

	Provision	Section in Franchise Agreement	Summary
w.	Choice of law	23.13	Subject to potential limitations of your state's law, Delaware law applies for construction and interpretation of the franchise agreement, but does not give rise to statutory or regulatory claims that would not otherwise apply.

ITEM 18. Public Figures

Brian C. Scudamore, our Co-Founder, Chief Executive Officer, and Director, may be considered a public figure due to his regular appearance on the television program *Dragon's Den*. Mr. Scudamore owns a controlling interest in us and as our CEO is our highest-ranking executive officer.

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 INFORMATION

In this Item 19, we provide information regarding certain historical financial performance for all ~~forty-three~~ thirty-four (40~~34~~) franchised businesses in the United States and ~~sixteen~~ sixteen (16~~14~~) franchised businesses in Canada that were open and operating through at least the last 12 months of the year ending December 31, ~~2024~~ 2025. We do not include information from ~~seventy-three~~ (73) U.S. franchises and one (1) Canadian franchise that ~~closed during 2024, and four~~ (4) U.S. franchises that ~~opened during the 2024~~ 2025 calendar year, because they were not in operation for the entire year, ~~and ten~~ (10) U.S. franchises that closed during 2025. Of the franchises that closed during the 2025 Calendar year, no U.S. or Canadian franchises closed after being open for less than 12 months.

The charts below reflect total, average, median, highest and lowest Gross Revenue figures for the ~~2024~~ 2025 calendar year. Average and median Job Size are also included. For purposes of these charts, franchisees are grouped into franchised businesses open longer than 24 months and those open between 12 and 24 months.

Because our franchisees own different numbers of subterritories, we also provide in the charts below the franchisee average, median, highest and lowest Gross Revenue on a per-subterritory basis. Of the U.S. franchisees reported in the charts below: the smallest franchises consist of 2 subterritories, and the largest franchise consists of 14 subterritories; the average amount of subterritories owned is 5, with the median being 3 subterritories. Of the Canadian franchisees reported in the charts below: the smallest

franchise consists of 2 subterritories, and the largest franchise consists of 15 subterritories; the average amount of subterritories owned is 6, with the median being 5 subterritories.

Unless otherwise specified, the following definitions apply in this Item 19: “Gross Revenue” means the actual gross revenues billed to consumers for products and services less taxes collected and credits or refunds given in accordance with the Franchisor’s refund policy. “Job Size” means the Gross Revenue attributable to the Services and Products ordered by one customer for one job.

We include franchised businesses in Canada in this Item 19 because these Canadian franchisees operate businesses that are substantially similar to those in the U.S., with substantially similar performance results and no material differences between the data of the two groups other than the currency.

We have provided you with information to help you make a more informed decision about our franchises. You should conduct your own research to assist you in preparing projections for your own Franchised Business.

The information in this Item 19 is based upon financial information franchisees reported to us, but we have not independently audited the information or independently reviewed our franchisees’ accounting methodologies to verify their conformance with generally accepted accounting principles.

U.S. Franchisees – Calendar Year 20242025			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
# of Franchisees in Range	32 of <u>40</u> 34	82 of <u>40</u> 34	<u>40</u> 34
Total Gross Revenue	\$17,169,839 <u>16,159,173</u>	\$2,084,904 <u>467,410</u>	\$19,254,743 <u>16,626,583</u>
Gross Revenue per Franchisee			
Average Gross Revenue	\$536,557 <u>504,974</u>	\$260,613 <u>233,705</u>	\$481,369 <u>489,017</u>
# and % of Franchisees at or above Average Gross Revenue	41 <u>10</u> / 35 <u>31</u> %	41/50%	42 <u>10</u> / 30 <u>29</u> %
Median Gross Revenue	\$400,308 <u>384,931</u>	\$245,699 <u>233,705</u>	\$359,378 <u>371,899</u>
Highest Gross Revenue	\$2,571,249 <u>2,757,391</u>	\$402,231 <u>338,727</u>	\$2,571,249 <u>2,757,391</u>
Lowest Gross Revenue	\$26,553 <u>53,870</u>	\$166,637 <u>128,683</u>	\$26,553 <u>53,870</u>
Average Gross Revenue of top 25%	\$1,152,722 <u>1,094,284</u>	\$382,380 <u>338,727</u>	\$1,042,551 <u>1,040,101</u>
Average Gross Revenue of bottom 25%	\$155,095 <u>153,471</u>	\$170,070 <u>128,683</u>	\$156,436 <u>150,717</u>
Job Size			
Average Job Size	\$3,572 <u>3,458</u>	\$2,927 <u>3,891</u>	\$3,483 <u>3,484</u>
# and % Franchisees at or above Average Job Size	46 <u>15</u> / 50 <u>47</u> %	51 <u>63</u> / 50 <u>50</u> %	20 <u>17</u> / 50 <u>50</u> %
Median Average Job Size	\$3,622 <u>3,213</u>	\$3,250 <u>3,891</u>	\$3,446 <u>3,377</u>
Gross Revenue per Subterritory			

