

<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
v. Choice of forum	Section 23.6	<p>Subject to the arbitration requirement, you and the Owners must file any suit against us in federal court in the district where our headquarters is located at the time the suit is filed (currently Columbia, Maryland). We can sue you in federal or state court in the district where our headquarters is located at the time the suit is filed or where the Franchised Business is located. You and we both waive the right to trial by jury and the right to seek punitive damages.</p> <p>All of these provisions are subject to state law in your state.</p>
w. Choice of law	Section 23.1	Maryland law applies (subject to state law).

**ITEM 18**  
**PUBLIC FIGURES**

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

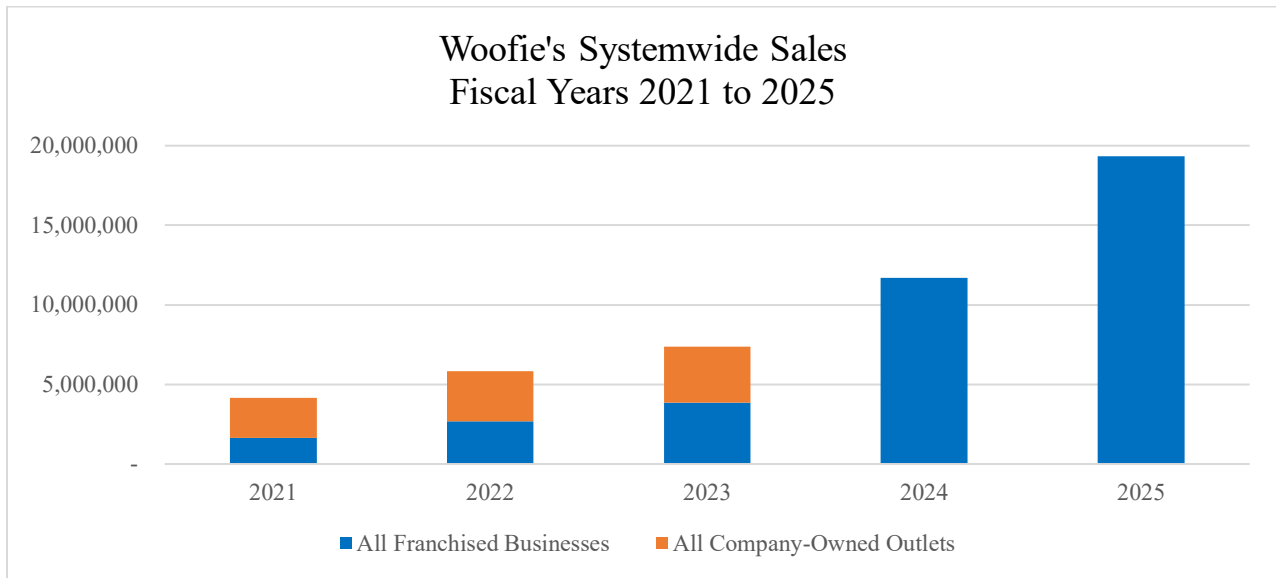
**ITEM 19**  
**FINANCIAL PERFORMANCE REPRESENTATION**

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.

In this Item, we present historical information for WOOFIE’S Franchised Businesses for the 2025 fiscal year and prior years. The explanatory notes following the tables are an important part of the information presented. As of December 31, 2025, we had 69 franchisees operating in 101 Territories.

**TABLE 1**  
**SYSTEMWIDE SALES**

Table 1 reports the aggregate Gross Revenue reported by (a) all WOOFIE’S franchisees whose Franchised Businesses were operational for any part of the fiscal years 2021 through 2025, and (b) our Company-Owned Outlets for the fiscal years 2021 through 2025 (“Systemwide Sales”) and the respective percentage increase from the prior fiscal year (“YoY Growth Percentage”). See Note 1 for the definition of “Gross Revenue”. Our affiliates operated 2 Company-Owned Outlets until the end of the fiscal year 2023. This Table reflects data for those Outlets both before and after their conversion to Franchised Businesses. Table 1 reflects 3 franchisee-operated Territories at the end of fiscal year 2021, 9 franchisee-operated Territories at the end of fiscal year 2022, 39 franchisee-operated Territories at the end of fiscal year 2023, 82 franchisee-operated Territories at the end of fiscal year 2024, and 100 franchisee-operated Territories at the end of fiscal year 2025.



