

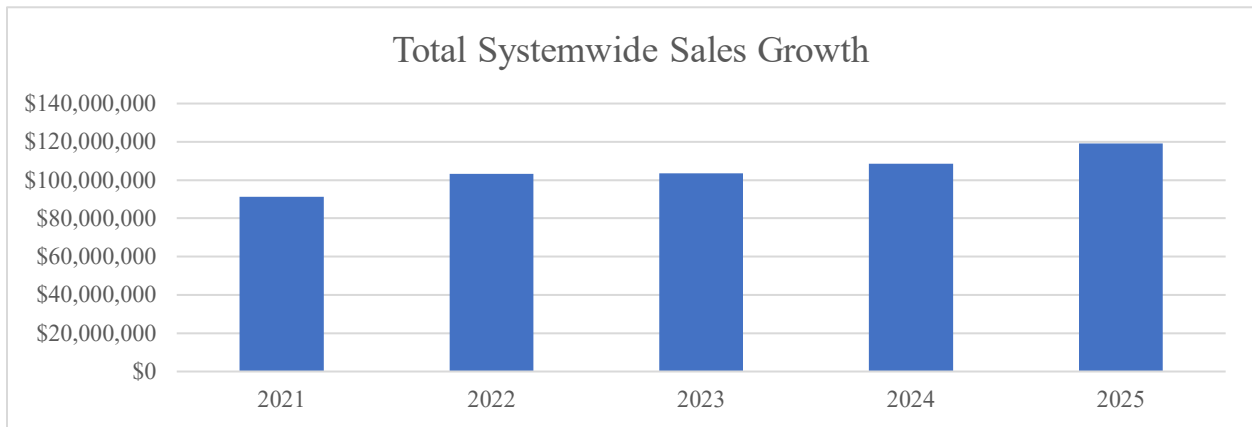
ITEM 19
FINANCIAL PERFORMANCE REPRESENTATION

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.

In this Item, we present certain historical information for franchised ASP - AMERICA’S SWIMMING POOL COMPANY businesses for the 2025 fiscal year and prior years. The explanatory notes following the tables are an important part of the information presented. As of December 31, 2025, we had 124 franchisees operating in 145 Territories. The financial information in this Item from the period before May 14, 2021, was collected by our predecessor, ASPF. Tables 1 through 3 present certain Gross Revenue information from 2023 and 2024 that was reported to and collected by us utilizing , our previously required proprietary business and customer relationship management software.

TABLE 1
SYSTEMWIDE SALES

Table 1 sets forth the aggregate Gross Revenue (“Systemwide Sales”) reported to us and our predecessor from all franchisees whose franchised businesses were operational for any part of the year. See Note 1 to this table for the definition of “Gross Revenue.”



Year	2021	2022	2023	2024	2025
Total Systemwide Sales	\$91,165,076	\$103,395,915	\$103,563,667	\$108,530,895	\$119,126,486
Year-over-Year Growth	27%	13%	0%	5%	10%
Systemwide Sales Territory Count	123	130	133	141	144

Notes:

(1) The term “**Gross Revenue**” is generally defined in the applicable forms of franchise agreement as all revenue from the sale of products and services and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. Further, Gross Revenue includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by us) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. Gross Revenue is not reduced on account of any fees or commissions you pay to third parties who refer customers. The Gross Revenue data for a franchisee may include sales in “open” Territory, that is, territory that had not been awarded to a franchisee.

TABLE 2
ACTIVE FRANCHISE REVENUE GROWTH
(In Business and Reporting as of December 31, 2024– December 31, 2025)

Table 2 below shows the total Gross Revenue growth between calendar years 2024 and 2025 for 112 Territories that were in business and reporting revenue as of December 31, 2024 and as of December 31, 2025. A Territory was considered in business as of December 31, 2024 or December 31, 2025 if it reported Gross Revenue greater than \$0 during the month of December 2024 or December 2025, respectively. See Note 1 to Table 1 for the definition of “Gross Revenue.”

