

ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor 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) a franchisor provides the actual records of an existing outlet you are considering buying; or (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.

Background

As of December 31, 2024, twenty (20) franchisees were in operation for the entire 2024 calendar year. This Item 19 discloses certain historical financial performance information for those twenty (20) franchisees (the “Reporting Businesses”). One of the Reporting Businesses is owned by our Founder, Jonathan Roll.

2024 Financial Performance Information for the Reporting Businesses

This Item sets forth historical Gross Sales and operating results for the Reporting Businesses during the 2024 calendar year (the “Measurement Period”). We obtained these figures from information provided by the Reporting Businesses to us through our proprietary software (the “Software System”) program for the Measurement Period. Franchisees are not required to use generally accepted accounting principles when reporting these figures. We did not audit or otherwise independently verify this information.

Table 1 of this Item 19 discloses the Aggregate Gross Sales per Group, Average Gross Sales in Group, Highest Gross Sales in Group, Lowest Gross Sales in Group, Median Gross Sales per Group, Number Exceeding Group Average, and Percent Exceeding Group Average, for each quartile “Group” (Top 25%, 2nd Quartile, 3rd Quartile, and Bottom 25%), during the Measurement Period as reported to us through our Software System by the Reporting Businesses.

Table 2 of this Item 19 discloses the Gross Sales for commercial jobs and residential jobs, and Percentage of Gross Sales for commercial jobs and residential jobs, during the Measurement Period as reported to us through our Software System by the Reporting Businesses.

Table 3 of this Item 19 discloses the Average, Median, Lowest, and Highest performance of Franchisees in the group achieved during the Measurement Period, as it relates to Total Estimates, Close Ratio, and Average Job Size, as reported to us through our Software System by the Reporting Businesses.

We will provide you with written substantiation for the financial performance representation upon reasonable request.

TABLE 1

Quartile	# of Franchisees in Group	# of Territories	Aggregate Gross Sales for Group	Average Gross Sales per Group	Highest Gross Sales in Group	Lowest Gross Sales in Group	Median Gross Sales for Group	Number Exceeding Group Average	Percent Exceeding Group Average
Top 25%	5	16	\$ 13,255,811	\$ 2,651,162	\$ 5,381,205	\$ 1,663,823	\$ 1,871,926	1	20.0%
2nd Quartile	5	16	\$ 7,273,663	\$ 1,454,733	\$ 1,574,047	\$ 1,305,726	\$ 1,461,651	3	60.0%
3rd Quartile	5	16	\$ 4,864,025	\$ 972,805	\$ 1,175,911	\$ 602,155	\$ 1,080,553	3	60.0%
Bottom 25%	5	16	\$ 1,773,960	\$ 354,792	\$ 552,968	\$ 88,409	\$ 380,210	4	80.0%
Total System	20	64	\$27,167,459	\$1,358,373	\$5,381,205	\$ 88,409	\$1,240,818	9	45.0%

The Founder Business is a mature business that originally launched its business operations under a different mark and converted to operating under the iFoam trademark in 2021. The Founder Business operated a business substantially similar to the franchised business offered under this Disclosure Document.

Notes:

1. In some cases, a franchisee may have increased or decreased its number of Protected Territories during the fiscal year. For purpose of the Table, we include all of the territories operated by a franchise that were operated the entire time of the Measurement Period.
2. This Table 1 to Item 19 discloses Gross Sales for the Reporting Businesses, divided into groups based on the level of Gross Sales achieved during the Measurement Period (i.e. Top 25%, 2nd Quartile, 3rd Quartile and 4th Quartile).
3. **“Gross Sales”** is defined all revenue generated by the Reporting Businesses during the 2023 calendar year, as reported to us through our Software System by the Reporting Businesses. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.
4. **“Aggregate Gross Sales for Group”** is defined as the total Gross Sales achieved by the group for each quartile, as reported to us through our Software System by the Reporting Businesses.
5. **“Average Gross Sales per Group”** is defined as the average Gross Sales achieved by the Reporting Businesses within the respective quartile, as reported to us through our Software System by the Reporting Businesses.
6. **“Highest Gross Sales in Group”** is defined as the Gross Sales achieved by the top performing Item 19 Franchisee within the respective quartile, as reported to us through our Software System by the Reporting Businesses.
7. **“Lowest Gross Sales in Group”** is defined as the Gross Sales achieved by the lowest performing Item 19 Franchisee within the respective quartile, as reported to us through our Software System by the Reporting Businesses.
8. **“Median Gross Sales in Group”** is defined as the median Gross Sales achieved by the Reporting Businesses within the respective quartile, as reported to us through our Software System by the Reporting Businesses.

9. **“Number Exceeding Group Average”** is defined as the number of Reporting Businesses within each quartile who are exceeding the quartile group average, as reported to us through our Software System by the Reporting Businesses.

10. **“Percent Exceeding Group Average”** is defined as the percentage of Reporting Businesses within each quartile who are exceeding the quartile group average, as reported to us through our Software System by the Reporting Businesses.

TABLE 2

Segment	Gross Sales	Percentage of Sales
Residential	\$ 19,844,019	73.0%
Commercial	\$ 7,323,440	27.0%
Total System	\$ 27,167,459	100.0%

Notes:

1. **“Gross Sales”** is defined all revenue generated by the Reporting Businesses during the Measurement Period, as reported to us through our Software System by the Reporting Businesses. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.

2. **“Residential”** is defined as the total gross sales for residential jobs performed during the Measurement Period, as reported to us through our Software System by the Reporting Businesses.

3. **“Commercial”** is defined as the total gross sales for commercial jobs performed during the Measurement Period, as reported to us through our Software System by the Reporting Businesses.

4. **“Total System”** is defined all revenue generated by the Reporting Businesses over the Measurement Period, from January 1, 2024, to December 31, 2024, as reported to us through our Software System by the Reporting Businesses. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.

TABLE 3

	Average Performance of Franchisees in Group	Median Performance of Franchisees in Group	Highest Performance of Franchisees in Group	Lowest Performance of Franchisees in Group	Number Exceeding Group Average	Percentage Exceeding Group Average
Total Estimates	594	542	2364	111	8	40.0%
Close Ratio	32.1%	28.9%	52.0%	19.8%	7	35.0%
Average Job Size	\$ 7,127	\$ 6,415	\$ 16,806	\$ 3,480	6	30.0%

Notes:

1. **“Total Estimates”** is defined as the total number of estimates written during the Measurement Period, as reported to us through our Software System by the Reporting Businesses.
2. **“Close Ratio”** is defined as the percentage of total estimates written that turned into invoices, as reported to us through our Software System by the Reporting Businesses.
3. **“Average Job Size”** is defined as the average dollars spent per job performed during the Measurement Period, as reported to us through our Software System by the Reporting Businesses.

Assumptions and Additional Notes:

1. The Item 19 historical financial performance representation included in this Item includes certain reported performance information reported by the Reporting Businesses during the Measurement Period only.
2. The financial information presented in this Item 19 does not disclose any cost, expense or profit information.

Some outlets have earned this amount. Your individual results may differ. There is no assurance you'll earn as much.

Other than the preceding financial performance representation, HPB Foam LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such 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 the Legal Department at 2525 N. 117th Avenue, Omaha, Nebraska 68164 and 1 (800) 490-8991, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

For purposes of this Item 20, each Protected Territory that a franchisee receives under a Franchise Agreement is considered an “Outlet.”

Table No. 1:
System-wide Outlet Summary For years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	4*	29	+25
	2023	29	116	+87
	2024	116	86	-30
Company-Owned and Affiliate-	2022	-	4	+4
	2023	4	4	-