

## 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.

As of December 31, 2025, there were 44 Lawn Pride businesses in operation in the United States, 42 of which were franchised businesses and 2 affiliate-operated businesses. Part I of this Item 19 includes Gross Sales per Customer data for our 2 affiliate-operated businesses. Part II includes Gross Sales per Customer data for our 42 franchised businesses. We obtained the figures for Part II of this Item 19 from information provided to us by our franchisees using our software program for the period from January 1, 2025 through December 31, 2025 (the “Reporting Period”) although as noted above 9 of the reporting franchised businesses included in this Item 19 only first opened during the Reporting Period and so they have operated their franchised business for less than one year. Franchisees are not required to use generally accepted accounting principles when reporting these figures. The following charts and tables are a historic financial performance representation.

Three franchised businesses were not included in this Item 19 because they closed during the Reporting Period and so they were not in operation for the entire Reporting Period and were not in operation as of December 31, 2025. Of the 3 businesses that closed during the Reporting Period, 1 business closure resulted from a consolidation of two locations into a single operating location rather than a termination of operations and none were in operation less than 12 months before closing.

As used herein, “Gross Sales” means and includes the total revenues and receipts from whatever source (whether in the form of cash, credit, agreement to pay, barter, trade or other consideration) that arise, directly or indirectly, from the operation of – or in connection with – a Lawn Pride® business whether under any of the Marks or otherwise. Gross Sales exclude sales taxes collected from customers and paid to the appropriate taxing authority and any other bona fide refunds, rebates or discounts that we authorize in writing. Gross Sales also exclude sales from any Excluded Services (as defined in the Excluded Services Addendum (see Schedule I to the Franchise Agreement)).

#### **Part I -- Gross Sales per Customer Data for the Affiliate-Operated Location**

The below two tables present historical average and median Gross Sales per Customer data for our one affiliate-operated Lawn Pride business located in Indianapolis, Indiana. This business has been in operation since 1993 and so it is a mature, established business. Its territory is estimated to include 661,075 targeted households, which is approximately 13 to 22 times more targeted households than will be included in a typical territory of a franchised business offered under this Franchise Disclosure Document. This affiliate-owned Lawn Pride business historically provided certain services that will not be offered by the Lawn Pride franchised businesses offered under this Franchise Disclosure Document (e.g., snow removal services or flying insect and disease control services). Therefore, the data related to such services were excluded from the data presented in this Item 19.

Table I.A - Average and Median Gross Sales per Customer Data -- Residential Customer

Table I.A below provides the average and median Gross Sales per Customer data for residential customers, as well as the actual highest and lowest Gross Sales per residential customers, for the calendar years 2021 through 2025, for the affiliate-operated Lawn Pride business.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>
<b>2021</b>	\$1,341	\$545	\$7,109	\$26
<b>2022</b>	\$1,203	\$583	\$7,690	\$25
<b>2023</b>	\$1,005	\$591	\$11,829	\$26
<b>2024</b>	\$730	\$569	\$11,076	\$28
<b>2025</b>	\$724	\$565	\$11,630	\$33

Notes to Table I.A:

<sup>1</sup> This is the average and median of Gross Sales per residential Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>2</sup> This is the actual highest and actual lowest Gross Sales per residential Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

The typical residential customer of the affiliate-operated Lawn Pride business enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table I.A includes all invoiced Program Services and Upsell Services for residential customers for each applicable calendar year. Residential customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

Table I.B - Average and Median Gross Sales per Customer -- Commercial Customer

Table I.B below provides the average and median Gross Sales per Customer data for commercial customers, as well as the actual highest and lowest Gross Sales per Customer for commercial customers, for the calendar years 2021 through 20254 for the affiliate-operated Lawn Pride business.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>
<b>2021</b>	\$2,657	\$743	\$40,953	\$60
<b>2022</b>	\$2,414	\$910	\$45,803	\$75
<b>2023</b>	\$2,192	\$867	\$46,056	\$66
<b>2024</b>	\$1,669	\$816	\$45,965	\$148
<b>2025</b>	\$1,635	\$827	\$30,750	\$56

Notes to Table I.B:

<sup>1</sup> This is the average and median of Gross Sales per commercial Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>2</sup> This is the actual highest and actual lowest Gross Sales per commercial Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

The typical commercial customer of the affiliate-operated Lawn Pride business enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table I.B includes all invoiced Program Services and Upsell Services for commercial customers for each applicable calendar year. Commercial customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

**Part II – 2025 Gross Sales per Customer Data for the Franchised Businesses**

Tables II.A and II.B of this Item 19 include data from 35 franchised businesses (the “Reporting Businesses”) for the Reporting Period. No franchised businesses closed during the Reporting Period.