Year	Same Store Sales Total Gross Revenue	Year-over-Year Growth	Same Store Sales Territory Count
2024	\$101,075,185		112
2025	\$109,446,059	8%	112

TABLE 3

GROSS REVENUE PER TERRITORY, BY QUARTILE

Table 3 below reports on 127 Territories that were in operation for the entire 2025 fiscal year, ranked by quartile in order of highest Average Gross Revenue per Territory to lowest Average Gross Revenue per Territory. Excluded from this table are 13 Territories that opened during the 2025 fiscal year and therefore were not in operation for the entire 2025 fiscal year and 10 Territories that ceased operations during the 2025 fiscal year of which all were in operation for at least 12 months, and 4 Territories that did not report a full 12 months of revenue using our standard reporting procedures. See Note 1 to Table 1 for the definition of “Gross Revenue.”

Quartile	Number of Territories in Group	Aggregate Gross Revenue for Territories in Group	Average Gross Revenue Per Territory	Median Territory Gross Revenue in Group	Highest Territory Gross Revenue in Group	Lowest Territory Gross Revenue in Group	Number of Territories Exceeding Group Average	Percent of Territories Exceeding Group Average
Top 25%	32	\$67,746,492	\$2,117,078	\$2,003,291	\$4,518,150	\$1,254,472	15	47%
2nd Quartile	32	\$27,138,507	\$848,078	\$820,774	\$1,208,454	\$594,460	14	44%
3rd Quartile	31	\$14,755,440	\$475,982	\$496,651	\$590,245	\$308,829	19	61%
Bottom 25%	32	\$6,011,170	\$187,849	\$199,392	\$302,243	\$21,725	18	56%
TOTAL SYSTEM	127	\$115,651,610	\$910,643	\$594,460	\$4,518,150	\$21,725	43	34%

* * *

Tables 4 and 5 present information on 107 Territories that were in operation for the entire 2025 fiscal year and reported a profit and loss statement (“P&L”) through QuickBooks. Excluded from these tables are 13 Territories that opened during the 2025 fiscal year and therefore were not in operation for the entire 2025 fiscal year, 24 Territories that were in operation for the entire 2025 fiscal year but did not report Net Profit using standard accounting methods or failed to provide complete financial records utilizing QuickBooks software, and 10 Territories that ceased operations during the 2025 fiscal year. See Note 1 to Table 1 for definition of “Gross Revenue”.

TABLE 4
NET PROFIT PER TERRITORY, BY QUARTILE

Table 4 below reports on 107 Territories, ranked by quartile in order of highest Average Net Profit per Territory to lowest Average Net Profit per Territory. Net Profit is defined as Gross Revenue minus total expenses.

Quartile	Number of Territories	Aggregate Net Profit of Territories in Group	Average Net Profit Per Territory	Median Territory Net Profit	Highest Territory Net Profit in Group	Lowest Territory Net Profit in Group	Number of Territories Exceeding Group Average	Percent of Territories Exceeding Group Average	Average Net Profit Percentage
Top 25%	27	\$9,995,869	\$370,217	\$284,708	\$847,801	\$214,719	8	30%	32%
2nd Quartile	27	\$3,607,569	\$133,614	\$119,519	\$204,093	\$90,586	9	33%	28%
3rd Quartile	26	\$1,725,008	\$66,346	\$67,056	\$88,122	\$39,880	14	54%	23%
Bottom 25%	27	-\$14,014	-\$519	\$9,291	\$39,774	-\$81,030	16	59%	-8%
TOTAL SYSTEM	107	\$15,314,432	\$143,126	\$90,586	\$847,801	-\$81,030	35	33%	19%

