

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
		offers to sell or sells mosquito, tick, flea and other pest control services or other services, equipment, products or items which are the same as, or substantially similar to, any of the services, equipment, product or other items offered by a MOSQUITO SHIELD business, and that is, or intended to be, operated within: (i) the APR (as defined in the Franchise Agreement); (ii) 20 miles of the Approved Location; or (iii) 20 miles of the location of other any other MOSQUITO SHIELD business in operation or under construction.
s. Modification of the Agreement	24	The Franchise Agreement may only be modified by written agreement signed by both parties.
t. Integration/merger clause	24	Only the terms of the Franchise Agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and Franchise Agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	26.2	Except as otherwise provided and subject to applicable state law, all disputes and claims relating to the Franchise Agreement must first be submitted to mediation.
v. Choice of forum	26.3	Subject to applicable state law, any action must be brought in Utah County, Utah.
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, 2024, our fiscal year end.

#### **Company-Owned Location Performance**

In early 2025, we acquired a franchised business from its prior owners, operating in southeast Pennsylvania. It is an established business with 5+ years of operational history, and operated in a larger geographic area than is currently standard for new territories. Its historical performance from 2024 is reflected below, with adjusting entries since pre-acquisition owner compensation is not comparable or a reasonable or realistic expectation for your business. Instead, commensurate with the established business and the post-acquisition operation by a general manager, the expenses reflect adjustments to correspond to the general manager compensation actually agreed upon for 2025.

Table: Company-Owned Franchise—2024 Adjusted Costs and EBITDA\*

(As Percent of Revenue)	
COGS	19.1%
Facilities & Supplies	3.6%
Payroll and Personnel	33.2%
Marketing & Advertising	3.6%
Insurance	4.3%
Legal & Accounting	0.4%
Auto & Travel	5.7%
Local tax & Licensing	0.2%
Dues and Subscriptions	0.1%
Meals and Entertainment	0.3%
Bank Charges	0.0%
Total Costs	70.5%
Adjusted EBITDA*	29.5%

### **Franchisee Performance**

On December 31, 2024, we had a total of 125 franchised outlets in operation in 441 territories. The first Table below contains System-wide Gross Sales data for the 81 franchised outlets that have all completed more than one season of operation for more than one year (those who had not completed more than one season of operation by December 31, 2024 are not included). The second 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 26 non-conforming franchisees, who did not operate in material compliance with their franchise agreements and the Mosquito Shield System and one which was operated by other locations and did not report its data. We have also excluded the Gross Sales of 15 of our franchised outlets because they had not completed more than one season of operations by December 31, 2024 as well as the 3 franchised outlets who had signed agreements but not yet opened for business by December 31, 2024.

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  
2024 GROSS SALES

<b>Gross Sale Averages</b>					
Average	285,839.20	Median	134,918.11		
High	2,707,259.78	Low	3,620.17		
Quartiles	Avg	Low	High	Median	Avg # territories in Quartile
1	819,520	391,380	2,707,260	721,144	8.1
2	210,494	137,159	391,244	175,371	4.4
3	94,275	54,051	134,918	91,470	3.4
4	31,771	3,620	51,763	37,004	2.3
Avg # Territories	4.51	1	23	3	

\* 24 of the 81 reporting outlets met or exceeded this average, or 30%.

\*\* 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 – Table 1

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.

#### System-Wide Sales Data:

Year	Total Annual Sales
2024	25,679,283.47
2023	23,770,555.42
2022	20,464,085.30
2021	\$19,412,607.18

Such data is represented in the chart below:

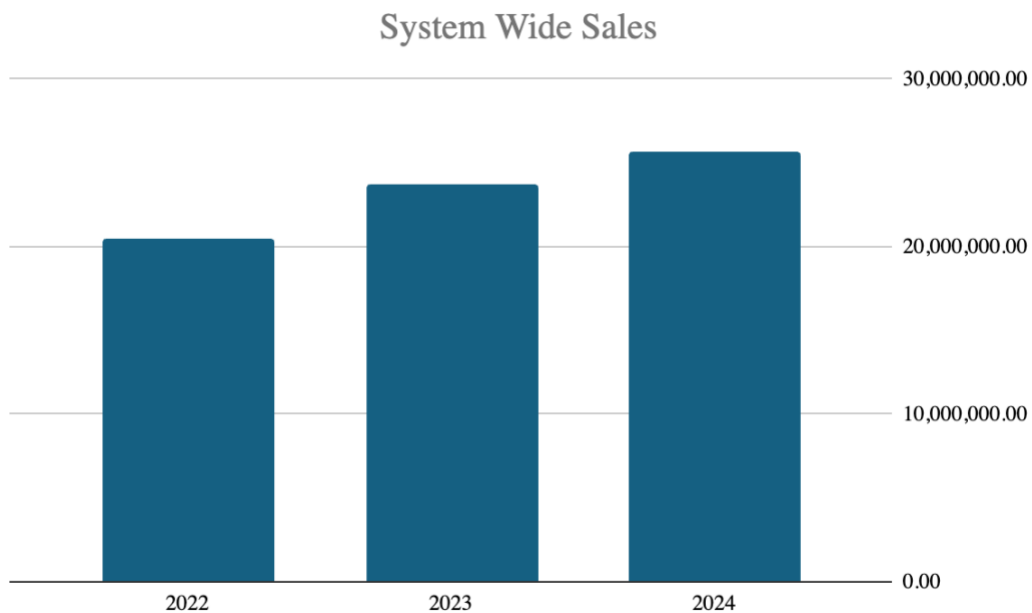


TABLE 2  
RECURRING REVENUE AND ANNUAL RETENTION RATES  
2024 System-Wide\*

Category	2024 year
2024 Total Customers	35,902
Percentage of Returning YoY	85%
Average Revenue per Customer	\$715.26
2024 Prepay dollars	\$7,137,785.36
2023 Pre-pay percentage	28%

\*The same non-conforming and non-operating franchisees were excluded from this Table 2 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 2024 together with amounts received prior to the commencement of the 2025 season (January 2025 – March 2025).

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, 761 W. 1200 N., Ste 300, Springville, Utah 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 2022 to 2024

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	2022	295	369	+74
	2023	369	407	+38
	2024	407	435	+28
Company- Owned	2022	2	0	-2
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	295	369	+74
	2023	369	407	+38
	2024	407	435	+28