

## 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 or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in this 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.

The following table includes information regarding the historic performance in calendar year 2024 for all Franchised Businesses that (1) were open and operating for a full year as of December 31, 2024, and (2) provided us with profit and loss statements validated by the franchisee for accuracy for the respective time period (the “Reporting Criteria”). As of December 31, 2024, we had 145 Franchised Businesses open and operating in the United States. Of this total, 113 (78%) met the Reporting Criteria. The following table excludes data from 17 Franchised Businesses that opened in 2024 and thus were not in open and operating for all of the 2024 calendar year, as well as 15 Franchised Businesses that were open throughout 2024 but that did not provide validated profit and loss statements. Eight Franchised Business closed during 2024, and are not included in the following table; they had been open for more than 12 months before closing. The Franchised Businesses that met the Reporting Criteria do not differ materially from the Franchised Business offered under this Disclosure Document.

In addition to providing aggregate data regarding all 113 Franchised Businesses that met the Reporting Criteria (the “Total Open 1+ Years” Column), the following table also provides specific data regarding those that opened in 2023 (“Open in 2023” Column), those that opened in 2022 (“Open in 2022” Column), and those that opened prior to 2022 (“Open Prior to 2022” Column). Please carefully read all of the information in this Item 19, and all of the notes following the table, in conjunction with your review of the historical data.

#### 2024 PERFORMANCE OF FRANCHISED BUSINESSES

	Total Open 1+ Years	Open in 2023	Open in 2022	Open prior to 2022
Number of Agreements	113	2	16	95
Population Covered	196,839,346	1,342,425	24,420,018	171,076,903
Average Territory Size in Population	1,741,941	671,213	1,526,251	1,800,810
Number At or Above Average and Percent	42 and 37.2%	1 and 50.0%	9 and 56.3%	32 and 33.7%
Median Territory Size in Population	1,525,973	671,213	1,543,687	1,516,995
High Territory Size in Population	8,307,486	740,370	2,346,079	8,307,486
Low Territory Size in Population	177,547	602,055	965,310	177,547
Average Marketing \$s Spent per Unit	\$398,326	\$216,129	\$248,788	\$431,416
Number At or Above Average and Percent	39 and 34.5%	1 and 50.0%	8 and 50.0%	31 and 32.6%
Median Marketing \$s Spent per Unit	\$262,946	\$216,129	\$216,346	\$291,813
High Marketing \$s Spent per Unit	\$2,631,050	\$232,285	\$493,218	\$2,631,050
Low Marketing \$s Spent per Unit	\$12,139	\$199,974	\$18,426	\$12,139

Average Marketing \$\$ Spent Per Person	\$0.23	\$0.32	\$0.15	\$0.24
Number At or Above Average and Percent	55 and 48.7%	1 and 50.0%	7 and 43.8%	44 and 46.8%
Median Marketing \$\$ Spent Per Person	\$0.22	\$0.33	\$0.15	\$0.23
High Marketing \$\$ Spent Per Person	\$1.29	\$0.39	\$0.22	\$1.29
Low Marketing \$\$ Spent Per Person	\$0.01	\$0.27	\$0.02	\$0.01
Total Leads Generated	277,717	2,556	22,494	252,667
Average CPL	\$162	\$169	\$160	\$162
Number At or Above Average and Percent	58 and 51.3%	1 and 50.0%	6 and 37.5%	48 and 50.5%
Median CPL	\$161	\$170	\$148	\$172
High CPL	\$571	\$177	\$374	\$571
Low CPL	\$11	\$163	\$15	\$11
Total Jobs Sold	24,912	270	1,745	22,897
Average Conversion Rate	9.0%	10.6%	7.8%	9.1%
Number At or Above Average and Percent	63 and 55.8%	1 and 50.0%	7 and 43.8%	51 and 53.7%
Median Conversion Rate	9.1%	10.5%	7.3%	9.4%
High Conversion Rate	43.4%	11.1%	14.7%	43.4%
Low Conversion Rate	3.1%	9.8%	4.3%	3.1%
Gross Sales	\$441,178,335	\$4,883,929	\$32,134,916	\$404,159,490
Average Gross Sales/Unit	\$3,904,233	\$2,441,964	\$2,008,432	\$4,254,310
Number At or Above Average and Percent	43 and 38.1%	1 and 50.0%	7 and 43.8%	35 and 36.8%
Median Gross Sales/Unit	\$2,548,254	\$2,441,964	\$1,929,811	\$2,998,859
High Gross Sales/Unit	\$26,551,535	\$2,911,267	\$5,745,607	\$26,551,535
Low Gross Sales/Unit	\$632,009	\$1,972,662	\$783,367	\$632,009
Average Gross Sales/Person	\$2.24	\$3.64	\$1.32	\$2.36
Number At or Above Average and Percent	53 and 46.9%	1 and 50.0%	9 and 56.3%	43 and 45.3%
Median Gross Sales/Person	\$2.06	\$3.75	\$1.50	\$2.26
High Gross Sales/Person	\$18.04	\$4.84	\$2.45	\$18.04
Low Gross Sales/Person	\$0.48	\$2.66	\$0.48	\$0.61
Average Gross Margin	51.7%	65.3%	53.9%	51.3%
Number At or Above Average and Percent	54 and 47.8%	1 and 50.0%	6 and 37.5%	41 and 43.2%
Median Gross Margin	50.5%	67.4%	53.5%	50.0%
High Gross Margin	94.7%	79.7%	94.7%	90.3%
Low Gross Margin	26.1%	55.2%	31.7%	26.1%
Average Net Income	9.8%	32.8%	20.1%	8.7%
Number At or Above Average and Percent	53 and 46.9%	1 and 50.0%	7 and 43.8%	42 and 44.2%

