

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.

Through a transaction completed February 17, 2023, we acquired certain assets of our predecessor DNA Pro Cleaning Franchising LLC, an entity owned by our Brand Founder and Advisor, Dragan Krstic (the "**Transaction**"). Through an affiliated entity, DNA Fresh Carpet Care LLC operates a cleaning and restoration business in Lorton, Virginia (the "**Predecessor Outlet**") offering substantially similar products and services as the business you will operate under the Voda Cleaning & Restoration brand. The Predecessor Outlet operated under the principal trademarks "DNA Pro" and "DNA Pro Cleaning & Restoration" (the "**Predecessor Marks**") from 2009 to March of 2023 when, as part of the Transaction, the Predecessor Outlet executed a license agreement with us and rebranded the Predecessor Outlet from the Predecessor Marks to the Voda Cleaning & Restoration trademarks. The Predecessor Outlet serves as our flagship outlet and served as the base from which we created the franchise model offered under this disclosure document.

The Predecessor Outlet provided us with unaudited financial information for this period and we based the historical financial performance information presented in this Item 19 on such unaudited financial information. Since the Predecessor Outlet did not operate under the parameters of a specific territory, it services a very broad and ranging area comprising eleven (11) Franchise Territories; however, 65%-70% of the Predecessor Outlet's Gross Sales represented below was consummated in approximately the equivalent of three (3) Franchise Territories and the remaining 30%-35% of the Predecessor Outlet's Gross Sales was consummated in the remaining eight (8) Franchise Territories through occasional non-targeted jobs. The Predecessor Outlet operated six (6) full time Vans during 2023 and seven (7) full time Vans during 2024 and 2025.

We disclose below certain historic data concerning the Predecessor Outlet including: (Part I) Gross Revenue, Cost of Labor, Tools and Materials, Gross Profit, Operating Expenses, EBITDA and Adjusted EBITDA during the 2025, 2024 and 2023 calendar years and, (Part II) the Number of Total Leads, Jobs, Total Gross Revenue and Average Per Job during the 2025 calendar year.

We also disclose in Part III below certain historic data concerning Voda Cleaning & Restoration franchised businesses that were that were operational for at least 18 months as of December 31, 2025 (the "**Ramped Franchised Businesses**"). As of December 31, 2025, although there were a total of 105 franchised Voda Cleaning & Restoration businesses, there were only 20 Ramped Franchised Businesses (representing 20 individual Franchise Territories); 85 were excluded because they were not operational for the full 18-month period as of December 31, 2025 (2 were temporarily closed in the middle of the period and 83 opened in the middle of the period). In addition, there were 10 franchised Voda Cleaning & Restoration businesses that were excluded because they closed during the 18-month period prior to December 31, 2025, 5 of which closed after being open for less than 12 months.

In addition, we disclose below certain historic data concerning Voda Cleaning & Restoration franchised businesses that were operational for at least 12 months as of December 31, 2025 (the "**Reporting Franchised Businesses**") including: (Part IV) Average Gross Revenue for the Reporting Franchised Businesses for the 2025 calendar year, broken down by quartile performance; (Part V) Average Gross

Revenue Per Job and Service Type during the 2025 calendar year, broken down by quartile performance; and (Part VI) AR Aging Summary Data for Jobs Completed during the 2024 calendar year by Reporting Franchised Businesses as of December 31, 2025 (i.e., to demonstrate the timing of cash collections across total System revenues from completed jobs, measured by how long it took those revenues to be collected). As of December 31, 2025, although there were a total of 105 franchised Voda Cleaning & Restoration businesses, there were only 34 Reporting Franchised Businesses (representing 34 individual Franchise Territories); 71 were excluded because they were not operational for the full 12-month period as of December 31, 2025 (2 were temporarily closed in the middle of the period and 69 opened in the middle of the period). In addition, there were 10 franchised Voda Cleaning & Restoration businesses that were excluded because they closed during the 12-month period prior to December 31, 2025, 5 of which closed after being open for less than 12 months.

