

## **ITEM 18 PUBLIC FIGURES**

We do not use any public figures to promote our franchise. You may use the name of a public figure or celebrity in your promotional efforts or advertising only with our approval.

## **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 by this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The following chart is an historic financial performance representation, providing information regarding those jobs completed by the OXI FRESH Business operators that qualify as “**Active Operators**,” as defined below, during the calendar year 2024 (the “**2024 Jobs**”). Specifically, the chart shows (i) the annual total sales for all 2024 Jobs on average for each Active Operator, and the corresponding median number; (ii) the total number of 2024 Jobs on average for each Active Operator, and the corresponding median number; (iii) the average sales price per individual 2024 Job for the Active Operators, and the corresponding median number; and (iv) the percentage of the Active Operators who have obtained 100 or more starred Google reviews for their OXI FRESH Businesses.

<b>AVERAGE JOB AND SALES PRICE INFORMATION FOR ACTIVE OXI FRESH BUSINESS OPERATORS DURING CALENDAR YEAR 2024</b>							
<b>Column 1 OXI FRESH Businesses<sup>1-9,18</sup></b>	<b>Column 2 Average Annual Total Sales for All 2024 Jobs<sup>10,16,17,19</sup></b>	<b>Column 3 Median Annual Total Sales for All 2024 Jobs<sup>11,16,17</sup></b>	<b>Column 4 Average Total Number of 2024 Jobs<sup>12</sup></b>	<b>Column 5 Median Annual Number of 2024 Jobs<sup>13</sup></b>	<b>Column 6 Average Per Job Price for 2024 Jobs<sup>14,16</sup></b>	<b>Column 7 Median Per Job Price for 2024 Jobs<sup>14,16</sup></b>	<b>Column 8 Percentage of Operators with 100+ Starred Google Reviews<sup>15</sup></b>
Top Fifth - Active Operators	\$408,164.19	\$310,068.06	1,615	1,252	\$257.90	\$252.10	100%
Second Fifth - Active Operators	\$173,011.47	\$174,064.54	676	676	\$271.89	\$245.89	100%
Middle Fifth - Active Operators	\$116,114.27	\$113,082.98	499	479	\$242.55	\$229.94	91.89%
Fourth Fifth - Active Operators	\$76,548.45	\$77,510.62	322	317	\$244.77	\$235.01	89.19%
Lower Fifth - Active Operators	\$40,825.85	\$42,391.53	190	183	\$228.26	\$209.99	33.33%
Combined Average - All Active Operators	\$162,260.03	\$113,082.98	658	464	\$249.14	\$237.51	83.06%

The accompanying footnotes are an integral part of this chart and should be read in their entirety for a full understanding of the information contained in this chart.

#### FOOTNOTES

**(1)** This chart is based on the results of the Active Operators in the Oxi Fresh system. An “**Active Operator**” is a franchisee in the United States that (i) performed at least one job during each calendar month of the year 2024 and (ii) was open for business at least two days during at least one week each calendar month during the year 2024. Our Operations Manual currently requires that franchisees be open a minimum of two days per week, eight hours per day. We do not regard franchisees that were not open for this minimum period to be actively operating their businesses. The Active Operators included in the chart include only franchisees, and do not include any company-owned or affiliated-owned outlets. They also do not include the results of any franchisees owned in part by individuals identified in Item 2. Finally, these Active Operators do not include the results of 27 outlets that closed at some point during the year 2024, none of which had been open for less than 12 months before closing.

**(2)** Some Active Operators operate multiple OXI FRESH Businesses in multiple Protected Territories. A franchisee must purchase a separate franchise for each Protected Territory in which it desires to operate. See Item 5.

**(3)** Each of the top fifth and lower fifth in the chart includes the results of 36 Active Operators, while each other fifth shown the chart each include the results of 37 Active Operators. We have grouped the results by Active Operator rather than by individual OXI FRESH Business because the results that we collect for OXI FRESH Business operators operating in multiple Protected Territories are combined into a single report for each operator.

**(4)** The results in the chart include the results of 183 Active Operators as of the end of 2024 that operated 404 OXI FRESH Businesses in Protected Territories throughout the United States. There were a total of 228 U.S. franchisees in the system that were open for the full year of 2024 and conducted at least one job during the year, that operated a combined 440 OXI FRESH Businesses or outlets (not including any company-owned or affiliated-owned outlets). As disclosed in Item 20 below, there were 493 total OXI FRESH Business outlets operating as of December 31, 2024, 481 of which were franchised OXI FRESH Businesses.

**(5)** As of the start of the year 2024, the OXI FRESH Businesses of the Active Operators included in this chart had been in operation for periods ranging from one year to over 18 years each.

**(6)** The 2024 Jobs on which the chart is based are all jobs for carpet cleaning, rug cleaning, upholstery cleaning, tile and grout cleaning, and hardwood floor cleaning services that were performed by the Active Operators. The 2024 Jobs do not include any Dryer Vent Cleaning Services, as we did not offer Dryer Vent Cleaning Services in an OXI FRESH Business prior to 2025.

**(7)** The 2024 Jobs on which the chart is based are those that were completed and paid for during the year 2024.

**(8)** The term “total sales” as used in this chart means the total gross sales received by a franchisee for 2024 Jobs according to the information reported by the franchisee through our scheduling center, not accounting for any tax or other allowances. However, it does not include any “redos” or cancelled jobs as described below.