	2021	2022	2023	2024	2025
Franchisee Gross Revenue <sup>(1)</sup>	\$1,639,936	\$2,667,607	\$3,865,783	\$11,688,750	19,325,340
<i>Franchisee Y-o-Y Growth Percentage</i>	N/A	63%	45%	202%	65%
Company-Owned Gross Revenue <sup>(2)</sup>	\$2,524,088	\$3,173,419	\$3,496,286	N/A	N/A
<i>Company-Owned Y-o-Y Growth Percentage</i>	N/A	26%	10%	N/A	N/A
<b>SYSTEMWIDE GROSS REVENUE</b>	<b>\$4,164,024</b>	<b>\$5,841,026</b>	<b>\$7,362,069</b>	<b>\$11,688,750</b>	<b>19,325,340</b>
<b>SYSTEMWIDE Y-O-Y GROWTH PERCENTAGE</b>	<b>N/A</b>	<b>40%</b>	<b>26%</b>	<b>59%</b>	<b>65%</b>

**Note to Table 1:**

- (1) The term “**Gross Revenue**” means all revenue from products and services sold, rendered, invoiced, billed, performed, bartered or traded from and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. “**Gross Revenue**” includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by Franchisor) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. “**Gross Revenue**” is not reduced on account of any fees or commissions you pay to third parties who refer customers. “**Gross Revenue**” does not include any sales taxes or other taxes you collect from customers and pay directly to the appropriate taxing authority. We reserve the right to modify our policies and practices regarding revenue recognition, revenue reporting, and the inclusion or exclusion of certain revenue from “**Gross Revenue**” as circumstances, business practices, and technology change.

\* \* \*

Tables 2 and 3 present information on 46 franchisees (representing 74 Territories) that were in operation for the entire 2025 fiscal year. Excluded from these tables are 22 franchisees (representing 26 Territories) that opened during the fiscal year, and 3 franchisees (representing 7 Territories) that ceased operations during the fiscal year (of which 2 franchisees, representing 4 Territories had been open for less than 12 months). Additionally, 1 franchisee (representing 2 Territories) ceased operations of 1 Territory in 2025, but the remaining Territory was open for the entire 2025 fiscal year and is included in Tables 2 and 3.

**TABLE 2**  
**GROSS REVENUE PER TERRITORY, BY QUARTILE <sup>(1)</sup>**  
**(For the Fiscal Year Ended December 31, 2025)**

Quartile <sup>(1)</sup>	Number of Franchisees in Group	Number of Territories in Group	Aggregate Territory Gross Revenue for Group <sup>(2)</sup>	Average Territory Gross Revenue in Group <sup>(2)(3)</sup>	Highest Territory Gross Revenue in Group <sup>(2)</sup>	Lowest Territory Gross Revenue in Group <sup>(2)</sup>	Median Territory Gross Revenue in Group <sup>(2)</sup>	Number of Territories Exceeding Group Average <sup>(3)</sup>	Percent of Territories Exceeding Group Average <sup>(3)</sup>
Top 25%	12	13	\$10,660,493	\$820,038	\$3,391,260	\$308,008	\$432,037	4	31%
2nd Quartile	11	16	\$3,424,988	\$214,062	\$284,442	\$171,074	\$220,389	7	44%
3rd Quartile	11	18	\$2,435,208	\$135,289	\$155,554	\$101,254	\$142,821	12	67%
Bottom 25%	12	27	\$1,695,656	\$62,802	\$99,302	\$42,416	\$61,991	13	48%
<b>TOTALS</b>	<b>46</b>	<b>74</b>	<b>\$18,216,345</b>	<b>\$246,167</b>	<b>\$3,391,260</b>	<b>\$42,416</b>	<b>\$155,554</b>	<b>18</b>	<b>24%</b>