TABLE 5
AVERAGE GROSS REVENUE AND EBITDA PER TERRITORY, BY QUARTILE

	Quartile 1 27 Territories ⁽¹⁾		Quartile 2 27 Territories ⁽¹⁾		Quartile 3 26 Territories ⁽¹⁾		Quartile 4 27 Territories ⁽¹⁾	
Gross Revenue	Dollar Amount							
Pool Maintenance Average Gross Revenue ⁽²⁾	\$893,044	41%	\$356,539	40%	\$234,606	46%	\$93,218	42%
Pool Repair & Service Average Gross Revenue ⁽³⁾	\$692,832	31%	\$307,930	35%	\$214,713	42%	\$91,072	41%
Subcontractor Average Gross Revenue ⁽⁴⁾	\$618,995	28%	\$217,105	25%	\$63,451	12%	\$37,034	17%
Total Average Gross Revenue	\$2,204,870	100%	\$881,574	100%	\$512,770	100%	\$221,324	100%
Cost of Goods Sold								
Average Cost of Chemicals Consumed ⁽⁵⁾	\$103,299	12%	\$45,908	13%	\$27,151	12%	\$8,763	9%
Average Cost of Materials Sold ⁽⁶⁾	\$322,540	2.15 ⁽⁷⁾	\$131,511	2.34 ⁽⁷⁾	\$97,140	2.21 ⁽⁷⁾	\$37,812	2.41 ⁽⁷⁾
Average Cost of Subcontractor Expense ⁽⁸⁾	\$393,540	36%	\$156,625	28%	\$44,213	30%	\$25,848	30%
Total Average Cost of Goods Sold	\$819,379		\$334,044		\$168,504		\$72,422	
Total Average Gross Profit ⁽⁹⁾	\$1,385,491	63%	\$547,530	62%	\$344,265	67%	\$148,902	67%
Overhead Expenses								
Average Advertising Expenses ⁽¹⁰⁾	\$54,726	2%	\$42,323	5%	\$23,078	5%	\$17,688	8%
Average Insurance Expenses ⁽¹¹⁾	\$76,595	3%	\$35,093	4%	\$20,626	4%	\$8,793	4%
Average Royalty Obligations ⁽¹²⁾	\$86,428	4%	\$46,122	5%	\$27,914	5%	\$16,737	8%
Average Office Expenses ⁽¹³⁾	\$125,776	6%	\$63,510	7%	\$34,894	7%	\$19,052	9%
Average Payroll Expenses ⁽¹⁴⁾	\$630,640	29%	\$210,705	24%	\$129,563	25%	\$53,538	24%
Average Professional Fees ⁽¹⁵⁾	\$14,060	1%	\$7,504	1%	\$6,032	1%	\$2,663	1%
Average Vehicle Expenses ⁽¹⁶⁾	\$83,839	4%	\$38,799	4%	\$25,262	5%	\$10,647	5%
Total Average Overhead Expenses ⁽¹⁷⁾	\$1,072,064		\$444,058		\$267,370		\$129,119	
Average EBITDA ⁽¹⁸⁾	\$313,428	14%	\$103,473	12%	\$76,896	15%	\$19,783	9%
Number of Territories that Exceeded Average Gross Revenue in Quartile ⁽¹⁾	11		11		13		12	11
Percentage of Territories that Exceeded Average Gross Revenue in Quartile	41%		41%		50%		44%	41%
Highest Territory Gross Revenue in Quartile	\$4,722,748		\$1,259,071		\$604,704		\$368,883	\$4,722,748
Lowest Territory Gross Revenue in Quartile	\$1,283,142		\$606,813		\$371,233		\$37,704	\$1,283,142
Median Territory Gross Revenue in Quartile	\$2,192,937		\$840,818		\$512,326		\$219,307	\$2,192,937

Notes:

