

ITEM 19
FINANCIAL PERFORMANCE REPRESENTATION

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.

As of December 31, 2023, there was (i) one Company-Owned Location operating in two locations, and (ii) 13 franchisees operations in 13 locations. This Financial Performance Representation excludes data in connection with 8 franchised locations that opened during the 2023 calendar year and were not otherwise open for an entire year.

Part I of this Item sets forth certain historical Gross Revenue and cost data for our company-owned MaidThis business (the “Company-Owned Location”) for the periods of (i) January 1, 2020 to December 31, 2020 (the “2020 Measurement Period”), January 1, 2021 to December 31, 2021 (the “2021 Measurement Period”), January 1, 2022 to December 31, 2022 (the “2022 Measurement Period”), and January 1, 2023 to December 31, 2023 (the “2023 Measurement Period”). The Company-Owned Location operates two primary locations that report on a consolidated basis.

Part II of this Item sets forth certain historical Gross Revenue and cost data for (i) one franchised location that was operating during the entire 2021 Measurement Period, 2022 Measurement Period, and 2023 Measurement Period, (ii) one franchised location that was operating during the entire 2022 Measurement Period and 2023 Measurement Period, and (iii) three franchised locations that operated during the entire 2023 Measurement Period. For purposes of this Item 19, each franchised location is referred to as a “Franchised Location.”

We have not audited this information, nor independently verified this information. Written substantiation of the data used in preparing this information is available upon reasonable request.

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PART I: AFFILIATE-OWNED LOCATION GROSS REVENUE, CERTAIN COSTS AND OTHER EXPENSES INCURRED DURING THE 2023, 2022, 2021, AND 2020 MEASUREMENT PERIODS

	2023	2022	2021	2020
Gross Revenue¹	\$1,258,495	\$1,117,383	\$1,010,971	\$1,103,782
Independent Contractor Costs ²	\$681,128	\$626,272	\$572,785	\$643,174
Office Staff Wages ³	\$148,516	\$143,616	\$108,081	\$117,292
Marketing Expenses ⁴	\$65,777	\$43,578	\$32,564	\$26,227
Software and Office Expenses ⁵	\$29,935	\$38,864	\$26,775	\$25,755
Technology Fee ⁶	\$2,400	\$2,400	\$2,400	\$2,400
Merchant Fees / Credit Card Fees ⁷	\$36,206	\$32,746	\$30,150	\$31,121
Operating Costs and Expenses⁸	\$963,962	\$887,476	\$772,755	\$845,969
Net Revenue⁹	\$294,533	\$229,907	\$238,816	\$257,813
Estimated Royalty Fee ¹⁰	\$75,510	\$67,043	\$60,658	\$66,227

Notes to Part I:

1. Gross Revenue is defined as the total sales from all cleaning services provided.
2. Independent Contractor Costs represent the amount spent on engaging independent contractors as cleaners to provide cleaning services.
3. Office Staff Wages represent the amount spent on employing staff to undertake the administrative needs of the business.
4. Marketing expenses represent the amount spent on marketing the business including advertising campaigns, digital marketing, and SEO.
5. Software and Office Expenses represent the amount spent on the various software needed to operate the business including but not limited to accounting software, scheduling software, internal communication software as well as the cost to purchase general office supplies.
6. Technology Fee is the Technology Fee that is required to be paid to our supplier. The Technology Fee is currently \$200/month, or \$2,400 per year.
7. Merchant Fees / Credit Card Fees are processing fees that are charged by merchants to process credit card transactions.

8. Operating Costs and Expenses are calculated by adding together the total Independent Contractor Costs, Office Staff Wages, Marketing Expenses, Software Expenses, Technology Fee, Merchant Fees / Credit Card Fees, and Office Expenses.
9. Net Revenue is calculated by subtracting Operating Costs and Expenses from Gross Revenue.
10. “Estimated Royalty Fees” means the Royalty Fee that the Affiliate-Owned Location would have had to pay us over each Measurement Period if the Affiliate-Owned Location were owned by a System franchisee and governed by our current form of Franchise Agreement. We calculated the Royalty Fees by multiplying the Gross Revenue generated by the Affiliate-Owned Location by .06 to account for the Royalty Fee of 6% set forth and required under our current form of Franchise Agreement.

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PART II: FRANCHISED LOCATION GROSS REVENUE, CERTAIN COSTS AND OTHER EXPENSES INCURRED DURING THE 2023, 2022, AND 2021 MEASUREMENT PERIODS

Franchised Location 1¹			
	2023	2022	2021
Gross Revenue²	\$464,508	\$235,513	\$130,108
Direct Labor ³	\$251,145	\$123,017	\$61,899
Office Staff Wages ⁴	\$31,807	\$27,600	\$18,576
Marketing Expenses ⁵	\$43,459	\$22,301	\$19,752
Software and Office Expenses ⁶	\$4,499	\$5,873	\$4,224
Technology Fee ⁷	\$1,900	\$1,800	\$1,800
Merchant Fees / Credit Card Fees ⁸	\$13,471	\$6,830	\$3,903
R royalty Fee ⁹	\$27,871	\$14,131	\$7,806
Operating Costs and Expenses¹¹	\$374,152	\$201,552	\$117,960
Net Revenue¹²	\$90,357	\$33,961	\$12,148

