

PUBLIC FIGURES

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

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.

HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION

As of December 31, 2025, there were a total of twelve Appell® territories in operation, one affiliate-owned territory in operation in Long Island, New York and eleven franchised territories in operation. The eleven franchised territories in operation consist of: (a) two franchised territories owned and operated by one New Jersey franchisee; (b) one franchised territory owned and operated by one Pennsylvania franchisee; (c) four franchised territories owned and operated by one Georgia franchisee; (d) two franchised territories owned and operated by one Ohio franchisee; (e) two franchised territories owned and operated by one Texas franchisee. During the 2025 calendar year, we terminated one Florida franchisee. The information presented in this Item 19 excludes this terminated franchisee.

The historical financial performance information presented in this Item 19 presents: (i) the total reported Gross Sales for the five Reporting Franchisees for the 2025 calendar year in Table A; and (ii) the total Gross Sales, broken down into three categories – Pavement Maintenance (which includes line striping, seal coating and pave repairs), Snow Removal and National Pavement Maintenance/Paving, for our Affiliate in Table B.

TABLE A: REPORTING FRANCHISEE GROSS SALES FOR THE 2025 CALENDAR YEAR

Franchisee	Number of Territories	2025 Gross Sales	Length of Time in the Operation in the 2025 Calendar Year	Amount and Type of Services Provided
Appell North Jersey (Bergen County)	2 Territories	\$402,390	Full Year	3 Services (Striping, Seal Coating, Pave Repair)
Appell Chester County, PA	1 Territory	\$168,202	Full Year	1 Service (Striping)
Appell Atlanta, Georgia	4 Territories	\$794,744	Full Year	2 Services full year (Striping & Seal Coating); added Pave Repair Services in June 2025
Appell Youngstown, Ohio	2 Territories	\$429,324	Opened May 2025	2 Services (Striping, Seal Coating)

Appell West Houston, Texas	2 Territories	\$96,702	Opened March 2025	1 Service (Striping)
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TABLE B: AFFILIATE GROSS SALES BY SERVICE TYPE FOR THE 2025 CALENDAR YEAR

Service Type	2025 Gross Sales from the Identified Service Type
Pavement Maintenance (including Striping, Seal Coating and Pave Repairs)	\$739,005
Snow Removal	\$1,477,198.33
National Pavement Maintenance/Paving	\$6,720,278.91

Notes:

1. General. The information presented in this Item 19 was reported to us by the Reporting Franchisees and was not audited or independently verified.
2. Definitions:
 - a. “Gross Sales” means gross sales derived during the 2025 Calendar Year, as reported to us by the applicable Reporting Franchisee and our Affiliate.
 - b. “Striping” means painting lines/markings in parking lots.
 - c. “Seal Coating” means applying protective material over asphalt.
 - d. “Pave Repair” means demolition or replacement of failed asphalt areas.
 - e. “Pavement Maintenance” means Striping, Seal Coating, Pave Repair and secondary services such as bollard install, power washing, sign install, catch basin repairs, and small curb repairs.
 - f. “National Pavement Maintenance/Paving” means work that was awarded and completed by our Appell® national team that consists of all of the services identified in b. through e. above, in addition to full-scale re-paving.

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

Upon your written request, we will make available to you written substantiation of the data used in preparing this data.

Except as specified above, we do not make any 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 the franchisor’s management by contacting Appell Franchising LLC, at 1515 Mockingbird Lane, Suite 400, Charlotte, North Carolina 28209 or by phone at 615-230-5966, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table 1
System-Wide Outlet Summary
For Fiscal Years 2023, 2024 and 2025

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	0	3	+3
	2024	3	8	+5
	2025	8	11	+3
Company-Owned or Affiliate-Owned	2023	1	1	0
	2024	1	1	0
	2025	1	1	0
Total Outlets	2023	1	4	+3
	2024	4	9	+5
	2025	9	12	+3

Table 2
Transfers of Outlets from Franchisees to New Owners (other than Franchisor)
For Fiscal Years 2023, 2024 and 2025

State	Year	Number of Franchise Agreement Transfers
Totals	2023	0
	2024	0
	2025	0

Table 3
Status of Franchised Outlets
For Fiscal Years 2023, 2024, 2025

State	Year	Outlets at the Start of the Year	Outlets Opened	Terminations	Non-Renewals	Re-Acquired By Franchisor	Ceased Operations Other Reasons	Outlets at End of the Year
Florida	2023	0	2	0	0	0	0	2
	2024	2	0	1	0	0	0	1
	2025	1	0	1	0	0	0	0
Georgia	2023	0	0	0	0	0	0	0
	2024	0	4	0	0	0	0	4