Franklin Covey Co. Enters into a $20 Million 10b5-1 Trading Plan to Repurchase Common Stock Under Existing $50 Million Authorization

November 17, 2025

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 17, 2025-- Franklin Covey Co. (NYSE: FC), a leader in organizational performance improvement that creates and distributes world-class solutions, including content, training, processes, and tools that organizations and individuals use to achieve systemic changes in human behavior to transform their results, today announced that it is entering into a $20 million 10b5-1 trading plan (the "Plan") to facilitate the repurchase of the Company's common stock under its existing $50 million share repurchase authorization approved by the Board of Directors in August 2025.

The new 10b5-1 Plan was established in accordance with the Company's capital allocation strategy and commitment to return capital to shareholders while maintaining the flexibility to execute on strategic growth objectives and is expected to be completed by the end of January 2026.

As previously disclosed, under its prior Rule 10b5-1 trading plan, Franklin Covey repurchased approximately $10 million of its common stock during the fourth quarter of fiscal 2025 and the first quarter of fiscal 2026. These repurchases were made pursuant to the Company's $50 million share repurchase authorization approved by the Board in August 2025.

"Our decision to launch a new 10b5-1 plan reflects our continued confidence in Franklin Covey's long-term performance and the strength of our business model," said Paul Walker, Chief Executive Officer. "We view our share repurchase program as an effective way to return capital to shareholders and capture value."

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including those statements related to the amount and timing of potential future repurchases of the Company's common stock. Forward-looking statements are based upon management's current expectations and are subject to various risks and uncertainties including, but not limited to: general macroeconomic conditions; cash balance of the Company, renewals of subscription contracts; the impact of strategic projects and initiatives on future financial results; growth in and client demand for add-on services; market acceptance of new products or services, including new AAP portal upgrades and content launches; impacts from geopolitical trade tensions and the general business environment; and other factors identified and discussed in the Company's most recent Annual Report on Form 10-K and other periodic reports filed with the Securities and Exchange Commission. Many of these conditions are beyond the Company's control or influence, any one of which may cause future expectations to differ materially from the Company's current expectations, and there can be no assurance that the Company's actual repurchases will meet management's expectations. These forward-looking statements are based on management's current expectations, and the Company undertakes no obligation to update or revise these forward-looking statements to reflect events or circumstances subsequent to this press release, except as required by law.

About Franklin Covey Co.

Franklin Covey Co. (NYSE: FC) is the premier organizational performance partner of choice, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. With its Enterprise and Education Divisions, the Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action. Available through the FranklinCovey *All Access Pass* and *Leader in Me* membership, FranklinCovey's best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to produce lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the Fortune 100, Fortune 500, thousands of small and mid-sized businesses, and numerous educational institutions and government entities. To learn more, visit http://www.franklincovey.com and enjoy exclusive content across FranklinCovey's social media channels at: LinkedIn, Facebook, Twitter, Instagram, and YouTube.

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