

Provision	Section in franchise or other agreement	Summary
		Massachusetts law applies (subject to state law).

**Item 18  
PUBLIC FIGURES**

We do not use any public figures to promote our franchises.

**Item 19  
FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC 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.

**Franchised Businesses**

The information provided is an historic financial performance representation about a subset of our franchise system's existing units. Due to the seasonality of the **ohDEER** franchise model, the franchised businesses presented have been operating for a minimum of 12 months. Accordingly we are reporting only on those units open 12 months or more. Out of the 16 units that were in operation in 2025, we are reporting on 12 units. Out of the 13 units that were in operation in 2024, we are reporting on 11 units. Out of the 12 units that were in operation in 2023, we are reporting on 11 units. The franchised businesses presented below do not differ materially from the franchises now being offered.

Based upon the performance of the franchised businesses which were in operation for the time period described above, we are providing the following disclosure based on actual Gross Sales:

<b>Franchised Businesses</b>					
Unit #	Date Signed	2023 Revenue	2024 Revenue	2025 Revenue	Trucks Servicing Territory
1	3/2/2014	\$1,855,724.75	\$2,065,668.00	\$2,342,947.90	5
2	6/4/2014	\$3,813,221.58	\$4,633,999.20	\$5,391,070.36	25
3	12/22/2015	\$423,370.45	\$565,927.75	\$726,706.00	2
4	4/29/2016	\$381,678.99	\$464,822.17	\$572,111.08	4
5	11/12/2017	\$390,502.00	\$516,457.50	\$592,277.50	5
6	3/10/2018	\$1,315,278.73	\$1,667,543.36	\$2,065,099.61	15
7	10/27/2020	\$176,941.90	\$299,083.75	\$412,867.56	3
8	12/31/2020	\$224,542.55	\$299,761.72	\$433,202.20	5

9	12/21/2021	\$174,517.69	\$240,413.00	\$231,925.85	2
10	12/21/2021	\$294,997.64	\$399,763.93	\$546,804.79	2
11	1/13/2023	\$125,859.56	\$233,759.90	\$299,227.55	2
12	02/05/2024	N/A	N/A	\$229,265.08	2

<b>Franchised Businesses</b>					
		<b>2023</b>	<b>2024</b>	<b>2025</b>	
<b>Total Revenue</b>		\$9,176,635.84	\$11,387,200.28	\$13,843,505.48	
<b>Average</b>		\$764,719.65	\$948,933.36	\$1,153,625.46	
<b>AVG</b>		3 or 25% attained or surpassed this average	3 or 25% attained or surpassed this average		
<b>Median</b>		\$381,678.99	\$464,822.17	\$559,457.94	
<b>Median</b>		6 or 50% attained or surpassed this median	6 or 50% attained or surpassed this median		
<b>Lowest Gross Sales</b>		\$36,294.44	\$74,686.00	\$229,265.08	
<b>Highest Gross Sales</b>		\$3,813,221.58	\$4,633,999.20	\$5,391,070.36	

The term “Gross Sales” means the total of all revenue and income less sales tax, documented refunds, charge backs, credits and allowances.

The term “Median Gross Sales” means the annual gross revenue figure, for which one-half of the sample had Gross Revenue greater than this figure, and one-half of the sample had less than the figure.

The above figures (reflecting Gross Sales, not profits) were calculated based upon information reported to us by our franchisees in their royalty reports. We have not audited nor in any other manner substantiated the truthfulness, accuracy or completeness of any information supplied by our franchisees.

#### **Affiliate Businesses**

We are reporting certain sales information for our two **ohDEER** affiliate-owned business operating under the Mark “**ohDEER**”. The **ohDEER** affiliate-owned business #1 has been operating since 2007. The **ohDEER** affiliate-owned business #2 has been operational since 2021 and neither business materially differs, either financially or operationally, from the franchise offered in this Disclosure Document.

