

## **ITEM 18 PUBLIC FIGURES**

We do not use any public figures to promote our 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 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.

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

### **Background**

As of our last fiscal year, ended August 31, 2024, there were 64 open franchised outlets.

The reporting period for and the franchisees in Table 1 is for all locations open as of September 1, 2018, and reports data from the period between September 2018 through August 2024 (“**Reporting Period Table One**”).

The reporting period for Table 2 is from September 1, 2017 through August 31, 2024 (“**Reporting Period Table Two**”).

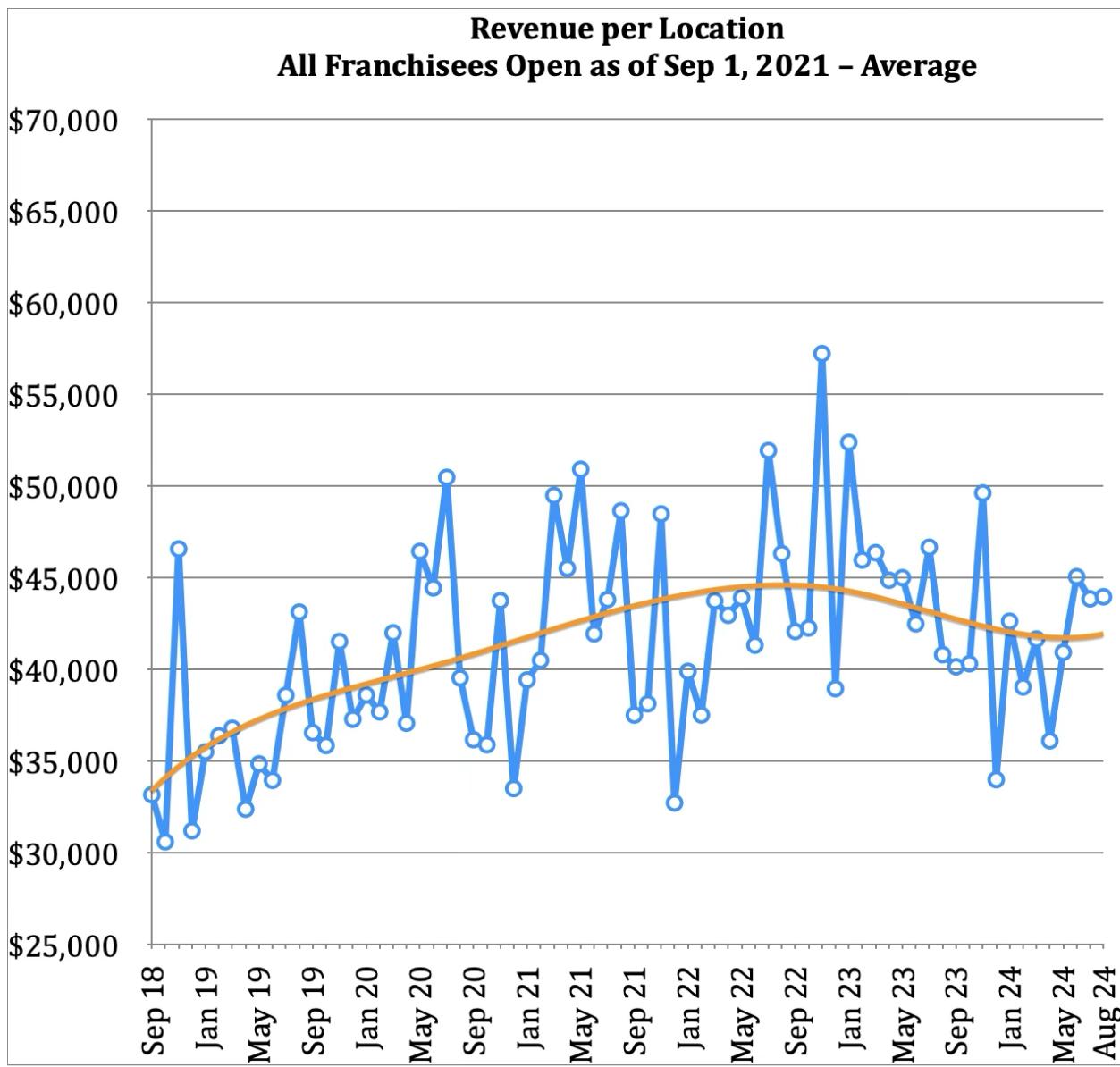
The reporting period for Table 3 is from September 1, 2017 through August 31, 2024 (“**Reporting Period Table Three**”).