**Notes to Table 2:**

- (1) The Table reports on 74 Territories, ranked by franchisee quartiles in order of Highest Average Gross Revenue per Territory to lowest Average Gross Revenue per Territory.
- (2) Total Gross Revenue of the Territories in the quartile, as reported by those franchisees. See Note 1 to Table 1 for the definition of Gross Revenue.
- (3) The averages reported in the table are calculated by dividing the Aggregate Gross Revenue by the number of the Territories in the respective quartile.

**TABLE 3**  
**GROSS REVENUE PER FRANCHISEE, BY QUARTILE <sup>(1)</sup>**  
**(For the Fiscal Year Ended December 31, 2025)**

Quartile <sup>(1)</sup>	Number of Franchisees in Group	Number of Territories in Group	Aggregate Gross Revenue for Group	Average Gross Revenue per Franchisee in Group <sup>(2)</sup>	Highest Franchisee Gross Revenue in Group	Lowest Franchisee Gross Revenue in Group	Median Gross Revenue in Group <sup>(3)</sup>	Number of Franchisees Exceeding Group Average	Percent of Franchisees Exceeding Group Average
Top 25%	12	20	\$11,115,226	\$926,269	\$3,391,260	\$388,085	\$481,097	3	25%
2nd Quartile	11	16	\$3,517,855	\$319,805	\$366,607	\$263,746	\$333,796	6	55%
3rd Quartile	11	21	\$2,224,580	\$202,235	\$258,146	\$155,554	\$213,581	7	64%
Bottom 25%	12	17	\$1,358,683	\$113,224	\$148,352	\$49,925	\$121,134	7	58%
<b>TOTALS</b>	<b>46</b>	<b>74</b>	<b>\$18,216,345</b>	<b>\$396,007</b>	<b>\$3,391,260</b>	<b>\$49,925</b>	<b>\$258,146</b>	<b>10</b>	<b>22%</b>

**Notes to Table 3:**

- (1) The Table reports on 46 franchisees, ranked by quartiles in order of highest Average Gross Revenue per franchisee to lowest Average Gross Revenue per franchisee. See Note 1 to Table 1 for the definition of Gross Revenue.
- (2) The averages reported in the Table are per franchisee, not per Territory. “**Franchisee**” refers to the business entity that signed the Franchise Agreement; some franchisees are under common ownership by the same individual or group of individuals.
- (3) The medians reported in the Table are per franchisee, not per Territory.

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**TABLE 4  
GROSS REVENUE BY LINE OF SERVICE  
AND YEAR-OVER-YEAR GROWTH, BY TERRITORY**

The table below reports the 2024 and 2025 fiscal year Gross Revenue by line of service and the respective year-over-year (“Y-o-Y”) growth percentage for the 34 Territories that were in operation for the entire 2024 and 2025 fiscal years. See Note 1 to Table 1 for the definition of Gross Revenue.

Class Year	Number of Franchisees	Number of Territories	Pet Sitting Gross Revenue per Territory			Grooming Gross Revenue per Territory		
			2024	2025	Y-o-Y Growth	2024	2025	Y-o-Y Growth
Class of 2021 & Earlier	3	4	\$893,612	\$954,408	7%	\$702,806	\$748,430	6%
Class of 2022	3	4	\$61,435	\$102,869	67%	\$123,063	\$180,801	47%
Class of 2023	15	26	\$36,181	\$60,335	67%	\$73,584	\$125,354	70%

