

THE FRANCHISE RELATIONSHIP			
Provision		Section in Agreement	Summary
u.	Dispute resolution by arbitration or mediation	Section 17 Section 5.B of Owner Agreement.	Except for certain claims, all disputes are mediated, and if necessary, litigated in Denver, Colorado, subject to state law.
v.	Choice of forum	Section 17.C	Litigation must be in Denver, Colorado, subject to state law.
w.	Choice of law	Section 17.A	Law of where Business is located and Lanham Act, subject to state law.

ITEM 18 PUBLIC FIGURES

We do not use any public figures to promote the franchise.

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 possible performance at a particular location or under particular circumstances. We have divided our financial performance representations into 2 sections, set out below, based on the type of information provided.

The information presented in this Item 19 is based upon our franchised businesses that were open and operating throughout 2025. They are the same business that is being offered and sold under this disclosure document. We have also excluded company-owned outlets from this Item 19.

Section A (Average Rates and Margins):

In this Section A, we have prepared 3 tables listing the average bill rate, average pay rate and average gross margin percentage for the entire franchise system during the 2025 calendar year.

In Tables 1-3 below, the bill rate is the average amount that was charged to customers for the specified type of services, as an hourly rate. The pay rate is the average hourly rate that was paid to employees who provided the specified services. Gross margin percentage is calculated by subtracting the hourly wage paid to the employee and all payroll taxes, workers’ compensation premiums and payroll processing costs from the bill rate and dividing the result by the bill rate. The tables below include average bill rates, pay rates and gross margin percentages for the entire franchise system.

Table 1: Nanny Placement Services (including full-time, part-time and summer nanny services)	
	All Locations
Average (Median) Bill Rate to Families	\$32.42 (\$31.63)
Average (Median) Pay Rate to Nanny	\$19.63 (\$18.63)
Average (Median) Gross Margin Percentage	32% (31%)

Table 2: Babysitting Services	
	All Locations
Average (Median) Bill Rate to Families	\$31.42 (\$30.91)
Average (Median) Pay Rate to Sitter	\$18.10 (\$17.53)
Average (Median) Gross Margin Percentage	35% (35%)

Table 3: Corporate Back-Up Care through National Account*	
	All Locations
Average (Median) Bill Rate to Families	\$35.12 (\$31.85)
Average (Median) Pay Rate to Sitter	\$19.37 (\$18.27)
Average (Median) Gross Margin Percentage	40% (40%)

*Corporate On-Call/Back-Up Care Services includes services arranged through our parent Bright Horizons Family Solutions® as well as other back up care services provided to corporations.

Section B (Gross Revenues):

In this Section B, we have prepared two tables to show 2025 Gross Revenues information for single and multi-territory franchisees that were in operation for at least 12 months as of December 31, 2025.

As of December 31, 2025, there were a total of 34 franchisees operating in a total of 160 territories. The tables below include information for the 34 franchisees operating in 154 territories that were in operation for at least 12 months as of December 31, 2025. Franchisees operating in more than one territory report information for their businesses on a combined basis. 2 territories included in the tables below are listed in Table 3 of Item 20 as “ceased operating” in one state and “opening” in another state. We included those territories in this Item 19 because they continually operated throughout the 2025 calendar year and there was no reduction in the geographic scope of territories. Excluded from the tables below are 6 territories that commenced operations during the 2025 calendar year and therefore were not open and operating for at least 12 months as of December 31, 2025, and 11 territories that were “terminated” during the 2025 calendar year. These territories that were “terminated” were the result of territories under existing franchise agreements being merged into other existing franchise agreements, upon the franchisee’s request. We and each franchisee entered into mutual termination agreements for the respective territory and then amended an already-existing franchise agreement to add the zip codes from the “terminated” agreement. There was no reduction in the geographic scope of territories that are serviced by Jovie franchisees as a result of these consolidations. Of the 11 territories that were terminated during the 2025 calendar year, none had been operating for less than 12 months.