Also, we disclose in Part VII certain historic data concerning Voda Cleaning & Restoration franchised businesses continuously open during the period from February 1, 2024 to January 31, 2026 to reflect their ramp up in performance during their first and second years of operation (the “**Mature Franchised Businesses**”). As of January 31, 2026, although there were a total of 106 franchised Voda Cleaning & Restoration businesses in operation, there were only 11 Mature Franchised Businesses (representing 11 individual Franchise Territories); 95 were excluded because they were not operation for a full 2-year period between February 1, 2024 to January 31, 2026. In addition, there were 10 franchised Voda Cleaning & Restoration businesses that were excluded because they closed during the 24-month period prior to January 31, 2026, 5 of which closed after being open for less than 12 months.

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PART I: PREDECESSOR OUTLET - TOTAL GROSS REVENUE, COGS – DIRECT LABOR, COGS - TOOLS AND MATERIALS, GROSS PROFIT, OPERATING EXPENSES, EBITDA AND ADJUSTED EBITDA DURING THE 2025, 2024 AND 2023 CALENDAR YEARS

Category	2025	% of Revenue	2024	% of Revenue	2023	% of Revenue
Total Revenue	\$3,949,483	100.0%	\$2,728,877	100.0%	\$2,400,036	100.0%
COGS -Direct Labor/Subcontracted	\$1,530,844	38.8%	\$946,953	34.7%	\$849,939	35.4%
COGS -Tools & Materials	\$161,539	4.1%	\$127,092	4.7%	\$107,753	4.5%
Gross Profit	\$2,257,100	57.1%	\$1,654,832	60.6%	\$1,442,344	60.1%
Accounting	\$10,261	0.3%	\$9,650	0.4%	\$8,700	0.4%
Advertising/Marketing/Promotion	\$210,831	5.3%	\$188,330	6.9%	\$98,983	4.1%
Fuel/Automobile Expenses	\$89,092	2.3%	\$85,557	3.1%	\$79,825	3.3%
Equipment Repairs, Maintenance, Leases	\$5,751	0.1%	\$7,710	0.3%	\$3,807	0.2%
Permits, Licenses, Legal	\$21,394	0.5%	\$7,397	0.3%	\$5,126	0.2%
Bank Service Charges	\$187	0.0%	\$24	0.0%	\$128	0.0%
Cable & Internet	\$1,156	0.0%	\$1,195	0.0%	\$1,058	0.0%
Computer and Internet Expenses	\$359	0.0%	\$66	0.0%	\$503	0.0%
Dues & Subscription	\$12,301	0.3%	\$9,717	0.4%	\$8,674	0.4%
Auto Insurance	\$34,833	0.9%	\$24,107	0.9%	\$18,781	0.8%
General Liability	\$27,776	0.7%	\$11,513	0.4%	\$7,674	0.3%
Linen & Laundry	\$79	0.0%	\$179	0.0%	\$106	0.0%
Office Supplies and Needs	\$52,716	1.3%	\$41,322	1.5%	\$10,726	0.4%
Parking & Tolls	\$1,057	0.0%	\$1,138	0.0%	\$697	0.0%
Office Payroll, Taxes, Benefits and Fees	\$234,451	5.9%	\$183,804	6.7%	\$144,981	6.0%
Director of Operations Salary	\$128,850	3.3%	\$105,950	3.9%	\$94,450	3.9%
Rent	\$108,300	2.7%	\$104,813	3.8%	\$87,426	3.6%
Utilities	\$9,797	0.2%	\$13,508	0.5%	\$9,539	0.4%

Total Expenses	\$949,189	24.0%	\$795,980	29.2%	\$581,185	24.2%
EBITDA	\$1,307,911	33.1%	\$858,852	31.5%	\$861,159	35.9%
Imputed Royalty	\$276,464	7.0%	\$191,021	7.0%	\$168,003	7.0%
Imputed Brand Fund Contribution	\$78,990	2.0%	\$54,578	2.0%	\$48,001	2.0%
Adjusted EBITDA	\$952,458	24.1%	\$613,253	22.5%	\$645,156	26.9%

Notes to Part I:

