

Provision	Section in franchise agreement	Summary
u. Dispute resolution by arbitration or mediation	21.6 of Franchise Agreement	We and you must arbitrate all disputes within 10 miles of where we (or then-current franchisor) have our principal business address when the arbitration demand is filed (it currently is in Fulton County, Atlanta, Georgia).  The provisions above are subject to state law (except to the extent preempted by federal law).
v. Choice of forum	21.8 of Franchise Agreement	Subject to arbitration requirements, litigation must be (with limited exception) in the a court with competent jurisdiction nearest to our principal place of business (it currently is in Fulton County, Atlanta, Georgia) (subject to applicable state law).
w. Choice of law	21.7 of Franchise Agreement	Federal law and Georgia law apply under the Franchise Agreement (subject to applicable state law).

**Item 18  
PUBLIC FIGURES**

We do not use any public figure 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 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.

The tables below present historical Gross Revenue and cost data for the 2 affiliate owned and operated GoDog Campuses ("Reporting Company Owned Campuses") that were operating during the entire 12 month period ending December 31, 2023. The Reporting Company Owned Campuses operate in Durham, North Carolina (opened in 2015) and Nashville, Tennessee (opened in 2020). The tables below do not include data for the 1 affiliate owned and operated GoDog Campus in Chattanooga, Tennessee because it did not fully open until October 2023 and, therefore, was not operating during the entire 2023 calendar year. The Gross Revenue data provided below covers the first 3 years of operation and the period between January 1, 2021 and December 31, 2023.

Table 1 below provides the average Gross Revenue, cost of goods sold (“COGS”), personnel cost, facility cost, marketing cost, general and administrative cost (“G+A Cost”), EBITDA, projected royalties, technology fees, marketing fund contributions, and operating profit for the period between January 1, 2021 and December 31, 2023:

Table 1.

	2021	2022	2023
Number of Campuses	2	2	2
AVG Gross Revenue	\$1,307,940	\$1,912,944	\$2,101,619
AVG COGS Costs	\$401,130	\$855,366	\$914,259
Percentage of Gross Revenue	30.67%	44.71%	43.50%
AVG Personnel Costs	\$83,170	\$88,568	\$94,028
Percentage of Gross Revenue	6.36%	4.63%	4.47%
AVG Facility Costs	\$345,162	\$397,538	\$387,767
Percentage of Gross Revenue	26.39%	20.78%	18.45%
AVG Marketing Costs	\$6,799	\$48,051	\$35,158
Percentage of Gross Revenue	0.52%	2.51%	1.67%
AVG G+A Costs (Other Expenses)	\$74,535	\$94,223	\$128,742
Percentage of Gross Revenue	5.70%	4.93%	6.13%
AVG EBITDA (Net Ordinary Income)	\$397,145	\$494,058	\$581,310
Percentage of Gross Revenue	30.36%	25.83%	27.66%
Projected AVG Royalties, Technology Fee + Marketing Fund Contribution	\$130,794	\$187,765	\$204,746
Percentage of Royalties, Technology Fee + Marketing Fund Contribution	10%	10%	10%
Projected Operating Profit	\$266,351	\$306,293	\$376,564
Percentage of Operating Profit	20.36%	16.01%	17.92%

Table 2 below provides the Gross Revenue, COGS, gross profit, personnel cost, facility cost, marketing cost, G+A Cost, total operating expense, EBITDA, projected royalties, technology fees,

marketing fund contributions, and net income for the period between January 1, 2021 and December 31, 2023 for the Durham, North Carolina Campus:

Table 2.

