

Provision	Section in Franchise Agreement	Summary
v. Choice of forum	24.A.3 and 24.B.3	Subject to applicable state laws, all claims must be arbitrated or litigated in the city in which our principal place of business is located (currently, Atlanta, Georgia).
w. Choice of law	25	Subject to applicable state laws, Georgia law applies.

## ITEM 18: PUBLIC FIGURES

We do not use any public figure to promote our franchises.

## 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 businesses, 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 Franchised Business 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.

This Item 19 presents information about the financial performance during the period January 1, 2023 to December 31, 2023 (the “**Covered Period**”) for certain Franchised Businesses that were Active Franchises throughout the Covered Period. An “**Active Franchise**” is a Franchised Business that (i) opened prior to the Covered Period, (ii) reported Gross Sales in all 12 months of the Covered Period, and (iii) was owned by the same owner throughout the Covered Period.

Currently, we grant Territories with 40,000 or more Qualified Households. In addition, we recommend that all franchisees operate an office within the Territory for each Franchised Business and require new franchisees to have an office that is located within a 60-minute drive of all customer addresses within their Territory. Some of our existing franchisees have been permitted to operate one or more Franchised Businesses from an office that is located outside of their Territory and outside of a 60-minute drive radius and/or have been granted territories with fewer than 40,000 Qualified Households. In this Item 19, we refer to Active Franchises that (i) have been granted a Territory with 40,000 or more Qualified Households and (ii) operate an office within the assigned Territory for such Franchised Business as a “**Qualified Franchise**.” We refer to Active Franchises that (a) have been granted a Territory with fewer than 40,000 Qualified Households and/or (b) do not operate an office within the assigned Territory for such Franchised Business as a “**Legacy Franchise**.”

In addition, in this Item 19, we have presented some data by Franchise Ownership Groups. A ‘**Franchise Ownership Group**’ or “**FOG**” consists of one or more Franchised Businesses that are owned by one or more entities that are affiliated with each other by common ownership. We believe Franchise Ownership Groups are the best measurement of our franchisees’ actual business operations, as many of our franchisees operate multiple Franchised Businesses within one overall business.

This Item 19 does not include data related to (i) company-owned units and (ii) Franchised Businesses that were not an Active Franchise operating throughout all of the Covered Period, because such Franchised

Businesses opened, closed, were reacquired by us, or were transferred to a new owner during the Covered Period or did not report Gross Sales for all 12 months of the Covered Period.

In the tables below, we have presented (i) Gross Sales data for all Qualified Franchises that operated throughout the Covered Period, (ii) Gross Sales data for all Franchise Ownership Groups with Active Franchises that operated throughout the Covered Period, and (iii) Gross Sales data for both Active Franchises and Franchise Ownership Groups, organized by number of Active Franchises within each Franchise Ownership Group.

**TABLE 1:**  
**GROSS SALES FOR QUALIFIED FRANCHISES**  
**IN THE COVERED PERIOD**

Subset	Number of Qualified Franchises	Average Gross Sales	Number and Percentage of Qualified Franchises Attaining or Exceeding Average Gross Sales	Median Gross Sales	Lowest Gross Sales	Highest Gross Sales
Top 10%	34	\$1,556,478	14 / 41.2%	\$1,499,683	\$1,289,471	\$2,506,782
Top Quartile	86	\$1,261,553	34 / 39.5%	\$1,177,963	\$934,724	\$2,506,782
2 <sup>nd</sup> Quartile	86	\$787,423	41 / 47.7%	\$774,876	\$649,579	\$932,690
3 <sup>rd</sup> Quartile	86	\$521,137	42 / 48.8%	\$519,333	\$410,271	\$647,459
Bottom Quartile	86	\$268,099	53 / 61.6%	\$287,249	\$3,275	\$407,540
Bottom 10%	34	\$170,209	18 / 52.9%	\$174,845	\$3,275	\$268,431
Total	344	\$709,553	147 / 42.7%	\$648,519	\$3,275	\$2,506,782

**Notes to Table 1:**

1. As of December 31, 2023 (the end of the Covered Period), there were 933 Franchised Businesses. Of those 933 Franchised Businesses, 794 were Active Franchises. Of those 794 Active Franchises, 344 were Qualified Franchises that are represented in these tables. These tables do not include (i) 74 Franchised Businesses that did not operate through all 12 months of the Covered Period, (ii) 66 Franchised Businesses that were transferred to a new owner in the Covered Period, and (iii) 450 Legacy Franchises that were Active Franchises. These tables also do not include 37 Franchised Businesses that ceased operating in the Covered Period (none of which had opened within the 12 months prior to the date such Franchised Business closed).