1. **“Gross Revenue”** means all revenues and income from any source that you directly or indirectly derive or receive from, through, by or on account of the operation of the business, whether received in cash, in services, in kind, from barter and/or exchange (valued at the full retail value of the goods or services received), on credit (whether or not payment on credit transactions is ultimately received), or otherwise, and specifically includes, without limitation, revenues and income received from the proceeds of any business interruption insurance policies and/or the sale of any promotional or premium items.
2. **“COGS - Direct Labor/Subcontractors”** means the total amount the Predecessor Outlet expended on labor directly attributed to contracted work. This excludes the salaries of owners, managers, office administration and subcontractors.
3. **“COGS – Tools and Materials”** means the total amount the Predecessor Outlet expended on direct materials used on jobsites or in conjunction with contracted jobs.
4. **“Gross Profit”** is calculated by taking the Total Gross Revenue and subtracting the COGS-Direct Labor and the COGS- Tools and Materials.
5. **“Expenses”** is calculated by adding up all of the line items set forth under the “ Expenses” category.
6. **“EBIDTA”** is calculated by taking the Gross Profit and subtracting the Operating Expenses.
7. **“Imputed Royalty Fee”** means the estimated Royalty Fee that the Predecessor Outlet would have had to pay us during the Measurement Period if it was a System franchisee and governed by our current form of Franchise Agreement. We calculated Imputed Royalty Fees by multiplying the Total Gross Revenue by 7% to account for the full Royalty Fee set forth and required under our current form of Franchise Agreement (i.e., we assumed the maximum Royalty Fee imposed for all services, instead of the potential Reconstruction Reduction).
8. **“Imputed Brand Fund Contribution”** means the estimated Brand Fund Contribution that the Predecessor Outlet would have had to pay us during the Measurement Period if it was a System franchisee and governed by our current form of Franchise Agreement. We calculated Imputed Brand Fund Contribution by multiplying the Total Gross Revenue by 2% to account for the full Brand Fund Contribution set forth and required under our current form of Franchise Agreement (i.e., we assumed the maximum Brand Fund Contribution imposed for all services, instead of the potential Reconstruction Reduction) after the Franchised Business has been in business for 12 months (prior to such period, only 1% is required).
9. **“Adjusted EBIDTA”** is calculated by taking the EBIDTA and subtracting the Imputed Royalty Fee and Imputed Brand Fund Contribution.

10. The operating expense subcategories labeled “Dues & Subscription” and “Advertising/Marketing/Promotion” include expenditures (among others) equivalent to a franchisee’s Tech Stack Fee and the Local Advertising expenditure requirement.
11. The information in this Part I is calculated based on the Predecessor Outlet’s cash based accounting derived from the Predecessor Outlet’s QuickBooks account.

PART II: PREDECESSOR OUTLET - NUMBER OF LEADS, JOB, TOTAL GROSS REVENUE AND AVERAGE PER JOB, BY SERVICE TYPE, FOR 2025 CALENDAR YEAR

2025 Calendar Year									
Service Type	Total Leads Generated Among All Service Types	Jobs	Jobs Greater or Equal to Average Revenue	Gross Revenue per Service Type	% of Total Revenue	Average Gross Revenue Per Job	Median Gross Revenue Per Job	Highest Revenue Per Job Per Service Type	Lowest Revenue Per Job Per Service Type
Restoration	3,996	330	106 (32%)	\$1,364,917	35%	\$4,136.11	\$2,768.27	\$34,024.87	\$139.99
Mold Remediation	3,996	128	37 (29%)	\$518,615	13%	\$4,051.68	\$2,712.46	\$42,500.00	\$216.40
Floor Cleaning	3,996	1473	451 (31%)	\$864,734	22%	\$587.06	\$415.00	\$9,675.45	\$100.00
Air Duct/Dryer Vent Cleaning	3,996	116	46 (40%)	\$101,451	3%	\$874.58	\$697.50	\$5,000.00	\$103.00
Reconstruction	3,996	141	52 (37%)	\$1,063,341	27%	\$7,541.43	\$4,524.64	\$48,439.75	\$235.00

Notes to Part II:

1. “Leads” means the number of inquiring people who called or submitted their information to the Predecessor Outlet in order to get information, pricing or to schedule an appointment.
2. “Average Gross Revenue Per Job” is calculated by taking the Total Gross Revenue per Service Type and dividing it by the number of Jobs.
3. The information in this Table II is based on the contract information as of the contract signing date as derived from the Predecessor Outlet’s customer relationship management system versus Table I which is based on Predecessor Outlet’s cash-based accounting.

