

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 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 performance at a particular location or under particular circumstances.

The following table represents unaudited information describing certain key performance indicators for the period from January 1, 2025, to December 31, 2025 (the "2025 Fiscal Year" or "Reporting Period"). Written substantiation of the data presented in this financial performance representation will be made available to you upon reasonable request.

Table 1 Franchisee Revenue by Tenure

The following Table 1 is the maximum and minimum Gross Revenue (1) amounts reported during the 2025 Fiscal Year for 153 franchisees in the United States, with an active franchise agreement for a franchise substantially similar to the type offered in this disclosure document. Not included in the results were Seven (7) franchisees who signed franchise agreements, but who were not yet fully trained or operational during the Reporting Period.

Table 1

	2025 Minimum and Maximum Gross Revenue(2)		
Tenure(3)	Franchisee Count(4)	MIN\$(6)	MAX\$(6)
less than 1 yr(5)	12	\$0	\$43,077
1+ to 3 years	23	\$0	\$294,550
3+ to 5 years	16	\$0	\$1,703,889
5+ to 10 years	48	\$0	\$2,190,271
10+ years	54	\$0	\$14,537,318

Notes to Table 1

Note 1: "Gross Revenue" is defined as all sales generated through the Franchised Business, including fees for any products or services a franchisee sells (including, for example, consulting services), for cash, credit (and regardless of collectability), barter or customer profit sharing arrangements, and income of every kind or nature related to the Franchised Business but "Gross Revenues" do not include any sales tax or other taxes collected from a franchisee's customers for transmittal to the appropriate taxing authority. "Gross Revenue" also includes the retail value of all products or services sold in connection with the redemption of coupons, gift certificates, gift cards or vouchers; provided, that at the time such coupons, gift certificates, gift cards or vouchers are purchased, the retail price may be excluded from Gross Revenue for the purpose of determining the amount of Gross Revenues upon which fees are due.

Note 2: The Gross Revenue figures presented in the table reflect earned revenue from contracts signed in the 2025 calendar year. These figures do not include any unearned revenue or amounts associated with contractual obligations extending into future periods, including 2026 and beyond. As we operate a recurring revenue model, many client contracts generate ongoing income over multiple

years. Therefore, this table does not capture the full future revenue potential of contracts initiated in 2025.

Note 3: “Tenure” refers to the franchisees’ years in operation as of December 31st, 2025.

Note 4: This is the number of franchisees with the designated tenure group.

Note 5: Franchisees with a tenure of “less than one year” include the following 12 franchisees that operated during 2025 for the following number of months: Three (3) franchisees for 1 month; Three (3) franchisees for 3 months; Two (2) franchisee for 7 months; AND Four (4) franchisees for 9 months.

Note 6: The maximum and minimum Gross Revenue figures list the actual high and low values of Gross Revenue reported within each tenure grouping as of December 31, 2025 for the 2025 Fiscal Year. The minimum Gross Revenue includes outlets with contracts that do not mandate the reporting of Gross Revenue. These franchise outlets that do not need to report revenue consist of legacy franchisees, (contracts we no longer offer), and existing digital marketing agencies that acquired the WSI franchise as a fractional franchise and operate under their brand. Those outlets that do not report have been given a zero value in gross revenues.

The following Table 2 is a representation of services that you will be offering to clients in the first 6 months of your QSP, (Quick Start Program) which is designed to get you familiar and comfortable dealing with clients, create a positive cash flow position and set the basis for advanced offerings to this initial base of clients. These services represent bundled offerings to a wide range of small businesses. Once your tenure and knowledge grows in the business you will be offering the full suite of services with more customizations.

