

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
w. Choice of law	26.1	Subject to applicable state law, the Franchise Agreement will be interpreted and construed under the laws of Utah.

### **ITEM 18**

#### **PUBLIC FIGURES**

There are no public figures involved in the sale of this franchise.

### **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 contains a historic financial performance representation of our franchised outlets in operation on December 31, 2024, our fiscal year end.

#### **Company-Owned Location Performance**

In early 2025, we acquired a franchised business from its prior owners, operating in southeast Pennsylvania. It is an established business with 5+ years of operational history, and operated in a larger geographic area than is currently standard for new territories. Its historical performance from 2025 is reflected below. The table does reflect an adjustment, to include the current royalty expense, increased from its preexisting franchise agreement to conform to what you will expect on the terms of your franchise agreement.

Table: Company-Owned Franchise—2025 Income and Adjusted Costs and EBITDA\*

Total Income		\$2,490,178.61	
EXPENSES			
\$777,179.47	COGS		31.2%
\$45,346.17	Facilities & Supplies		1.8%
\$282,086.17	Payroll and Personnel		11.3%
\$129,396.30	Marketing & Advertising		5.2%
\$25,988.57	Insurance		1.0%
\$13,803.61	Contract Services		0.6%
\$13,585.53	Local Tax, Fines & Licensing		0.5%
\$18,859.54	Technology Expense		0.8%
\$13,698.28	Equipment Repairs		0.6%
\$199,214.29	Royalties*		8.0%

\$16,557.12	Travel & Entertainment	0.7%
\$78,384.35	Bank Charges	3.1%
\$3,974.71	Misc.	0.2%
\$1,618,074.11	Total Costs	65.0%
	Adjusted EBITDA*	35.0%
	*Royalties are calculated at the new franchisee rate of 8%	

### **Franchisee Performance**

On December 31, 2025, we had a total of 407 franchised territories (“units”). The first Table below contains System-wide Gross Sales data for these franchised outlets that had completed more than two full seasons of operation (the “Reporting Period”) (those who had not completed two or more seasons of operation by December 31, 2025 are not included because the business ramp-up period varies and would not provide reliable information for those with less experience). The second Table contains historically reported recurring revenue and annual retention rates reported by this same group of reporting franchisees. We have excluded the Gross Sales of those units who opened or closed during the Reporting Period, and the 45 units who did not operate in material compliance with their franchise agreements (in ways that would make their data unrepresentative of your operations) and the Mosquito Shield System as well as three units which did not report their data to us.

Some of our franchisees operate multiple franchised outlets, each pursuant to a separate franchise agreement. These multi-unit franchisees, however, customarily provide us with a combined financial report that consolidates the Gross Sales of all of their franchised outlets. “Gross Sales” means all revenue derived from the operation of the MOSQUITO SHIELD Business, less refunds, adjustments, discounts, credits and allowances.

TABLE 1  
2025 GROSS SALES

<b>Combined</b>						
Average	398,950.19	Median	235,812.18			
High	2,732,473.11	Low	49,388.54			
Quartiles	Avg	Low	High	Median	Avg terr in Quartile	Average customer per tier
1	1,002,272	434,589	2,732,473	788,100	10.0	1,396
2	342,703	264,217	430,388	350,373	4.0	456
3	181,665	138,857	239,504	170,767	4.3	271
4	101,342	49,389	129,597	100,946	3.4	173
Avg # Territories	5.38	1	23	4		
Exceed average reporting outlets	20	30%				
	66					

Notes – Table 1

1. AVERAGE is defined as the cumulative revenue divided by the number of Franchisees for that specific grouping.
2. MEDIAN is defined as the middle range of revenue at the individual Franchisee level for that specific grouping.
3. HIGHEST is defined as the highest grossing Franchisee in the franchise system for that specific grouping.
4. LOWEST is defined as the lowest grossing Franchisee in the franchise system for that specific grouping.