Franchised Location 2¹		
	2023	2022
Gross Revenue²	\$219,945	\$148,926
Direct Labor ³	\$120,161	\$73,869
Office Staff Wages ⁴	\$21,581	\$16,953
Marketing Expenses ⁵	\$17,869	\$15,851
Software and Office Expenses ⁶	\$5,556	\$5,428
Technology Fee ⁷	\$1,900	\$1,800
Merchant Fees / Credit Card Fees ⁸	\$6,378	\$4,949
R royalty Fee ⁹	\$13,197	\$8,936
Operating Costs and Expenses¹⁰	\$186,642	\$127,786
Net Revenue¹¹	\$33,303	\$21,141

Franchised Location 3¹	
	2023
Gross Revenue²	\$139,090
Direct Labor ³	\$67,691
Office Staff Wages ⁴	\$5,832
Marketing Expenses ⁵	\$32,434
Software and Office Expenses ⁶	\$4,134
Technology Fee ⁷	\$1,900
Merchant Fees / Credit Card Fees ⁸	\$3,995
Royalty Fee ⁹	\$8,345
Operating Costs and Expenses¹⁰	\$124,331
Net Revenue¹¹	\$14,759

Franchised Location 4¹	
	2023
Gross Revenue²	\$106,999
Direct Labor ³	\$58,258
Office Staff Wages ⁴	\$16,280
Marketing Expenses ⁵	\$11,151
Software and Office Expenses ⁶	\$4,217
Technology Fee ⁷	\$1,900
Merchant Fees / Credit Card Fees ⁸	\$3,949
Royalty Fee ⁹	\$6,420
Operating Costs and Expenses¹⁰	\$102,175
Net Revenue¹¹	\$4,825

Franchised Location 5¹	
	2023
Gross Revenue²	\$92,200
Direct Labor ³	\$49,661
Office Staff Wages ⁴	\$10,800
Marketing Expenses ⁵	\$13,350
Software and Office Expenses ⁶	\$3,849
Technology Fee ⁷	\$1,900
Merchant Fees / Credit Card Fees ⁸	\$2,674
Royalty Fee ⁹	\$5,532
Operating Costs and Expenses¹⁰	\$87,767
Net Revenue¹¹	\$4,434

Notes to Part II:

1. Franchised Locations 1, 3, 4, and 5 operate on a part-time basis while Franchised Location 2 operates on a full-time basis.
2. Gross Revenue is defined as the total sales from all cleaning services provided.
3. Direct Labor represents the amount spent on engaging independent contractors as cleaners to provide cleaning services.
4. Office Staff Wages represent the amount spent on employing staff to undertake the administrative needs of the business.
5. Marketing Expenses. The term “Marketing Expenses” includes the amount each Franchised Location spent on Local Marketing and the Digital Marketing Package.
6. Software and Office Expenses represent the amount spent on the various software needed to operate the business including but not limited to accounting software, scheduling software, internal communication software as well as general office expenses.
7. The Technology Fee is currently \$150/month, or \$1,800 per year and you are required to pay this amount to our Approved Supplier.
8. Merchant Fees / Credit Card Fees are processing fees that are charged by merchants to process credit card transactions.
9. Royalty Fees are calculated by multiplying the Gross Revenue generated by the Franchised Location by .06 to account for the Royalty Fee of 6% set forth and required under the Franchise Agreement.

10. Operating Costs and Expenses are calculated by adding together the total Independent Contractor Costs, Office Staff Wages, Marketing Expenses, Software Expenses, Technology Fee, and Merchant Fees / Credit Card Fees.

11. Net Revenue is calculated by subtracting Operating Costs and Expenses from Gross Revenue.

GENERAL NOTES TO ITEM 19

1. **Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**
2. This analysis does not contain complete information concerning the operating costs and expenses that you will incur in operating your business. Operating costs and expenses may vary substantially from business to business. This Item 19 also does not contain any information about fees that you must pay to us, such as royalty or advertising fees or other expenses such as rent or class operating supplies.
3. Importantly, you should not consider Gross Sales presented above to be the actual or potential gross sales that you will realize. We do not represent that you can or will attain this gross revenue, or any particular level of gross revenue. We do not represent that you will generate income, which exceeds the initial payment of, or investment in, the franchise.
4. Therefore, we recommend that you make your own independent investigation to determine whether or not the franchise may be profitable to you. You should use the above information only as a reference in conducting your analysis and preparing your own projected income statements and cash flow statements. We suggest strongly that you consult your financial advisor or personal accountant concerning financial projections and federal, state and local income taxes and any other applicable taxes that you may incur in operating a Franchised Business.

Other than the preceding financial performance representation, we do 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 MaidThis Business, however, we may provide you with the actual records of that MaidThis Business. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting our CEO, Neel Parekh, at MaidThis Franchising, LLC, 16316 East McGill Road, La Mirada, California 90638 or (424) 465-1010.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System-wide Outlet Summary
For fiscal years ending December 31, 2021, 2022, and 2023

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	1	2	+1
	2022	2	5	+3
	2023	5	13	+8
Company-Owned or Affiliate-Owned	2021	2	2	0
	2022	2	2	0
	2023	2	2	0
Total Outlets	2021	3	4	+1
	2022	4	7	+3
	2023	7	15	+8

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For fiscal years ending December 31, 2021, 2022, and 2023

State	Year	Number of Transfers
Total	2021	0
	2022	0
	2023	0

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