

Provision	Section in franchise or other agreement	Summary
w. Choice of law	Section 24.1	Ohio law applies (subject to applicable state law).

### **ITEM 18** **PUBLIC FIGURES**

We do not currently 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 Franchise 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.

The data below represents 74 franchised territories that operated for the full calendar year 2024, including transferred and company-owned outlets that were sold to franchisees. 22 franchised territories were not included in the data set because they did not operate for the full calendar year, and 13 territories were not included because they closed partway through 2024.

53 of the franchised territories operate mobile businesses from their homes or trainers' homes, of which 16 are owned by single territory operators and 37 territories are operated by multi-territory operators.

21 of the franchised territories operate from a facility, of which 5 are owned by single territory operators and 16 territories are operated by multi-territory operators.

Revenue is based on the territory or territories in which they operate the business, as recorded by franchisees.

Here we set forth a financial performance representation based on historical data, which we describe as follows:

Mobile Outlets Single Territory Gross Revenue (Note 1)	Total Outlets	Average (Median)	# and % of outlets that achieved or surpassed Average	High/Low	Territory Population Average (Median) (Note 2)
<i>Top Half of Single Territory Mobile Outlets</i>	8	\$98,436 (\$91,281)	3 or 38%	\$188,311/ \$62,485	290,067 (282,807)

Mobile Outlets Single Territory Gross Revenue (Note 1)	Total Outlets	Average (Median)	# and % of outlets that achieved or surpassed Average	High/Low	Territory Population Average (Median) (Note 2)
<b>Bottom Half of Single Territory Mobile Outlets</b>	8	\$34,045 (\$34,125)	4 or 50%	\$48,073/ \$15,825	285,213 (247,413)
<b>All Single Territory Mobile Outlets</b>	16	\$66,254 (\$55,279)	6 or 38%	\$188,311 /\$15,825	287,640 (251,798)

Mobile Outlets Multi-Territory Gross Revenue (Note 1 & 3)	Total Outlets	Average (Median)	# and % of outlets that achieved or surpassed Average	High/Low	Territory Population Average (Median) (Note 2)
<b>Multi-Territory- Mobile Outlets</b>	12	\$280,178 (\$194,214)	5 or 42%	\$729,019/ \$52,675	1,037,255 (845,115)

Facility Outlets Single-Territory Gross Revenue (Note 1 & 4)	Total Outlets	Average (Median)	# and % of outlets that achieved or surpassed Average	High/Low	Territory Population Average (Median) (Note 2)
<b>Single Territory- Facility Outlet</b>	5	\$195,897 (175,918)	2 or 40%	\$399,746/ \$24,571	315,842 (353,567)

Facility Outlets Multi-Territory Gross Revenue (Note 1, 4, & 5)	Total Outlets	Average (Median)	# and % of outlets that achieved or surpassed Average	High/Low	Territory Population Average (Median) (Note 2)
<b>All Mobile Outlets- Multi- Territory</b>	10	\$664,102 (\$670,013)		\$1,439,856/ \$107,000	1,121,073 (609,462)

#### Notes:

Note 1 – Average Total Gross Revenue is defined as all monies invoiced in connection with the operation of the Franchised Business from the sale of any authorized products or services under, using, or in connection with our Marks. The figure does not include any refunds, discounts made to clients, or sales, excise, or other taxes that are separately stated and that you are required by law to collect from clients and pay to any governmental tax authority. Tips and gratuities are not included in calculating Average Total Gross Revenue. Some of the outlets' reported gross revenue includes revenue from dog boarding or daycare; however, this only applies to revenue obtained

from dogs that are boarded as a part of the training process. Therefore, revenues for boarding or daycare services only are not included in the figure.

Note 2 – Some outlets are operating per the terms and conditions of a prior version of our Franchise Agreement, which may increase the average. The populations for multi-territory operators reflect the total population of all territories where the franchisee operates.

Note 3- There are 12 multi-territory mobile operators that consist of 37 territories, including territories that were on a prior version of the Franchise Agreement and contain territories larger than what is currently sold under this Franchise Disclosure Document. Multi-territory mobile operators have a minimum of 2 territories and a maximum of 10 territories, and operate on average 4 territories with a median of 3 territories.

Note 4- A facility territory refers to a franchisee who operates the business from a physical building location. The facility may be in an urban, suburban, or rural setting, and may be a retail, light industrial, or farm location, any of which would be zoned for the services we offer.

Note 5- Multi-territory facility operators serve other continuous territories from their one facility operating in a “hub and spoke” structure. There are 10 multi-territory facility operators that consist of 16 territories, including territories that were on a prior version of the franchise agreement and contain territories larger than what is currently sold under this Franchise Disclosure Document. Multi-territory facility operators have a minimum of 2 territories and a maximum of 10 territories and operate on average 4 territories with a median of 3 territories.

Written substantiation for the financial performance representations will be made available to prospective franchisees upon request. The data presented here was provided to us by our franchisees. We have not audited these figures.

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

Other than the foregoing, 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 Grant Reeves, ITK9 Franchise, LLC, 5690 Wolff Road, Medina, OH 44256, (877) 585-9727, 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**

<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>
<b>Franchised</b>	<b>2022</b>	<b>34</b>	<b>35</b>	<b>+1</b>
	<b>2023</b>	<b>35</b>	<b>66</b>	<b>+31</b>
	<b>2024</b>	<b>66</b>	<b>96</b>	<b>+30</b>
<b>Company Owned</b>	<b>2022</b>	<b>1</b>	<b>3</b>	<b>+2</b>
	<b>2023</b>	<b>3</b>	<b>3</b>	<b>0</b>
	<b>2024</b>	<b>3</b>	<b>1</b>	<b>-2</b>
<b>Total Outlets</b>	<b>2022</b>	<b>35</b>	<b>38</b>	<b>+3</b>
	<b>2023</b>	<b>38</b>	<b>69</b>	<b>+31</b>
	<b>2024</b>	<b>69</b>	<b>97</b>	<b>+28</b>

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (Other than the Franchisor)**  
**For Years 2022 to 2024**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
<b>Colorado</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>1</b>
<b>Georgia</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>1</b>
	<b>2024</b>	<b>0</b>
<b>Florida</b>	<b>2022</b>	<b>1</b>
	<b>2023</b>	<b>0</b>