Median Net Income	8.6%	37.1%	16%	7.9%
High Net Income	87.7%	61.8%	87.7%	82.4%
Low Net Income	-59.0%	12.3%	-7.5%	-59.0%

Notes to the Table Above:

1. **“Territory Population”** means the population of the franchisees’ Protected Territories as of January 1, 2024.
2. **“Number of Agreements”** means the number of signed Franchise Agreements for which data is provided in a given category. In some cases, the same franchisee has signed multiple Franchise Agreements. Each Franchise Agreement grants a separate Protected Territory.
3. **“Average”** refers to the sum of all data points in a set, divided by the number of data points in that set.
4. **“Median”** means the data point that is in the center of all data points in a given category, with an equal number above and below the mid-point. If the category contains an even number of data points, the median is reached by taking the 2 numbers in the middle, adding them together, and dividing by two. In the event the number of data points is an odd number, the median is the center number.
5. **“Gross Sales”** means the sum value of executed customer contracts, total service revenues, and any other non-contracted revenues of every kind and nature related to, derived from, or originating from the Franchised Business; provided, however, that “Gross Sales” excludes any customer refunds, sales taxes, and/or other taxes collected from customers by you and actually transmitted to the appropriate taxing authorities.
6. **“Marketing Spend”** means expenditures made by the franchisee to customize various marketing collaterals, procure advertising space in various forms of media, and the franchisee’s contribution to the Advertising Fund.
7. **“Lead”** refers to any prospective customer that has demonstrated interest in or requested receiving products or services from a franchisee.
8. **“Cost Per Lead (‘CPL’)** means the dollar amount spent for each lead received by a franchisee, which is calculated by dividing the Marketing Spend by the total number of leads received.
9. **“Total Jobs Sold”** is the total number of renovation jobs sold by the Franchised Businesses that met the Reporting Criteria to any customer during the 2024 calendar year.
10. **“Conversion Rate”** refers to the percentage of leads that are converted to sold jobs.
11. **“Gross Margin”** is total sales minus the material costs, freight, installation labor and sales commissions divided into sales.
12. **“Net Income”** is a franchisee’s total sales minus all expenses including cost of goods sold, taxes, interest and other general expenses divided into sales.

The operating data in the tables were prepared from internal operating records provided to us by the owners/operators of the Franchised Businesses. The information presented in this Item 19 has not been audited.

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

You are urged to consult with appropriate financial, business and legal advisors in connection with the information provided.

Written substantiation for the representations contained in the table will be made available to you upon a reasonable request.

Other than the preceding financial performance representation, ReBath does 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 the franchisor's management by contacting our Franchise Legal Department, 426 N. 44<sup>th</sup> Street, Suite 410, Phoenix, AZ 85008, (480) 754-8993, 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 2022 to 2024**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised	2022	110	124	+14
	2023	124	136	+12
	2024	136	145	+9
Company Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
<b>Total Outlets</b>	<b>2022</b>	<b>110</b>	<b>124</b>	<b>+14</b>
	<b>2023</b>	<b>124</b>	<b>136</b>	<b>+12</b>
	<b>2024</b>	<b>136</b>	<b>145</b>	<b>+9</b>