

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.

Presented below are the actual, historical gross revenue figures for some of our franchised Senior Helpers Care Businesses in 2024. Please carefully read all of the information in this Item 19, and all of the notes following the charts, in conjunction with your review of the historical data.

The information below contains data for certain franchised Senior Helpers Care Businesses that have been operating for at least 12 months as of December 31, 2024. The information is organized into five categories: (a) franchised businesses that have been operating for 60 months or more as of December 31, 2024; (b) franchised businesses that have been operating between 48 and 59 months as of December 31, 2024; (c) franchised businesses that have been operating between 36 and 47 months as of December 31, 2024; (d) franchised businesses that have been operating between 24 and 35 months as of December 31, 2024; and (e) franchised businesses that have been operating between 12 and 23 months as of December 31, 2024. The results from some franchised Senior Helpers Care Businesses were not included in the table below; please see the notes that follow for an explanation.

<u>Franchised Senior Helpers Care Businesses: 2024 Gross Revenue (Unaudited)</u>	
Number of Franchised Businesses (open 60+ months)	232
Range of Gross Revenue	\$175,758 to \$7,255,513
Average Annual Gross Revenue	\$1,686,350
Median Annual Gross Revenue	\$1,312,197
Number of Franchised Businesses Greater Than Average	84 (36%)
Number of Franchised Businesses (open 48 – 59 Months)	13
Range of Gross Revenue	\$201,327 to \$1,626,935
Average Annual Gross Revenue	\$977,910
Median Annual Gross Revenue	\$980,499
Number of Franchised Businesses Greater Than Average	7 (54%)

Number of Franchised Businesses (open 36 - 47 months)	20
Range of Gross Revenue	\$422,097 - \$3,055,402
Average Annual Gross Revenue	\$1,384,271
Median Annual Gross Revenue	\$1,277,579
Number of Franchised Businesses Greater Than Average	8 (40%)
Number of Franchised Businesses (open 24 - 35 months)	24
Range of Gross Revenue	\$230,477 to \$2,156,655
Average Annual Gross Revenue	\$912,621
Median Annual Gross Revenue	\$898,647
Number of Franchised Businesses Greater Than Average	11 (46%)
Number of Franchised Businesses (open 12-23 months)	30
Range of Gross Revenue	\$72,847 to \$1,989,961
Average Annual Gross Revenue	\$716,230
Median Annual Gross Revenue	\$605,169
Number of Franchised Businesses Greater Than Average	12 (40%)

Explanations and Notes:

Each franchised business is a designated Territory under a Franchise Agreement. To the extent franchisees have multiple franchised businesses, or multiple territories, the operating results of each one is reported to us separately, and is reflected in this Item 19 as a separate franchised business.

“Gross Revenue” – This represents the actual gross revenue for each franchised business in the sample for the period January 1, 2024 to December 31, 2024, as reported by our franchisees to us. Included in gross revenue are all revenues from the offer and sales of all services (and products) to customers and clients of each franchised business in the sample.

The gross revenue figures are compiled by using sales that are reported to us by franchisees. We have not audited or verified the reports, nor have franchisees confirmed that their reports are prepared in accordance with generally accepted accounting principles.

“Average Annual Gross Revenue” – is the total Gross Revenue for the franchised Senior Helpers Care Businesses in the sample, divided by the number of franchised Senior Helpers Care Businesses in the sample.

“Median Annual Gross Revenue” – is the Annual Gross Revenue figure for which one-half of the sample had Gross Revenue greater than this figure, and one-half of the sample had less than the figure.

This Item 19 presents information for each of the franchised Senior Helpers Care Businesses (per unit) that have been in operation more than twelve (12) months. To avoid any skewing of data due to revenues that may be generated from grand opening advertising or promotion, or effects (positive or negative) from start-up operations, the sample includes only franchisees who were operating during the entire 2024 calendar year and who were also operating for at least 12 months. As a result, the data in the table above includes a total of 319 franchised businesses. From the period January 1, 2024 to December 31, 2024, 14 Senior Helpers Care Businesses closed or were otherwise acquired by us and as a result are not included in this Item 19 information. Additionally, 36 franchised businesses had not been in operation for twelve (12) months as of December 31, 2024. One franchised business operating between 36 and 47 months included in the Item 19 Gross Revenue information purchased an existing home care provider (not operating under the “Senior Helpers” brand and System) in 2021 that had been in operation at the time of the purchase. Two franchised businesses operating between 24 and 35 months included in the Item 19 Gross Revenue information purchased a Senior Helpers franchised business that we had acquired in 2022.

As part of your due diligence, you are welcomed and encouraged to speak to our existing franchisees about any or all of their operations.

The data in the charts have been separated into five categories of results for: (a) newer franchised businesses (those who have been operating for between 12 and 23 months); (b) franchised businesses that have been operating for between 24 and 35 months; (c) franchised businesses that have been operating for between 36 and 47 months; (d) franchised businesses that have been operating for between 48 and 59 months; and (e) more seasoned franchised businesses that have been operating for 60 months or more. We have divided the franchised business data as noted because we have found that length of operation has a bearing on the results of a Senior Helpers Care Business due to the recurring nature of the clients and revenues from the business.

The chart does not include any estimate of, or specific or historic data regarding, costs, expenses or debts that franchised businesses have incurred, or may in the future incur. Prospective franchisees should be aware that in evaluating a financial performance representation or an earnings claim that includes revenue or sales figures, or one that does not include any or all costs of goods sold, operating expenses, and other expenses, that costs and expenses must be deducted from the gross revenue or gross sales figures to obtain net income or profit. This Item 19 financial performance representation does not include net income or profit.

Costs and expenses that you may incur in the operation of your Senior Helpers Care Business include, among others, labor costs, any payments, compensation or owner draws provided to the franchisee or the owner of the franchisee entity, marketing expenses, rent, mortgage or other debt/financing costs, computer upgrades, legal and professional fees, income and other non-real estate taxes, royalty fees, and various other expenses. You will incur these and other costs, and you should conduct an independent investigation of the costs and expenses you will or may incur in operating your franchised Senior Helpers Care Business. Franchisees or former franchisees listed in this disclosure document may be one source of this information. Franchisees are not required to report this data to us, and we do not have these operating costs for franchisees.

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You are strongly encouraged to consult with your own financial advisors in reviewing the table and, in particular, in estimating your sales that you may achieve in operating your own Senior Helpers Care Business.

Actual costs, expenses and revenues vary from business to business, and from franchisee to franchisee. We cannot estimate the results of any specific business or franchisee.

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

Written substantiation for the data described in the table will be made available by us to prospective franchisees upon reasonable request.

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 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 Mari Baxter, C.O.O., SH Franchising, LLC, 901 Dulaney Valley Road, Suite 700, Towson, MD 21204, 1-866-353-3743, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1:
Systemwide Outlet Summary
For years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	315	314	-1
	2023	314	333	19
	2024	333	355	22
Company-Owned	2022	12	12	0
	2023	12	12	0
	2024	12	12	0
Total Outlets	2022	327	326	-1
	2023	326	345	19
	2024	345	367	22

Table No. 2:
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2022 to 2024⁽¹⁾

State⁽²⁾	Year	Number of Transfers
California	2022	0
	2023	5