

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 this 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.

All financial performance representations in this Item 19 showing actual franchisee performance are based on internal unaudited historical data. Except as otherwise noted in Table A.7 at the end of this Item 19, these financial performance representations do not include any information related to HUMBUG HOLIDAY LIGHTING lighting and décor services.

Tables A.1 through A.5 reflect certain operating results of 62 franchisees owning 120 franchised territories open for at least one full season during 2025. Tables A.1 through A.5 exclude a total of 21 franchisees (owning 25 franchised territories): (i) 4 franchisees who did not operate for a Full Season in 2025; and (ii) 17 franchisees who did not operate for the full 2025 season after having been fully operational during 2024.

A franchisee who operated for a Full Season during 2025 means a franchisee who was trained, licensed, and in a position to start servicing customers before the beginning of the Spring sales window. A Full Season means the full amount of time during which a franchisee is able to perform treatments within a calendar year for a given market, which varies by geography and seasonality of mosquitoes and other pests. The Tables do not include any affiliate-owned territories.

MH compiled this information from direct reports and surveys from franchisees of actual quantities of mosquito and pest related treatments and services performed by franchisees during 2025. MH did not independently audit the figures in these reports and surveys.

Four Regions are reflected in Tables A.2 through A.5 below. The states appearing in each Region share type of climate and the general length of the mosquito/pest season:

Region 1 consists of Alaska, Massachusetts, Michigan, New Hampshire, New York, and Wisconsin and includes 9 Hunters-Humbug Businesses (owning 17 franchised territories) that operated for a Full Season during 2025 (out of a total of 14 Businesses owning 22 franchised territories that operated in the Region during 2025).

Region 2 consists of Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Missouri, Nebraska, New Jersey, Ohio, Pennsylvania, South Dakota, Utah, and Virginia and includes 21 Hunters-Humbug Businesses (owning 45 franchised territories) that operated for a Full

Season during 2025 (out of a total of 26 Businesses (owning 52 franchised territories that operated in the Region during 2025).

Region 3 consists of Arkansas, Georgia, Mississippi, North Carolina, Oklahoma, South Carolina, and Tennessee and includes 10 Hunters-Humbug Businesses (owning 16 franchised territories) that operated for a Full Season during 2025 (out of a total of 16 Businesses owning 22 franchised territories that operated in the Region during 2025).

Region 4 consists of Florida, Louisiana, and Texas and includes 22 Hunters-Humbug Businesses (owning 42 franchised territories) that operated for a Full Season during 2025 (out of a total of 27 Businesses owning 49 franchised territories that operated in the Region during 2025).

Table A.1 includes certain 2025 customer counts of franchisees for all franchised Hunters-Humbug Businesses that performed mosquito and other pest control related treatments for the Full Season in 2025. As used in this Item 19, a “customer” means a residential or commercial property that had at least one treatment during 2025. Table A.1 reflects all customers who received any amount of completed mosquito and/or non-mosquito pest control treatments during 2025 from franchisees, whether on a one-time or a recurring basis (and whether or not the services were bundled with each other). It includes all 2025 customers, even if they are no longer active in 2026 for any reason.

Table A.2 includes certain 2025 pricing per treatment (a “treatment” is an application performed on a customer’s property) for mosquito-only control services per franchisee for all Hunters-Humbug Businesses that performed mosquito control treatments for the Full Season in 2025. Table A.2 excludes customer retreatments.

Table A.3 includes certain 2025 pricing per treatment for non-mosquito only pest control services per franchisee for all Hunters-Humbug Businesses that performed pest control related treatments for the Full Season in 2025. Non-mosquito pest control services include additional services that are not mosquito services related, including general pest control, perimeter pest control, and flea and tick applications.

Table A.4 includes certain 2025 quantity and customer value of mosquito-only control services per franchisee for all Hunters-Humbug Businesses that performed mosquito control treatments for the Full Season in 2025. Table A.4 reflects all customers who received completed mosquito control treatments (but not part of bundled programs with non-mosquito pest control services) on a recurring basis during 2025 as part of active recurring programs. Customers receiving one-time services are not included. Therefore, Table A.4 reflects a different base of customers than does Table A.1.