- (1) The first chart (to the EBITDA line) in the table reports on 107 Territories, ranked in order of highest Total Average Gross Revenue to lowest Total Average Gross Revenue. Total Average Gross Revenue is the sum of Average Pool Maintenance Gross Revenue, Average Pool Repair and Service Gross Revenue, and Average Subcontractor Gross Revenue (all defined below). The second chart (below the EBITDA line) in the table reports on the same group of 107 Territories and provides additional data related to the performance of the Territories in each quartile.
- (2) “**Pool Maintenance Gross Revenue**” includes only Gross Revenue derived from weekly pool cleanings and does not include any additional services that may be performed at the time of the maintenance service.
- (3) “**Pool Repair and Service Gross Revenue**” includes only Gross Revenue derived from services performed that are non-recurring, non-Pool Maintenance services.
- (4) “**Subcontractor Gross Revenue**” includes only Gross Revenue derived from the performance of renovation services and other services that are performed by a subcontractor. It also includes all materials and labor related to the job that the subcontractor performed.
- (5) “**Cost of Chemicals Consumed**” is defined as the cost of the chemicals used in the performance of Pool Maintenance services. This does not include the cost of chemicals used in other services performed, including Pool Repair and Service and work performed by a subcontractor.
- (6) “**Cost of Materials Sold**” is defined as the cost of the parts and materials that are sold to customers either as part of a service performed or as a standalone purchase by the customer.
- (7) The number represented in this line is the “**Service & Repair Department Mark-Up Number.**” The Service & Repair Department Mark-Up Number is defined as a multiple to determine the average service and repair Gross Revenue and is calculated by dividing the Pool Repair & Service Average Gross Revenue by the Average Cost of Materials Sold.
- (8) “**Cost of Subcontractor Expense**” is defined as the expenditures and costs related to the performance of renovation services and other services performed by a subcontractor, including subcontractor labor and materials.
- (9) “**Total Average Gross Profit**” is defined as the Total Average Gross Revenue minus the Total Average Cost of Goods Sold in each quartile.
- (10) “**Advertising Expenses**” is defined as all payments on behalf of advertising and marketing endeavors. This expense category also includes the cost of the website, monthly expenditure for SEO and monthly expenditure for digital advertising.
- (11) “**Insurance Expenses**” is defined as general liability insurance, property insurance and any other types of insurance.
- (12) “**Royalty Obligations**” is defined as payments of Royalty Fees payable under a franchisee’s franchise agreement.
- (13) “**Office Expenses**” is defined as spending for Recruiting, Computer Supplies and Expense, Dues & Subscriptions, Education & Training, Business Meals, General Office Supplies, Postage, Rent (equipment facility and storage), Telephone, Travel, and Utilities.
- (14) “**Payroll Expenses**” is defined as employee compensation for office staff and service technicians.
- (15) “**Professional Fees**” is defined as is defined as expenses for legal advice, accounting services, and other professional services.

- (16) “**Vehicle Expenses**” is defined as the expenditures and costs for equipment and vehicle fuels, equipment and vehicle repairs, and parking & tolls.
- (17) “**Total Average Overhead Expenses**” is defined as the sum of Average Advertising Expenses, Average Insurance Expenses, Average Royalty Obligations, Average Office Expenses, Average Payroll Expenses, Average Professional Fees and Average Vehicle Expenses in each quartile.
- (18) “**EBITDA**” is defined as Total Average Gross Profit minus Total Average Operating Expenses in each quartile.

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

The financial information we utilized in preparing the preceding financial performance representations was based entirely upon information reported to us by franchisees.

Written substantiation for these financial performance representations will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, ASP Franchising SPE LLC does not make any financial performance representations. 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 Jordan Wilson, ASP Franchising SPE LLC, 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046, (410) 740-1900, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
Systemwide Outlet Summary
For Years 2023 to 2025⁽¹⁾⁽²⁾⁽³⁾

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	364	375	+11
	2024	375	392	+17
	2025	392	410	+18
Company-Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
TOTALS	2023	364	375	+11
	2024	375	392	+17
	2025	392	410	+18