U.S. Franchisees – Calendar Year 2024 2025			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
Average Gross Revenue per Subterritory	\$114,903 <u>120,642</u>	\$97,887 <u>72,540</u>	\$111,500 <u>117,813</u>
# and % of Franchisees at or above Average Gross Revenue per Subterritory	43 <u>12</u> / 41 <u>38</u> %	41 <u>50</u> %	45 <u>12</u> / 38 <u>35</u> %
Median Gross Revenue per Subterritory	\$103,116 <u>98,961</u>	\$98,055 <u>72,540</u>	\$100,077 <u>98,961</u>
Highest Gross Revenue per Subterritory	\$258,760 <u>428,546</u>	\$181,264 <u>112,909</u>	\$258,760 <u>428,546</u>
Lowest Gross Revenue per Subterritory	\$6,638 <u>19,813</u>	\$55,546 <u>32,171</u>	\$6,638 <u>19,813</u>

Canadian Franchisees ⁱ – Calendar Year 2024 2025 (reported in Canadian Dollars)			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
# of Franchisees in Range	45 <u>14</u> of 46 <u>14</u>	40 of 46 <u>14</u>	46 <u>14</u>
Total Gross Revenue	\$16,404,758 <u>16,668,774</u>	\$438,564 <u>0</u>	\$16,843,319 <u>16,668,774</u>
Gross Revenue per Franchisee			
Average Gross Revenue	\$1,093,651 <u>1,190,627</u>	\$438,564 <u>N/A</u>	\$1,052,707 <u>1,190,627</u>
# and % of Franchisees at or above Average Gross Revenue	76 <u>47</u> / 47 <u>43</u> %	40 <u>100</u> %	76 <u>44</u> / 44 <u>43</u> %
Median Gross Revenue	\$974,038 <u>1,025,152</u>	\$438,564 <u>N/A</u>	\$970,637 <u>1,025,152</u>
Highest Gross Revenue	\$2,139,885 <u>3,116,690</u>	\$438,564 <u>N/A</u>	\$2,139,885 <u>3,116,690</u>
Lowest Gross Revenue	\$297,905 <u>248,402</u>	\$438,564 <u>N/A</u>	\$297,905 <u>248,402</u>
Average Gross Revenue of top 25%	\$1,892,984 <u>2,196,326</u>	N/A	\$1,892,984 <u>2,196,326</u>
Average Gross Revenue of bottom 25%	\$368,020 <u>403,710</u>	N/A	\$382,128 <u>403,710</u>
Job Size			
Average Job Size	\$3,309 <u>3,284</u>	\$3,207 <u>3,162</u>	\$3,260 <u>3,284</u>
# and % Franchisees at or above Average Job Size	59 <u>33<u>64</u>%</u>	0/0%	69 <u>38<u>64</u>%</u>
Median Average Job Size	\$3,169 <u>3,449</u>	\$3,207 <u>3,162</u>	\$3,154 <u>3,449</u>
Gross Revenue per Subterritory			
Average Gross Revenue per Subterritory	\$200,460 <u>197,410</u>	\$219,281 <u>N/A</u>	\$201,636 <u>197,410</u>