We provide the following disclosure based on actual Gross Sales for 2023, 2024 and 2025:

<b>Affiliates</b>					
		<b>2023 Revenue</b>	<b>2024 Revenue</b>	<b>2025 Revenue</b>	<b>Trucks Servicing Territory</b>
1	3/1/2008	\$1,640,253.03	\$1,963,826.89	\$2,066,429.97	13
2	4/9/2021	\$95,348.84	\$145,111.28	\$153,336.53	1

The above figures (reflecting Gross Sales, not profits) were calculated based upon information reported to us by our affiliate. The affiliate-owned location does not pay us royalty fees.

<b>2025 Location Breakdown</b>					
<b>Franchisee Locations</b>					
<b>Unit #</b>	<b>Gross Revenue</b>	<b>Total Operating Expense</b>	<b>Expense Ratio %</b>	<b>Net Income/ (Loss)</b>	<b>Net Margin %</b>
1	\$2,381,437	\$1,018,855	42.80%	\$347,793	14.60%
2	\$5,332,496	\$2,322,107	43.50%	\$1,262,701	23.70%
3	\$743,607	\$219,979	29.60%	\$533,001	71.70%
4	\$583,682	\$365,897	62.70%	\$148,783	25.50%
5	\$591,667	\$313,246	52.90%	\$57,120	9.70%
6 & 8	\$2,496,928	\$2,000,793	80.10%	\$339,225	13.60%
7	\$407,071	\$310,274	76.20%	\$97,381	23.90%
9	\$231,926	\$94,286	40.70%	\$55,873	24.10%
10	\$546,805	\$193,297	35.40%	\$189,816	34.70%
11	\$291,675	\$117,524	40.30%	\$156,293	53.60%
12	\$224,100	\$175,142	78.20%	\$21,106	9.40%
<b>Affiliate Locations</b>					
1	\$2,022,461	\$888,406	43.90%	\$288,157	14.20%
2	\$153,336	\$74,858	48.80%	\$22,409	14.60%

Notes to the table above

1. Data sourced from franchisee provided statements for the fiscal year January 1, 2025 - December 31, 2025
2. 14 locations reported. Results include all reporting franchisees operating for the full 12-month period.
3. The combined Units 6&8 are required as they operate on a combined Profit and Loss statement.
4. Total Operating Expenses reflect operating, G&A, marketing, royalty, occupancy, insurance, and financing expenses as reported.
5. Net Income figures are as reported by each location and have not been independently audited or verified by the franchisor.
6. Some franchisees categorize expenses differently; franchisor has standardized categories to the extent possible for comparability.

You should conduct an independent investigation of the costs and expenses you will incur in operating your **ohDEER** Franchised Business. Franchisees or former franchisees, listed in the Disclosure Document, may be one source of this information.

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

Written substantiation of the data used in preparing the financial representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, oh Deer Development Corporation 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 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 our President, Colleen Upham, 260 Boston Post Road, Wayland, Massachusetts 01778, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**Systemwide Outlet Summary**  
**Fiscal Years 2023 to 2025**

<b>Column 1 Outlet Type</b>	<b>Column 2 Year</b>	<b>Column 3 Outlets at Start of Year</b>	<b>Column 4 Outlets at End of Year</b>	<b>Column 5 Net change</b>
<b>Franchised (1)</b>	2023	14	12	-2
	2024	12	13	+1
	2025	13	16	+3
<b>Company- Owned (1)(2)*</b>	2023	1	2	+1
	2024	2	2	0
	2025	2	2	0
<b>Total Outlets (1)</b>	2023	15	14	-1
	2024	14	15	+1
	2025	15	18	+3

**NOTES**

- (1) All numbers are as of our December 31<sup>st</sup> fiscal year end.  
(2)\* We do not operate any company-owned outlets. The Outlet in the above chart is owned and operated in Massachusetts by our affiliate.

**Table No. 2**  
**Transfers of Outlets From Franchisees to New Owners**  
**(other than Franchisor)**  
**For Years 2023 to 2025 (1)**

<b>Column 1 State</b>	<b>Column 2 Year</b>	<b>Column 3 Number of Transfers</b>
Massachusetts	2023	0
	2024	0
	2025	0