

	<b>Provision</b>	<b>Article in Franchise Agreement</b>	<b>Summary</b>
w.	Choice of law	Article 23.15 of the Franchise Agreement	Governing law will be the law of the state where our current corporate headquarters is located, currently Texas (subject to state law).

**Item 18**

**PUBLIC FIGURES**

We do not use any public figure to promote our franchise. No public figure is involved in our management.

**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 Representation for The Maids® Businesses**

This Item 19 discloses certain historical financial performance information for certain The Maids® businesses that operated in the United States from October 1, 2024, through September 30, 2025 (the “Measurement Period”).

As of the issuance date of this Disclosure Document (January 18, 2026), there were 106 The Maids® businesses operated by franchisees in 338 Territories (“Franchised Outlets”). We have one affiliate that operates The Maids® business in 35 Territories in 6 states through 6 company-owned offices (“Company-Owned Outlets”).

Twenty Franchised Outlets were not in continuous operation for the full Measurement Period. The historical financial performance representation presented in this Item 19 does not include information for 9 of these 20 Franchised Outlets (the “Excluded Outlets”). The Excluded Outlets include 9 Franchised Outlets in 11 Territories that first opened during the Measurement Period. The historical financial performance representation presented in this Item 19 includes information for 11 Franchised Outlets in 20 Territories that closed during the Measurement Period.

The information presented in this Item 19 for the Franchised Outlets and Company-Owned Outlets assumes a Territory size of 90-150,000 households per Territory, so as to be consistent with the size of Territory offered to prospective franchisees under this Disclosure Document.

The Franchised Outlets submit weekly reports to us that form the basis for the financial performance representation in this Item 19. The basis for the information from our Company-Owned

Outlets is our unaudited internal books and records.

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

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

**I. STATEMENT OF AVERAGE REVENUE PER CLEAN, AVERAGE REVENUE PER CUSTOMER AND PERCENTAGE OF CLEAN BY SERVICE BY FRANCHISED OUTLET AND TERRITORY**

The following statements are based on information reported by 97 Franchised Outlets operating in 338 Territories that were in operation for the full Measurement Period or closed during the Measurement Period and that submitted complete reports to us (“Reporting Franchised Outlets”).

Table I includes the average revenue per clean, the average annual revenue per customer and the percentage of total cleans by service for regular maid service and Special Projects.

	Average	Median	High	Low	Number and Percentage of Franchised Outlets That Met or Exceeded Average	Number and Percentage of Franchised Territories That Met or Exceeded Average
<b>Regular Maid Service</b>						
Revenue Per Clean <sup>(1)</sup>	\$221.39	\$204.61	\$357.16	\$123.18	35 (36.1%)	151 (46.2%)
Annual Revenue per Recurring Customer <sup>(2)</sup>	\$4,202.89	\$3,998.27	\$8,101.26	\$1,540.02	40 (41.2%)	168 (52%)
Percentage of Cleans by Type of Service <sup>(3)</sup>	95.1%	95.3%	N/A	N/A	53 (54.6%)	189 (57.8%)
<b>Special Project <sup>(4)</sup></b>						
Revenue Per Clean <sup>(1)</sup>	\$861.58	\$791.39	\$3,884.40	\$284.41	43 (44.3%)	163 (50%)
Annual Revenue per Recurring Customer <sup>(2)</sup>	\$837.07	\$737.33	\$5,147.74	\$192.37	38 (39.2%)	112 (34.3%)
Percentage of Cleans by Type of Service <sup>(3)</sup>	4.9%	4.9%	N/A	N/A	43 (44.3%)	137 (42%)

Notes to Table I:

1. “Average Revenue per Clean” means the average revenue received from a customer from one cleaning project (a “Clean”). It is calculated by dividing the total reported revenue by the total reported number of Cleans.
2. “Average Annual Revenue per Recurring Customer” means the total reported recurring revenue generated during the Measurement Period from customers that had a service plan for more than one clean or a recurring customer. The total amount of recurring revenue is divided by the total number of customers identified as a recurring customer.
3. “Percentage of Cleans by Type of Service” means the percentage of total reported number of cleans derived from regular customers and Special Project customers. It is calculated by dividing the total reported number of cleans for each category by total reported number of cleans and multiplying by 100.
4. “Special Projects” are one-time projects and are not regularly scheduled cleanings.

