

Provision	Section in Franchise or Other Agreement	Summary
(t) Integration/merger clause	15.N of Agreement	<p>Only the terms of the Agreement, including the preambles and exhibits, and the Operating Manual are binding (subject to state law). Any representations or promises outside of this Disclosure Document and Agreement may not be enforceable.</p> <p>Notwithstanding the foregoing, nothing in the Franchise Agreement or any related agreement is intended to disclaim the express representations made in this Disclosure Document and its exhibits and amendments.</p>
(u) Dispute resolution by arbitration or mediation	15.F of Agreement	Arbitration of most disputes within 10 miles of EM's then current principal office (currently in New Jersey), subject to state law.
(v) Choice of forum	15.H of Agreement	Subject to arbitration requirement, litigation generally must be in state or federal courts in New Jersey (subject to state law).
(w) Choice of law	15.G of Agreement	Except for Federal Arbitration Act and other federal law, New Jersey law generally governs (subject to state law).

Item 18 **PUBLIC FIGURES**

EM does not use any public figure to promote its 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 and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in this 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.

All financial performance representations in this Item 19 showing actual franchisee performance are based on internal unaudited historical data.

Tables A through F reflect the historical high, low, average, and median performance of certain ecomaids franchisees over a certain timeframe in the following categories (all of which are described below) (the “Categories”):

- (1) Total Cleaning Services Completed;
- (2) Total Services Recurring Completed;
- (3) Percentage Total Recurring Services;
- (4) Revenue for One Time Cleaning Customers;
- (5) Revenue for Recurring Cleaning Customers; and
- (6) Monthly Services per Recurring Customer.

The information appearing below in the Categories is for 19 franchised ecomaids Businesses (19 franchisees owning 37 franchised territories) from October 1, 2023, through May 31, 2024 (the “Measured Period”). EM has separated the data between (i) the 3 franchisees owning only one franchised territory and (ii) the 16 franchisees owning 2 or more franchised territories. Of these 16 franchisees, 15 franchisees own 2 franchised territories, while one franchisee owns 4 franchised territories. However, the core base of customers for that particular franchisee is located within only 2 of the 4 franchised territories. Many new ecomaids Business franchisees acquire more than one franchised territory when they join the system depending on the market area in which they intend to operate. Of these 19 franchisees, 18 franchisees operated their franchised ecomaids Businesses during all of 2023. One commenced operations in early 2023.

EM is providing performance information in the Categories for the Measured Period because all 19 franchisees whose performance is included in the Categories began using the Service Minder Business Management software (“Service Minder Software”) at or before the beginning of the Measured Period. EM converted the franchise system to the Service Minder Software (from the legacy software the system had been using) in the 4th quarter of 2023. The Service Minder Software enables EM to reliably measure franchisee performance in the Categories. The legacy software did not enable EM to measure franchisee performance in all of the Categories.

While there were an additional 10 franchisees (owning a total of 18 franchised territories) that operated during the entire 2023 calendar year, their performance results in the Categories during the Measured Period are excluded from this Item 19 because those franchisees did not (for various reasons) use the Service Minder Software during all or part of the Measured Period; they continued using the legacy system software during all or part of the Measured Period, as a result of which EM did not have reliable data for those franchisees in the Categories.

Besides the 10 franchisees (owning a total of 18 franchised territories) whose performance in the Categories is excluded from this Item 19 for the reasons described above, also excluded from this Item 19 is the performance of 12 other franchisees (owning a total of 23 franchised territories) because they permanently ceased operating during 2023 and therefore did not operate during the Measured Period.

The Categories are more fully described as follows:

Table A – Total Cleaning Services Completed

This table shows the average, high, low, and median number of cleaning services provided to customers during the Measured Period by single territory and multi-territory franchisees. The numbers include one-time cleaning services as well as recurring cleaning services completed during the Measured Period. EM compiled this information from direct reports from the Service Minder Software.

Table B – Total Services Recurring Completed

This table shows the average, high, low, and median number of cleaning services provided by single territory and multi-territory franchisees during the Measured Period to customers who were on a recurring, on-going cleaning service program during the Measured Period. Recurring customers are those receiving services on a weekly, bi-weekly, or monthly schedule. This data excludes any one-time cleaning service customers during the Measured Period. EM compiled this information from direct reports from the Service Minder Software.

Table C – Percentage Total Recurring Services

This table shows the average, high, low, and median percentages of customers that used a recurring cleaning service program during the Measured Period. Recurring customers are those receiving services on a weekly, bi-weekly, or monthly schedule. EM compiled this information from direct reports from the Service Minder Software.

Table D – Revenue for One Time Cleaning Customers

This table shows the average, high, low, and median revenue generated by single territory and multi-territory franchisees during the Measured Period for a single, one-time cleaning service provided to customers during the Measured Period. EM compiled this information from direct reports from the Service Minder Software.

Table E – Revenue for Recurring Cleaning Customers

This table shows the average, high, low, and median revenue generated by single territory and multi-territory franchisees during the Measured Period for cleaning services provided to recurring cleaning service program customers during the Measured Period. Recurring customers

are those receiving services on a weekly, bi-weekly, or monthly schedule. EM compiled this information from direct reports from the Service Minder Software.

Table F – Monthly Services per Recurring Customer

This table shows the average, high, low, and median frequency of cleaning services provided by single territory and multi-territory franchisees on a monthly basis during the Measured Period for recurring cleaning service program customers. Recurring customers are those receiving services on a weekly, bi-weekly, or monthly schedule. EM compiled this information from direct reports from the Service Minder Software.

