, 2025. From January, 2020 to December, 2025, he served as President and Director of RFC. Mr. Hester ~~has~~ served as Vice-President of RFC from January, 1999 to January, 2020, and Director of Marketing from 2011 until January, 2020. From January, 1999, to ~~the present~~December, 2025, he has served as Vice-President of ~~RFC's affiliates,~~ Pizza Rococo, Inc., TRH Restaurants, Inc., Airport Pizza Roc, Inc., ~~Sunbelt Pizza Roc, Inc.,~~ TRH Restaurants, II, Inc., and Rocky Rococo Corporation. From August, 1994, to December, 1998, he served as Controller of ~~RFC's affiliates,~~ Pizza Rococo, Inc., TRH Restaurants, Inc., and Rocky Rococo Corporation.

AMY R. BARTLEY, Secretary, ~~Director of Marketing~~ and Director

Mrs. Bartley has served as Secretary and Director of ~~Marketing~~Marketing of RFC since January, 2020. Mrs. Bartley has served as Director of Customer Experience and Digital Marketing of RFC's affiliates, Pizza Rococo, Inc., TRH Restaurants, Airport Pizza Roc, Inc., TRH

Restaurants, Inc. and Rocky Rococo Corporation from 2017 to present. Prior to 2017, Mrs. Bartley served as Marketing Project Manager and Social Media Manager of RFC's affiliates from 2000 until 2017.

EARL W. RAMBO, Operations and Training Director

Mr. Rambo has served as the Training Director of RFC since May, 2006. Mr. Rambo has served as Operations Director since July, 2013. From December, 2003, to the present, he has served as Operations Consultant of RFC's affiliates, Airport Pizza Roc, Inc., Pizza Rococo, Inc., TRH Restaurants, Inc., and Rocky Rococo Corporation. From 1984 to the present, Mr. Rambo has worked every staff position in the Rocky Rococo Restaurants.

KURT J. KIMBALL, Controller

Mr. Kimball has served as the Controller of RFC since April 17, 2000. From April 17, 2000 to present, he has served as Controller of RFC's affiliates, Airport Pizza Roc, Inc., Pizza Rococo, Inc., TRH Restaurants, Inc., TRH Restaurants II, Inc., TRH Restaurants III, Inc., and Rocky Rococo Corporation.

NATHAN D. KLEINE, Operations and Quality Control Director

Mr. Kleine has served as an Operations and Quality Director since January 7, 2025. From November 5, 2013 to October 15, 2024, he served as a franchise owner of the New Berlin Rocky Rococo location. Prior to November 5, 2013, he served as General Manager. Manager and staff employee at Pizza Rococo, Inc., TRH Restaurants, Inc.

Item 3

LITIGATION

No litigation is required to be disclosed in this Item.

Item 4

BANKRUPTCY

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.

We do not make any representations about a franchisee’s future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representation 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 Thomas R. Hester III, 105 East Wisconsin Avenue, Oconomowoc, Wisconsin 53066, (262) 569-5580, the Federal Trade Commission, and the appropriate state regulatory agencies.

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Item 20

OUTLETS AND FRANCHISEE INFORMATION

Systemwide Outlet Summary

For year ~~2024~~2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023 <u>2022</u>	1918 <u>1821</u>	1821 <u>2124</u>	-13 <u>3</u>
	2025 <u>2023</u>	1821 <u>2124</u>	2124 <u>24</u>	3 <u>30</u>
	2024	2124 <u>24</u>	24 <u>24</u>	30 <u>0</u>

Company-Owned	2023 <u>2022</u>	8	87	-1
	2024 <u>2023</u>	87	7	-1
	2024 <u>2025</u>	7	7	-
Predecessor-Franchised	2023 <u>2022</u>	76	63	-13
	2024 <u>2023</u>	63	30	-3
	2024 <u>2025</u>	30	0	-3
Total Outlets	2023 <u>2022</u>	3432	3231	-21
	2025 <u>2023</u>	3231	31	-1
	2024	31	31	-

Note: Company-owned outlets are not owned by RFC, but are owned by affiliates of RFC.

Note: Predecessor-franchised outlets were franchised by Rocky Rococo Corporation, a predecessor and affiliate of RFC.

