

<b>Provision</b>	<b>Section in Franchise Agreement (unless otherwise specified)</b>	<b>Summary</b>
u. Dispute resolution by arbitration or mediation	11	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	14(H)	Unless state law supersedes this provision, venue for mediation, arbitration, and litigation is in McLennan County, Texas.
w. Choice of law	14(G)(1)	Texas law applies unless state law supersedes this provision.

SEE THE ATTACHED STATE ADDENDA (Exhibit O) FOR ADDITIONAL DISCLOSURES.

## **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.

As of December 31, 2024, there were 36 Lawn Pride businesses in operation in the United States, 35 of which were franchised businesses and one affiliate-operated business. Part I of this Item 19 includes Gross Sales per Customer data for our one affiliate-operated business. Part II includes Gross Sales per Customer data for our 35 franchised businesses, five of which opened in 2023 and the remaining 30 opened during the year 2024. We obtained the figures for Part II of this Item 19 from information provided to us by our franchisees using our software program for the period from January 1, 2024 through December 31, 2024 (the “Reporting Period”) although as noted above 30 of the reporting franchised businesses included in this Item 19 only first opened during the Reporting Period and so they have operated their franchised business for less than one year. Franchisees are not required to use generally accepted accounting principles when reporting these figures. The following charts and tables are a historic financial performance representation.

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 Lawn Pride® 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 the Excluded Services Addendum (see Schedule I to the Franchise Agreement)).

## **Part I -- Gross Sales per Customer Data for the Affiliate-Operated Location**

The below two tables present historical average and median Gross Sales per Customer data for our one affiliate-operated Lawn Pride business located in Indianapolis, Indiana. This business has been in operation since 1993 and so it is a mature, established business. Its territory is estimated to include 661,075 targeted households, which is approximately 13 to 22 times more targeted households than will be included in a typical territory of a franchised business offered under this Franchise Disclosure Document. This affiliate-owned Lawn Pride business historically provided certain services that will not be offered by the Lawn Pride franchised businesses offered under this Franchise Disclosure Document (e.g., snow removal services or flying insect and disease control services). Therefore, the data related to such services were excluded from the data presented in this Item 19.

Table I.A - Average and Median Gross Sales per Customer Data -- Residential Customer

Table I.A below provides the average and median Gross Sales per Customer data for residential customers, as well as the actual highest and lowest Gross Sales per residential customers, for the calendar years 2021 through 2024, for the affiliate-operated Lawn Pride business.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>	<b>Program %<sup>3</sup></b>	<b>Upsell %<sup>3</sup></b>
<b>2021</b>	\$1,341	\$545	\$7,109	\$26	52%	48%
<b>2022</b>	\$1,203	\$583	\$7,690	\$25	53%	47%
<b>2023</b>	\$1,005	\$591	\$11,829	\$25	56%	44%
<b>2024</b>	\$838	\$569	\$11,076	\$28	57%	43%

Notes to Table I.A:

<sup>1</sup> This is the average and median of Gross Sales per residential Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>2</sup> This is the actual highest and actual lowest Gross Sales per residential Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>3</sup> “Program %” refers to the percentage of annual Gross Sales from residential customers (for the applicable calendar year) that was derived from Program Services (as defined in Item 1). “Upsell %” refers to the percentage of annual Gross Sales from residential customers (for the applicable calendar year) that was derived from Upsell Services (as defined in Item 1).

The typical residential customer of the affiliate-operated Lawn Pride business enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to

prepare this Table I.A includes all invoiced Program Services and Upsell Services for residential customers for each applicable calendar year. Residential customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

#### Table I.B - Average and Median Gross Sales per Customer -- Commercial Customer

Table I.B below provides the average and median Gross Sales per Customer data for commercial customers, as well as the actual highest and lowest Gross Sales per Customer for commercial customers, for the calendar years 2021 through 2024 for the affiliate-operated Lawn Pride business.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>	<b>Program %<sup>3</sup></b>	<b>Upsell %<sup>3</sup></b>
<b>2021</b>	\$2,657	\$743	\$40,953	\$60	48%	52%
<b>2022</b>	\$2,414	\$910	\$45,803	\$75	56%	44%
<b>2023</b>	\$2,192	\$867	\$46,056	\$66	62%	38%
<b>2024</b>	\$1,899	\$816	\$45,965	\$148	65%	35%

Notes to Table I.B:

<sup>1</sup> This is the average and median of Gross Sales per commercial Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>2</sup> This is the actual highest and actual lowest Gross Sales per commercial Customer for each applicable calendar year for our affiliate-operated Lawn Pride business.

<sup>3</sup> “Program %” refers to the percentage of annual Gross Sales from commercial customers (for the applicable calendar year) that was derived from Program Services (as defined in Item 1). “Upsell %” refers to the percentage of annual Gross Sales from commercial customers (for the applicable calendar year) that was derived from Upsell Services (as defined in Item 1).

