

**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 below table is an historic performance representation for 32 of our Canadian-based franchisees that were open and operating for the full 2024 calendar year as of December 31, 2024. 6 Canadian-based franchisees signed franchise agreements in 2024 and because they were not open for the entire calendar year, are not included in this Item 19. We also have not included information on our single US-based franchisee located in Henderson, Nevada because this franchise was signed as a test market and is not required to report or pay royalties; therefore, there is no information from which we can base a financial performance representation.

The table sets forth the total, average, median, highest, and lowest Gross Revenue figures for 2024. Canadian franchisees operate businesses that are substantially similar to those that will open in the U.S., with substantially similar performance results, parity pricing per service (e.g. a Canadian franchisee will charge \$250 CAD and a US franchisee will charge \$250 USD for the same service), and no material differences between the data of the two groups other than the currency and potential tax rate differences.

Two of our franchisees own multiple territories but report one sales number to us for all of their territories. Of these two franchises, both own two territories each. Each of these franchises’ total sales have been represented as a single franchise location for purposes of the tables below, and have been represented in a single table, as Table No. 2.

All dollar amounts are presented in CAD and not USD.

**Canadian Franchisees
January 2024 through December 2024**

Table No. 1

Number of franchisees in range	32
Total gross revenue	\$10,028,981.01
Gross Revenue per Franchisee	
Average gross revenue including multi-unit owners reporting one total number	\$313,405.66
Median gross revenue including multi-unit owners reporting one total number	\$221,368.06
Number and percent of franchisees at or above average gross revenue	9/28%
Highest gross revenue	\$1,305,911.57
Lowest gross revenue	\$52,187.00
Average gross revenue of top 25%	\$662,547.82
Median gross revenue of top 25%	\$535,061.78



Number and percent of franchisees at or above average of top 25%	4/50%
Highest gross revenue of top 25%	\$1,305,911.57
Lowest gross revenue of top 25%	\$465,900.78
Average gross revenue of bottom 25%	\$129,270.21
Median gross revenue of bottom 25%	\$144,808.43
Number and percent of franchisees at or above average of bottom 25%	6/75%
Highest gross revenue of bottom 25%	\$165,632.01
Lowest gross revenue of bottom 25%	\$52,187.00

The below chart represents Gross Revenue figures for two of our franchisees with multiple territories. Each franchisee owns two territories. One franchisee had a territory reporting revenue for the full year and the other territory is for 11 months of revenue. The other franchisee had a territory reporting revenue for the full year and the other territory is for 5 months of revenue.

**Canadian Franchisees -2 Multi-Unit Combined Figures
January 2024 through December 2024**

Table No. 2

	CAD
Number of franchisees in range	2
Total gross revenue	\$407,430.76
Gross Revenue	
Average gross revenue for multi-unit owners reporting one total number	\$203,715.38
Median gross revenue including multi-unit owners reporting one total number	\$203,715.38
Number and percent of franchisees at or above average gross revenue	1/50%
Highest gross revenue	\$211,954.76
Lowest gross revenue	\$195,476.00

The following two tables (Table No. 3 and Table No. 4) are an historical representation based on data for 6 of our franchisees. We requested profit and expense information from all of our Canadian franchisees, and only 6 sent back complete information and we have used that information. Of the 6 franchisees, 2 have been in business for 6 years, 3 have been in business for 5 years, and 1 has been in business for 18 months. We are providing all the information provided to us and represents the entire subset of respondents. The information is for the time period of January 1, 2024, through December 31, 2024.

The first table represents the gross profit margin for the 6 franchisees and the second table shows the average and median p&l for the same 6 franchisees.



Table No. 3

Gross Profit Margin	
	CAD
Average gross profit margin	49%
Median gross profit margin	49%
Number and percent franchisees at or above average gross profit margin	4/67%
High in calculating the average gross profit margin	\$1,321,184 CAD
Low in calculating the average gross profit margin	\$300,650 CAD

Table No. 4

January 1, 2024 – December 31, 2024		
PROFIT & LOSS		
	CAD Average	CAD Median
Total Income	\$666,233 CAD	\$512,827 CAD
High income used to calculate average: \$1,321,184 CAD		
Low income used to calculate average: \$300,650 CAD		
Number and percent of franchisees at or above average total income: 2/33%		
Cost of Goods Sold	\$346,508 CAD	\$267,064 CAD
High cost of goods sold: \$207,120 CAD		
Low cost of goods sold: \$40,981 CAD		
Number and percent of franchisees at or above average COGS: 2/33%		
Gross Profit	\$319,724 CAD	\$245,763 CAD
High gross profit: \$781,433 CAD		
Low gross profit: \$152,236 CAD		
Number and percent of franchisees at or above average gross profit: 2/33%		
Expenses		
Bank Fees & Service Charges	\$7,006 CAD	\$4,696 CAD
High bank fees: \$11,847 CAD		
Low bank fees: \$1,529 CAD		
Number and percent of franchisees at or above average bank fees & service charges: 3/50%		
Advertising Fund	\$5,324 CAD	\$4,865 CAD
High advertising: \$7,176 CAD		
Low advertising: \$4,788 CAD		
Number and percent of franchisees at or above average advertising fund: 1/17%		
Royalties	\$35,919 CAD	\$28,672 CAD
High royalties: \$59,403 CAD		
Low royalties: \$15,265 CAD		
Number and percent of franchisees at or above average royalties: 2/33%		
Insurance	\$11,360 CAD	\$8,559 CAD
High insurance: \$21,426 CAD		
Low insurance: \$366 CAD		
Number and percent of franchisees at or above average insurance: 3/50%		
Legal & Accounting Services	\$8,520 CAD	\$8,489 CAD