Canadian Franchisees ⁱ – Calendar Year 2024 2025 (reported in Canadian Dollars)			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
# and % of Franchisees at or above Average Gross Revenue per Subterritory	7/ 47 <u>50</u> %	40 / 1000 %	87 / <u>50</u> %
Median Gross Revenue per Subterritory	\$ 179,946 <u>190,380</u>	\$ 219,281 <u>N/A</u>	\$ 185,890 <u>190,380</u>
Highest Gross Revenue per Subterritory	\$ 324,679 <u>347,358</u>	\$ 219,281 <u>N/A</u>	\$ 324,679 <u>347,358</u>
Lowest Gross Revenue per Subterritory	\$ 45,600 <u>49,680</u>	\$ 219,281 <u>N/A</u>	\$ 45,600 <u>49,680</u>

ⁱ The amounts in this chart are shown in CAD. Exchange rates from Canadian to U.S. Dollars ranged from - ~~0.6937 to 0.7510~~ 0.6876 to 0.7368 during calendar year ~~2024~~2025, with the period average exchange rate being ~~0.7302~~ 0.7156.

U.S. and Canadian Franchisees – Calendar Year 2024 2025 (reported in US Dollars ⁱ)			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
# of Franchisees in Range	47 <u>46</u> of 56 <u>48</u>	92 of 56 <u>48</u>	56 <u>48</u>
Total Gross Revenue	\$ 29,148,593 <u>28,089,015</u>	\$ 2,405,141 <u>467,410</u>	\$ 31,553,735 <u>28,556,425</u>
Gross Revenue per Franchisee			
Average Gross Revenue	\$ 620,183 <u>610,631</u>	\$ 267,238 <u>233,705</u>	\$ 563,460 <u>594,926</u>
# and % of Franchisees at or above Average Gross Revenue	47 <u>16</u> / 36 <u>35</u> %	51 / 56 <u>50</u> %	49 <u>17</u> / 34 <u>35</u> %
Median Gross Revenue	\$ 437,712 <u>413,188</u>	\$ 297,540 <u>233,705</u>	\$ 397,020 <u>406,721</u>
Highest Gross Revenue	\$ 2,571,249 <u>2,757,391</u>	\$ 402,231 <u>338,727</u>	\$ 2,571,249 <u>2,757,391</u>
Lowest Gross Revenue	\$ 26,553 <u>53,870</u>	\$ 166,637 <u>128,683</u>	\$ 26,553 <u>53,870</u>
Average Gross Revenue of top 25%	\$ 1,311,424 <u>1,311,599</u>	\$ 382,380 <u>338,727</u>	\$ 1,231,542 <u>1,311,599</u>
Average Gross Revenue of bottom 25%	\$ 184,380 <u>181,891</u>	\$ 170,070 <u>128,683</u>	\$ 176,209 <u>177,798</u>
Job Size			
Average Job Size	\$ 3,203 <u>3,121</u>	\$ 2,986 <u>3,891</u>	\$ 3,168 <u>3,153</u>
# and % Franchisees at or above Average Job Size	20 <u>18</u> / 43 <u>39</u> %	51 / 56 <u>50</u> %	24 <u>20</u> / 43 <u>42</u> %
Median Average Job Size	\$ 3,032 <u>2,787</u>	\$ 3,099 <u>3,891</u>	\$ 3,045 <u>2,890</u>
Gross Revenue per Subterritory			
Average Gross Revenue per	\$ 102,369 <u>103,065</u>	\$ 81,326 <u>51,917</u>	\$ 98,987 <u>100,934</u>

U.S. and Canadian Franchisees – Calendar Year 2024 2025 (reported in US Dollars ⁱ)			
	Franchisees operating over 24 months	Franchisees operating 12 – 24 months	All Franchisees
Subterritory			
# and % of Franchisees at or above Average Gross Revenue per Subterritory	2218/47 39%	21/22 50%	2418/43 38%
Median Gross Revenue per Subterritory	\$93,668 80,473	\$72,421 51,917	\$82,104 80,274
Highest Gross Revenue per Subterritory	\$237,081 306,710	\$160,119 80,809	\$237,081 306,710
Lowest Gross Revenue per Subterritory	\$4,847 14,180	\$40,559 23,025	\$4,847 14,180

ⁱ Foreign exchange rates have been applied to the Canadian figures in this combined chart at an average CAD:USD exchange rate of ~~.7302~~0.7156.