**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years ~~2022~~, ~~2023~~, 2024 and ~~2024~~2025**

State	Year	Number of Transfers
	2022	1
	2023	1
	2024	1
	2025	2
Total		34

**Status of Franchised Outlets
For years ~~2022~~, ~~2023~~, 2024 and ~~2024~~2025**

State	Year	Outlets at Start of Year	Outlets Opened/Predecessor Affiliated Transferred	Terminations	Non-Renewals	Reacquired by Franchisor/or Affiliates	Ceased Operations – Other Reasons	Outlets at End of the Year
Wisconsin	2023 <u>2022</u>	1817	04	10	0	0	01	1720
	2024 <u>2023</u>	1720	43	0	0	0	10	2023

	2024 <u>2025</u>	2023	<u>30</u>	0	0	0	0	23
Minnesota	2023 <u>2022</u>	1	0	0	0	0	0	1
	2024 <u>2023</u>	1	0	0	0	0	0	1
	2024 <u>2025</u>	1	0	0	0	0	0	1
Total	2023 <u>2022</u>	1918	<u>04</u>	10	0	0	01	1821
	2024 <u>2023</u>	1821	<u>43</u>	0	0	0	10	2124
	2024 <u>2025</u>	2124	<u>30</u>	0	0	0	0	24

Status of Company-Owned Outlets
For years ~~2022~~, ~~2023~~, 2024 and 2024~~2025~~

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired from Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
Wisconsin	2023 <u>2022</u>	8	0	0	0	01	87
	2024 <u>2023</u>	87	0	0	0	10	7
	2024 <u>2025</u>	7	0	0	0	0	7
Total	2024 <u>2022</u>	8	0	0	0	01	87
	2023	87	0	0	0	10	7
	2025 <u>2024</u>	7	0	0	0	0	7

Projected Openings as of December 30, ~~2024~~2025

State	Franchise Agreements Signed, But Outlet Not Opened	Projected New Franchised Outlet in the Next Fiscal Year	Projected New Company-Owned/Affiliate-Owned Outlet in the Next Fiscal Year
Wisconsin	0	2	0
Minnesota	0	1	0
Total	0	3	0

The following is a list of the names, addresses, and telephone numbers of all current franchisees to which franchises have been granted:

RMDT, LLC
 226408 Rib Mountain Drive
 Wausau, Wisconsin 54401
 Tia Engebrecht
 (715) 212-7649

JJAM, LLC
 135 Division Street N.
 Stevens Point, Wisconsin 54481
 Melissa Slack
 (715) 342-8885

TRH Whitewater, Inc.
 1210 West Main Street
 Whitewater, Wisconsin 53190
 David Apgar
 (262) 473-2105

R&P Restaurants II, LLC
 7600 West Capitol Drive

Milwaukee, Wisconsin 53222
Heyden Penkert
(414) 465-0452

Brymat, LLC
2295 Westowne Avenue
Oshkosh, Wisconsin 54904
Luke Geoffrion
(920) 235-2626

Mad Rock LLC
2010 West Silvernail Road
Pewaukee, Wisconsin 53072
Darin Hogy and Morten Sunde
(262) 513-8100

C & R Investments of Wood County
1841 Eighth Street South
Wisconsin Rapids, Wisconsin 54494
Craig and Rachelle Hanson
(715) 712-1200

R&P RestaurantsC. Steven Setzer Enterprises, LLC
8300 West Brown Deer Road
Milwaukee, Wisconsin 53223
Heyden Penkert
Craig Setzer
(414) 355-5222

HP Restaurants, LLC
15455 West Howard Avenue
New Berlin, Wisconsin 53151
Heyden Penkert
(262) 786-7000

MODA Inc.
6631 Washington Avenue
Racine, Wisconsin 53406
Darin Hogy and Morten Sunde
(262) 886-1984

SDJJ Agostino, LLC
7540 Brooklyn Boulevard
Brooklyn Park, Minnesota 55443
Stacey Agostino
(763) 560-5451
Derkster Enterprises, LLC
4800 Golf Road #226
Eau Claire, Wisconsin 54701
Regi Derks
(715) 210-7742

NITZZA, LLC
3740 South Taylor Drive
Sheboygan, Wisconsin 53081
John Degnitz
(920) 783-6639

K&L Restaurants, LLC
774 West Johnson Street
Fond du Lac, Wisconsin 54904
Luke Geoffrion
(920) 922-6100

~~Reggie Rococo Enterprises~~ Dough It Right, LLC
W3178 Van Roy Road
Appleton, Wisconsin 54914
~~Regi Dirks~~
Luke Geoffrion and Elizabeth Recarte
(920) 832-3992

TMart Operations I, LLC
N1551 Sunset Drive
Lodi, Wisconsin 53555
Jeremy Alsaker
(608) 292-4505

Midwest Pizza, LLC
2828 Prairie Lakes Drive, #108
Sun Prairie, Wisconsin 53590
Pam Zeller and Jim Voeck
(608) 825-2555

1618 West Beltline Highway
Madison, Wisconsin 53713
(608) 251-0304