PART III: AVERAGE GROSS REVENUE FOR RAMPED FRANCHISED BUSINESSES FOR 2025 CALENDAR YEAR, BY QUARTILE

Quartile Results of Reporting Franchised Businesses	Number of Businesses in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue	Highest	Lowest	Median
All Reporting Businesses	20	7 (35%)	\$841,359	\$2,389,780	\$297,042	\$708,955
Top 25%	5	2 (40%)	\$1,661,028	\$2,389,780	\$1,040,321	\$1,436,405
Top 50%	10	4 (40%)	\$1,253,980	\$2,389,780	\$744,007	\$1,024,167
Bottom 50%	10	4 (40%)	\$428,738	\$673,902	\$297,042	\$400,606
Bottom 25%	5	1 (20%)	\$335,465	\$395,858	\$297,042	\$329,622

PART IV: AVERAGE GROSS REVENUE FOR REPORTING FRANCHISED BUSINESSES FOR 2025 CALENDAR YEAR, BY QUARTILE

Quartile Results of Reporting Franchised Businesses	Number of Businesses in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue	Highest	Lowest	Median
All Reporting Businesses	34	13 (38%)	\$655,932	\$2,389,780	\$56,880	\$483,422
Top 25%	9	4 (44%)	\$1,316,211	\$2,389,780	\$807,858	\$1,040,321
Top 50%	17	6 (35%)	\$990,242	\$2,389,780	\$487,890	\$807,858
Bottom 50%	17	9 (53%)	\$321,622	\$478,954	\$56,880	\$326,668
Bottom 25%	9	6 (67%)	\$245,587	\$326,668	\$56,880	\$288,516

PART V: AVERAGE GROSS REVENUE PER JOB BY SERVICE TYPE FOR REPORTING FRANCHISED BUSINESSES FOR THE 2025 CALENDAR YEAR, BY QUARTILE

Restoration Revenue 2025						
Quartile Results of Reporting Franchised Businesses	Number of Jobs in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue Per Job	Highest	Lowest	Median
All Jobs	2,232	568 (25%)	\$4,457.05	\$186,239.76	\$43.67	\$1,743.68
Top 25% Jobs	558	166 (30%)	\$13,635.87	\$186,239.76	\$4,515.54	\$8,653.79
Top 50% Jobs	1,116	295 (26%)	\$8,272.59	\$186,239.76	\$1,745.16	\$4,514.21
Bottom 50% Jobs	1,116	470 (42%)	\$641.50	\$1,742.19	\$43.67	\$500.25
Bottom 25% Jobs	558	248 (44%)	\$234.64	\$500.00	\$43.67	\$213.00

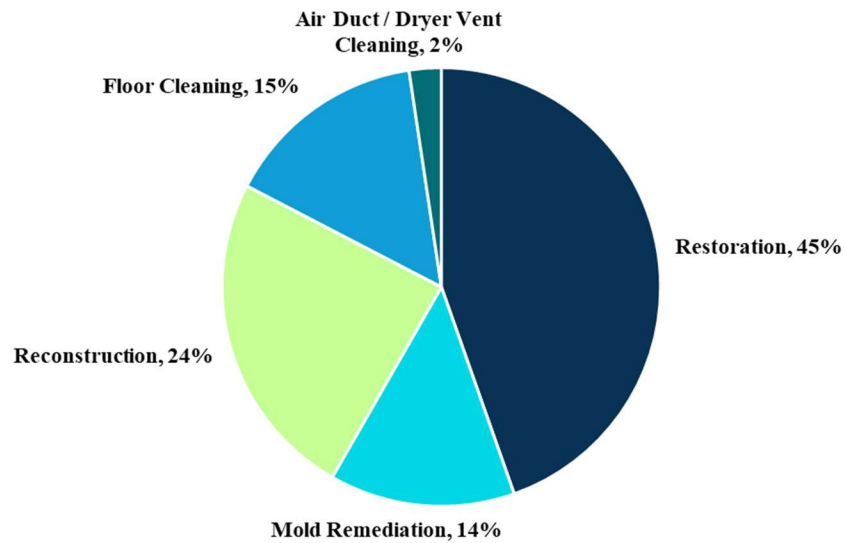
Mold Remediation Revenue 2025						
Quartile Results of Reporting Franchised Businesses	Number of Jobs in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue Per Job	Highest	Lowest	Median
All Jobs	1,122	321 (29%)	\$2,720.61	\$141,195.51	\$51.74	\$1,460.34
Top 25% Jobs	281	84 (30%)	\$7,352.32	\$141,195.51	\$3,112.72	\$5,188.66
Top 50% Jobs	561	157 (28%)	\$4,763.30	\$141,195.51	\$1,461.04	\$3,112.72
Bottom 50% Jobs	561	260 (46%)	\$677.93	\$1,459.63	\$51.74	\$650.00
Bottom 25% Jobs	282	133 (47%)	\$350.56	\$650.00	\$51.74	\$333.07

