

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.

We use historical financial information submitted by our franchisees to complete the information contained in this Financial Performance Representation. Neither we nor any independent certified public accountant has independently audited or verified this information.

All of the Net Sales information used in this Financial Performance Representation is determined for calendar year 2023. This 2023 Net Sales information was submitted at the end of 2023; 2023 is the most recent year for which a full year's sales information is available. At the beginning of the 2023 growing season there were 138 franchisees (see note below) operating under 244 Franchise Agreements. In the first 3 months of 2023, before the growing season began, we added 3 unit franchise agreements so that the total number of franchise agreements in operation for the entire growing season was 244. The 2023 figures in the following tables are based on the 138 franchisees that were in operation for the entire 12 months of 2023.

Note: In the WEED MAN System, a Franchise Partner may enter multiple franchise agreements and a franchise agreement may relate to multiple territories. As of December 31, 2023 there were 138 Franchisees, 255 franchise agreements, and 697 territories in the US WEED MAN System.

As of December 31, 2023, across the WEED MAN system there were a total of 43 out of 244 franchise agreements, or about 17.6% of all franchise agreements, that had one territory. In the past 5 years the great majority of newly granted franchises had more than one territory.

The term "Net Sales" as used in this Item is the same measure we use to calculate our Royalty Fee and Ad Fund Contribution (as discussed in Item 6). It means the actual gross sales of all services performed and invoiced to customers, whether for cash or credit, plus all other revenues derived from the operation of the Licensed Business by the Licensee, including the fair market value of any services or products received by the Licensed Business in barter or exchange for services or products, but excluding all federal, state or municipal sales, use, service or excise taxes collected from customers and paid to the appropriate taxing authorities.

Table #1: Statement of 2023 Net Sales for All Reporting Franchise Partners.

		Number of Franchisees	% of Total Franchisees in the US Operating for all of 2023 (138)	#/% of Franchisees That Exceeded this Average
Net Sales Per Franchisee in the US	Average = \$1,837,800 Median = \$1,147,397 Highest = \$10,286,687 Lowest = \$839	138	100.0%	52/37.7 %

Table #2: 2023 Net Sales Per Customer

		Number of Franchisees Reporting	% Exceeding Average
Average Net Sales per Customer	\$745.76	138	51 (37.0%) of 138 Franchisees Reporting
Median Net Sales per Customer	\$712.81		
Highest Net Sales per Customer	\$1,340.07		
Lowest Net Sales per Customer	\$445.15		

Notes

1. We calculate the Average Net Sales Per Customer by dividing the total 2023 sales made in the US WEED MAN System by the total number of full program customers. The Median is calculated by identifying the number that reflects the same level of reported Net Sales Per Customer that exceeds the Median figure as are lower than the Median figure. As of December 31, 2023, there were 340,080 full program customers reported in the US WEED MAN System. Full program customers in the WEED MAN System are those who have received more than a single application of lawn care service but have subscribed for a full program.

Table #3 2023 Net Sales Per Service Vehicle

		Number of Franchisees Reporting	# (%) Exceeding Average
Average Net Sales per Service Vehicle	\$273,884	138	51 (37.0%) of 138 Franchisees Reporting
Median Net Sales per Service Vehicle	\$252,851		
Highest Net Sales per Service Vehicle	\$523,122		
Lowest Net Sales per Service Vehicle	\$1,699		

Notes

1. We calculate the Average Net Sales Per Service Vehicle by dividing the total sales made in the US WEED MAN System by the number of Service Vehicles in operation. The Median is calculated by identifying the number (the Median) in the range of Net Sales per Service Vehicle that reflects the same level of reported Net Sales per Service Vehicle that exceeds the Median figure as is lower than the Median figure. As of December 31, 2023, there were 926 Service Vehicles reported being used in the US WEED MAN System.

