

Master Services Agreement (“MSA”)		
Provision	Section In Franchise Or Other Agreement	Summary
v. Choice of forum	MSA 10(g)	Same terms as the franchise agreement.
w. Choice of law	MSA 10(g)	Same terms as the franchise agreement.

ITEM 18: PUBLIC FIGURES

We do not use any public figures to promote our franchise system.

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. This Item 19 sets forth certain historical data as provided by our franchisees. This data is for the period January 1, 2024 to December 31, 2024 for gross sales and gross window and patio door unit sales. Our franchisees have voluntarily submitted this data or the vendors from whom franchisees purchase windows have provided it to us. Franchisees use the accounting procedures they independently select. As used in this Item 19, “gross sales” means the total sales generated by the business without any deductions. “Gross sales” does not include deductions for sales tax paid to taxing authorities. As used in this Item 19, “gross window and patio door unit sales” refers to the number of windows and patio doors sold by the business. “Gross window and patio door unit sales” does not refer to the numbers of other exterior remodeling products a franchisee may sell, such as entry doors, siding, garage doors, roofing, etc.

The data are presented according to market size and type of owner. Territories are classified as: (1) small market; (2) medium market; (3) large market; or (4) metro market. Small market territories have 150,000 or less owner-occupied households within the territory. Medium market territories have between 150,001 and 250,000 owner-occupied households within the territory. Large market territories have between 250,001 and 550,000 owner-occupied households within the territory. Metro market territories have 550,001 or more owner-occupied households within the territory. Some of our franchisees who own multiple units report their numbers to us on a consolidated basis. We refer to these markets as “combined markets.” We display this data in separate paragraphs as we are unable to breakdown the data into distinct territories. Owner-occupied households is determined according to data reported by the United States Census Bureau for 2020. We have a reasonable basis to believe this data reflects the current performance of the franchise system as a whole. We do not include any data from outlets which are owned or operated by our affiliate.

Franchisee Gross Sales – 2024. The following paragraphs present the annual gross sales reported by Window World franchisees which were open and operating for the entire 2024 calendar year under substantially the same ownership. 209 franchisees were open at the end of the calendar year 2024. 185 of those franchisees share the common characteristic that they operate and report sales figures as a single licensed territory. 18 franchisees operated and reported as combined markets for the 2024 calendar year. The outlets in this sample do not differ materially from those being offered in the disclosure document. The total systemwide sales of all our franchisees (including those operating combined markets and those that did not operate for the entirety of the calendar year under substantially the same ownership) for 2024 was \$1,120,135,423.97.

Small Market Franchisee Businesses

68 small market businesses reported total gross sales for a single market for 2024. The total gross sales for these small market businesses were \$213,546,827.07, ranging from a low of \$568,285.96 to a high of \$8,574,494.93. Average gross sales for the small market were \$3,140,394.52. Median sales for the small market were \$2,627,607.11. 31 businesses or 46% of reporting businesses attained or surpassed the average gross sales for the small market. 34 businesses or 50% of reporting businesses attained or surpassed the median gross sales for the small market.

Medium Market Franchisee Businesses

54 medium market businesses reported total gross sales for a single market for 2024. The total gross sales for these medium market businesses were \$287,276,036.92, ranging from a low of \$608,909.77 to a high of \$22,132,514.74. Average gross sales for the medium market were \$5,319,926.61. Median sales for the medium market were \$4,682,175.62. 24 businesses or 44% of reporting businesses attained or surpassed the average gross sales for the medium market. 27 businesses or 50% of reporting businesses attained or surpassed the median gross sales for the medium market.

Large Market Franchisee Businesses

42 large market businesses reported total gross sales for a single market for 2024. The total gross sales for these large market businesses were \$256,821,927.65, ranging from a low of \$1,202,262.24 to a high of \$18,122,889.06. Average gross sales for the large market were \$6,114,807.80. Median sales for the large market were \$5,020,636.25. 15 businesses or 36% of reporting businesses attained or surpassed the average gross sales for the large market. 21 businesses or 50% of reporting businesses attained or surpassed the median gross sales for the large market.

Metro Market Franchisee Businesses

21 metro market businesses reported total gross sales for a single market for 2024. The total gross sales for these metro market businesses were \$238,738,457.49, ranging from a low of \$889,064.00 to a high of \$45,041,242.35. Average gross sales for the metro market were \$11,368,497.98. Median sales for the metro market were \$5,932,422.68. 7 businesses or 33% of reporting businesses attained or surpassed the average gross sales for the metro market. 11 businesses or 52% of reporting businesses attained or surpassed the median gross sales for the metro market.

Combined Market Franchisee Businesses

18 franchises reported total gross sales for as combined markets for 2024. These 18 franchises are owned by 5 franchisees. The total gross sales for these combined markets were \$121,167,369.58, ranging from a low of \$3,999,931.88 to a high of \$30,199,636.07. Average gross sales for the combined markets were \$17,309,624.23. Median sales for the combined markets were \$18,212,403.55. 4 of 7 franchisees reporting their markets as combined markets (or 57%), attained or surpassed the average gross sales for the combined markets. 4 of 4 franchisees reporting their markets as combined markets (or 57%), attained or surpassed the median gross sales for the combined markets.

