

Provision	Section in Development Agreement (“ADA”) (unless otherwise specified)	Summary
		the ADA or any related agreement is intended to disclaim our representations made in this disclosure document.
u. Dispute resolution by arbitration or mediation	None	Most disputes must be initially mediated. If a dispute is not resolved through the mediation process described in the Franchise Agreement, most disputes must be settled by litigation, subject to state law. Only if a court invalidates a jury waiver or a class action waiver will the dispute be resolved through arbitration, subject to state law.
v. Choice of venue	Section 16	Unless state law supersedes this provision, venue for mediation, arbitration, and litigation is in McLennan County, Texas.
w. Choice of law	Section 16	Texas law applies unless state law supersedes this provision.

ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote our franchise business.

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.

This Item 19 excludes data from the two company-owned businesses. 24 franchised businesses closed during the 2024 fiscal year, and so they did not report data to us for the entire 12-month period in 2024 (the “Reporting Period”) and therefore their data is also excluded from this Item 19. No franchised business closed after being open for less than 12 months.

As used herein, “Gross Sales” means and includes the total revenues and receipts from whatever source (whether in the form of cash, credit, agreement to pay, barter, trade or other consideration) that arise, directly or indirectly, from the operation of – or in connection with – a Mosquito Joe® business whether under any of the Marks or otherwise. Gross Sales exclude sales taxes collected from customers and paid

to the appropriate taxing authority and any other bona fide refunds, rebates or discounts that we authorize in writing. Gross Sales also exclude sales from any Excluded Services (as defined in a mutually executed Excluded Services Addendum (see Schedule I to the Franchise Agreement).

Part I. 2024 Customer Retention Metrics and Gross Sales Per Treatment Data

As of December 31, 2024, there were 170 franchisees operating a total of 415 franchised businesses in the United States and there were two corporate-owned businesses in the United States. Part I of this Item 19 includes data from 410 franchised businesses, which were all in operation and reporting sales as of December 31, 2024. Two franchised businesses were excluded from this Part I of Item 19 as they chose to not operate in 2024 and have since been terminated, and three franchised businesses were excluded from this Part 1 of Item 19 as they did not report data for the entire year.

A. 2024 Customer Retention Metrics of Franchised Businesses

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
Customer Retention ¹	What percent of the previous year's customers do your franchised businesses retain each year? 77%. Many of these customers were partial season customers in 2023 that turned into full season customers in 2024.	Business management software
Recurring Customer ²	What percent of the customers of the franchised businesses are recurring customers? 89%	Business management software

Notes:

1. A “retained customer” is a prior-year’s recurring customer, who returns the following year.
2. A “recurring customer” is one that receives three or more services in a single calendar year/season.

B. 2024 Gross Sales Per Treatment for Franchised Businesses

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
Gross Sales per Treatment	What amount of Gross Sales per Treatment did your franchised businesses generate? The average gross sales per treatment in 2024 for all franchised businesses was \$90.54* and the median was \$88.62. The highest gross sales per treatment was \$141.21 and the lowest gross sales per treatment was \$63.04. *167 franchised businesses, or 40.73% of the franchised businesses, had average	Business Management Software

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
	gross sales per treatment equal or in excess of this average.	

Notes: Gross Sales Per Treatment is the gross effective invoice price.

Part II. Annual Gross Sales, Annual Number of Customers, and Annual Number of Jobs for Franchised Businesses in 2024.

Of the 415 franchised businesses, 387 businesses (the “Reporting Businesses”) had been operating for at least 12 months as of December 31, 2024. This Part II of Item 19 excludes data for (a) 23 franchised Businesses that opened during the year 2024 and therefore did not have data for the entire Reporting Period and (b) the same five businesses that were excluded from Part I. The following tables show average and median annual Gross Sales, annual number of customers, and annual number of jobs for the Reporting Businesses for the Reporting Period.

2024 Annual Gross Sales Data						
Years in Business	Number of Businesses ¹	High ²	Low ³	Average Annual Gross Sales ⁴	Number / Percent at or above Average ⁵	Median Annual Gross Sales ⁶
First 5 Years in business	91	\$850,881	\$15,980	\$214,794	32 / 35%	\$287,832
6 Years+ in business	296	\$1,901,756	\$13,884	\$432,954	105 / 35%	\$339,460

Notes:

¹The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

²This is the highest annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

³This is the lowest annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁴This is the average annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁵This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the Average Gross Sales for the group.

⁶This is the median annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

2024 Annual Number of Customers Data						
Years in Business	Number of Businesses ¹	High ²	Low ³	Average Annual Gross Sales ⁴	Number / Percent at or above Average ⁵	Median Annual Gross Sales ⁶
First 5 Years in business	91	964	24	298	37 / 41%	397
6 Years+ in business	296	2,111	16	583	114 / 39%	462

Notes:

¹The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

²This is the highest annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

³This is the lowest annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁴This is the average annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁵This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the average annual number of customers in the group.

⁶This is the median annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

2024 Annual Number of Jobs Data						
Years in Business	Number of Businesses ¹	High ²	Low ³	Average Annual Number of Jobs ⁴	Number / Percent at or above Average ⁵	Median Annual Number of Jobs ⁶
First 5 Years in business	91	8,234	188	2,305	34 / 37%	3,328
6 Years+ in business	296	21,307	159	4,910	116 / 39%	3,932

Notes:

¹ The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

²This is the highest annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

³This is the lowest annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁴This is the average annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

⁵This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the average annual number of jobs in the group.

⁶This is the median annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

Additional Notes:

1. **Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.**
2. Written substantiation for the basis for the information set forth in this Item 19 will be made available to any prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Mosquito Joe SPV LLC does 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 territory, however, we may provide you with the actual records of that territory. 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 Evan Brody, 4490 Holland Office Park, Suite 100, Virginia Beach, VA 23452, 757-819-4041 the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table 1 – Systemwide Outlets¹ Summary For Years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised Businesses	2022	372	394	+22
	2023	394	416	+22
	2024	416	415	-1
Company-Owned Businesses	2022	2	2	0
	2023	2	2	0
	2024	2	2	0
Total Outlets	2022	374	396	+22
	2023	396	418	+22
	2024	418	417	-1