High legal & accounting: \$12,099 CAD		
Low legal & accounting: \$2,850 CAD		
Number and percent of franchisees at or above average legal & accounting: 3/50%		
Licenses & Permits	\$140 CAD	\$120 CAD
High licenses & permits: \$599 CAD		
Low licenses & permits: \$0 CAD		
Number and percent of franchisees at or above average licenses & permits: 2/33%		
Office Supplies	\$7,327 CAD	\$7,618 CAD
High office supplies: \$14,759 CAD		
Low office supplies: \$950 CAD		
Number and percent of franchisees at or above average office supplies: 3/50%		
Telephone & Call Centre	\$4,288 CAD	\$2,344 CAD
High phone & call centre: \$7,440 CAD		
Low phone & call centre: \$1,699 CAD		
Number and percent of franchisees at or above average phone & call centre: 3/50%		
Auto	\$47,071 CAD	\$36,080 CAD
High auto: \$151,159 CAD		
Low auto: \$6,919 CAD		
Number and percent of franchisees at or above average auto: 2/33%		
Uniforms	\$846 CAD	\$1,385 CAD
High uniform: \$2,770 CAD		
Low uniform: \$0 CAD		
Number and percent of franchisees at or above average uniforms: 2/33%		
Small Tools & Supplies	\$11,090 CAD	\$5,759 CAD
High tools & supplies: \$20,930 CAD		
Low tools & supplies: \$0 CAD		
Number and percent of franchisees at or above average tools & supplies: 3/33%		
Total Expenses	\$138,891 CAD	\$108,587 CAD
Net Income	\$180,834 CAD	\$137,176 CAD
High net income used to calculate average: \$509,947.39 CAD		
Low net income used to calculate average: \$58,811.20 CAD		
Number and percent of franchisees at or above average net income: 1/17%		

The following table shows a 5-year growth chart and includes revenue for each calendar year since 2020. We have included revenue for 2025 through September. Since December 2024, our Canadian system has increased from 32 franchises to 43 active franchises.

Table No. 5

5 year Growth Chart		
Year	Revenue (in CAD)	% Increase over last year
2020	\$3,054,289	68%
2021	\$4,633,991	52%
2022	\$6,982,003	51%
2023	\$8,765,834	26%
2024	\$10,573,974	21%
2025 (as of Nov 30, 2025)	\$12,053,549	



NOTES: Unless otherwise specified, the following definitions apply in this Item 19:

- “Gross Revenue” means the total of all sales of all goods and services sold, traded, bartered, or rendered by you and income of every kind and nature, including the value of a trade or other bartering, arising from your franchise business and tangible property of every kind sold by you during the term of the franchise agreement. Gross Revenue also includes insurance proceeds and/or condemnation awards for loss of sales, profits, or business. “Gross Revenue” excludes bona fide credits or returns and excludes amounts paid by you for sales or use taxes on the sale of any products or services.
- “Gross Profit” means the percentage of Gross Revenue remaining after subtracting the following from Gross Revenue: labor costs, royalties, and sales center, marketing fees, and technology fees. Material costs (including Christmas lights) are not included in the definition of “Gross Profit.”
- “Average” means the sum of all data points in a set, divided by the number of data points in that set.
- “Median” means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the 2 numbers in the middle, adding them together, and dividing by 2.
- “Net Income” means the profit after expenses.
- “Total Income” means income before any expenses.
- The earnings claims figures do not reflect the costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your franchise business. Franchisees or former franchisees listed in this disclosure document, may be one source of this information.

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

The information in this Item 19 was taken from financial statements from our Canadian franchisees. Written substantiation for the financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Gorilla Franchising USA, Inc. 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 Chrystal O’Leary –Accounting, Gorilla Franchising USA, Inc., 778-688-5306, chrystal@cobooks.ca, the Federal Trade Commission, and the appropriate state regulatory agencies.



**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

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

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised ¹	2023	1	1	+0
	2024	1	1	+0
	2025	1	1	+0
Company Owned	2023	0	0	+0
	2024	0	0	+0
	2025	0	0	+0
Total Outlets	2023	1	1	+0
	2024	1	1	+0
	2025	1	1	+0

¹ This is a test market franchisee and is treated differently than you would be treated and has different requirements than you will have.

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

State	Year	Number of Transfers
Total	2023	0
	2024	0
	2025	0

**Table No. 3
Status of Franchised Outlets
For Years 2023 to 2025**

State	Year	Outlets at the Start of the Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations for Other Reasons	Outlets at End of Year
Nevada	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Total	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1