Table II.A - Average and Median Gross Sales per Customer Data – Residential Customer

Table II.A below provides the average and median Gross Sales per Customer data for residential customers, as well as the actual highest and lowest Gross Sales per Customer data for residential customers, for the calendar years 2024 and 2025, for the Reporting Businesses.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>
<b>2024</b>	\$702	\$450	\$5,914	\$29
<b>2025</b>	\$684	\$433	\$20,500	\$28

Number/ percentage of Reporting Businesses that achieved at least the average: 21/46%

Notes to Table II.A:

<sup>1</sup> The average Gross Sales per Customer data (for residential customer jobs) was calculated as follows: (i) first, we obtained the annual Gross Sales and Customer counts for all Reporting Businesses during the Reporting Period from our Software System, (ii) next, we calculated the Gross Sales per Customer by dividing the total Gross Sales by the total Customer count for each Reporting Business (“Individual Business Average Gross Sales per Residential Customer”), and (iii) then, we calculated the median or average, as applicable, of the Individual Business Average Gross Sales per Residential Customer for all Reporting Businesses during the Reporting Period.

<sup>2</sup> The highest and lowest Gross Sales per Customer in this Table refer to the highest Individual Business Average Gross Sales per Residential Customer and the lowest Individual Business Average Gross Sales Per Residential Customer, respectively.

The typical residential customer enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table II.A includes all invoiced Program Services and Upsell Services for residential customers of the Reporting Businesses for the Reporting Period. Residential customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

Table II.B - Average and Median Gross Sales per Customer Data – Commercial Customer

Table II.B below provides the average and median Gross Sales per Customer data for commercial customers, as well as the actual highest and lowest Gross Sales per Customer data for commercial customers, for the calendar years 2024 and 2025, for the Reporting Businesses.

	<b>Average</b>	<b>Median</b>	<b>Highest</b>	<b>Lowest</b>
<b>2024</b>	\$2,628	\$756	\$38,186	\$63
<b>2025</b>	\$2,262	\$633	\$21,488	\$75

Number/ percentage of Reporting Businesses that achieved at least the average: 6/67%

Notes to Table II.B:

<sup>1</sup> The average Gross Sales per Customer data (for commercial customer jobs) was calculated as follows: (i) first, we obtained the annual Gross Sales and Customer counts for all Reporting Businesses during the Reporting Period from our Software System, (ii) next, we calculated the Gross Sales per Customer by dividing the annual Gross Sales by the total Customer count for each Reporting Business (“Individual Business Average Gross Sales per Commercial Customer”), and (iii) then, we calculated the median or average, as applicable, of the Individual Business Average Gross Sales per Commercial Customer for all Reporting Businesses during the Reporting Period.

<sup>2</sup> The highest and lowest Gross Sales per Customer in this Table refer to the highest Individual Business Average Gross Sales per Commercial Customer and the lowest Individual Business Average Gross Sales Per Commercial Customer, respectively.

The typical commercial customer enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table II.B includes all invoiced Program Services and Upsell Services for commercial customers of the Reporting Businesses for the Reporting Period. Commercial customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

**Additional Notes:**

1. **Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.**
2. Written substantiation for the basis for the information set forth in this Item 19 will be made available to any prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Lawn Pride SPV LLC does not make any financial performance representations. 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 territory, however, we may provide you with the actual records of that territory. 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 Susan McIntosh, 1010 North University Parks Drive, Waco, Texas 76707, (254) 745-2400 the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**Table 1 – Systemwide Outlet<sup>1</sup> Summary For Years 2023 to 2025**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at Start of Year</b>	<b>Outlets at End of Year</b>	<b>Net Change</b>
Franchised	2023	0	5	+5
	2024	5	35	+30
	2025	35	42	+7
Company-Owned	2023	1	1	0
	2024	1	1	0
	2025	1	2	+1
<b>Total Outlets</b>	2023	1	6	+5
	2024	6	36	+30
	2025	36	44	+8

<sup>1</sup> Included in “outlets” are all Businesses that have opened an operating location. Neither sale of a new territory to an existing franchisee where a separate operating location will not be opened nor execution of a franchise agreement for a new location where the location is not yet open are included.

**Table 2 – Transfer of Franchised Outlets  
Transfers<sup>2</sup> of Outlets from Franchisees to New Owners (other than Franchisor)  
For Years 2023 to 2025**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
Alabama	2023	0
	2024	0
	2025	2
<b>Total</b>	2023	0
	2024	0
	2025	2

<sup>2</sup> Transfer” means the acquisition of a controlling interest in a franchised outlet, during its term, by a person other than the franchisor or an affiliate. Sale of territory only, not including a franchised outlet, from one franchisee to another franchisee is not included in transfers.