

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
w. Choice of law	26.1	Subject to applicable state law, the Franchise Agreement will be interpreted and construed under the laws of Utah.

### **ITEM 18**

#### **PUBLIC FIGURES**

There are no public figures involved in the sale of this 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.

This Item contains a historic financial performance representation of our franchised outlets in operation on December 31, 2023, our fiscal year end.

Mosquito and Tick Proprietary Blend

#### **Franchisee Performance**

On December 31, 2023, we had a total of 111 franchised outlets in operation in 410 territories. The first Table below contains System-wide Gross Sales data for the 15 franchised outlets that have all completed more than one season of operation for more than one year in a single location (those who had not completed more than one season of operation by December 31, 2023 are not included). The second Table contains System-wide Gross Sales data for the remaining 66 franchised outlets that have completed more than one season of operation operating in multiple locations. The third Table contains historically reported recurring revenue and annual retention rates reported by this same group of reporting franchisees. We have excluded the Gross Sales of 10 non-conforming franchisees, who did not operate in material compliance with their franchise agreements and the Mosquito Shield System. We have also excluded the Gross Sales of 20 of our franchised outlets because they had not completed more than one season of operations by December 31, 2023 as well as the 13 franchised outlets who had signed agreements but not yet opened for business by December 31, 2023.

Some of our franchisees operate multiple franchised outlets, each pursuant to a separate franchise agreement. Each multi-unit franchisee, however, provides us with a combined financial report that consolidates the Gross Sales of all of their franchised outlets. "Gross Sales" means all revenue derived from the operation of the MOSQUITO SHIELD Business, less refunds, adjustments, discounts, credits and allowances.

**TABLE 1**  
**2023 GROSS SALES**  
Single-Unit Operators – Who have Completed Operations for More than One Season\*\*

	Average <sup>1</sup>	Median <sup>2</sup>	Highest <sup>3</sup>	Lowest <sup>4</sup>
Franchised Outlets	\$262,411.62*	\$85,275.33	\$1,790,819.57	\$18,858.98

\* 4 of the 15 reporting outlets met or exceeded this average, or 27%.

\*\* Locations that are not in substantial operational or reporting compliance, or that have not been operating for more than one full season are not included.

**TABLE 2**  
**2023 GROSS SALES**  
Multi-Unit Operators – Who have Completed Operations for More than One Season\*\*

	Average <sup>1</sup>	Median <sup>2</sup>	Highest <sup>3</sup>	Lowest <sup>4</sup>
Franchised Outlets	\$289,799.03*	\$116,371.55	\$2,706,214.37	\$11,306.38
Number of APRs per Outlet*	4.86	4	23	2

#### Performance by Quartiles

Quartile	Average Revenues	High	Low	Median
1	\$845,455	\$2,706,214	\$346,033	\$747,470
2	\$210,112	\$338,435	\$127,644	\$201,743
3	\$90,980	\$117,845	\$63,611	\$96,063
4	\$40,647	\$63,212	\$11,306	\$41,068

\* 18 of the 66 reporting outlets met or exceeded this average, or 27%.

\*\* Locations that are not in substantial operational or reporting compliance, or that have not been operating for more than one full season are not included

#### Notes – Tables 1 and 2

1. AVERAGE is defined as the cumulative revenue divided by the number of Franchisees for that specific grouping.
2. MEDIAN is defined as the middle range of revenue at the individual Franchisee level for that specific grouping.
3. HIGHEST is defined as the highest grossing Franchisee in the franchise system for that specific grouping.
4. LOWEST is defined as the lowest grossing Franchisee in the franchise system for that specific grouping.

**TABLE 3**  
**RECURRING REVENUE AND ANNUAL RETENTION RATES**

2023 System-Wide\*

Category	Franchise System
2023 Total Customers (as of September 1, 2023, the end date of the annual season)	34,232
Percentage of Customers Returning YoY	95%**
Average Revenue per Customer	\$694.40
2023 Pre-pay dollars for 2024 Services***	\$5,548,914.44
2023 Pre-pay percentage	23%

\*The same non-conforming and non-operating franchisees were excluded from this Table 3 as from previous tables, for the same reasons.

\*\*The data available to us for the year-over-year returning customer percentages was limited to franchisees whose use of approved software captured such customer data. Because multiple software was approved, and not all had this data available, approximately 57% of customers had available data, from which to derive this calculation.

\*\*\*The pre-pay dollars reflect amounts collected during fall of 2023 together with amounts received prior to the commencement of the 2024 season (January 2024 – March 2024).

Written substantiation of the data used in preparing these figures will be made available to you upon reasonable request. The information presented above has not been audited.

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

Other than the preceding financial performance representation, 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 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 the franchisor's management by contacting Michael Moorhouse, 500 E. Washington Street #24, North Attleboro, Massachusetts 02760, (508) 316-3429, the Federal Trade Commission, and the appropriate state regulatory agencies listed in Exhibit A.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1

System-wide 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	86	295	+209
	2022	295	369	+74
	2023	369	407	+38
Company- Owned	2021	2	2	0
	2022	2	0	-2
	2023	0	0	0
Total Outlets	2021	88	297	+209
	2022	297	369	+72
	2023	369	407	+38