The reporting period for Table 4 is September 1, 2020 through August 31, 2023 (“**Reporting Period Table Four**”). Specifically, the information contained in Table 4 is based upon Gross Revenues (as defined below) earned by the franchisee during the twelve-month period (“**Annual Revenue Period**”) for the time periods of September 1, 2020 – August 31, 2021 (“**2021 FY**”); September 1, 2021 – August 31, 2022 (“**2022 FY**”); and September 1, 2022 – August 31, 2023 (“**2023 FY**”) (each a “**Reporting Fiscal Year**”).

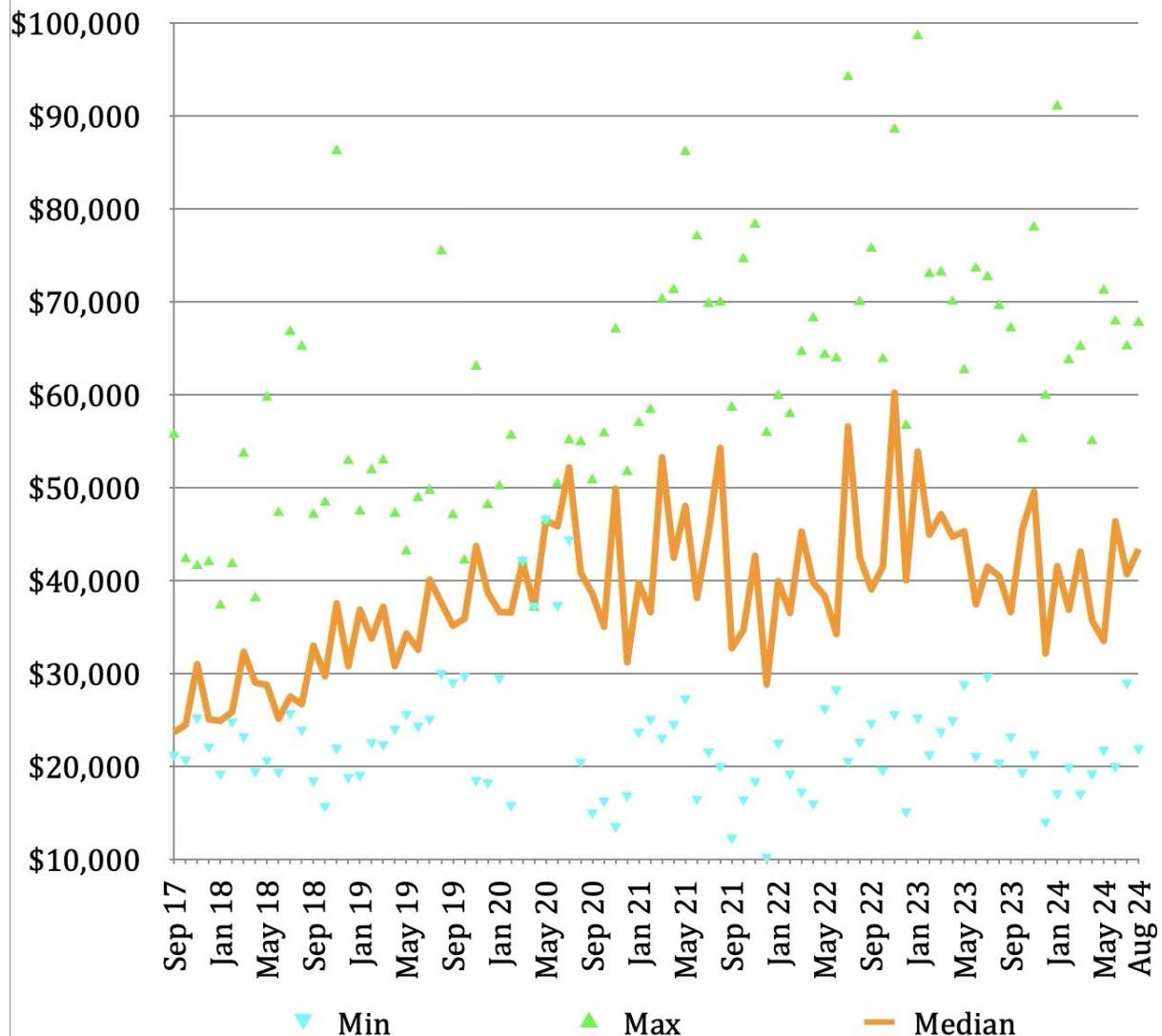
The reporting period for Table 5 is set out in the applicable notes for Table 5.