The typical commercial customer of the affiliate-operated Lawn Pride business enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table I.B includes all invoiced Program Services and Upsell Services for commercial customers for each applicable calendar year. Commercial customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

#### **Part II – 2024 Gross Sales per Customer Data for the Franchised Businesses**

Tables II.A and II.B of this Item 19 include data from 35 franchised businesses (the “Reporting Businesses”) for the Reporting Period. As noted above in this Item 19, 30 of the Reporting Businesses opened in 2024 and so they had been in operation and reporting sales data to us for less than a year as of December 31, 2024. No franchised businesses closed during the Reporting Period.

#### Table II.A - Average and Median Gross Sales per Customer Data – Residential Customer

Table II.A below provides the average and median Gross Sales per Customer data for residential customers, as well as the actual highest and lowest Gross Sales per Customer data for residential customers, for the calendar year 2024, for the Reporting Businesses.

	<b>Average<sup>1</sup></b>	<b>Median<sup>1</sup></b>	<b>Highest<sup>2</sup></b>	<b>Lowest<sup>2</sup></b>	<b>Program %<sup>3</sup></b>	<b>Upsell %<sup>3</sup></b>
<b>2024</b>	\$980	\$450	\$5,914	\$29	55%	45%

Number/ percentage of Reporting Businesses that achieved at least the average: 14/40%

Notes to Table II.A:

<sup>1</sup> The average Gross Sales per Customer data (for residential customer jobs) was calculated as follows: (i) first, we obtained the annual Gross Sales and Customer counts for all Reporting Businesses during the Reporting Period from our Software System, (ii) next, we calculated the Gross Sales per Customer by dividing the total Gross Sales by the total Customer count for each Reporting Business (“Individual Business Average Gross Sales per Residential Customer”), and (iii) then, we calculated the median or average, as applicable, of the Individual Business Average Gross Sales per Residential Customer for all Reporting Businesses during the Reporting Period.

<sup>2</sup> The highest and lowest Gross Sales per Customer in this Table refer to the highest Individual Business Average Gross Sales per Residential Customer and the lowest Individual Business Average Gross Sales Per Residential Customer, respectively.

<sup>3</sup> “Program %” refers to the percentage of average annual Gross Sales from residential customers (for the Reporting Period) that was derived from Program Services (as defined in Item 1). “Upsell %” refers to the percentage of average annual Gross Sales from residential customers (for the applicable calendar year) that was derived from Upsell Services (as defined in Item 1).

The typical residential customer enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table II.A includes all invoiced Program Services and Upsell Services for residential customers of the Reporting Businesses for the Reporting Period. Residential customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

#### Table II.B - Average and Median Gross Sales per Customer Data – Commercial Customer

Table II.B below provides the average and median Gross Sales per Customer data for commercial customers, as well as the actual highest and lowest Gross Sales per Customer data for commercial customers, for the calendar year 2024, for the Reporting Businesses.

	<b>Average</b>	<b>Median</b>	<b>Highest</b>	<b>Lowest</b>	<b>Program %</b>	<b>Upsell %</b>
<b>2024</b>	\$2,628	\$756	\$38,186	\$63	90%	10%

Number/ percentage of Reporting Businesses that achieved at least the average: 2/25%

Notes to Table II.B:

<sup>1</sup> The average Gross Sales per Customer data (for commercial customer jobs) was calculated as follows: (i) first, we obtained the annual Gross Sales and Customer counts for all Reporting Businesses during the Reporting Period from our Software System, (ii) next, we calculated the Gross Sales per Customer by dividing the annual Gross Sales by the total Customer count for each Reporting Business (“Individual Business Average Gross Sales per Commercial Customer”), and (iii) then, we calculated the median or average, as applicable, of the Individual Business Average Gross Sales per Commercial Customer for all

Reporting Businesses during the Reporting Period.

<sup>2</sup> The highest and lowest Gross Sales per Customer in this Table refer to the highest Individual Business Average Gross Sales per Commercial Customer and the lowest Individual Business Average Gross Sales Per Commercial Customer, respectively.

<sup>3</sup> “Program %” refers to the percentage of average annual Gross Sales from commercial customers (for the Reporting Period) that was derived from Program Services (as defined in Item 1). “Upsell %” refers to the percentage of average annual Gross Sales from commercial customers (for the applicable calendar year) that was derived from Upsell Services (as defined in Item 1).

The typical commercial customer enrolls in an auto-renewable annual service plan for the provision of Program Services, which plan includes 5 to 12 service visits over a period of a year, with payments collected upon completion of each service visit. Upsell services are additional services offered to customers that go beyond the standard Program Services. The data used to prepare this Table II.B includes all invoiced Program Services and Upsell Services for commercial customers of the Reporting Businesses for the Reporting Period. Commercial customer pricing is based upon the total square footage of the service coverage area with the minimum service fee normally set at \$25.00.

#### **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, Lawn Pride 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 Susan McIntosh, 1010 North University Parks Drive, Waco, Texas 76707, (254) 745-2400 the Federal Trade Commission, and the appropriate state regulatory agencies.

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

**Table 1 – Systemwide Outlet<sup>1</sup> Summary For Years 2022 to 2024**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at Start of Year</b>	<b>Outlets at End of Year</b>	<b>Net Change</b>
Franchised	2022	0	0	0
	2023	0	5	+5
	2024	5	35	+30
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0