Table A.5 includes certain 2025 quantity and customer value of non-mosquito-only pest control services per franchisee for all Hunters-Humbug Businesses that performed treatments for the Full Season in 2025. Non-mosquito pest control services include additional services that are not mosquito services related, including general pest control, perimeter pest control, and flea and tick applications. Table A.5 reflects all customers who received completed non-mosquito pest control treatments (but not part of bundled programs with mosquito pest control services) on a

recurring basis during 2025 as part of active recurring programs. Customers receiving one-time services are not included. Therefore, Table A.5 reflects a different base of customers than does Table A.1.

Table A.6 includes certain 2025 quantity and customer value for HUMBUG HOLIDAY LIGHTING services for the franchisees who participated in HUMBUG HOLIDAY LIGHTING during 2025. The data includes customer count, total revenue, and total revenue per customer for the 34 franchisees who fully participated in the 2025 holiday lighting season.

Table A.1

Customers Per Strategic Partner Per Quartile During 2025								
<i>Quartile</i>	<i>Number of Franchisees Per Quartile*</i>	<i>Total Customers for Quartile</i>	<i>Average Number of Customers per Franchisee for Quartile</i>	<i>Median Number of Customers per Franchisee for Quartile</i>	<i>Highest Number of Customers per Franchisee for Quartile</i>	<i>Lowest Number of Customers per Franchisee for Quartile</i>	<i>Number of Franchisees with Customers Exceeding Group Average</i>	<i>Percent of Franchisees with Customers Exceeding Group Average</i>
Quartile 1	15	7,780	518.67	420	1,530	364	4	26.67%
Quartile 2	16	4,236	264.75	252	344	214	6	37.50%
Quartile 3	16	2,811	175.69	181	205	135	10	62.50%
Quartile 4	15	1,348	89.87	88	128	46	6	40.00%

* The 15 franchisees in Quartile 1 owned a total of 38 franchised territories (an average of 2.5 territories per franchisee—with 4 franchisees owning 1 territory, 5 franchisees owning 2 territories, 3 franchisees owning 3 territories, 1 franchisee owning 4 territories, 1 franchisee owning 5 territories, and 1 franchisee owning 6 territories).

The 16 franchisees in Quartile 2 owned a total of 30 franchised territories (an average of 1.8 territories per franchisee—with 8 franchisees owning 1 territory, 4 franchisees owning 2 territories, 2 franchisees owning 3 territories, and 2 franchisees owning 4 territories).

The 16 franchisees in Quartile 3 owned a total of 30 franchised territories (an average of 1.8 territories per franchisee—with 6 franchisees owning 1 territory, 7 franchisees owning 2 territories, 2 franchisees owning 3 territories, and 1 franchisee owning 4 territories).

The 15 franchisees in Quartile 4 owned a total of 22 franchised territories (an average of 1.4 territories per franchisee—with 8 franchisees owning 1 territory, and 7 franchisees owning 2 territories).

Table A.2

Mosquito-Only Service Prices Per Region During 2025*						
<i>Price Per Mosquito Treatment by Region Charged by Franchisees</i>	<i>Average Price Per Mosquito Treatment by Region</i>	<i>Median Price Per Mosquito Treatment by Region</i>	<i>High Price Per Mosquito Treatment by Region</i>	<i>Low Price Per Mosquito Treatment by Region**</i>	<i>Number of Treatments (Of Total) For All Customers in Region Exceeding Average Price Per Mosquito Treatment</i>	<i>Percent of Treatments (Of Total) For All Customers in Region Exceeding Average Price Per Mosquito Treatment</i>
Region 1	\$88.69	\$87.13	\$2,992.50	\$1.00	5,953	49.9%
Region 2	\$82.60	\$79.00	\$1,596.00	\$9.00	15,954	42.7%
Region 3	\$75.33	\$74.00	\$3,149.99	\$1.00	8,691	43.3%
Region 4	\$92.58	\$80.34	\$2,637.38	\$5.00	11,839	30.7%

* This data set excludes Smart Repellent Systems installations, which is a separate add-on service offering for a franchisee and not considered a part of the basic mosquito treatment/application program.