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*Table 1*  
*System-Wide Growth Graphs*



**Revenue per Location**  
**All Franchisees Open as of Sep 1, 2021 – Median, Min, Max**



**Table 1 Data for Minimum, Maximin, Average, and Median Gross Revenues Supporting Franchised Growth Graphs**

	Min	Max	Average	Median
Sep 17	\$21,007	\$55,701	\$32,544	\$23,631
Oct 17	\$20,512	\$42,296	\$27,322	\$24,443
Nov 17	\$25,027	\$41,568	\$33,510	\$30,957
Dec 17	\$21,893	\$41,974	\$28,374	\$25,034
Jan 18	\$18,980	\$37,308	\$27,351	\$24,869
Feb 18	\$24,598	\$41,766	\$29,599	\$25,841
Mar 18	\$23,003	\$53,632	\$34,693	\$32,289

Apr 18	\$19,237	\$38,108	\$28,247	\$28,969
May 18	\$20,427	\$59,679	\$35,379	\$28,724
Jun 18	\$19,180	\$47,269	\$28,349	\$25,089
Jul 18	\$25,483	\$66,750	\$35,914	\$27,471
Aug 18	\$23,716	\$65,163	\$35,583	\$26,669
Sep 18	\$18,236	\$47,078	\$33,161	\$32,954
Oct 18	\$15,512	\$48,377	\$30,595	\$29,662
Nov 18	\$21,764	\$86,209	\$46,563	\$37,500
Dec 18	\$18,611	\$52,865	\$31,199	\$30,742
Jan 19	\$18,835	\$47,426	\$35,500	\$36,836
Feb 19	\$22,373	\$51,864	\$36,377	\$33,716
Mar 19	\$22,127	\$52,920	\$36,783	\$37,152
Apr 19	\$23,815	\$47,180	\$32,379	\$30,749
May 19	\$25,409	\$43,128	\$34,843	\$34,262
Jun 19	\$24,143	\$48,870	\$33,947	\$32,528
Jul 19	\$24,897	\$49,659	\$38,584	\$40,070
Aug 19	\$29,798	\$75,439	\$43,120	\$37,569
Sep 19	\$28,805	\$47,023	\$36,551	\$35,107
Oct 19	\$29,520	\$42,161	\$35,848	\$35,858
Nov 19	\$18,290	\$63,003	\$41,516	\$43,668
Dec 19	\$18,061	\$48,117	\$37,281	\$38,660
Jan 20	\$29,288	\$50,148	\$38,599	\$36,589
Feb 20	\$15,591	\$55,588	\$37,679	\$36,526
Mar 20	\$41,991	\$41,991	\$41,991	\$41,991
Apr 20	\$37,061	\$37,061	\$37,061	\$37,061
May 20	\$46,429	\$46,429	\$46,429	\$46,429
Jun 20	\$37,121	\$50,388	\$44,440	\$45,810
Jul 20	\$44,179	\$55,084	\$50,464	\$52,130
Aug 20	\$20,261	\$54,888	\$39,526	\$40,806
Sep 20	\$14,791	\$50,806	\$36,164	\$38,547
Oct 20	\$16,072	\$55,827	\$35,887	\$35,002
Nov 20	\$13,335	\$67,013	\$43,745	\$49,833
Dec 20	\$16,654	\$51,689	\$33,505	\$31,184
Jan 21	\$23,491	\$56,946	\$39,421	\$39,731
Feb 21	\$24,869	\$58,360	\$40,492	\$36,547
Mar 21	\$22,863	\$70,253	\$49,480	\$53,213
Apr 21	\$24,334	\$71,254	\$45,502	\$42,435
May 21	\$27,089	\$86,105	\$50,903	\$47,994
Jun 21	\$16,262	\$77,020	\$41,937	\$38,097
Jul 21	\$21,361	\$69,756	\$43,804	\$45,171
Aug 21	\$19,773	\$69,912	\$48,640	\$54,220
Sep 21	\$12,095	\$58,608	\$37,506	\$32,688
Oct 21	\$16,216	\$74,584	\$38,123	\$34,650