**II. STATEMENT OF HIGH REVENUE, LOW REVENUE, AVERAGE and MEDIAN REVENUE**

The following statements are based on information reported by 97 Franchised Outlets operating in 338 Territories that were in operation for the full Measurement Period or closed during the Measurement Period and that submitted complete reports to us (“Reporting Franchised Outlets”).

Table II includes the high revenue, low revenue, and average and median revenue for the Measurement Period for Reporting Franchised Outlets and Territories.

	<b>Average</b>	<b>Median</b>	<b>High</b>	<b>Low</b>	<b>Number and Percentage of Reporting Franchised Outlets That Met or Exceeded Average</b>	<b>Number and Percentage of Reporting Franchised Territories That Met or Exceeded Average</b>	<b>Average Number of Regular Maid Service Customers<sup>(1)</sup></b>
<b>Revenue for Reporting Franchised Outlets</b>	\$1,184,666.90	\$764,050.98	\$7,223,182.61	\$52,996.01	31 (32%)	N/A	235.7
<b>Revenue for Reporting Franchised Territories</b>	\$386,244.05	\$305,937.75	\$1,278,507.08	\$42,433.50	N/A	183 (56%)	68.6

Notes to Table II:

1. “Average Number of Regular Maid Service Customers” is calculated by taking the average revenue for Reporting Franchised Outlets and Reporting Franchised Territories, as applicable, multiplied by 95.1% (the average percentage of cleans by regular maid service as shown in Section I above), and then dividing it by \$4,202.89 (the average annual revenue per recurring regular maid service customer as shown in Section I above).

### III. STATEMENT OF REVENUE AND EXPENSE INFORMATION FOR COMPANY-OWNED OUTLETS

The following statements are based on information reported by our Company-Owned Outlets for our affiliate’s operation of The Maids® business in 31 Territories in 6 states through its 6 offices (each a “Company-Owned Outlet Office”) for the full Measurement Period. During the Measurement Period, our affiliate sold 6 of its Territories to a franchisee (the “Transferred Territories”). The information for the Transferred Territories is not included in this Item 19. Our Company-Owned Outlets operate under franchise agreements with us, pay us the same ongoing fees, have the same local marketing requirements as Franchised Outlets, and generally have the same size Territories as Franchised Outlets. However, our affiliate may pay a lower percentage of Gross Revenue as a Continuing License Fee than the percentage rate paid by our Franchised Outlets, and a lower rate than the rate disclosed in Item 6. The below table presents historical financial performance information for the Company-Owned Outlet Offices.

	<b>Company- Owned Locations</b>	<b>Average Company- Owned Location</b>	<b>Average % of Revenue</b>	<b>Median Revenue &amp; Net income</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
<b>Revenue</b>				
Total Revenue	<b>8,546,259</b>	<b>1,424,377</b>	<b>100%</b>	<b>1,195,040</b>
<b>Cost of Revenue</b>				
Cost of Sales Revenue				
Lead Generation - Franchise Sales	1,515	253	0.0%	
Direct Labor	3,295,480	549,247	38.6%	
Customer Service - Other	167,057	27,843	2.0%	
Workers’ Comp Insurance	155,758	25,960	1.8%	
Vehicle - Gas/Maintenance/Insurance	340,338	56,723	4.0%	
Employee Appreciation	20,983	3,497	0.2%	
Continuing Licensing Fees	457,373	76,229	5.4%	
Marketing Fund Fees	171,345	28,558	2.0%	
Tech Fund Fees	21,418	3,570	0.3%	
Payment Processing Fees	200,646	33,441	2.3%	
Supplies, Equipment, & Uniforms	96,254	16,042	1.1%	
Cleaning Supplies	2,712	452	0.0%	
Auto - Fleet Expenses	248	41	0.0%	
Customer Damage	5,762	960	0.1%	
Total Cost of Sales Revenue	<b>4,936,889</b>	<b>822,815</b>	<b>57.8%</b>	
Cost of Services Revenue	25,358	4,226	0.3%	
Recruiting & Hiring & Operations	52,616	8,769	0.6%	