	Durham-Unit Level		
	2021	2022	2023
<b>Total Revenue</b>	<b>\$1,511,020</b>	<b>\$1,932,333</b>	<b>\$2,031,125</b>
Pet Supplies	\$47,988	\$52,109	\$64,330
Social Supplies	-	-	-
Wages	\$308,771	\$698,486	\$807,551
Payroll Tax	\$62,068	\$78,803	\$68,235
Retail COGS	-	-	-
<b>COGS</b>	<b>\$418,827</b>	<b>\$829,398</b>	<b>\$940,116</b>
<b>Gross Profit</b>	<b>\$1,092,193</b>	<b>\$1,102,935</b>	<b>\$1,091,009</b>
Salaries	\$58,247	\$60,577	\$63,000
Payroll Tax	\$4,456	\$4,634	\$4,820
Workers's Comp & Unemployment	\$6,524	\$6,967	\$8,061
Service Fees	\$2,621	\$3,021	\$3,346
<b>Total Personnel (Other Costs)</b>	<b>\$71,848</b>	<b>\$75,199</b>	<b>\$79,227</b>
Rent (TMI)	\$220,113	\$207,144	\$212,346
Repairs & Maintenance	\$49,625	\$32,670	\$27,735
Utilities	\$37,639	\$32,505	\$32,805
Security	\$7,701	\$9,731	\$9,418
<b>Total Facility</b>	<b>\$315,078</b>	<b>\$282,050</b>	<b>\$282,304</b>
General Marketing	\$8,018	\$74,032	\$37,596
<b>Total Marketing</b>	<b>\$8,018</b>	<b>\$74,032</b>	<b>\$37,596</b>
Dues and Subscriptions	-	\$4,029	\$7,889
Internet, Phone and Cell	-	-	-
Shipping, Freight & Delivery	\$98	1\$90	-
Office Supplies	\$645	\$2,165	\$258
Travel Expense	-	\$6	-
Entertainment & Meals	\$1,144	\$1,648	\$2,084
Credit Card Processing Fees	\$40,787	\$50,087	\$51,203
Professional fees	\$22,613	\$22,640	\$35,076
Insurance	\$12,613	\$13,523	\$15,647
Taxes	\$995	-	\$200
Employee Uniforms	-	-	\$5,152
<b>Total G+A Costs</b>	<b>\$78,895</b>	<b>\$94,288</b>	<b>\$117,509</b>

<b>Total Operating Expenses</b>	<b>\$473,839</b>	<b>\$525,569</b>	<b>\$516,636</b>
<b>Net Operating Income (EBITDA)</b>	<b>\$618,354</b>	<b>\$577,366</b>	<b>\$574,373</b>
<b>Net Operating Income (EBITDA) %</b>	<b>40.9%</b>	<b>29.9%</b>	<b>28.3%</b>
Royalties	\$105,771	\$135,263	\$142,179
Tech Fee	\$15,110	\$15,600	\$15,600
Brand Fund	\$30,220	\$38,647	\$40,622
<b>Net Income</b>	<b>\$467,253</b>	<b>\$387,856</b>	<b>\$375,972</b>
<b>Net Income (%)</b>	<b>30.9%</b>	<b>20.1%</b>	<b>18.5%</b>

Table 3 below provides the Gross Revenue, COGS, gross profit, personnel cost, facility cost, marketing cost, G+A Cost, total operating expense, EBITDA, projected royalties, technology fees, marketing fund contributions, and net income for the period between January 1, 2021 and December 31, 2023 for the Nashville, Tennessee Campus:

Table 3.