Nov 21	\$18,176	\$78,295	\$48,472	\$42,631
Dec 21	\$10,056	\$55,884	\$32,717	\$28,788
Jan 22	\$22,304	\$59,853	\$39,887	\$39,883
Feb 22	\$18,966	\$57,901	\$37,511	\$36,483
Mar 22	\$17,037	\$64,593	\$43,735	\$45,230
Apr 22	\$15,796	\$68,217	\$42,947	\$39,737
May 22	\$26,004	\$64,288	\$43,903	\$38,297
Jun 22	\$28,059	\$63,898	\$41,317	\$34,202
Jul 22	\$20,351	\$94,174	\$51,926	\$56,547
Aug 22	\$22,424	\$69,960	\$46,307	\$42,501
Sep 22	\$24,424	\$75,705	\$42,064	\$39,003
Oct 22	\$19,371	\$63,826	\$42,254	\$41,491
Nov 22	\$25,413	\$88,522	\$57,211	\$60,182
Dec 22	\$14,915	\$56,652	\$38,947	\$39,996
Jan 23	\$25,010	\$98,553	\$52,371	\$53,844
Feb 23	\$21,049	\$72,978	\$45,956	\$44,919
Mar 23	\$23,524	\$73,153	\$46,363	\$47,095
Apr 23	\$24,732	\$70,006	\$44,858	\$44,673
May 23	\$28,595	\$62,631	\$44,994	\$45,250
Jun 23	\$20,883	\$73,562	\$42,479	\$37,408
Jul 23	\$29,444	\$72,639	\$46,654	\$41,449
Aug 23	\$20,171	\$69,541	\$40,801	\$40,434
Sep 23	\$22,971	\$67,130	\$40,142	\$36,552
Oct 23	\$19,138	\$55,205	\$40,306	\$45,557
Nov 23	\$21,064	\$77,972	\$49,614	\$49,523
Dec 23	\$13,793	\$59,875	\$33,985	\$32,121
Jan 24	\$16,854	\$91,012	\$42,621	\$41,497
Feb 24	\$19,698	\$63,720	\$39,039	\$36,830
Mar 24	\$16,826	\$65,150	\$41,652	\$43,086
Apr 24	\$19,006	\$54,997	\$36,104	\$35,657
May 24	\$21,559	\$71,191	\$40,927	\$33,471
Jun 24	\$19,788	\$67,868	\$45,049	\$46,338
Jul 24	\$28,758	\$65,196	\$43,842	\$40,647
Aug 24	\$21,702	\$67,732	\$43,956	\$43,362

**Notes for Table 1:**

(1) The reporting period for the System Growth Graphs is September 2017 through August 2024 (“**Table 1 Reporting Period**”). The first graph reflects all 12 franchisees that have been open and operating as of September 1, 2020, namely Arrowhead, Arizona; Belmont, California; Huntington Beach, California; McKinney, Texas; Reno, Nevada; Santa Clarita, California; Sherman Oaks, California; Thousand Oaks, California; Torrance, California; Austin, Texas; Virginia Beach, Virginia and Winter Park, Florida.

(2) “**Average**” in the table above reflects the Franchised Location Gross Revenue for each month divided by the number of Franchised Locations for each month.