Franchisee Gross Window and Patio Door Unit Sales – 2024. The following paragraphs present the annual gross window and patio door unit sales reported by Window World's approved window and patio door vendors for franchisees that were open and operating for the entire 2024 calendar year. 209 franchisees were open at the end of the calendar year 2024. 203 of those franchisees share the common characteristic that they operated and had sales figures reported as a single licensed territory. 4 franchises operated and were reported as combined markets for the 2024 calendar year. The outlets in this sample do not differ materially from those being offered in the disclosure document. The total systemwide gross window and patio door unit sales of all our franchisees (including those operating combined markets and those that did not operate for the entirety of the calendar year) for 2024 was 1,094,376.

Small Market Franchisee Businesses

68 small market businesses had total gross window and patio door unit sales reported for a single market for 2024. The total gross window and patio door unit sales for these small market businesses were 199,730, ranging from a low of 606 to a high of 10,858. Average gross window and patio door unit sales for the small markets were 2,937. Median sales for the small markets were 2,600. 29 businesses or 43% of reported businesses attained or surpassed the average gross window and patio door unit sales for the small market. 34 businesses or 50% of reported businesses attained or surpassed the median gross window and patio door unit sales for the small market.

Medium Market Franchisee Businesses

68 medium market businesses had total gross window and patio door unit sales reported for a single market for 2024. The total gross window and patio door unit sales for these medium market businesses were 340,382, ranging from a low of 446 to a high of 19,369. Average gross window and patio door unit sales for the medium markets were 5,006. Median sales for the medium markets were 4,245. 29 businesses or 43% of reported businesses attained or surpassed the average gross window and patio door unit sales for the medium market. 34 businesses or 50% of reported businesses attained or surpassed the median gross window and patio door unit sales for the medium market.

Large Market Franchisee Businesses

43 large market businesses had total gross window and patio door unit sales reported for a single market for 2024. The total gross window and patio door unit sales for these large market businesses were 247,263, ranging from a low of 666 to a high of 15,620. Average gross window and patio door unit sales for the large markets were 5,750. Median sales for the large markets were 4,252. 14 businesses or 33% of reported businesses attained or surpassed the average gross window and

patio door unit sales for the large market. 22 businesses or 51% of reported businesses attained or surpassed the median gross window and patio door unit sales for the large market.

Metro Market Franchisee Businesses

24 metro market businesses had total gross window and patio door unit sales reported for a single market for 2024. The total gross window and patio door unit sales for these metro market businesses were 248,926, ranging from a low of 1,167 to a high of 59,102. Average gross window and patio door unit sales for the metro markets were 10,372. Median sales for the metro markets were 4,960. 7 businesses or 29% of reported businesses attained or surpassed the average gross window and patio door unit sales for the metro market. 12 businesses or 50% of reported businesses attained or surpassed the median gross window and patio door unit sales for the metro market.

Combined Market Franchisee Businesses

4 franchises had total gross window unit and patio door sales reported as combined markets for 2024. These 4 franchises are owned by 1 franchisee. The total gross window unit and patio door sales for these combined markets were 57,408, ranging from a low of 18,575 to a high of 38,833. Average gross window unit and patio door sales for the combined markets were 14,352. Median gross window unit and patio door sales for the combined markets were 9,288. 1 of 2 franchises reporting their markets as combined markets (or 50%), attained or surpassed the average gross window unit and patio door sales for the combined markets. 1 of 2 franchisees reporting their markets as combined markets (or 50%), attained or surpassed the median gross window unit and patio door sales for the combined markets.

Written substantiation for the financial performance representation made here will be made available to you upon reasonable request.

The financial performance representations do not reflect the costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Window World franchise. Franchisees or former franchisees, listed in the Disclosure Document, may be one source of this information.

Some units have earned these amounts. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, we do 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 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 our Legal Department, 118 Shaver Street, North Wilkesboro, North Carolina 28659, (336) 667-2100, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
SYSTEMWIDE OUTLET SUMMARY
For Years 2022, 2023, and 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	207	211	+4
	2023	211	210	-1
	2024	210	209	-1
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	2	+2
Total Outlets	2022	207	211	+4
	2023	211	210	- 4
	2024	210	211	+1

Table No. 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
For Years 2022, 2023, and 2024

State	Year	Number of Transfers
Arkansas	2022	0
	2023	0
	2024	1
Florida	2022	2
	2023	1
	2024	1
Indiana	2022	0
	2023	0
	2024	1
Kentucky	2022	2
	2022	0
	2024	0
Maryland	2022	0
	2023	1
	2024	0
New York	2022	0
	2023	0
	2024	5