Reconstruction Revenue 2025						
Quartile Results of Reporting Franchised Businesses	Number of Jobs in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue Per Job	Highest	Lowest	Median
All Jobs	506	112 (22%)	\$10,723.73	\$284,131.41	\$48.26	\$3,157.46
Top 25% Jobs	127	32 (25%)	\$34,640.96	\$284,131.41	\$9,729.60	\$19,000.89
Top 50% Jobs	253	63 (25%)	\$20,211.24	\$284,131.41	\$3,161.02	\$9,729.60
Bottom 50% Jobs	253	116 (46%)	\$1,236.21	\$3,153.90	\$48.26	\$1,093.72
Bottom 25% Jobs	127	51 (40%)	\$390.38	\$1,093.72	\$48.26	\$264.60

Floor Cleaning Revenue 2025						
Quartile Results of Reporting Franchised Businesses	Number of Jobs in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue Per Job	Highest	Lowest	Median
All Jobs	7,877	1,683 (21%)	\$425.04	\$63,500.00	\$30.00	\$243.00
Top 25% Jobs	1,970	410 (21%)	\$1,084.06	\$63,500.00	\$385.20	\$576.42
Top 50% Jobs	3,945	731 (19%)	\$694.41	\$63,500.00	\$243.00	\$385.00
Bottom 50% Jobs	3,943	2,093 (53%)	\$155.02	\$243.00	\$30.00	\$164.84
Bottom 25% Jobs	1,971	785 (40%)	\$112.47	\$164.80	\$30.00	\$102.60

Air Duct / Dryer Vent Cleaning Revenue 2025						
Quartile Results of Reporting Franchised Businesses	Number of Jobs in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue Per Job	Highest	Lowest	Median
All Jobs	712	223 (31%)	\$739.87	\$49,500.00	\$40.00	\$519.42
Top 25% Jobs	178	33 (19%)	\$1,764.07	\$49,500.00	\$777.16	\$1,117.70
Top 50% Jobs	356	75 (21%)	\$1,212.03	\$49,500.00	\$521.33	\$776.71
Bottom 50% Jobs	356	166 (47%)	\$267.71	\$517.50	\$40.00	\$237.72
Bottom 25% Jobs	178	94 (53%)	\$137.85	\$228.23	\$40.00	\$143.65

2025 Revenues Breakout by Job Type for Reporting Franchised Businesses



PART VI: A/R AGING SUMMARY DATA FOR JOBS COMPLETED DURING THE 2024 CALENDAR YEAR BY THE REPORTING FRANCHISED BUSINESSES

Category	\$ Amount	% of Total 2024 Revenues
Total Revenues	\$5,982,900	100%
Collected with in 30 days	\$5,098,453	85%
Collected with in 60 days	\$5,425,962	91%
Collected with in 90 days	\$5,566,765	93%
Collected with in 180 days	\$5,745,513	96%
Collected with in 360 days	\$5,755,103	96%

PART VII: AVERAGE GROSS REVENUE FOR MATURE FRANCHISED BUSINESSES DURING FOR 2-YEAR PERIOD FROM RESPECTIVE OPENING DATE, BY QUARTILE

First Year of Operation						
Quartile Results of Mature Franchised Businesses	Number of Businesses in Category	Number of Businesses That Met or Exceeded Average for the Category	Average Revenue	Highest	Lowest	Median
All Mature Franchised Businesses	11	4 (36%)	\$510,377	\$1,095,519	\$191,890	\$487,277
Top 25%	3	1 (33%)	\$853,457	\$1,095,519	\$653,692	\$811,159
Top 50%	6	2 (33%)	\$720,049	\$1,095,519	\$503,383	\$653,692
Bottom 50%	6	3 (50%)	\$305,326	\$475,071	\$191,890	\$286,010
Bottom 25%	3	2 (67%)	\$239,903	\$286,010	\$191,890	\$241,808