** These low prices typically reflect introductory or “friends and family” discounts.

Table A.3

Non-Mosquito Pest Control Service Prices Per Region During 2025*						
<i>Price Per Non-Mosquito Treatment by Region Charged by Franchisees</i>	<i>Average Price Per Non-Mosquito Treatment by Region</i>	<i>Median Price Per Non-Mosquito Treatment by Region</i>	<i>High Price Per Non-Mosquito Treatment by Region</i>	<i>Low Price Per Non-Mosquito Treatment by Region**</i>	<i>Number of Treatments (Of Total) For All Customers in Region Exceeding Average Price Per Non-Mosquito Treatment</i>	<i>Percent of Treatments (Of Total) For All Customers in Region Exceeding Group Average Price Per Non-Mosquito Treatment</i>
Region 1	\$83.47	\$73.39	\$845.00	\$20.00	757	37.4%
Region 2	\$65.82	\$54.00	\$1,938.00	\$5.00	2,859	41.6%
Region 3	\$67.91	\$64.00	\$847.80	\$10.00	623	42.6%
Region 4	\$81.66	\$69.00	\$2,500.00	\$10.00	3072	38.1%

* Non-Mosquito Services include additional services that are not mosquito services related, including general pest control, perimeter pest control, and flea and tick applications.

This data set excludes Smart Repellent Systems installations, which is a separate add-on service offering for a franchisee and not considered a part of the basic mosquito treatment/application program.

** These low prices typically reflect introductory or “friends and family” discounts.

Table A.4

Quantity and Value of Mosquito-Only Treatments During 2025*													
<i>Mosquito Program Treatment Regions</i>	<i>Potential Treatments Per Program**</i>	<i>Average Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Median Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Low Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>High Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Number of Customers in Region (Of Total) Exceeding Group Average Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Percent of Customers in Region (Of Total) Exceeding Group Average Actual Quantity of Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Average Actual Mosquito Customer Program Value</i>	<i>Median Actual Mosquito Customer Program Value</i>	<i>High Actual Mosquito Customer Program Value</i>	<i>Low Actual Mosquito Customer Program Value</i>	<i>Number of Customers in Region (Of Total) Exceeding Group Average Actual Mosquito Customer Program Value</i>	<i>Percent of Customers in Region (Of Total) Exceeding Group Average Actual Mosquito Customer Program Value</i>
Region 1	9.12	6.26	7	1	14	949	51%	\$828.75	\$809.91	\$17,955.00	\$75.00	893	48%
Region 2	9.73	7.12	8	1	15	2,626	53.6%	\$848.85	\$799.50	\$15,960.00	\$59.00	2,403	49.1%
Region 3	11.45	8.13	9	1	14	1,229	54.7%	\$864.35	\$839.94	\$4,200.00	\$10.00	996	44.3%
Region 4	15.26	10.52	11	1	20	1,654	53.7%	\$1,431.51	\$1,296.00	\$18,000.00	\$73.00	1,085	35.2%

* This data set excludes Smart Repellant Misting Installations, which is a separate add-on service offering for a franchisee and not considered a part of the basic mosquito treatment/application program. It also excludes non-mosquito pest control services such as general pest control, perimeter pest control, and flea and tick applications.

** “Potential Treatments Per Program” means the potential average number of mosquito treatments that could have been performed for each customer within the particular Region for the Full Season during 2025 based on the markets in the Region in which MH’s franchisees operated during 2025 (the number of potential treatments depends on market-based factors, including geography and weather conditions in the Region, length of the season for applying mosquito treatments, and seasonality of mosquitoes). Part of MH’s proprietary system is assessing the length of a mosquito season in various states and regions (using these market-based factors) and, in turn, how many times the brand’s chemical treatments must be applied over the course of that season to combat mosquitos effectively. Therefore, this “Potential Treatments per Program” column in this Table A.4 is the maximum number of times during a full single

“mosquito season” in the Region—based on its unique weather characteristics—that a franchisee typically would apply chemicals (i.e., treatments) on a single client’s property.