The services performed by the ecomaid franchisees whose performance in the Categories is included in this Item 19 are the same services as those to be performed by franchisees who acquire the ecomaid franchise offered by this disclosure document.

Table A

1 Territory		2 (or more) Territories	
Total Cleaning Services Completed		Total Cleaning Services Completed	
Avg. Total Services*	418	Avg. Total Services*	832
High Total Services	556	High Total Services	1,768
Low Total Services	181	Low Total Services	245
Median Total Services	519	Median Total Services	809

*2 of 3, or 67%, of one-territory franchisees met or surpassed the one-territory average of 418 Total Services Completed during the Measured Period. 6 of 16, or 38%, of 2 (or more) territory franchisees met or surpassed the 2 (or more) territory average of 832 Total Services Completed during the Measured Period.

[Table B begins on next page]

Table B

1 Territory		2 (or more) Territories	
Total Services Recurring Completed		Total Services Recurring Completed	
Avg. Recurring Services*	365	Avg. Recurring Services*	734
High Recurring Services	494	High Recurring Services	1,619
Low Recurring Services	130	Low Recurring Services	200
Median Recurring Services	471	Median Recurring Services	690

*2 of 3, or 67%, of one-territory franchisees met or surpassed the one-territory average of 365 Recurring Services Completed during the Measured Period. 6 of 16, or 38%, of 2 (or more) territory franchisees met or surpassed the 2 (or more) territory average of 734 Recurring Services Completed during the Measured Period.

Table C

1 Territory		2 (or more) Territories	
Percentage Total Recurring Services		Percentage Total Recurring Services	
Avg. Recurring Service %*	84%	Avg. Recurring Service %*	87%
High Recurring Service %	91%	High Recurring Service %	96%
Low Recurring Service %	72%	Low Recurring Service %	73%
Median Recurring Service %	89%	Median Recurring Service %	86%

*2 of 3, or 67%, of one-territory franchisees met or surpassed the one-territory average of 84% Total Recurring Services completed during the Measured Period. 7 of 16, or 44%, of 2 (or more) territory franchisees met or surpassed the 2 (or more) territory average of 87% Total Recurring Services completed during the Measured Period.

Table D

1 Territory		2 (or more) Territories	
One-Time Revenue		One-Time Revenue	
Avg. One-Time Revenue*	\$324.10	Avg. One-Time Revenue*	\$305.14
High One-Time Revenue	\$346.75	High One-Time Revenue	\$374.64
Low One-Time Revenue	\$300.41	Low One-Time Revenue	\$255.60
Median One-Time Revenue	\$325.13	Median One-Time Revenue	\$297.58

*2 of 3, or 67%, of one-territory franchisees met or surpassed the one-territory average of \$324.10 One-Time Revenue during the Measured Period. 6 of 16, or 38%, of 2 (or more) territory franchisees met or surpassed the 2 (or more) territory average of \$305.14 One-Time Revenue during the Measured Period.

Table E

1 Territory		2 (or more) Territories	
Recurring Revenue		Recurring Revenue	
Avg. Recurring Revenue*	\$185.82	Avg. Recurring Revenue*	\$202.26
High Recurring Revenue	\$218.03	High Recurring Revenue	\$235.14
Low Recurring Revenue	\$147.41	Low Recurring Revenue	\$150.80
Median Recurring Revenue	\$192.03	Median Recurring Revenue	\$203.56

*2 of 3, or 67%, of one-territory franchisees met or surpassed the one-territory average of \$185.82 Recurring Revenue during the Measured Period. 10 of 16, or 63%, of 2 (or more)

territory franchisees met or surpassed the 2 (or more) territory average of \$202.26 Recurring Revenue during the Measured Period.

Table F

1 Territory		2 (or more) Territories	
Monthly Services per Recurring Customer		Monthly Services per Recurring Customer	
Avg. Monthly Services per Recurring Customer*	1.32	Avg. Monthly Services per Recurring Customer*	1.16
High Monthly Services per Recurring Client	1.63	High Monthly Services per Recurring Client	1.69
Low Monthly Services per Recurring Client	1.05	Low Monthly Services per Recurring Client	0.76
Median Monthly Services per Recurring Client	1.28	Median Monthly Services per Recurring Client	1.14

*1 of 3, or 33%, of one-territory franchisees met or surpassed the one-territory average of 1.32 monthly services per recurring client during the Measured Period. 8 of 16, or 50%, of 2 (or more) territory franchisees met or surpassed the 2 (or more) territory average of 1.16 monthly services per recurring client during the Measured Period.

Written substantiation of all financial performance information presented in this financial performance representation will be made available to you upon reasonable request.

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

Other than the preceding financial performance representation, EM does not make any financial performance representations. EM also does not authorize its employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, EM 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 Scott D. Frith at 142 State Route 34, Holmdel, New Jersey 07733, (732) 946-4300, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

All year-end numbers appearing in the tables below are as of December 31st in each year.

Table No. 1

Systemwide Outlet Summary
For years 2021 to 2023

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2021	50	83	+33
	2022	83	76	-7
	2023	76	58	-18
Company-Owned	2021	1	1	0
	2022	1	1	0
	2023	1	0	-1
Total Outlets	2021	51	84	+33
	2022	84	77	-7
	2023	77	58	-19

Table No. 2

Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2021 to 2023

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Florida	2021	0
	2022	2
	2023	0
Georgia	2021	0
	2022	2
	2023	0
New Jersey	2021	0
	2022	2
	2023	0