

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote our franchise. You have no right to use the name of any public figure for purposes of promotional efforts, advertising, or endorsements, except with our prior written consent. No public figure has any investment in the System or us.

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.

As of December 31, 2024, there were 71 franchisees operating in 287 territories. This Item discloses the average Gross Revenues of 70 franchisees (the “Included Franchisees”) open the entire period from January 1, 2024, to December 31, 2024 (the “Measurement Period”). Table One discloses 14 Included Franchisees that operate in a single Operating Territory, with territories ranging from 21,875 to 44,800 Qualified Households. Table 2 discloses 56 Included Franchisees that operate in multiple Operating Territories, with territories ranging from 46,150 to 741,514 Qualified Households. Excluded from this Item 19 is one franchisee that opened in 2024 and therefore did not operate for the full Measurement Period, as well as all company owned outlets.

We obtained Gross Revenue information included herein from our internal records based on franchisees reporting their Gross Revenues when they made royalty payments to us. All records we have are available for your review at our corporate headquarters. Gross Revenue information used to compile this chart has not been audited.

Gross Revenues Summary Report
Year Ending December 31, 2024

Table One: Single Operating Territory Franchisees

The Table below shows the Average and Median Gross Revenues achieved during the Measurement Period for 14 Included Franchisees that operated in a single Operating Territory. The data also includes highest Gross Revenues, lowest Gross Revenues, and the number and percentage of outlets that attained or surpassed the stated average Gross Revenues. The Included Franchisees are divided into groups based on the level of Included Franchisee’s Average Gross Revenues achieved during the Measurement Period (i.e., top 1/3, middle 1/3, and bottom 1/3).

Single Territory Franchisees	2024 Average Gross Revenues	No. Of Franchisee's Above/Below Average	Gross Revenue (lowest and highest)	Median Gross Revenue
All Franchisees	\$410,782	5 Above; 9 below	\$62,867 - \$1,255,832	\$366,688
Top 1/3 performing franchisees (five (5) franchisees)	\$810,020	2 Above; 3 Below	\$536,730 - \$1,255,832	\$624,683
Middle 1/3 performing franchisees (five (5) franchisees)	\$315,421	3 Above; 2 Below	\$210,288 - \$383,208	\$366,688
Lowest 1/3 franchisees (five (5) franchisees)	\$79,801	2 Above; 2 Below	\$62,867 - \$203,020	\$83,527

Table Two: Multi-Territory Franchisees

The Table below shows the Average and Median Gross Revenues achieved during the Measurement Period for 56 Included Franchisees that operated in multiple Operating Territories. The data also includes highest Gross Revenues, lowest Gross Revenues, and the number and percentage of outlets that attained or surpassed the stated average Gross Revenues. The Included Franchisees are divided into groups based on the level of Included Franchisee's Average Gross Revenues achieved during the Measurement Period (i.e., top 1/3, middle 1/3, and bottom 1/3).

The 19 franchisees within the Top 1/3 operate between 3 and 25 territories. The 19 franchisees within the middle 1/3 operate between 2 and 10 territories. The 18 franchisees within the lowest 1/3 operate between 2 and 10 territories.

Multiple Territory Franchisees	2024 Average Gross Revenues	No. Of Franchisee's Above/Below Average	Gross Revenues (lowest and highest)	Median Gross Revenues
All Franchisees	\$1,097,909	23 Above; 33 Below	\$96,182 - \$5,868,775	\$730,220
Top 1/3 performing franchisees (19 franchisees)	\$2,141,565	7 Above; 12 Below	\$1,268,133 - \$5,868,775	\$1,864,403
Middle 1/3 performing franchisees (19 franchisees)	\$787,611	7 Above; 12 Below	\$492,354 - \$1,237,102	\$725,585
Lowest 1/3 franchisees (18 franchisees)	\$323,809	10 Above; 8 Below	\$96,182 - \$476,294	\$344,164

Notes.

1. The term "Gross Revenue" means the actual gross charges, whether or not actually collected, for all goods and services purchased by or provided to customers, whether for cash, credit, barter, or in kind, and whether in, upon, from, through or by any means, related to the Included Franchisees. Gross Revenue includes standard visit charge, and does not include discounted services. Gross Revenue excludes the price of goods exchanged for goods, the sale of which has already been included in Gross Revenue, and the amount of any retail tax imposed by any federal, state, municipal, or other governmental authority directly on sales and collected from customers at the point of sale by you acting as agent for such authority. The average disclosed above is determined by dividing total Gross Revenues by the number of Included Franchisees in the Table.

2. Excluded from this Item are all costs and expenses, including royalties and advertising fees, that you will incur as a franchisee.

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

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Maid Brigade 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 Maid Brigade at 8100 E. Indian School Road, Suite 201, Scottsdale, Arizona 85251, 714-846-3800, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
SYSTEM WIDE OUTLET SUMMARY
FOR FISCAL YEARS 2022 TO 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets as the End of the Year	Net Change
Franchised	2022	71	68	-3
	2023	68	71	+3
	2024	71	71	0
Company Owned	2022	2	2	0
	2023	2	2	0
	2024	2	3	+1