Table 2

Client Starter Packages ⁽¹⁾			
WSI Bundled services ⁽²⁾	Bronze	Silver	Gold
Minimum SRP ⁽³⁾	\$2,250	\$3,000	\$3,850
Monthly Cost ⁽⁴⁾	\$1,400	\$1,900	\$2,500
Gross Profit Margin ⁽⁵⁾	\$850	\$1,100	\$1,350
Gross Profit Margin over 12 months ⁽⁶⁾	\$10,200	\$13,200	\$16,200

Client Accelerate Packages ⁽⁷⁾			
WSI Bundled services ⁽²⁾	Bronze	Silver	Gold
Minimum SRP ⁽³⁾	\$2,500	\$3,500	\$5,000
Monthly Cost ⁽⁴⁾	\$1,450	\$2,000	\$2,700
Gross Profit Margin ⁽⁵⁾	\$1,050	\$1,500	\$2,300
Gross Profit Margin over 12 months ⁽⁶⁾	\$12,600	\$18,000	\$27,600

Notes to Table 2

Note 1: Starter Packages are high value solutions for small businesses that include a mixture of foundational digital marketing tactics, for example, website development, website maintenance, SEO, and paid ads. These packages promote the sale of multiple services to individual clients, yielding reliable margins and recurring revenue.

Note 2: Bundled services refer to a solution that includes 3 or more digital marketing tactics which are being sold and delivered at the same time.

Note 3: This refers to the minimum suggested retail price you will be charging your clients.

Note 4: Your cost as a franchisee. These costs are subject to change based on market conditions.

Note 5: Franchisee's Gross Profit per month, per client. These gross profit margins are subject to change based on market conditions.

Note 6: Franchisee's gross profit per year, per client for a 12-month period. Some clients may sign a 12-month contract, and some may sign for a smaller term.

Note 7: Client Accelerate Packages allow franchisees to offer marketing automation and Email marketing services in addition to foundational lead generation tactics like SEO and PPC. These packages provide a higher margin to the franchisee and greater focus on lead generation.

The following Table 3 represents the Business Strategy Consulting and AI Adoption Roadmap consulting. These services can be offered by you or using the supplier WSI AI & Strategy Hub, following your training. The WSI AI & Strategy Hub will manage and support the project in conjunction with you, allowing you to continue to develop your relationship with the client and focus on the development of new clients. These Consulting services target medium sized businesses in any industry. You will likely develop a niche in the market for a group of industries.

Table 3

Service Offering	Cost to Deliver with AI & Strategy Hub(1)	Minimum SRP(2)	Monthly / Ongoing Consulting(3)
Business Strategy Consulting (BSC)	Minimum of \$7,750 or 50% of Contract (whichever is greater)	\$15,500	Will differ based on client needs
AI Adoption Roadmap (formerly AIBA)	Minimum of \$18,000 or 50% of Contract (whichever is greater)	\$36,000	Will differ based on client needs
AI Campus (AI Training Programs)	Minimum of \$1,500 or 50% of Contract (whichever is greater)	\$11,000(4)	Not applicable (project based)

Notes to Table 3

Note 1: The WSI AI and Strategy Hub is a supplier within our eMarketplace, and if you choose to use it, you shall contract with the WSI AI & Strategy Hub directly to deliver either of these services to your client.

Note 2: This is the Minimum Suggested Retail Price that can be offered to clients for these consulting services. Existing franchisees have sold these services for more than the Minimum SRP.

Note 3: Following the delivery of Business Strategy Consulting and/or AI Adoption Roadmap strategies, you may contract the client on a monthly basis in order to continue advisory services and

the delivery of digital services and AI deployments. These services are designed to assist the client in defining a fully integrated digital marketing strategy to meet their corporate objectives with the potential to deploy the strategy as well.

Note 4: The AI Campus offering has been established for every size client, has different packages and minimum SRPs as follows:

- AI Campus – Native : \$11,000
- AI Campus – Growth : \$7,000
- AI Campus – First : \$3,000

Written substantiation of the data presented in this financial performance representation will be made available to you upon reasonable request.

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

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations 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 our President, Valerie Brown-Dufour, 91 Skyway Avenue, Suite 104, Etobicoke, Ontario, M9W 6R5 Canada, 905-678-7588, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System wide Outlet Summary
For fiscal years ending December 31, 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	160	148	-12
	2024	148	154	6
	2025	154	153	-1
Company Owned	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
Total Outlets	2023	160	148	-12
	2024	148	154	6