	<b>Nashville-Unit Level</b>		
	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Total Revenue</b>	<b>\$1,104,859</b>	<b>\$1,893,555</b>	<b>\$2,172,112</b>
Pet Supplies	\$34,773	\$67,907	\$71,794
Social Supplies	-	-	-
Wages	\$308,180	\$628,582	\$679,737
Payroll Tax	\$40,479	\$55,126	\$57,582
Retail COGS	-	-	-
<b>COGS</b>	<b>\$383,432</b>	<b>\$751,615</b>	<b>\$809,113</b>
<b>Gross Profit</b>	<b>\$721,427</b>	<b>\$1,141,940</b>	<b>\$1,362,999</b>
Salaries	\$79,210	\$83,962	\$89,000
Payroll Tax	\$6,060	\$6,423	\$6,809
Workers's Comp & Unemployment	\$1,450	\$2,372	\$3,747
Service Fees	\$7,772	\$9,180	\$9,272
<b>Total Personnel (Other Costs)</b>	<b>\$94,492</b>	<b>\$101,937</b>	<b>\$108,828</b>
Rent (TMI)	\$304,461	\$407,894	\$385,102
Repairs & Maintenance	\$13,981	\$39,178	\$42,838
Utilities	\$56,803	\$65,909	\$63,965
Security	-	\$45	\$1,325
<b>Total Facility</b>	<b>\$375,245</b>	<b>\$513,026</b>	<b>\$493,230</b>

General Marketing	\$5,580	\$22,070	\$32,720
<b>Total Marketing</b>	<b>\$5,580</b>	<b>\$22,070</b>	<b>\$32,720</b>
Dues and Subscriptions	\$3,660	\$4,692	\$4,338
Internet, Phone and Cell	-	-	-
Shipping, Freight & Delivery	\$1,882	\$1,648	\$160
Office Supplies	\$3,273	\$2,385	\$1,208
Travel Expense	-	-	-
Entertainment & Meals	\$1,500	\$1,500	\$1,500
Credit Card Processing Fees	\$22,995	\$44,262	\$55,931
Professional fees	\$28,365	\$35,263	\$65,666
Insurance	\$2,693	\$4,408	\$6,958
Taxes	-	-	-
Employee Uniforms	\$5,807	-	\$4,214
<b>Total G+A Cost</b>	<b>\$70,175</b>	<b>\$94,158</b>	<b>\$139,975</b>
<b>Total Operating Expenses</b>	<b>\$545,492</b>	<b>\$731,191</b>	<b>\$774,753</b>
<b>Net Operating Income (EBITDA)</b>	<b>\$175,935</b>	<b>\$410,749</b>	<b>\$588,246</b>
<b>Net Operating Income (EBITDA) %</b>	<b>15.9%</b>	<b>21.7%</b>	<b>27.1%</b>
Interest	-	-	-
Royalties	\$77,340	\$132,549	\$152,048
Tech Fee	\$11,049	\$15,600	\$15,600
Brand Fund	\$22,097	\$37,871	\$43,442
<b>Net Income</b>	<b>\$5,449</b>	<b>\$224,729</b>	<b>\$377,156</b>
<b>Net Income (%)</b>	<b>5.9%</b>	<b>11.9%</b>	<b>17.4%</b>

Table 4 below shows the average revenue per dog and average daily number of dogs in house on a monthly basis for the period between January 1, 2021 and December 31, 2023 for the Durham, North Carolina and Nashville, Tennessee Campuses:

Table 4.

Average Daily Dogs In House															
Campus	Year	Avg Rev/ Dog	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Durham	2021	\$30.34	94	104	134	138	154	141	160	147	153	158	139	150	139
	2022	\$34.89	135	160	176	175	157	177	165	172	150	134	134	142	156
	2023	\$38.96	123	132	158	138	132	157	156	150	160	160	153	138	146
Nashville	2021	\$43.81	20	32	65	55	76	87	86	71	86	91	84	92	70
	2022	\$54.51	71	93	105	94	99	118	123	87	77	102	98	104	98
	2023	\$59.17	91	94	109	99	104	117	108	99	108	109	103	86	102

Notes:

1. "Gross Revenue," as defined in the Franchise Agreement, means the aggregate amount of all revenue and other consideration generated from any source, including from selling services, products, and merchandise; other types of revenue you receive, including the proceeds of business interruption insurance; and (if we allow barter) the value of services, products, and merchandise bartered in exchange for the Campus's services, products, or merchandise. All transactions must be entered into the Computer System at the full, standard retail price for purposes of calculating Gross Revenue. However, Gross Revenue excludes: (i) federal, state, or municipal sales, use, or service taxes collected from customers and paid to the appropriate taxing authority; (ii) proceeds from insurance, excluding business interruption insurance; and (iii) proceeds from any civil forfeiture, condemnation, or seizure by government entities. In addition, Gross Revenue is reduced by the value of promotional or marketing discounts offered to the public (with our prior approval) and the amount of any credits provided in compliance with our policies.