Table. A.5

Quantity and Value of Non-Mosquito Treatments During 2025													
<i>Non-Mosquito Program Treatment Regions</i>	<i>Potential Non-Mosquito Program Treatments Per Active Recurring Customer*</i>	<i>Average Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Median Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Low Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>High Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Number of Customers in Region (Of Total) Exceeding Group Average Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Percent of Customers in Region (Of Total) Exceeding Group Average Actual Quantity of Non-Mosquito Treatments Performed Per Active Recurring Customer</i>	<i>Customer Program Average Actual Value of Non-Mosquito Treatments</i>	<i>Customer Program Median Actual Value of Non-Mosquito Treatments</i>	<i>Customer Program High Actual Value of Non-Mosquito Treatments</i>	<i>Customer Program Low Actual Value of Non-Mosquito Treatments</i>	<i>Number of Customers in Region (Of Total) Exceeding Group Average Actual Customer Program Value of Non-Mosquito Treatments</i>	<i>Percent of Customers in Region (Of Total) Exceeding Group Average Actual Customer Program Value of Non-Mosquito Treatments</i>
Region 1	5.17	3.25	3	1	16	181	31.3%	\$419.26	\$316.00	\$3,380.00	\$50.00	188	32.5%
Region 2	6.3	4.32	3	1	24	448	33.3%	\$447.07	\$295.00	\$10,715.00	\$15.00	418	31.1%
Region 3	6.26	3.61	3	1	19	149	42.3%	\$437.14	\$350.00	\$2,313.90	\$32.50	118	33.5%
Region 4	6.88	3.95	3	1	37	529	43.6%	\$593.37	\$498.00	\$5,926.00	\$30.00	477	39.3%

* “Potential Non-Mosquito Program Treatments Per Customer” means the potential average number of mosquito treatments that could have been performed for each customer within the particular Region for the Full Season during 2025 based on the markets in the Region in which MH’s franchisees operated during 2025 (the number of potential treatments depends on market-based factors, including geography and weather conditions in the Region, length of the season for applying treatments, and seasonality of pests). Part of MH’s proprietary system is assessing the length of the pest season in various states and regions (using these market-based factors) and, in turn, how many times the brand’s chemical treatments must be applied over the course of that season to combat pests effectively. Therefore, this “Potential Non-Mosquito Program Treatments Per Customer” column in this Table A.5 is the maximum number of times during a full single “non-mosquito pest season” in the Region—based on its unique weather characteristics—that a franchisee typically would apply chemicals (i.e., treatments) on a single client’s property.

Non-Mosquito Services include additional services that are not mosquito services related, including general pest control, perimeter pest control, and flea and tick applications.

Table A.6

HUMBUG HOLIDAY LIGHTING Installations During 2025			
	<i>Customer Count</i>	<i>Revenue Per Customer</i>	<i>Revenue Per Franchisee</i>
Average	56.9	\$1,555.06	\$95,296.27
Median	39.5	\$1,454.87	\$62,161.96
High	159	\$3,185.56	\$551,102.26
Low	11	\$621.08	\$20,045.51
Number and % of Franchisees Exceeding Average	15 / 44%	14 / 41%	11 / 32%

Written substantiation of all financial performance information presented in this financial performance representation will be made available to you upon reasonable request.

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

Other than the preceding financial performance representation, MH does not make any financial performance representations. MH also does not authorize its employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, MH 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 Scott D. Frith at 142 State Route 34, Holmdel, New Jersey 07733, (732) 946-4300, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

All year-end numbers appearing in the tables below are as of December 31st in each year.

Table No. 1

Systemwide Outlet Summary
For years 2023 to 2025

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2023	123	122	-1
	2024	122	135	+13
	2025	135	145	+10
Company- Owned	2023	6	6	0
	2024	6	6	0
	2025	6	0	-6
Total Outlets	2023	129	128	-1
	2024	128	141	+13
	2025	141	145	+4

Table No. 2

Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2023 to 2025

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Colorado	2023	0
	2024	1
	2025	0