**System-Wide Sales Data:**

Year	Total Annual Sales
2025	\$29,830,420
2024	\$26,747,121
2023	\$23,770,555

Such data is represented in the chart below:

## System Wide Sales

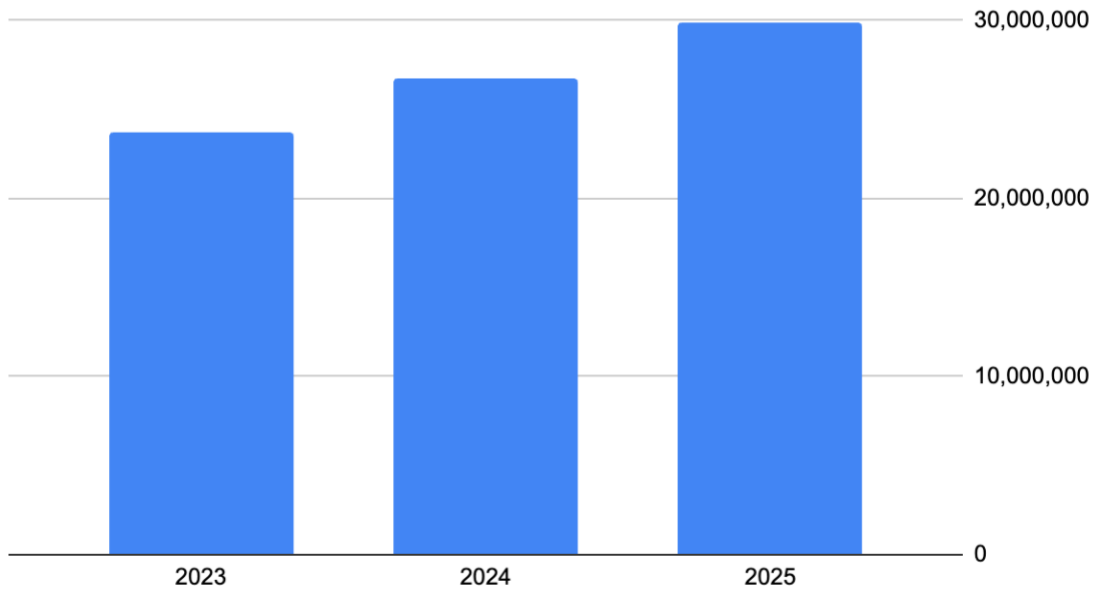


TABLE 2  
RECURRING REVENUE AND ANNUAL RETENTION RATES  
2025 System-Wide\*

Category	2025 year
2025 Total Customers	36,884
Retention Rate**	82.5%
Average Revenue per Customer	\$756.54
2025 Prepay dollars	\$6,670,757.55
2024 Pre-pay percentage	24%
New Customer Sales	
-Mosquito Only	-\$6,155,996
-Tick Only or Add-on Tick	-\$525,423
-Perimeter Only or Add-on Perimeter	-\$269,341
-Event	-\$112,121
-Customer Acquisition Cost ("CAC")***	-\$267***
-Lifetime Value of Customer****	-\$2,521

\*The same non-conforming and non-operating franchisees were excluded from this Table 2 as from previous tables, for the same reasons.

\*\*The Retention Rate represents the average number of customers, system-wide (it is not calculated location-by-location) out of the annual total customer count, who have not cancelled services at the conclusion of the reporting period.

\*\*\*CAC data was available to us from those franchisees for whom data was reported. Not all customer acquisition cost data was available to all franchisees or to us. As a result, this reflects data from all current franchisees in operation for at least two full seasons, as indicated in the preface to this financial performance representation, but was limited to the 52 franchisees operating 298 out of the 407 units for which data was reported to us and available more generally. None were excluded apart from these limitations.

\*\*\*\*Lifetime Value for a customer was calculated based on the standard service cost, in year 1, with system-wide averages for add-on services in the following years, and continuing for system-wide averages of four total years. Thus, year 1 was calculated at \$499, with years 2-4 at \$674, based on these averages.

NOTE:The pre-pay dollars reflect amounts collected during fall of 2025 together with amounts received prior to the commencement of the 2026 season (January 2026 – March 2026).

Written substantiation of the data used in preparing these figures will be made available to you upon reasonable request. The information presented above has not been audited.

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

Other than the preceding financial performance representation, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Michael Moorhouse, 761 W. 1200 N., Ste 300, Springville, Utah 02760, (508) 316-3429, the Federal Trade Commission, and the appropriate state regulatory agencies listed in Exhibit A.

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1

System-wide Outlet 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 Changes</b>
Franchised				
	2023	373	416	43
	2024	416	435	19
	2025	435	384	-51
Company Owned				
	2023	0	0	0
	2024	0	0	0
	2025	0	23	23
Total Outlets				
	2023	373	416	43
	2024	416	435	19
	2025	435	407	-28