

Provision	Section in Franchise Agreement (unless otherwise specified)	Summary
		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 N) 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.

The information set forth in this Item 19 is derived from historical operating results of The Grounds Guys® franchised businesses indicated for the time periods covered, which data were reported to us by the franchisees. Franchisees are not required to use generally accepted accounting principles when reporting these figures.

As of December 31, 2024, there were 228 The Grounds Guys businesses in operation in the United States, all of which were franchised businesses. The tables below in this Item 19 show average and median annual gross sales data for the calendar year 2024 (the "Reporting Period") for (i) 87 franchised businesses that, as of December 31, 2024, had been in operation for at least 3 years and that reported Gross Sales data to us for at least 9 months of the Reporting Period (Table 1A) and (ii) 62 franchised businesses that, as of December 31, 2024, had been in operation for less than 3 years and reported Gross Sales for at least 9 months of the Reporting Period (Table 1B). Because of the potential seasonality of the business in certain

geographic areas, all franchised businesses that reported Gross Sales to us for at least 9 months of the Reporting Period were included as part of the data set used to create the tables in this Item 19. The information provided in this Item 19 does not include data from (a) 31 franchised businesses that opened during the year 2024 and as a result did not report data for at least 9 months of the Reporting Period, (b) 11 franchised businesses that underwent a change of ownership transfer in 2024 and as a result did not report data for at least 9 months of the Reporting Period, (c) 9 franchised businesses that only reported Gross Sales data to us on an aggregated basis for the franchised businesses and therefore we were unable to use such data in this Item 19; and (d) 28 franchised businesses that operated less than 9 months of the year due to the seasonality of their business and as a result did not report Gross Sales data to us for at least 9 months of the Reporting Period.

Twenty-eight franchised businesses were excluded from this Item 19 because they closed during the Reporting Period and so they were not in operation for the entire Reporting Period. Of the 28 businesses that closed during the Reporting Period, 1 business closed after being open for less than 12 months.

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

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

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 The Grounds Guys 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 a mutually executed Excluded Services Addendum (see Schedule I to the Franchise Agreement). The Excluded Services Addendum requirements include that (i) the operation of the Existing Business does not interfere with the franchisee’s operation of the franchised business; (ii) franchisee does not utilize our Marks, System and Confidential Information in the operation of the Existing Business; (iii) the Existing Business offers only the Excluded Services (the gross sales of which are excluded from the Gross Sales of the franchised business) specifically identified in the Excluded Services Addendum, which are services specified by us that are related to but distinguishable from the services of the franchised business, and does not compete with the franchised business by offering the same services and/or products as the franchised business; and (iv) the franchisee maintains separate books and records for each of the franchised business and the Existing Business.

REPORTING PERIOD DATA

**TABLE 1A - STATEMENT OF AVERAGE AND MEDIAN ANNUAL GROSS SALES
(3+ years in operation)**

The following table provides the average and median annual Gross Sales data for 87 franchised businesses that, as of December 31, 2024, had been in operation for at least 3 years and that reported Gross Sales data to us for at least 9 months of the Reporting Period.

Year	Number of Reporting Businesses ¹	High ²	Low ²	Average Annual Gross Sales ³	Number / Percent At Or Above Average ⁴	Median Annual Gross Sales ⁵
2024	87	\$3,229,772	\$47,503	\$854,816	35/40%	\$568,201

¹ This is the number of franchised businesses included in this analysis (i.e. open for at least 3 years and for the full 12 months of the Reporting Period and reporting for at least 9 months of the Reporting Period) (the “Reporting Businesses”).

² This is the Reporting Businesses’ actual lowest annual Gross Sales and the actual highest annual Gross Sales for the Reporting Period, based on information provided by the Reporting Businesses through our Software System.

³ We calculated the Average Annual Gross Sales as follows: (i) first, we received the annual Gross Sales of each Reporting Business for the Reporting Period, as provided through our Software System and (ii) then we calculated the average of all Reporting Businesses’ annual Gross Sales for the Reporting Period.

⁴ This is the number and the percentage of Reporting Businesses that achieved or exceeded during the Reporting Period the Average Annual Gross Sales reported in this Item 19.

⁵ This is the median of all Reporting Businesses’ annual Gross Sales for the Reporting Period.

**TABLE 1B - STATEMENT OF AVERAGE AND MEDIAN ANNUAL GROSS SALES
(Less than 3 years in operation)**

The following table provides the average and median annual Gross Sales data for 62 franchised businesses that, as of December 31, 2024, had been in operation for less than 3 years and reported Gross Sales for at least 9 months of the Reporting Period.

Year	Number of Reporting Businesses ¹	High ²	Low ²	Average Annual Gross Sales ³	Number / % At Or Above Average ⁴	Median Annual Gross Sales ⁵
2024	62	\$1,765,289	\$9,565	\$283,746	24/39%	\$235,252

¹ This is the number of franchised businesses included in this analysis (i.e. open for less 3 years and for the full 12 months of the Reporting Period and reporting for at least 9 months of the Reporting Period) (the “Reporting Businesses”).

² This is the Reporting Businesses’ actual lowest annual Gross Sales and the actual highest annual Gross Sales for the Reporting Period, based on information provided by the Reporting Businesses through our Software System.

³ We calculated the Average Annual Gross Sales as follows: (i) first, we received the annual Gross Sales of each Reporting Business for the Reporting Period, as provided through our Software System and (ii) then we calculated the average of all Reporting Businesses’ annual Gross Sales for the Reporting Period.

⁴ This is the number and the percentage of Reporting Businesses that achieved or exceeded during the Reporting Period the Average Annual Gross Sales reported in this Item 19.

⁵ This is the median of all Reporting Businesses' annual Gross Sales for the Reporting Period.

Other than the preceding financial performance representation, we do 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 Lori Johnson, 1010 N. 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 No. 1
Systemwide Outlet¹ Summary
For Years 2022 to 2024**

Outlet Type	Year	Outlets at Start of Year	Outlets at End of Year	Net Change
Franchised	2022	195	211	+16
	2023	211	225	+14
	2024	225	228	+3
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	195	211	+16
	2023	211	225	+14
	2024	225	228	+3

¹ Included in "outlets" are all franchised businesses that have opened an operating location. Neither sale of a new territory to an existing franchisee where a separate operating location will not be opened nor execution of a franchise agreement for a new location where the location is not yet open are included.