Employee Benefits	299,476	49,913	3.5%	
Payroll Taxes	324,008	54,001	3.8%	
Telephone	1,105	184	0.0%	
Equipment, Leases, Software, Maintenance	5,162	860	0.1%	
Rent/Utilities/Maintenance	420,503	70,084	4.9%	
Total Cost of Supports Revenue	<b>1,102,870</b>	<b>183,812</b>	<b>12.9%</b>	
Total Cost of Revenue	<b>6,065,117</b>	<b>1,010,853</b>	<b>71.0%</b>	
Gross Profit	<b>2,481,142</b>	<b>413,524</b>	<b>29.0%</b>	
<b>Operating Expenses</b>				
General and Administrative Expenses	20,840	3,473	0.2%	
Marketing and Advertising Expenses	343,868	57,311	4.0%	
Depreciation and Amortization Expense	80,130	13,355	0.9%	
Payroll and Related Expenses	536,642	89,440	6.3%	
Operating and Maintenance Expenses	57,948	9,658	0.7%	
Taxes and Insurance	119,832	19,972	1.4%	
Total Operating Expenses	<b>1,159,260</b>	<b>193,210</b>	<b>13.6%</b>	
<b>Other Income (Expense)</b>	<b>256</b>	<b>43</b>	<b>0.0%</b>	
<b>Net Income (Loss)</b>	<b>\$ 1,322,138</b>	<b>\$ 220,356</b>	<b>15.5%</b>	<b>\$ 208,952</b>

Notes to Table III:

1. Out of our 6 Company-Owned Outlet Offices, the highest annual revenue is \$2,513,955 for our Company-Owned Outlet Office operating in 4 Territories, and the lowest annual revenue is \$686,848 for our Company-Owned Outlet Office operating in 5 Territories.
2. 3 of the 6 (50%) Company-Owned Outlet Offices met or exceeded the average annual revenue, with one of the three Company-Owned Outlet Offices operating in 11 Territories, one operating in 5 Territories and the third operating in 1 Territory.
3. Company-Owned Outlet Offices may incur higher management salaries and related benefits than a Franchised Outlet that is owner-operated.
4. The Company-Owned Outlet Offices' expenses for National Marketing & Tech Innovation Fees reflect credits provided to the Company-Owned Outlet Offices for overcharges assessed to the Company-Owned Outlet Offices in the prior fiscal year. As such, the average percentage of revenue for National Marketing & Tech Innovation Fees is lower than expected (and lower than the rate paid by Franchised Outlets) for the Measurement Period.

Other than the preceding financial performance representation, we do not make any financial performance representations. We 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 Franchise

Development, The Maids International, LLC, 105 Decker Court, Suite 860, Irving, TX 75062, (402) 558-5555, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**System wide Outlet<sup>1</sup> Summary for years 2023 to 2025<sup>1</sup>**

<b>Outlet Type</b>	<b>Years ended Sept. 30</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the end of the year</b>	<b>Net Change</b>
<b>Franchised</b>	2023	346	340	-6
	2024	340	338	-2
	2025	338	338	0
<b>Company-Owned</b>	2023	36	34	-2
	2024	34	36	+2
	2025	36	31	-5
<b>Total Outlets</b>	2023	382	374	-8
	2024	374	374	0
	2025	374	369	-5

**Table No. 2**  
**Transfers of Franchised Outlets<sup>1</sup> from Franchisees to New Owners (other than the franchisor)**  
**Years 2023 to 2025**

<b>State</b>	<b>Years ended Sept. 30</b>	<b>Number of Transfers</b>
AZ	2023	1
	2024	0
	2025	0
CA	2023	0
	2024	1
	2025	4
FL	2023	1
	2024	1
	2025	0
KY	2023	1
	2024	0
	2025	0
MA	2023	1
	2024	1
	2025	0
MO	2023	0
	2024	0
	2025	0
NC	2023	1
	2024	0
	2025	0