Class Year	Number of Franchisees	Number of Territories	Pet Sitting Percentage of Gross Revenue			Grooming Percentage of Gross Revenue		
			2024	2025	Y-o-Y Growth	2024	2025	Y-o-Y Growth
Class of 2021 & Earlier	3	4	56%	56%	0%	44%	44%	0%
Class of 2022	3	4	33%	36%	3%	67%	64%	-3%
Class of 2023	15	26	33%	32%	-1%	67%	68%	1%

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**TABLE 5  
FRANCHISEE GROSS REVENUE RAMP <sup>(1)</sup>**

		YEAR				
FRANCHISEE #	# of Territories	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
FRANCHISEE 1 <sup>(2)</sup>	2	\$192,556	\$412,109	\$1,015,150	\$1,492,922	\$2,063,002
FRANCHISEE 2 <sup>(2)</sup>	1	\$33,352	\$226,041	\$459,964	\$703,174	\$913,251
FRANCHISEE 3 <sup>(3)</sup>	3	\$55,735	\$61,153	\$160,647	N/A	N/A
FRANCHISEE 4 <sup>(3)</sup>	1	\$141,193	\$381,609	\$596,437	N/A	N/A
FRANCHISEE 5 <sup>(3)</sup>	1	\$49,991	\$168,702	\$241,948	N/A	N/A
FRANCHISEE 6 <sup>(4)</sup>	3	\$151,830	\$256,287	N/A	N/A	N/A
FRANCHISEE 7 <sup>(4)</sup>	1	\$116,803	\$169,179	N/A	N/A	N/A
FRANCHISEE 8 <sup>(4)</sup>	1	\$35,649	\$82,390	N/A	N/A	N/A
FRANCHISEE 9 <sup>(4)</sup>	1	\$74,099	\$206,000	N/A	N/A	N/A
FRANCHISEE 10 <sup>(4)</sup>	3	\$43,735	\$83,440	N/A	N/A	N/A
FRANCHISEE 11 <sup>(4)</sup>	1	\$162,750	\$312,498	N/A	N/A	N/A
FRANCHISEE 12 <sup>(4)</sup>	2	\$194,929	\$469,153	N/A	N/A	N/A
FRANCHISEE 13 <sup>(4)</sup>	2	\$143,626	\$314,754	N/A	N/A	N/A
FRANCHISEE 14 <sup>(4)</sup>	2	\$130,306	\$302,740	N/A	N/A	N/A
FRANCHISEE 15 <sup>(4)</sup>	3	\$184,695	\$389,498	N/A	N/A	N/A
FRANCHISEE 16 <sup>(4)</sup>	1	\$41,258	\$142,873	N/A	N/A	N/A
FRANCHISEE 17 <sup>(4)</sup>	2	\$155,581	\$323,539	N/A	N/A	N/A
FRANCHISEE 18 <sup>(4)</sup>	1	\$188,841	\$427,503	N/A	N/A	N/A
FRANCHISEE 19 <sup>(4)</sup>	1	\$174,982	\$347,063	N/A	N/A	N/A
FRANCHISEE 20 <sup>(5)</sup>	1	\$172,416	\$344,425	N/A	N/A	N/A
FRANCHISEE 21 <sup>(5)</sup>	2	\$159,794	N/A	N/A	N/A	N/A
FRANCHISEE 22 <sup>(5)</sup>	2	\$80,870	N/A	N/A	N/A	N/A
FRANCHISEE 23 <sup>(5)</sup>	3	\$228,169	N/A	N/A	N/A	N/A
FRANCHISEE 24 <sup>(5)</sup>	1	\$120,991	N/A	N/A	N/A	N/A
FRANCHISEE 25 <sup>(5)</sup>	2	\$134,540	N/A	N/A	N/A	N/A
FRANCHISEE 26 <sup>(5)</sup>	1	\$169,260	N/A	N/A	N/A	N/A