**TABLE 2:**  
**GROSS SALES FOR FRANCHISE OWNERSHIP GROUPS WITH ACTIVE FRANCHISES**  
**IN THE COVERED PERIOD**

Subset	# of FOGs	Average Gross Sales	Number and Percentage of FOGs Attaining or Exceeding Average Gross Sales	Median Gross Sales	Lowest Gross Sales	Highest Gross Sales
Top 10%	27	\$3,241,966	9 / 33.3%	\$2,597,756	\$1,974,298	\$6,045,569
Top Quartile	65	\$2,267,595	17 / 26.2%	\$1,849,013	\$1,272,448	\$6,045,569
2nd Quartile	67	\$998,749	30 / 44.8%	\$972,523	\$790,710	\$1,250,777
3rd Quartile	66	\$611,572	36 / 54.5%	\$621,722	\$469,492	\$784,857
Bottom Quartile	66	\$303,830	33 / 50%	\$304,916	\$35,227	\$463,586
Bottom 10%	25	\$200,148	16 / 64%	\$220,119	\$35,227	\$273,817
Total	264	\$1,040,630	87 / 33%	\$787,783	\$35,227	\$6,045,569

**Notes to Table 2:**

1. As of December 31, 2023 (the end of the Covered Period), there were 312 Franchise Ownership Groups. Of those 312 Franchise Ownership Groups, 264 (84.6%) Franchise Ownership Groups had at least one Active Franchise throughout the Covered Period and are represented in this table. This table does not include 48 Franchise Ownership Groups that did not report Gross Sales through all 12 months of the Covered Period. This table also do not include 10 Franchise Ownership Groups that ceased operating all of their Franchised Businesses` in the Covered Period.
2. This table reflects the financial performance of both Qualified Franchises and Legacy Franchises.

**TABLE 3:**  
**GROSS SALES BY NUMBER OF ACTIVE FRANCHISES**  
**IN FRANCHISE OWNERSHIP GROUP**  
**IN THE COVERED PERIOD**

Subset	Number of Active Franchises in Franchise Ownership Group					
	1	2	3 to 4	5 to 7	8 to 24	All
<b>Gross Sales for Franchise Ownership Groups in each Category</b>						
# of FOGs	83	66	69	33	13	264
Average Gross Sales	\$527,480	\$731,601	\$1,113,096	\$1,784,731	\$3,603,707	\$1,040,206
# and % At or Above Avg. Gross Sales	35 / 42.2%	29 / 43.9%	28 / 40.6%	12 / 36.4%	5 / 38.5%	87 / 33%
Median Gross Sales	\$496,609	\$660,876	\$972,523	\$1,506,213	\$3,094,817	\$787,783
Lowest Gross Sales	\$35,227	\$188,119	\$227,956	\$794,430	\$954,072	\$35,227
Highest Gross Sales	\$1,686,624	\$1,861,891	\$4,702,007	\$4,632,073	\$6,045,569	\$6,045,569
<b>Gross Sales for Active Franchises in Each Category</b>						
# of Active Franchises	83	132	232	187	160	794
Average Gross Sales	\$527,480	\$365,801	\$331,050	\$314,953	\$292,801	\$345,862
# and % At or Above Avg. Gross Sales	35 / 42.2%	54 / 40.9%	82 / 35.3%	70 / 37.4%	60 / 37.5%	293 / 36.9%
Median Gross Sales	\$496,609	\$301,395	\$239,952	\$237,788	\$230,657	\$261,145
Lowest Gross Sales	\$35,227	\$45,148	\$21,823	\$11,270	\$10,983	\$10,983
Highest Gross Sales	\$1,686,624	\$1,374,131	\$1,721,488	\$1,475,465	\$1,257,903	\$1,721,488