(3) To find the **Median**, we arranged the Gross Revenues for each location operating during each month in numerical order, then we identified the middle pair of numbers and we calculated the value that was halfway between them by adding them together and dividing by two. To find the **Minimum**, we took the lowest Gross Revenues amount of the locations operating during each month. To find the **Maximum**, we took the highest Gross Revenues amount of the locations operating during each month.

(4) The orange growth trendline in the Franchised Locations Growth Graph is calculated using a third order polynomial.

**Table 2**  
Dog Training Gym Financial Performance Analysis

***Operating Franchisees – For Franchised Locations Opened As Of January 1, 2020***

EXPENSE	MIN	MAX	AVG	MEDIAN	# > AVG
<b>GROSS REVENUES</b>	\$553,264	\$786,419	\$690,677	\$711,512	2
<b>Cost of Good Sold</b>	\$32,334	\$95,335	\$60,847	\$57,860	2
Total Payroll	\$169,224	\$270,863	\$208,907	\$197,770	2
Payroll Paid to Owners	\$32,424	\$103,834	\$71,443	\$74,757	2
<b>Payroll</b>	\$65,390	\$238,438	\$137,464	\$123,013	2
<b>Royalties</b>	\$43,656	\$61,900	\$54,529	\$56,281	2
<b>National Advertising Fund</b>	\$5,457	\$7,738	\$6,816	\$7,035	2
<b>Software Fee</b>	\$5,724	\$5,724	\$5,724	\$5,724	4
<b>Merchant Processing Fees</b>	\$16,818	\$26,110	\$21,058	\$20,653	2
<b>Office &amp; Janitorial Supplies</b>	\$1,945	\$11,631	\$7,073	\$7,359	2
<b>Repairs &amp; Maintenance</b>	\$60	\$2,885	\$1,129	\$785	1
Electricity	\$5,477	\$10,979	\$7,515	\$6,801	1
Telephone/Internet	\$1,641	\$4,075	\$2,904	\$2,950	2
<b>Total Utilities</b>	\$8,427	\$12,619	\$10,418	\$10,313	2
<b>Local Marketing</b>	\$31,056	\$51,583	\$36,343	\$31,366	1
Worker's Comp	\$2,316	\$6,926	\$3,901	\$3,182	2
Liability Insurance	\$744	\$13,634	\$4,933	\$2,676	1
<b>Total Insurance</b>	\$4,670	\$15,950	\$8,834	\$7,358	2
<b>Accounting</b>	\$3,449	\$7,975	\$5,693	\$5,674	2
<b>Rent</b>	\$81,860	\$282,885	\$150,267	\$118,162	1
<b>TOTAL EXPENSES</b>	<b>\$408,731</b>	<b>\$553,674</b>	<b>\$506,195</b>	<b>\$531,188</b>	<b>3</b>
<b>NET PROFIT</b>	<b>\$144,534</b>	<b>\$237,140</b>	<b>\$184,482</b>	<b>\$178,126</b>	<b>2</b>
<b>NET PROFIT MARGIN</b>	<b>23.5%</b>	<b>30.2%</b>	<b>26.5%</b>	<b>26.2%</b>	<b>1</b>

**Notes for Table 2:**

(1) Table 2 includes all five franchisees that were opened as of January 1, 2020. These locations include Belmont, California; Huntington Beach, California; Sherman Oaks, California; and Virginia Beach, Virginia (for the purposes of this Table 2, the “**Operating Franchisees**”). The Belmont, California location has been operating since April 2013; the Huntington Beach, California location has been operating since August 2013; the Sherman Oaks, California location has been operating since February 2013; and the Virginia Beach, Virginia location has been operating since July 2015.

(2) The term “**Gross Revenues**” means the total of all revenues and income from the sale of all Zoom Room Franchised Business products and services to customers of each location. Gross Revenues does not include the sale of gift cards sold for use at the Zoom Room Franchised Business, PPP loan funds, or sales tax or any comps. The information regarding Gross Revenue has been provided to us by each of the five Operating Franchisees and has not been audited.

(3) “**Payroll**” excludes salaries paid to the owner(s) of the Franchised Locations.

