

	Provision	Section in Joint Service Agreement	Summary
s.	Modification of the agreement	Sections 3(c) and 10(g)	No modifications generally, except in writing. Operations Manual may be modified by Honor and us.
t.	Integration/merger clause	Section 10(g)	Only the terms of the Franchise Agreement, the JSA, and all related exhibits and ancillary agreements are binding (subject to state law). Any representations or promises outside of the Franchise Disclosure Document, Franchise Agreement, and JSA may not be enforceable.
u.	Dispute resolution by arbitration or mediation	None	None
v.	Choice of forum	None	None
w.	Choice of law	Section 10(b)	Nebraska law applies (subject to state law)

ITEM 18

PUBLIC FIGURES

We do not use any public figure to promote the Home Instead franchise network.

ITEM 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits us 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) we provide the actual records of an existing outlet that you are considering buying; or (2) we supplement the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

For purposes of this Item 19, "Gross Sales" means the aggregate amount of all sales of all services and products, and other goods and services, whether for cash, on credit or otherwise, made or provided at or in connection with the Franchised Business, including all charges for services performed. Gross Sales does not include 1) any federal, state, municipal or other sales tax, goods and services tax, value-added or other retailer's excise tax, or any other similar tax on the supply of goods and services collected from clients at the point of sale and that you pay or accrue, if such taxes are separately stated when the client is charged and if such taxes are paid to the appropriate taxing authority or 2) adjustments for net returns on salable goods and discounts allowed to clients on sales. In addition, Gross Sales does not include the amount of any refunds, chargebacks, credits and allowances given in good faith to clients by franchisees and the amount of mileage and out-

of-pocket expenses incurred by and reimbursed to franchisees' employees in connection with providing services to clients. The information in this Item 19 relates to Home Instead U.S. Franchised Businesses and does not include information respecting Home Instead businesses operated by our affiliates.

I. Statement of Average Gross Sales and Client Hours Served for All Home Instead U.S. Franchised Businesses

The Gross Sales data in the table below is based upon information reported to us by the 614 Home Instead U.S. Franchised Businesses in operation as of December 31, 2023, on an individual per-franchise basis. The Gross Sales does not include 3 Franchised Businesses created from a subdivision of 2 existing territories in which operations have not yet been separately launched.

Revenue by Category	Years in Business									Grand Total	%
	0-2 years	3-4 years	5-7 years	8-10 years	11-15 years	16-20 years	21-25 years	26+ years			
\$7,500,000+						1	6	3	10	2%	
\$4,500,000 - \$7,499,999			1	1	3	7	11	11	34	6%	
\$3,000,000 - \$4,499,999		1	3	3	6	9	40	26	88	14%	
\$2,000,000 - \$2,999,999		2	7	5	14	39	88	44	199	30%	
\$1,500,000 - \$1,999,999		1	3	3	10	32	44	20	113	18%	
\$1,000,000 - \$1,499,999	1	3	5	6	11	21	38	13	98	16%	
\$500,000 - \$999,999		4	6	5	6	10	12	8	51	8%	
\$0-\$499,999	12	2	3					1	18	3%	
Grand Total	13	13	28	23	50	119	239	126	611		
%	2%	2%	5%	4%	8%	19%	39%	21%			

The Gross Sales and Client Hours Served data in the tables below is based upon information reported to us by the 603 Home Instead U.S. Franchised Businesses in operation during the entire calendar year ending December 31, 2023, on an individual per franchise basis. The Gross Sales and Client Hours Served data does not include 3 Franchised Businesses created from a subdivision of 2 existing territories in which operations have not yet been separately launched. The Gross Sales and Client Hours Served data also does not include any Franchised Businesses that closed in calendar year 2023 as well as 8 Franchised Businesses that opened during calendar year 2023 and were open as of the end of calendar year 2023.

Number of Franchised Businesses	Average Gross Sales	Number and Percentage of Franchised Businesses Meeting or Exceeding Average	Median Gross Sales Per Franchised Business	Highest Franchised Business Gross Sales	Lowest Franchised Business Gross Sales
603	\$2,391,458	242 / 40%	\$2,093,610	\$9,251,445	\$130,663

Number of Franchised Businesses	Average Client Hours Served	Number and Percentage of Businesses Meeting or Exceeding Average	Median Client Hours Served Per Franchised Business	Highest Client Hours Served Per Franchised Business	Lowest Client Hours Served Per Franchised Business
603	75,794	227/38%	66,671	333,454	6,478

II. Statement of Average Gross Sales and Client Hours Served for Home Instead U.S. Franchised Businesses Utilizing the Care Platform

The following table shows average growth in Gross Sales for all 25 Franchised Businesses that have been in operation and using the Care Platform for a minimum of 12 months as of March 31, 2024, on an individual per franchise basis. These results exclude 17 Franchised Businesses that have been using the Care Platform for less than 12 months as of March 31, 2024, as well as 3 Home Instead businesses owned and operated by our affiliates.

The table shows average growth in Gross Sales over a 12-month period by comparing total Gross Sales for each Franchised Business for the 12-month period ending March 31, 2024 compared to the 12-month period ending March 31, 2023.

