

	<b>Provision</b>	<b>Article in Franchise Agreement</b>	<b>Summary</b>
w.	Choice of law	Article 23.15 of the Franchise Agreement	Governing law will be the law of the state where our current corporate headquarters is located, currently Nebraska (subject to state law).

### **Item 18**

### **PUBLIC FIGURES**

We do not use any public figure to promote our franchise. No public figure is involved in our management.

### **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 for The Maids® Businesses**

This Item 19 discloses certain historical financial performance information for certain The Maids® businesses that operated in the United States from July 1, 2024, through June 30, 2025 (the “Measurement Period”).

As of the Issuance Date of this Disclosure Document, there were 111 The Maids® businesses operated by franchisees in 1,425 Territories (“Franchised Outlets”). We have one affiliate that operates The Maids® business in 34 Territories in 7 states through 7 company-owned offices (“Company-Owned Outlets”).

Twenty-three Franchised Outlets were not in continuous operation for the full Measurement Period. The historical financial performance representation presented in this Item 19 does not include information for 12 of these 23 Franchised Outlets (the “Excluded Outlets”). The Excluded Outlets include: (i) 11 Franchised Outlets in 13 Territories that first opened during the Measurement Period; and (ii) 1 Franchised Outlet operating in 5 Territories that did not submit complete reports. The historical financial performance representation presented in this Item 19 includes information for 11 Franchised Outlets in 14 Territories that closed during the Measurement Period.

As of the Issuance Date of this Disclosure Document, we have adopted a modified methodology for the designation of Territories for franchises offered under this Disclosure Document, where each Territory will consist of approximately 90,000-150,000 households. The information presented in this Item 19 for the Franchised Outlets and Company-Owned Outlets assumes a Territory size of 90-150,000 households per Territory, so as to be consistent with the size of Territory offered to prospective franchisees

under this Disclosure Document. *(Note: This methodology is different than the methodology used for the Item 20 System-Wide Outlet disclosures, as disclosed in Note 1 to the Item 20 tables).*

The Franchised Outlets submit weekly reports to us that form the basis for the financial performance representation in this Item 19. We have assumed that the information submitted by Franchised Outlets is accurate, complete and contains no material misrepresentations or omissions. The information presented is, as far as we know, based on actual experience. The basis for the information from our Company-Owned Outlets is our unaudited internal books and records.

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

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

# **I. STATEMENT OF AVERAGE REVENUE PER CLEAN, AVERAGE REVENUE PER CUSTOMER AND PERCENTAGE OF CLEAN BY SERVICE BY FRANCHISED OUTLET AND TERRITORY**

The following statements are based on information reported by 99 Franchised Outlets operating in 329 Territories that were in operation for the full Measurement Period or closed during the Measurement Period and that submitted complete reports to us ("Reporting Franchised Outlets").

Table I includes the average revenue per clean, the average annual revenue per customer and the percentage of total cleans by service for regular maid service and Special Projects.

	Average	Median	High	Low	Number and Percentage of Franchised Outlets That Met or Exceeded Average	Number and Percentage of Franchised Territories That Met or Exceeded Average
<b>Regular Maid Service</b>						
Revenue Per Clean <sup>(1)</sup>	\$233.53	\$223.76	\$398.85	\$96.87	36 (36.4%)	148 (44.9%)
Annual Revenue per Recurring Customer <sup>(2)</sup>	\$4,271.49	\$4,047.55	\$7,451.06	\$1,134.75	39 (39.4%)	164 (49.7%)
Percentage of Cleans by Type of Service <sup>(3)</sup>	88.6%	89.4%	N/A	N/A	55 (55.6%)	220 (66.8%)
<b>Special Project <sup>(4)</sup></b>						
Revenue Per Clean <sup>(1)</sup>	\$360.94	\$319.35	\$1,244.04	\$169.30	33 (33.3%)	146 (44.5%)