Table #4: Statement of 2023 Average/Median Net Sales by Years of Operation

			Number of Franchisees Reporting	% of Total Franchisees in the Operating Age Group	# /% of Franchisees in the Operating Age Group That Exceeded this Average
1 to 2 Years in Operation	Net Sales Per Franchisee in the US in Operation for 1 to 2 Years				
		Average = \$179,820 Median = \$138,634 Highest = \$839,052 Lowest = \$1,699	15	100%	3/20.0%
3 to 5 Years in Operation					
	Net Sales Per Franchisee in the US in Operation for 3 to 5 Years	Average = \$1,121,036 Median = \$996,107 Highest = \$2,105,921 Lowest = \$164,946	8	100%	4/50.0%
6 to 9 Years in Operation	Net Sales Per Franchisee in the US in Operation for 6 to 9 Years	Average = \$850,194 Median = \$720,915 Highest = \$2,303,160 Lowest = \$106,392	27	100%	11/40.7 %
10+ Years in Operation	Net Sales Per Franchisee in the US in Operation for 10 or More Years	Average = \$2,458,604 Median = \$1,701,113 Highest = \$10,286,684 Lowest = \$840	89	100%	36/40.4 %

Table #5: 2023 Gross Profit Margin

# of Franchisees Reporting	Average Gross Profit Margin	Number of Franchisees that Attained or Surpassed the Average	Percentage that Attained or Surpassed the Average	Median Gross Profit Margin
119	87.77%	63	52.94%	88.23%

Notes

1. “Gross Profit Margin” is calculated by subtracting the costs of materials used in the business, such as fertilizers and pesticides, from Net Sales and presenting that figure as a percentage of Net Sales. We derive those costs based on the sales figures reported to us directly from suppliers to the WEED MAN System, and those sales figures are not audited. Gross Profit Margin does not reflect other expenses of the business, such as labor, equipment, or vehicle expenses.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you’ll earn as much.

OTHER FACTORS

Production vehicles are important in the WEED MAN system. In 2023 there were 926 production vehicles in operation for the 138 WEED MAN Franchisees. The average number of service vehicles per Franchisee was 7 service vehicles; the median was 5 service vehicles; the lowest was 1 service vehicle; and the highest was 33 service vehicles. The number of Franchisees reporting their production vehicles is 100% of the total number of operating Franchisees operating for 12 months in 2023.

The total system sales made by all of the members of the US WEED MAN program, as reported to us for 2023, but not audited, totaled \$253,616,441.68.

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

We have written substantiation to support the representations in this Item 19. Written substantiation of the data used in preparing this statement will be made available to you on reasonable request.

Other than the preceding financial performance representation, WEED MAN does not make any financial performance representations. We also do not authorize our employees or representatives to make 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 Terry Kurth, 2211 Eagle Drive, Middleton, Wisconsin; telephone (608) 798-1490; the Federal Trade Commission; and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

The first 5 tables in this Item 20 pertain specifically to the regional activity of Midwest Lawn Care, LLC; the following tables pertain to the national Weed Man system.

Midwest Lawn Care, LLC - Table No. 1

Midwest Lawn Care, LLC 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 Outlets	2021	21	23	+2
	2022	23	23	0
	2023	23	23	0
Company-Owned	2021	0	0	0
	2022	0	0	0
	2023	0	0	0
Total Outlets				
	2021	21	23	+2
	2022	23	23	0
	2023	23	23	0

* The statistics set forth in these Item 20 tables refer to Unit franchise agreements granted.

Midwest Lawn Care, LLC - Table No. 2

Transfers of Outlets From Franchisees to New Owners
(Other than Midwest Lawn Care, LLC) For Years 2021 to 2023

State	Year	Number of Transfers
Illinois	2021	0
	2022	0
	2023	0
Minnesota	2021	0
	2022	0
	2023	0
Wisconsin	2021	0
	2022	0
	2023	0
Totals	2021	0
	2022	0
	2023	0