(4) The term “**Total Expenses**” was calculated by adding all of the values for rows three through eighteen for each location listed. The term “**Net Profit**” was calculated by subtracting the value of the Total Expenses for each location from the Gross Revenues of each location. The “**Net Profit Margin**” was calculated by diving the Gross Revenues by the Net Profit for each location.

(5) To find the **Average** we divided the sum of the amounts (whether it was Gross Revenues, costs, or a calculated value) for each location by four. To find the **Median** we arranged the amount (whether it was Gross Revenues, costs, or a calculated value) for each location in numerical order, then we identified the middle number. To find the **Range** we took the lowest dollar amount or percentage in each category and the highest dollar amount or percentage in each category.

**Table 3**  
Dog Training Gym Financial Performance Analysis

***Operating Franchisees – For Franchised Locations Opened Between January 1, 2020 and August 31, 2021***

EXPENSE	MIN	MAX	AVG	MEDIAN	# > AVG
<b>GROSS REVENUES</b>	\$295,817	\$409,373	\$366,814	\$378,707	4
<b>Cost of Good Sold</b>	\$18,291	\$41,969	\$29,172	\$31,878	3
Total Payroll	\$108,271	\$248,368	\$179,682	\$201,089	3
Payroll Paid to Owners	\$0	\$65,265	\$38,705	\$42,000	3
<b>Payroll</b>	\$102,444	\$183,103	\$140,976	\$136,150	2
<b>Royalties</b>	\$23,510	\$32,369	\$28,997	\$29,679	4
<b>National Advertising Fund</b>	\$2,939	\$3,772	\$3,527	\$3,656	4
<b>Software Fee</b>	\$5,724	\$5,724	\$5,724	\$5,724	5
<b>Merchant Processing Fees</b>	\$6,565	\$18,182	\$10,560	\$9,983	2
<b>Office &amp; Janitorial Supplies</b>	\$333	\$17,857	\$6,018	\$3,908	1

<b>Repairs &amp; Maintenance</b>	\$335	\$5,368	\$2,639	\$1,948	2
Electricity	\$3,793	\$8,651	\$6,392	\$7,067	3
Telephone/Internet	\$577	\$4,501	\$2,570	\$2,875	3
<b>Total Utilities</b>	<b>\$4,912</b>	<b>\$13,152</b>	<b>\$8,962</b>	<b>\$9,942</b>	<b>3</b>
<b>Local Marketing</b>	<b>\$3,229</b>	<b>\$58,886</b>	<b>\$37,332</b>	<b>\$39,286</b>	<b>4</b>
Worker's Comp	\$498	\$7,095	\$2,620	\$1,421	2
Liability Insurance	\$0	\$6,630	\$2,615	\$2,136	2
<b>Total Insurance</b>	<b>\$2,072</b>	<b>\$9,431</b>	<b>\$5,235</b>	<b>\$4,020</b>	<b>2</b>
<b>Accounting</b>	<b>\$1,233</b>	<b>\$8,259</b>	<b>\$3,548</b>	<b>\$2,302</b>	<b>2</b>
<b>Rent</b>	<b>\$59,990</b>	<b>\$116,033</b>	<b>\$83,634</b>	<b>\$75,360</b>	<b>2</b>
<b>TOTAL EXPENSES</b>	<b>\$284,361</b>	<b>\$489,325</b>	<b>\$366,323</b>	<b>\$305,610</b>	<b>2</b>
<b>NET PROFIT</b>	<b>-\$110,618</b>	<b>\$84,064</b>	<b>\$491</b>	<b>-\$6,677</b>	<b>2</b>
<b>NET PROFIT MARGIN</b>	<b>-29.2%</b>	<b>22.8%</b>	<b>0.3%</b>	<b>-2.3%</b>	<b>2</b>

**Notes for Table 3:**

(1) Table 3 includes the five franchisees that were opened from January 1, 2020 to August 31, 2021. These locations include Arrowhead, Arizona; Thousand Oaks, California; Winter Park, Florida; Reno, Nevada; and McKinney, Texas; (for the purposes of this Table 3, the “**Operating Franchisees**”).

