

	<b>Provision</b>	<b>Section in Joint Service Agreement</b>	<b>Summary</b>
w.	Choice of law	Section 10(b)	The laws of the state where our headquarters is located apply (subject to state law)

## **ITEM 18**

### **PUBLIC FIGURES**

We do not use any public figure to promote the Home Instead franchise network.

## **ITEM 19**

### **FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC's Franchise Rule permits us 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) we provide the actual records of an existing outlet that you are considering buying; or (2) we supplement the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

For purposes of this Item 19, "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 the Franchised Business, including all charges for services performed. Gross Sales does not include 1) any federal, state, municipal or other sales tax, goods and services tax, value-added or other retailer's excise tax, or any other similar tax on the supply of goods and services collected from clients at the point of sale and that you pay or accrue, if such taxes are separately stated when the client is charged and if such taxes are paid to the appropriate taxing authority or 2) adjustments for net returns on salable goods and discounts allowed to clients on sales. In addition, Gross Sales does not include the amount of any refunds, chargebacks, credits and allowances given in good faith to clients by franchisees and the amount of mileage and out-of-pocket expenses incurred by and reimbursed to franchisees' employees in connection with providing services to clients. The information in this Item 19 relates to Home Instead U.S. Franchised Businesses and does not include information respecting Home Instead businesses operated by our affiliates.

## **I. Statement of Average Gross Sales and Client Hours Served for All Home Instead U.S. Franchised Businesses**

The Gross Sales data in the table below is based upon historical performance information reported to us by 603 Home Instead U.S. Franchised Businesses in operation as of December 31, 2024, on an individual per-franchise basis. The Gross Sales data does not include Home Instead businesses owned and operated by our affiliates. The Gross Sales data also does not include 16 Franchised Businesses that opened after January 1, 2024.

2024 Gross Sales	Territory Tenure										
	Revenue by Category	1-2 years	3-4 years	5-7 years	8-10 years	11-15 years	16-20 years	21-25 years	26+ years	Grand Total	%
\$7,500,000+					1	3	8	2	14	2%	
\$4,500,000 - \$7,499,999				2	3	3	3	16	19	46	8%
\$3,000,000 - \$4,499,999				3	4	5	15	45	34	106	18%
\$2,000,000 - \$2,999,999			1	3	7	14	36	66	65	192	32%
\$1,500,000 - \$1,999,999			1	4	2	4	14	48	31	104	17%
\$1,000,000 - \$1,499,999		1	9	5	6	12	20	30	16	99	16%
\$500,000 - \$999,999			2	4	4	3	9	5	7	34	6%
\$0-\$499,999	4	1	1	2						8	1%
<b>Grand Total</b>	<b>5</b>	<b>14</b>	<b>22</b>	<b>28</b>	<b>42</b>	<b>100</b>	<b>218</b>	<b>174</b>	<b>603</b>		
<b>%</b>	<b>1%</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>	<b>7%</b>	<b>17%</b>	<b>36%</b>	<b>29%</b>			

The Gross Sales and Client Hours Served data in the tables below is based upon historical performance information reported to us by 603 Home Instead U.S. Franchised Businesses in operation during the entire calendar year ending December 31, 2024, on an individual per franchise basis. The Gross Sales and Client Hours Served data does not include Home Instead businesses owned and operated by our affiliates, any Franchised Businesses that closed in calendar year 2024, or 16 Franchised Businesses that opened after January 1, 2024 and were open as of the end of calendar year 2024.

### **2024 Gross Sales for Franchised Businesses**

Number of Franchised Businesses	Average Gross Sales	Number / Percentage of Franchised Businesses Meeting or Exceeding Average	Median Gross Sales Per Franchised Business	Highest Franchised Business Gross Sales	Lowest Franchised Business Gross Sales
603	\$2,609,616	248 / 41%	\$2,261,503	\$10,914,442	\$122,209

### **2024 Client Hours Served for Franchised Businesses**

Number of Franchised Businesses	Average Client Hours Served	Number / Percentage of Businesses Meeting or Exceeding Average	Median Client Hours Served Per Franchised Business	Highest Client Hours Served Per Franchised Business	Lowest Client Hours Served Per Franchised Business
603	78,428	234 / 39%	68,049	325,839	2,280

### **II. Statement of Average Gross Sales and Client Hours Served for Home Instead U.S. Franchised Businesses Utilizing the Care Platform**

The following table shows historical average growth in Gross Sales for all 20 Franchised Businesses that have been in operation and using the Care Platform for all of 2023 and all of 2024, on an individual per franchise basis. These results exclude 37 Franchised Businesses that have been using the Care Platform for less than 24 months as of December 31, 2024, as well as 6 Home Instead businesses owned and operated by our affiliates.