2. "COGS" means the costs of the supplies, materials, goods and labor directly tied to revenue. This represents pet supplies, wages and payroll taxes for variable rate labor as well as retail costs of goods sold. For those campuses that are approved for a dog park bar services, this will include items that are direct costs of producing that side of the business. These costs are subject to local market conditions and vary depending on geographic location.

3. "Personnel Cost" means wages and payroll tax for fixed salaries, worker's compensation insurance and unemployment tax, and variable rate payroll service fees. These costs are subject to local market conditions and vary depending on geographic location.

4. "Facility Cost" means the cost of renting the Premises for the location including base rent, real estate taxes, property insurance and common area maintenance costs, repairs and maintenance costs for the campus, utilities costs, and security costs. These costs are subject to local market conditions and vary depending on geographic location.

5. "Marketing Cost" includes online advertising, social media, print advertising, events and sponsorships and general marketing costs. These costs are subject to local market conditions and vary depending on geographic location.

6. "G+A Cost" includes costs for dues and subscriptions, internet, phone, shipping, freight and delivery, office supplies, travel expenses, meals and entertainment, credit card processing fees, professional fees, insurance not otherwise called out, taxes not otherwise called out, and employee uniforms. These costs are subject to local market conditions and vary depending on geographic location.

7. "EBITDA" means earnings before interest, taxes, depreciation, and amortization.

8. We have not included overhead costs that we incur as a result of operating multiple Campuses in the cost information in Tables 1, 2 and 3 above as those costs will not be incurred in the operation of a single Campus (e.g. regional manager salaries, multi-unit programs, and other discretionary expenses applicable only to the operation of multiple Campuses).

The financial performance representation above does not reflect the cost of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Campus.

The Reporting Company Owned Campuses do not currently offer social services (e.g. a social space for dog owners to gather including a bar and/or food trucks) which your Campus will. In addition, franchise owners are required to pay Royalties and Technology Fees, which the Reporting Company Owned Campuses do not pay. The Reporting Company Owned Campuses also do not currently make Brand Fund contributions, but will do so in the future. There are no other material financial or operational characteristics of the Company Owned Campuses that are reasonably anticipated to differ materially from franchised GoDog Campuses.

**Some GoDog Campuses have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.**

You are strongly encouraged to consult with your own financial advisors in reviewing the table above and, in particular, in estimating your Gross Revenue as well as the types and amounts of costs and expenses that you will or may incur in operating your Campus.

We recommend that you make your own independent judgment investigation about your Campus' potential financial performance, and that you consult with your attorney and other advisors before signing a Franchise Agreement.

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

Other than the preceding financial performance representations, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised Stores. 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 Store, however, we may provide you with the actual records of that Store. 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 [legal@godoghq.com](mailto:legal@godoghq.com) at 112 Krog Street NE, Unit D135, Atlanta, Georgia 30307, (404) 635-6637, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

All figures in the tables below are as of December 31 of each year. The "Company-Owned" outlets referenced in tables 1 and 4 below are owned by one or more of our affiliated entities.

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	0	0	0
	2022	0	0	0
	2023	0	0	0
Company-Owned	2021	2	2	0
	2022	2	2	0
	2023	2	3	+1
Total Outlets	2021	2	2	0
	2022	2	3	+1
	2023	3	3	0

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
All States	2021	0
	2022	0
	2023	0
Total	2021	0