(2) The term “**Gross Revenues**” means the total of all revenues and income from the sale of all Zoom Room Franchised Business products and services to customers of each location. Gross Revenues does not include the sale of gift cards sold for use at the Zoom Room Franchised Business, PPP loan funds, or sales tax or any comps. The information regarding Gross Revenue has been provided to us by each of the six Operating Franchisees and has not been audited.

(3) “**Payroll**” excludes salaries paid to the owner(s) of the Franchised Locations.

(4) The term “**Total Expenses**” was calculated by adding all of the values for rows three through eighteen for each location listed. The term “**Net Profit**” was calculated by subtracting the value of the Total Expenses for each location from the Gross Revenues of each location. The “**Net Profit Margin**” was calculated by diving the Gross Revenues by the Net Profit for each location.

(5) To find the **Average** we divided the sum of the amounts (whether it was Gross Revenues, costs, or a calculated value) for each location by five. To find the **Median** we arranged the amount (whether it was Gross Revenues, costs, or a calculated value) for each location in numerical order, then we identified the middle pair of numbers and we calculated the value that was halfway between them by adding them together and dividing by two. To find the **Range** we took the lowest dollar amount or percentage in each category and the highest dollar amount or percentage in each category.

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**Table 4**  
**Year-Over-Year Gross Revenues Growth for**  
**Operating Franchisee Locations Opened between September 1, 2021 and August 31, 2022**

EXPENSE	MIN	MAX	AVG	MEDIAN	# > AVG
<b>GROSS REVENUES</b>	\$266,485	\$574,363	\$412,138	\$412,695	4
<b>Cost of Good Sold</b>	\$20,456	\$40,087	\$26,790	\$24,427	2
Total Payroll	\$61,753	\$194,613	\$130,226	\$129,292	4
Payroll Paid to Owners	\$0	\$48,000	\$15,831	\$2,529	3
<b>Payroll</b>	\$22,772	\$194,613	\$114,395	\$110,287	3
<b>Royalties</b>	\$21,040	\$45,520	\$32,622	\$32,606	4
<b>National Advertising Fund</b>	\$2,630	\$5,690	\$4,078	\$4,076	4
<b>Software Fee</b>	\$5,724	\$5,724	\$5,724	\$5,724	8
<b>Merchant Processing Fees</b>	\$7,338	\$17,981	\$10,971	\$10,200	3
<b>Office &amp; Janitorial Supplies</b>	\$2,496	\$9,523	\$4,921	\$5,004	4
<b>Repairs &amp; Maintenance</b>	\$0	\$4,760	\$2,010	\$1,723	3
Electricity	\$2,211	\$9,256	\$5,534	\$5,840	4
Telephone/Internet	\$1,499	\$2,958	\$2,219	\$2,386	5
<b>Total Utilities</b>	\$3,718	\$12,039	\$7,753	\$7,924	4
<b>Local Marketing</b>	\$16,218	\$62,492	\$37,672	\$39,623	5
Worker's Comp	\$508	\$5,048	\$2,254	\$1,855	2
Liability Insurance	\$719	\$14,775	\$3,933	\$1,988	2
<b>Total Insurance</b>	\$3,161	\$15,283	\$6,187	\$5,420	2
<b>Accounting</b>	\$0	\$11,875	\$4,263	\$2,590	3
<b>Rent</b>	\$63,508	\$120,000	\$90,322	\$83,506	3
<b>TOTAL EXPENSES</b>	<b>\$212,455</b>	<b>\$493,490</b>	<b>\$347,708</b>	<b>\$353,691</b>	<b>4</b>
<b>NET PROFIT</b>	<b>-\$23,249</b>	<b>\$236,520</b>	<b>\$64,430</b>	<b>\$66,311</b>	<b>4</b>
<b>NET PROFIT MARGIN</b>	<b>-6.3%</b>	<b>41.2%</b>	<b>12.6%</b>	<b>15.9%</b>	<b>4</b>

**Notes for Table 4:**

(1) The information in this Table 4 includes certain historical financial information provided by a total of 8 Zoom Room Franchised Businesses that were open between September 1, 2021 and August 31, 2022 (for the purposes of this Table 4, the “**Operating Franchisees**”). All 8 of the Operating Franchisees provided us with their relevant financial information for the period each of the Reporting Periods (defined below) for each of the tables in this Item 19. The Operating Franchisees include the Dog Training Gyms operated by franchisees in Ankeny, Iowa; Santa Clarita, California; Torrance, California; Colorado Spring, Colorado; Sandy Springs, Oklahoma; Savannah, Georgia; Toledo, Ohio; and West Des Moines, Iowa.