The table shows average year-over-year growth in Gross Sales over a 12-month period by comparing total Gross Sales for each included Franchised Business for the 12-month period ending December 31, 2024 compared to the 12-month period ending December 31, 2023. The “Top 25% Gross Sales Growth” reflects the growth rate only for the top 25% of reporting Franchised Businesses (those with the highest growth) while the “Bottom 25% Gross Sales Growth” reflects the growth rate only for the bottom 25% of Franchised Businesses (those with the lowest growth).

**Average 2024 Gross Sales Growth for Franchised Businesses  
Using the Care Platform**

Number of Franchised Businesses	Average Gross Sales Growth	Number / Percentage of Franchised Businesses Meeting or Exceeding Average	Median Gross Sales Growth Per Franchised Business	Highest Franchised Business Gross Sales Growth	Lowest Franchised Business Gross Sales Growth	Top 25% Gross Sales Growth	Bottom 25% Gross Sales Growth
20	12%	7 / 35%	9%	59%	-28%	24%	-3%

The following table shows historical average growth in Client Hours Served for all 20 Franchised Businesses that have been in operation and using the Care Platform for all of 2023 and all of 2024, on an individual per franchise basis. These results exclude 37 Franchised Businesses that have been using the Care Platform for less than 24 months as of December 31, 2024, as well as 6 Home Instead Franchised Businesses owned and operated by our affiliates.

The table shows historical average year-over-year growth in Client Hours Served over a 12-month period by comparing total Client Hours Served for each included Franchised Business for the 12-month period ending December 31, 2024 compared to the 12-month period ending December 31, 2023. The “Top 25% Client Hours Served Growth” reflects the growth rate only for the top 25% of reporting Franchised Businesses (those with the highest growth) while the “Bottom 25% Client Hours Served Growth” reflects the growth rate only for the bottom 25% of reporting Franchised Businesses (those with the lowest growth).

**Average 2024 Growth in Client Hours Served for Franchised Businesses  
Using the Care Platform**

Number of Franchised Businesses	Average Client Hours Served Growth	Number/ Percentage of Franchised Businesses Meeting or Exceeding Average	Median Client Hours Served Growth Per Franchised Business	Highest Franchised Business Client Hours Served Growth	Lowest Franchised Business Client Hours Served Growth	Top 25% Client Hours Served Growth	Bottom 25% Client Hours Served Growth
20	8%	8 / 40%	3%	51%	-30%	25%	-5%

The Franchised Businesses whose data is included in the tables in Section I above are substantially similar to the franchises we are offering in this disclosure document, and their services are the same as those to be offered and sold by you. The Franchised Businesses whose data is included in the tables in Section II above reflect only those franchises that use the Care Platform as further described in Item 1 above and enter into a Joint Service Agreement with Honor. Currently, the services provided to Franchised Businesses through the Care Platform include

recruitment, onboarding, training, and employing Care Pros, care management, and client billing and collection in accordance with the Operations Manual. Franchisees using the Care Platform remain responsible for providing client outreach and awareness, performing in-home consultations and assessments of clients' needs, completing all client onboarding processes, reassessments, and providing ongoing client management in accordance with the Operations Manual.

You are strongly encouraged to consult with your own financial advisors in reviewing the information in the tables above, and in particular, in estimating the Gross Sales that you may achieve in operating your own Home Instead Franchised Business.

The Gross Sales data in the tables above do not contain any information regarding the cost of sales, operating expenses, or other costs or expenses that must be deducted from the Gross Sales to obtain your net income or profit. We recommend that you conduct an independent investigation of costs and expenses you will incur in operating your Franchised Business. Current franchisees and former franchisees listed in this disclosure document may be one source of this information.

The information in the tables above has been prepared by our management from royalty records reported to us by our franchisees and has not been independently audited, but we do not have any reason to believe it is not reliable. We will provide you with written substantiation of the data used to prepare the information presented in this Item 19 upon reasonable written request.

**Some Franchised Businesses have earned this amount. Your individual results may differ. There is no assurance you will earn as much.**

Other than the preceding financial performance representation, we do not make any financial performance 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 representations 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 our management by contacting Home Instead, Inc., 13323 California Street, Omaha, NE 68154, (402) 498-4466, the Federal Trade Commission, and the appropriate state regulatory agencies.

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**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NO. 1**  
**SYSTEM-WIDE OUTLET SUMMARY**  
**FOR YEARS 2022 TO 2024**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	609	614 <sup>1</sup>	+5
	2023	614	616 <sup>2</sup>	+2
	2024	616	619	+3
Company-Owned	2022	3	3	0
	2023	3	3	0
	2024	3	6	+3
Total	2022	612	617	+5
	2023	617	619	+2
	2024	619	625	+6

<sup>1</sup> Updated from prior year to correct by one unit

<sup>2</sup> Updated from prior year to correct by two units

**TABLE NO. 2**  
**TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS**  
**(OTHER THAN FRANCHISOR OR AN AFFILIATE)**  
**FOR YEARS 2022 TO 2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Alabama	2022	1
	2023	0
	2024	1
Arizona	2022	0
	2023	1
	2024	4
Arkansas	2022	1
	2023	0