**Notes to Table 3:**

1. See Note 1 to Table 2 for details about the Franchise Ownership Groups and Franchised Businesses included and excluded from this table.
2. As of December 31, 2023 (the end of the Covered Period), there were 933 Franchised Businesses. Of those 933 Franchised Businesses, 794 (85%) were Active Franchise throughout the Covered Period and are represented in these tables. These tables do not include (i) 74 Franchised Businesses that did not operate through all 12 months of the Covered Period and (ii) 66 Franchised Businesses that were transferred to a new owner in the Covered Period. These tables also do not include 37 Franchised Businesses that ceased operating in the Covered Period (none of which had opened within the 12 months prior to the date such Franchised Business closed).
3. This table reflects the financial performance of both Qualified Franchises and Legacy Franchises.

**NOTES TO ITEM 19:**

1. **Some franchises have sold or earned this amount. Your individual results may differ. There is no assurance that you'll sell or earn as much.**
2. “Gross Sales” means all billings of the Franchised Business, whether or not collected, including but not limited to cash sales and sales on account, monies billed for maid cleaning services whether performed by you or subcontracted, monies billed in connection with trade or barter agreements, or monies billed for any other cleaning and/or maintenance of any structure, interior or exterior, excluding sales tax or use tax.
3. We calculated the figures in the tables in these financial performance representations using financial reports submitted by franchisees. In order to properly allocate revenue to each Franchised Business, we identified each sale by zip code and assigned the revenue to the appropriate Franchised Business. Some Franchised Businesses earned revenue through sales made outside of their Territories in Territories that have not yet been licensed or in Territories licensed to other franchisees. We have not included in the data any Gross Sales earned from zip codes outside of the Territories licensed to each Franchised Business, because most Franchised Businesses are not authorized to accept orders from customers outside of their defined Territories.
4. These sales figures do not reflect the costs of sales, operating expenses or other costs or expenses that must be deducted from the Gross Sales figures to obtain your net income or profit.
5. We have not audited or independently verified the financial reports submitted by our franchisees nor have we asked questions of the submitting franchisees to determine whether they are in fact accurate and complete, although we have no information or other reason to believe that they are unreliable.
6. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.
7. We encourage you to consult with your own accounting, business, and legal advisors to assist you to prepare your budgets and projections, and to assess the likely or potential financial performance of your franchise. We also encourage you to contact existing franchisees to discuss their experiences with the system and their franchise business. Notwithstanding the information set forth in this financial performance representation, our existing franchisees are your best source of information about franchise operations.

Other than in this Item 19, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. 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 the Legal Department, Merry Maids SPE LLC, One Glenlake Parkway, 14<sup>th</sup> Floor, Atlanta, Georgia 30328, Telephone 800-756-5656, the Federal Trade Commission, and the appropriate state regulatory agencies.

## ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

For the purposes of the tables in this Item 20, an outlet is defined as a licensed Territory as explained in Item 12 above.

**Table No. 1**  
**Systemwide Outlet Summary for Years 2021 to 2023**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	1000	996	-4
	2022	996	957	-39
	2023	957	933	-24
Company-Owned	2021	3	3	0
	2022	3	0	-3
	2023	0	0	0
Total Outlets	2021	1003	996	-7
	2022	996	957	-39
	2023	957	933	-24

**Table No. 2**  
**Transfer of Franchised Outlets for Years 2021 to 2023**

State	Year	Number of Transfers	State	Year	Number of Transfers	State	Year	Number of Transfers
AL	2021	2	IL	2021	2	NY	2021	1
	2022	0		2022	0		2022	2
	2023	1		2023	3		2023	0
AZ	2021	0	IN	2021	0	OH	2021	0
	2022	0		2022	0		2022	10
	2023	3		2023	4		2023	0
CA	2021	2	MD	2021	0	TX	2021	1
	2022	3		2022	0		2022	1
	2023	14		2023	2		2023	7
CO	2021	0	MN	2021	0	UT	2021	0
	2022	0		2022	0		2022	0
	2023	1		2023	1		2023	8
CT	2021	0	MO	2021	1	VA	2021	2
	2022	0		2022	0		2022	0
	2023	2		2023	1		2023	2
FL	2021	1	MS	2021	0	WA	2021	1
	2022	2		2022	0		2022	0
	2023	4		2023	1		2023	3