(2) The term “**Gross Revenues**” means the total of all revenues and income from the sale of all Zoom Room products and services to customers of each Operating Franchisee Location. Gross Revenues

does not include the sale of gift cards sold for use at the Zoom Room Business, PPP loan funds, or sales tax or any comps. The information regarding Gross Revenue has been provided to us by each of the Operating Franchisees and has not been audited (“**Reporting Locations**”).

(3) The revenue data identified in the rows entitled “**Median**,” “**Average**,” and “**Range**” of the column entitled “**Gross Revenues Growth**” are based on the actual gross revenues earned from customers patronizing our Reporting Locations. To find the **Average** for the relevant Operating Franchisees we divided the sum of the amounts of Gross Revenues for the relevant Operating Franchisees by the number of relevant Operating Franchisees. To find the **Median** for the relevant Operating Franchisees we arranged the amounts of Gross Revenues for each of the relevant Operating Franchisees in numerical order; then, if there were an even number of relevant Operating Franchisees, we identified the middle pair of numbers and we calculated the value that was halfway between them by adding them together and dividing by two. To find **Range**, we took the lowest percentage growth for the relevant Operating Franchisees and the highest percentage growth for the relevant Operating Franchisees in each category.

(4) We determined the Median growth and Average growth based upon information provided to us from the Operating Franchisees. The percentage increase or decrease reported during each Annual Revenue Period is determined by subtracting (A) the total revenue from the most recent Reporting Year from (B) the total revenue from the prior Reporting Year and then dividing that difference by (C) the total revenue from the prior Reporting Year. The information has not been audited.

(5) The data identified in the row entitled “**Average**” under Pet Industry is based on the gross sales or revenues of the pet industry as a whole as reported by the American Pet Products Association (“**APP**”), and located at [http://americanpetproducts.org/press\\_industrytrends.asp](http://americanpetproducts.org/press_industrytrends.asp). As noted by the APPA, the 2022 figure used for the comparisons with other years is an estimate, whereas figures for all other years reported by the APPA are actual. These figures are based on calendar years.

**Table 5**  
**Year-Over-Year Gross Revenues Growth for**  
**Operating Franchisee Locations Opened between September 1, 2022 and August 31, 2023**

EXPENSE	MIN	MAX	AVG	MEDIAN	# > AVG
<b>GROSS REVENUES</b>	\$123,250	\$612,848	\$341,013	\$317,803	6
<b>Cost of Good Sold</b>	\$10,818	\$39,961	\$23,980	\$21,853	7
Total Payroll	\$36,037	\$238,006	\$120,475	\$108,604	7
Payroll Paid to Owners	\$0	\$68,280	\$12,852	\$0	4
<b>Payroll</b>	\$36,037	\$238,006	\$107,623	\$94,395	6
<b>Royalties</b>	\$9,730	\$48,698	\$26,950	\$24,952	6
<b>National Advertising Fund</b>	\$1,216	\$6,087	\$3,369	\$3,119	6
<b>Software Fee</b>	\$5,724	\$5,724	\$5,724	\$5,724	16
<b>Merchant Processing Fees</b>	\$3,348	\$14,479	\$8,841	\$8,745	8
<b>Office &amp; Janitorial Supplies</b>	\$500	\$20,173	\$5,564	\$3,637	5
<b>Repairs &amp; Maintenance</b>	\$0	\$5,512	\$1,741	\$1,353	6
Electricity	\$0	\$10,530	\$6,280	\$5,599	6
Telephone/Internet	\$870	\$3,191	\$1,622	\$1,439	5