Number of Franchised Businesses	Average Gross Sales Growth	Number and Percentage of Franchised Businesses Meeting or Exceeding Average	Median Gross Sales Growth Per Franchised Business	Highest Franchised Business Gross Sales Growth	Lowest Franchised Business Gross Sales Growth
25	11%	10 / 40%	2%	95%	-48%

The following table shows average growth in Client Hours Served for all 25 Franchised Businesses that have been in operation and using the Care Platform for a minimum of 12 months as of March 31, 2024, on an individual per franchise basis. These results exclude 17 Franchised Businesses that have been using the Care Platform for less than 12 months as of March 31, 2024, as well as 3 Home Instead Franchised Businesses owned and operated by our affiliates.

The table shows average growth in Client Hours Served over a 12-month period by comparing total Client Hours Served for each Franchised Business for the 12-month period ending March 31, 2024 compared to the 12-month period ending March 31, 2023.

Number of Franchised Businesses	Average Client Hours Served Growth	Number and Percentage of Franchised Businesses Meeting or Exceeding Average	Median Client Hours Served Growth Per Franchised Business	Highest Franchised Business Gross Sales Growth	Lowest Franchised Business Gross Sales Growth
25	6%	10 /40%	-6%	96%	-50%

The following table shows average growth in Gross Sales for all 7 Franchised Businesses that have been in operation and using the Care Platform for less than 12 months but a minimum of 6 months as of March 31, 2024, on an individual per franchise basis. These results exclude the 10 Franchised Businesses that have been using the Care Platform for less than 6 months as of March 31, 2024, as well as the 25 Franchised Businesses reported above that have been using the Care Platform for more than 12 months as of March 31, 2024, and the 3 Home Instead businesses owned and operated by our affiliates.

The table shows average growth in Gross Sales over a 6-month period by comparing total Gross Sales for each Franchised Business for the 6-month period ending March 31, 2024 compared to the 6-month period ending September 30, 2023.

Number of Franchised Businesses	Average Gross Sales Growth	Number and Percentage of Franchised Businesses Meeting or Exceeding Average	Median Gross Sales Growth Per Franchised Business	Highest Franchised Business Gross Sales Growth	Lowest Franchised Business Gross Sales Growth
7	20.1%	1/14%	5.5%	136%	-22.2%

The following table shows average growth in Client Hours Served for all 7 Franchised Businesses that have been in operation and using the Care Platform for less than 12 months but a minimum of 6 months as of March 31, 2024, on an individual per franchise basis. These results exclude the 10 Franchised Businesses that have been using the Care Platform for less than 6 months as of March 31, 2024, as well as the 25 Franchised Businesses reported above that have been using the Care Platform for more than 12 months as of March 31, 2024, and the 3 Home Instead businesses owned and operated by our affiliates.

The table shows average growth in Client Hours Served over a 6-month period by comparing total Client Hours Served for each Franchised Business for the 6-month period ending March 31, 2024 compared to the 6-month period ending September 30, 2023.

Number of Franchised Businesses	Average Client Hours Served Growth	Number and Percentage of Franchised Businesses Meeting or Exceeding Average	Median Client Hours Served Growth Per Franchised Business	Highest Franchised Business Gross Sales Growth	Lowest Franchised Business Gross Sales Growth
7	16%	1/14%	2.2%	131.9%	-24.8%

The Franchised Businesses whose data is included in the tables in Section I above are substantially similar to the franchises we are offering in this disclosure document, and their services are the same as those to be offered and sold by you. The Franchised Businesses whose data is included in the tables in Section II above reflect only those franchises that use the Care Platform as further described in Item 1 above and enter into a Joint Services Agreement with Honor. Currently, the services provided to Franchised Businesses through the Care Platform include recruitment, onboarding, training, and employing Care Professionals, care management, and client billing and collection in accordance with the Operations Manual. Franchisees using the Care Platform remain responsible for providing client outreach and awareness, performing in-home consultations and assessments of clients' needs, completing all client onboarding processes, reassessments, and providing ongoing client management in accordance with the Operations Manual.

You are strongly encouraged to consult with your own financial advisors in reviewing the information in the tables above, and in particular, in estimating the Gross Sales that you may achieve in operating your own Home Instead Franchised Business.

The Gross Sales data in the tables above do not contain any information regarding the cost of sales, operating expenses, or other costs or expenses that must be deducted from the Gross Sales to obtain your net income or profit. We recommend that you conduct an independent investigation of costs and expenses you will incur in operating your Franchised Business. Current franchisees and former franchisees listed in this disclosure document may be one source of this information.

The information in the tables above has been prepared by our management from royalty records reported to us by our franchisees and has not been independently audited, but we do not have any reason to believe it is not reliable. We will provide you with written substantiation of the data used to prepare the information presented in this Item 19 upon reasonable written request.

Some Franchised Businesses have earned this amount. Your individual results may differ. There is no assurance you will earn as much.

Other than the preceding financial performance representation, we do not make any financial performance 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 are purchasing an existing outlet, however, we 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 our management by contacting Home Instead, Inc., 13323 California Street, Omaha, NE 68154, (402) 498-4466, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
SYSTEM-WIDE 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	609	609	0
	2022	609	613	+4
	2023	613	614	+1
Company-Owned	2021	2	3	+1
	2022	3	3	0
	2023	3	3	0
Total	2021	611	612	+1
	2022	612	616	+4
	2023	616	617	+1