General Note to Revenue Charts:

1. The average is calculated by adding all figures up and dividing by the number of figures counted. The median is calculated by placing all figures being counted in order of ascending or descending value and finding the middle figure in the list. If there is an even number of figures, the median is calculated by adding the middle two figures and dividing by two.
2. The number of franchises column includes the number used to calculate the averages.
3. The “per-subterritory” average, median, high, and low Gross Revenue figures were calculated by (i) first determining each franchisee’s average Gross Revenue per subterritory (dividing the Gross Revenue of the particular franchise by the number of subterritories owned by that franchise), and then (ii) using those results to calculate the overall per-subterritory average, and to determine the median, highest, and lowest per-subterritory performance.
4. Foreign exchange rates have been applied to the reported Canadian figures in the combined U.S. and Canadian Franchisees chart only at an average CAD:USD exchange rate of ~~.7302~~0.7156. The U.S. Franchisees chart is reported in USD, and the Canadian Franchisees chart is reported in CAD.

The information provided below was compiled from all the WOW 1 DAY PAINTING Franchised Businesses operating in the United States and Canada for at least 1 day in the ~~2024~~2025 calendar year.

Total ~~2024~~2025 Gross Revenue of WOW 1 DAY PAINTING Franchisees
(reported in US Dollars)

Country	Total Reported Gross Revenue
United States	\$19,704,238 16,294,044
Canada *	\$12,298,992 11,929,842

This chart includes all franchises operating for at least 1 day during ~~2024~~2025, including ~~twelve~~thirteen (~~12~~13) US locations and one (1) Canadian location that did not operate for the full ~~2024~~2025 calendar year.

- * The Gross Revenue figure in Canadian Dollars (~~\$16,843,319~~) was converted using the calendar year ~~2024~~2025 average exchange rate of ~~0.7302~~0.7156 for Canadian to U.S. Dollars, which rate ranged from ~~0.6937 to 0.7510~~0.6876 to 0.7368 during calendar year ~~2024~~2025, and was ~~0.6950~~0.7286 on December 31, ~~2024~~2025. More Canadian to U.S. Dollar exchange rates can be found here:
<https://www.bankofcanada.ca/rates/exchange/daily-exchange-rates>.

Some franchisees have sold this amount. Your individual results may differ. There is no assurance you will sell as much.

The financial performance representation does not reflect all costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your WOW 1 DAY PAINTING franchised business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information

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

Other than the preceding financial performance representation, WOW 1 DAY PAINTING 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 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 Vice President of Market Development at 301 - 887 Great Northern Way, Vancouver, BC, Canada V5T 4T5, 1-888-808-7751, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. List of Outlets and Franchisee Information

Table No. 1
System wide Outlet Summary
For years ~~2022-2024~~2023-2025

Outlet Type	Year	Franchised Businesses at the Start of the Year	Franchised Businesses at the End of the Year	Net Change
<u>Franchised</u>	<u>2022</u>	<u>45</u>	<u>42</u>	<u>-3</u>
<u>Franchised</u>	<u>2023</u>	<u>42</u>	<u>46</u>	<u>+4</u>
<u>Franchised</u>	<u>2024</u>	<u>46</u>	<u>44</u>	<u>-2</u>
Company Owned	2022 <u>2025</u>	0 <u>44</u>	0 <u>37</u>	0 <u>-7</u>
<u>Company-Owned</u>	<u>2023</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Company-Owned</u>	<u>2024</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Outlets	2022<u>2025</u>	<u>45</u>	<u>42</u>	<u>-3</u>
<u>Total Outlets</u>	<u>2023</u>	<u>42</u>	<u>46</u>	<u>+4</u>
<u>Total Outlets</u>	<u>2024</u>	<u>46</u>	<u>44</u>	<u>-2</u>