

## 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.

This Item 19 does not include data from 9 franchised businesses that closed during the 2025 fiscal year, and so they did not report data to us for the entire 12-month period in 2025 (the "Reporting Period") and therefore their data is also excluded from this Item 19. One franchised business closed after being open for less than 12 months.

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 Mosquito Joe® 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)).

#### Part I. 2025 Customer Retention Metrics and Gross Sales Per Treatment Data

As of December 31, 2025, there were 165 franchisees operating a total of 407 franchised businesses in the United States. Part I of this Item 19 includes data from 407 franchised businesses, which were all in operation and reporting sales as of December 31, 2025 and operated during the entire Reporting Period. Four franchised businesses were excluded from this Part I of Item 19 as they did not report data for the entire Reporting Period.

#### A. 2025 Customer Retention Metrics of Franchised Businesses

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
Customer Retention <sup>1</sup>	<b>What percent of the previous year's customers do your franchised businesses retain each year?</b> 76.2%. Many of these customers were partial season customers in 2024 that turned into full season customers in 2025.	Business management software

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
Recurring Customer <sup>2</sup>	<b>What percent of the customers of the franchised businesses are recurring customers?</b> 88.2%	Business management software

**Notes:**

1. A “retained customer” is a prior-year’s recurring customer, who returns the following year.
2. A “recurring customer” is one that receives three or more services in a single calendar year/season.

**B. 2025 Gross Sales Per Treatment for Franchised Businesses**

Franchised Business Metric Tracked	Franchised Business Question/Answer	Source of Information
Gross Sales per Treatment	<b>What amount of Gross Sales per Treatment did your franchised businesses generate?</b> The average gross sales per treatment in 2025 for all franchised businesses was \$92.68* and the median was \$92.66.  The highest gross sales per treatment was \$152.16 and the lowest gross sales per treatment was \$68.62.  *168 franchised businesses, or 41.3% of the franchised businesses, had average gross sales per treatment equal or in excess of this average.	Business Management Software

**Notes:** Gross Sales Per Treatment is the gross effective invoice price.

**Part II. Annual Gross Sales, Annual Number of Customers, and Annual Number of Jobs for Franchised Businesses in 2025.**

This Part II discloses data from 407 franchised businesses (the “Reporting Businesses”) had been operating for at least 12 months as of December 31, 2025. Four franchised businesses were not included in this Part II of Item 19 as they did not report data for the entire Reporting Period.

2025 Annual Gross Sales Data						
Years in Business	Number of Businesses <sup>1</sup>	High <sup>2</sup>	Low <sup>3</sup>	Average Annual Gross Sales <sup>4</sup>	Number / Percent at or above Average <sup>5</sup>	Median Annual Gross Sales <sup>6</sup>
First 5 Years in business	117	\$931,009	\$15,737	\$208,341	43 / 36.7%	\$164,899

2025 Annual Gross Sales Data						
Years in Business	Number of Businesses <sup>1</sup>	High <sup>2</sup>	Low <sup>3</sup>	Average Annual Gross Sales <sup>4</sup>	Number / Percent at or above Average <sup>5</sup>	Median Annual Gross Sales <sup>6</sup>
6 Years+ in business	290	\$1,964,250	\$44,987	\$444,223	105 / 36%	\$288,923

**Notes:**

<sup>1</sup>The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

<sup>2</sup>This is the highest annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>3</sup>This is the lowest annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>4</sup>This is the average annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>5</sup>This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the Average Gross Sales for the group.

<sup>6</sup>This is the median annual Gross Sales of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

2025 Annual Number of Customers Data						
Years in Business	Number of Businesses <sup>1</sup>	High <sup>2</sup>	Low <sup>3</sup>	Average Annual Gross Sales <sup>4</sup>	Number / Percent at or above Average <sup>5</sup>	Median Annual Gross Sales <sup>6</sup>
First 5 Years in business	117	1,055	21	275	50 / 42%	233
6 Years+ in business	290	2,087	46	594	110 / 38%	474

**Notes:**

<sup>1</sup>The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

<sup>2</sup>This is the highest annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>3</sup>This is the lowest annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>4</sup>This is the average annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>5</sup>This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the average annual number of customers in the group.

<sup>6</sup>This is the median annual number of customers of the Reporting Businesses in the group for the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

2025 Annual Number of Jobs Data						
Years in Business	Number of Businesses <sup>1</sup>	High <sup>2</sup>	Low <sup>3</sup>	Average Annual Number of Jobs <sup>4</sup>	Number / Percent at or above Average <sup>5</sup>	Median Annual Number of Jobs <sup>6</sup>
First 5 Years in business	117	8,952	157	2,182	45 / 38%	1637
6 Years+ in business	290	23,302	185	5,043	107 / 37%	4,515

**Notes:**

<sup>1</sup> The Reporting Businesses included in this analysis (i.e., businesses open and reporting for the entire Reporting Period) are divided into two groups based on the number of years they have been in business – businesses that are five years old or younger, and businesses that are six years old and older.

<sup>2</sup>This is the highest annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>3</sup>This is the lowest annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>4</sup>This is the average annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

<sup>5</sup>This is the number and percentage of Reporting Businesses in the group that achieved or exceeded during the Reporting Period the average annual number of jobs in the group.

<sup>6</sup>This is the median annual number of jobs performed by the Reporting Businesses in the group during the Reporting Period, based on information provided by the Reporting Businesses to us through our Software System.

**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, Mosquito Joe 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 Evan Brody, 1010 North University Parks Drive, Waco, Texas 76707, 757-819-4041 the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**Table 1 – Systemwide Outlets<sup>1</sup> Summary For Years 2023 to 2025**

<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>
<b>Franchised Businesses</b>	2023	394	416	+22
	2024	416	415	-1
	2025	415	407	-8
<b>Company-Owned Businesses</b>	2023	2	2	0
	2024	2	2	0
	2025	2	0	-2
<b>Total Outlets</b>	2023	396	418	+22
	2024	418	417	-1
	2025	417	407	-10

<sup>1</sup> Included in “outlets” are all 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.

**Table 2 – Transfers<sup>1</sup> of Outlets from Franchisees to New Owners (other than Franchisor) For Years 2023 to 2025**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
<b>AR</b>	2023	1
	2024	0
	2025	0
<b>CT</b>	2023	0
	2024	2
	2025	0
<b>GA</b>	2023	0
	2024	2
	2025	0
<b>IN</b>	2023	0
	2024	1
	2025	0