

Amy Wolfe Summary Statement

I would like to report that a business relationship that started in 2011 between Joe Johnson and me is on the mend, the product of two people making earnest efforts to understand each other. I am impressed by Joe's commitment to heal past wounds. As a result of Joe's efforts, we are on the road to recovery. Joe has gone above and beyond his legal duty to reconcile with me. I sincerely applaud Joe's efforts.

Business ventures are uncertain, but when a business deal goes sour, it is easy to make the worst assumptions about the other side. My statements about Joe Johnson in legal filings, interviews, and social media were born from my perspective of the situation—but what you see in life depends on where you stand. I have come to better understand Joe's side of the story, his struggles, and his reality.

The American legal system is built around two sides telling competing stories, each trying to make the other party look as bad as possible. When a person files a complaint or a counterclaim, the goal is not typically to write a balanced history—the goal is to build a case, oftentimes painting their opponent in a negative light because that's how you win. To further complicate things, in litigation, trust evaporates, communication breaks down, and it is impossible to “step into the others' shoes.” The well-kept secret of this adversarial legal system, however, is that nobody really wins (except perhaps attorneys).

My lawsuit was steeped in the same age-old adversarial dance. Although the lawsuit was brought in good faith based upon information I had at the time, I recognize I did not have the full picture. I have since learned that Joe was fighting battles to keep the Get Motivated business intact and was dealing with unforeseen challenges, all with the goal of repaying my loans. Court filings are nothing more than a reflection of one party's view of the world. I am grateful for the opportunity to collaborate with Joe on future endeavors.

Today, I want to be clear: Joe is a man who steps up to the plate when the chips are down. Joe has always taken my phone calls, even when they were unpleasant to take. Joe has made great efforts to build bridges that were burned down. Although I am not part of Joe's current endeavors, I wish him success in them. I will forever carry forward life lessons learned from our journey of struggle, pain, forgiveness, and redemption.

Amy Wolfe Detailed Statement

I desire to offer some clarity about Joe Johnson and our business relationship. Upon reflection, I recognize that our situation was more complex than the media often reports. I want to share a more complete picture:

- **The Relationship:** I met Joe Johnson in 2011. I was an attendee of Get Motivated Seminars (“GMS”). A friendship with Joe ensued, and I expressed interest in investing opportunities. Joe then invited me to participate with him in acquiring GMS from its former owners. I always enjoyed my experiences at GMS, and I chose to participate as a lender and loaned \$13M.
- **The Investment Decision:** Based on the forecasts, and the relatively short duration of the notes, I made a strategic business decision to loan money for the Get Motivated acquisition in 2011. The original notes were unsecured.
- **The Business Challenges:** After the acquisition, Get Motivated faced major, unforeseen disruption that arose from the actions of two former executives at GMS who violated their own agreements with GMS. Despite the sale, these executives refused to give up control, launched a competing venture using Get Motivated’s brand and goodwill, and seized its offices, assets, databases, and accounts, running up debts in Get Motivated’s name at a staggering rate, as stated in a lawsuit. My company intervened in legal action siding with GMS (and Joe) to regain control of misappropriated assets and eventually succeeded in doing so. Joe initiated litigation to address this and I joined this effort through my company.

By the time the litigation ended, significant damage had already been done. Throughout this period, Joe and his team worked diligently to stabilize the company under extremely difficult circumstances. Frankly, had the prior executives not done what they did, Joe would have had much better odds at success and perhaps then my investment would have panned out.

- **The Personal Guarantee:** GMS was unable to make the payments due in April 2012 in part due to the attempts made by the executives to steal Joe’s business. Although my loan was to Joe’s company—not to Joe personally—I required him to sign a personal guarantee for roughly \$1 million before I would agree to give the business more runway. Joe willingly entered into modification documents at the same time. We both thought it was prudent to extend the maturity date from November 2012 to a five-year payment plan. In this modification agreement, Joe pledged to me all the assets of his businesses as security.
- **My Strategic Decision:** During the turmoil and after the payment was late, a former competitor of Joe’s, who lived in Florida, approached me with a plan to assume control of the collateral and operate the businesses ourselves. Believing that course would best protect my investment, I exercised my rights as a secured lender in the summer of 2012 and called the loan due and foreclosed on all of Joe’s business assets, which included GMS.

Joe adamantly disagreed with the strategy and requested additional time so he could further work through the problems GMS was having. Joe’s disagreement with my decision

notwithstanding, he willingly assisted me in the transition of the assets. I later took control of those assets, and Joe was out of the picture.

- **The Business Outcomes:** Despite earnest attempts—first with that competitor and later with other partners—my initiatives to monetize the business assets did not succeed.
- **The Legal Proceedings:** After I called the note and forced Joe to turn over all the assets and walk away, Joe started a new venture in an unrelated business. From the outside looking in, it appeared Joe was having some success. So, I filed suit against him in 2013, seeking to advance what I believed were my interests. During litigation, I made various claims about Joe in the litigation and occasionally to inquiring media as part of my legal strategy to present the strongest possible case. Joe has always adamantly denied those claims.

After spending two years in litigation, I was not able to find enough evidence to support some of the claims that I made and due to my health and stress levels other claims were no longer worth pursuing. So, I dropped my claims and entered into a settlement agreement with Joe on June 1st, 2015, whereby Joe would pay me the \$1 million he guaranteed in 2012. Joe repaid me the personally guaranteed amount and the lawsuit was dismissed.

- **Joe's Financial Integrity:** I want to emphasize that Joe honored his personal guarantee commitment and never disputed it, ultimately paying the full guaranteed amount of approximately \$1 million over three years. He could have filed for bankruptcy and walked away, but he didn't, and for that I am grateful.
- **Learning from Experience:** Looking back, I recognize that business decisions made under pressure and uncertainty don't always lead to the outcomes we expect. The challenges we both faced were unprecedented, and reasonable people can disagree on the best path forward under such pressures.

Although I am not an expert in the event world, it seems clear that Joe is having a lot of success. Hindsight is 20/20, but I'm left to wonder if Joe could have made GMS work with more time. Perhaps with a broader vision back in 2012 a better outcome might have been achieved in continuing to work with Joe on the continued existence of GMS. Yet, it's time to move forward and not look back.

- **Moving Forward:** I believe it's important to acknowledge that business relationships can be complex. I respect Joe's commitment to overcoming adversity and honoring his obligations in the face of difficult circumstances. As Joe and I enter a new era, I have decided to work with Joe again. I have faith in Joe's ability to make things work. I would not work with someone I did not trust. That should tell you everything you need to know.

Sincerely,

DocuSigned by:

AMY WOLFE

10/7/2025

Amy Wolfe

Date