FRANCHISEE #	# of Territories	YEAR				
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
FRANCHISEE 27 <sup>(5)</sup>	2	\$41,051	N/A	N/A	N/A	N/A
FRANCHISEE 28 <sup>(5)</sup>	1	\$181,940	N/A	N/A	N/A	N/A
FRANCHISEE 29 <sup>(5)</sup>	1	\$181,968	N/A	N/A	N/A	N/A
FRANCHISEE 30 <sup>(5)</sup>	3	\$87,765	N/A	N/A	N/A	N/A
FRANCHISEE 31 <sup>(5)</sup>	3	\$144,911	N/A	N/A	N/A	N/A
FRANCHISEE 32 <sup>(5)</sup>	2	\$85,332	N/A	N/A	N/A	N/A
FRANCHISEE 33 <sup>(5)</sup>	2	\$140,111	N/A	N/A	N/A	N/A
FRANCHISEE 34 <sup>(5)</sup>	1	\$143,330	N/A	N/A	N/A	N/A
FRANCHISEE 35 <sup>(5)</sup>	1	\$104,341	N/A	N/A	N/A	N/A
FRANCHISEE 36 <sup>(5)</sup>	3	\$86,388	N/A	N/A	N/A	N/A
FRANCHISEE 37 <sup>(5)</sup>	1	\$141,270	N/A	N/A	N/A	N/A
FRANCHISEE 38 <sup>(5)</sup>	1	\$86,853	N/A	N/A	N/A	N/A
FRANCHISEE 39 <sup>(5)</sup>	1	\$79,519	N/A	N/A	N/A	N/A
FRANCHISEE 40 <sup>(5)</sup>	1	\$64,637	N/A	N/A	N/A	N/A
FRANCHISEE 41 <sup>(5)</sup>	2	\$126,302	N/A	N/A	N/A	N/A
FRANCHISEE 42 <sup>(5)</sup>	1	\$84,570	N/A	N/A	N/A	N/A
FRANCHISEE 43 <sup>(5)</sup>	1	\$85,632	N/A	N/A	N/A	N/A
FRANCHISEE 44 <sup>(5)</sup>	1	\$27,726	N/A	N/A	N/A	N/A
FRANCHISEE 45 <sup>(5)</sup>	1	\$193,025	N/A	N/A	N/A	N/A
<b>AVERAGE</b>	<b>1.6</b>	<b>\$120,547</b>	<b>\$271,048</b>	<b>\$494,829</b>	<b>\$1,098,048</b>	<b>\$1,488,126</b>
<b>MEDIAN</b>	<b>1</b>	<b>\$130,306</b>	<b>\$307,619</b>	<b>\$459,964</b>	<b>\$1,098,048</b>	<b>\$1,488,126</b>
<b>NUMBER AND % OVER AVERAGE</b>		<b>25 (56%)</b>	<b>11 (55%)</b>	<b>2 (40%)</b>	<b>1 (50%)</b>	<b>1 (50%)</b>

**Notes:**

- (1) See Note 1 to Table 1 for the definition of Gross Revenue.
- (2) Franchisees opened prior to 2020.
- (3) Franchisees opened in 2022.
- (4) Franchisees opened in 2023.
- (5) Franchisees opened in 2024.

\* \* \*

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

The financial information we utilized in preparing the preceding financial performance representations was based entirely upon information reported to us by franchisees.

Written substantiation for these financial performance representations will be made available to you upon reasonable request.

Other than the preceding financial performance representations, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Jordan Wilson, Woofie's Pet Ventures, LLC, 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046 and (410) 740-1900, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE 1**  
**Systemwide Outlet Summary**  
**For Years 2023 to 2025<sup>(1)(2)(3)</sup>**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2023	9	39	+30
	2024	39	82	+43
	2025	82	101	+19
Company-Owned	2023	2	2	0
	2024	0	0	0
	2025	0	0	0
<b>TOTALS</b>	<b>2023</b>	<b>11</b>	<b>41</b>	<b>+30</b>
	<b>2024</b>	<b>39</b>	<b>82</b>	<b>+43</b>
	<b>2025</b>	<b>82</b>	<b>101</b>	<b>+19</b>