

	<u>Provision</u>	<u>Section in Franchise Agreement</u>	<u>Summary</u>
w.	Choice of law	16.03	Subject to applicable state law, Delaware and applicable federal law will apply to your Franchise Agreement and all rights and duties under the Franchise Agreement (subject to applicable state law). See the Disclosure Document Addenda for Certain States at <u>Exhibit B</u> .

ITEM 18

PUBLIC FIGURES

We do not 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 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.

We have no Franchised Businesses operating in the United States as of April 1, 2025. We do have an affiliate operated outlet in Massachusetts (the “Affiliate Outlet”) that has been operating since August 2018. The Heart to Home franchise offered in Canada is substantially similar to the franchise offered in this Franchise Disclosure Document. Our Canadian Heart to Home businesses have been operating since November 2009. The market approach and franchise program of our Canadian affiliate are similar to our approach and program. The financial performance representation in this disclosure document reports the historic performance of the Canadian franchises, according to the Gross Sales reports submitted by franchisees, and the Affiliate Outlet in Massachusetts for the same time periods. The information is unaudited. For the time frames shown in the tables below, there was one Heart to Home operation in the United States (the Affiliate Outlet) and there were 20 Heart to Home operations in Canada, including 2 company outlets and 18 franchised outlets. These Canadian outlets originally reported Gross Sales in Canadian Dollars. These results were converted to US Dollars at the average exchange rate reported for 2024 of 0.6997 USD for each \$1 CAD.

Table 1

Financial Performance of 20 Canadian Outlets

(US Dollars)

	April 1, 2024 – March 30, 2025	April 3, 2023 – March 31, 2024	April 4, 2022 – April 2, 2023

Average Gross Sales	\$770,033.52	\$695,921.11	\$606,268.10
Median Gross Sales	\$714,937.99	\$702,534.17	\$630,120.58
Lowest Gross Sales	\$371,811.02	\$265,375.74	\$144,739.33
Highest Gross Sales	\$1,293,019.81	\$1,104,204.09	\$1,030,039.91
Number/Percentage of Outlets Reporting Average or Higher Gross Sales	8/40%	10/50%	12/60%

Financial Performance of Affiliate Outlet in Massachusetts

	April 1, 2024 – March 30, 2025	April 3, 2023 – March 31, 2024	April 4, 2022 – April 2, 2023
Gross Sales	\$4,039,012	\$1,514,488	\$1,543,825

The Affiliate Outlet covers a much larger Target Area and target population of persons aged 70 and up than a Franchised Business would cover and may not be representative of Gross Sales for a Franchised Business with a smaller Territory. The Affiliate Outlet's target population is approximately four times the target population of a more typical Target Area for a franchisee. Its Target Area is a densely populated urban and suburban metropolitan area spanning two states.

Gross Sales described above are determined according to the definition in the Franchise Agreement you will sign. The Canadian operations are mostly located in metropolitan areas with concentrations of our target demographic of persons over 70 years of age living at home. We assume that customers are located in sufficiently close geographic proximity to market and operate a delivery-oriented Franchised Business from a single Franchised Location efficiently. Larger geographic territories are less efficient for marketing and delivery expense purposes.

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

Written substantiation for this financial performance representation will be made available to a prospective franchisee upon reasonable request.

Other than the preceding financial performance representations, we do not authorize our employees or representatives to make any other financial performance either orally or in writing. If you are purchasing an existing Program Meals Business, however, we may provide you with the actual records of that Program Meals Business. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Christopher Webb at 289 Elm Street, Suite 102, Marlborough, Massachusetts 01752, the Federal Trade Commission, and the appropriate state regulatory agencies. A written substantiation for

the financial performance representation will be made available to the prospective franchisee upon reasonable request.

ITEM 20

OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary for Years 2022-2024

Outlet Type	Year	Program Meals Businesses at the Start of the Year	Program Meals Businesses at the End of the Year	Net Change
Franchisee	2022	0	0	0
	2023	0	0	0
	2024	0	1	+1
Company-Owned	2022	1	0	0
	2023	1	0	0
	2024	1	0	0
Total	2022	1	0	0
	2023	1	0	0
	2024	1	2	+1

Table No. 2
Transfers of Program Meals Businesses from Franchisees to New Owners
(other than the Franchisor)
For Years 2022-2024

Column 1 State	Column 2 Year	Column 3 Number of Transfers
None	2022	0
	2023	0
	2024	0
TOTAL	2022	0
	2023	0
	2024	0

Table No. 3
Status of Franchises
For Years 2022-2024

Col. 1 State	Col. 2 Year	Col. 3 Franchises at Start of Year	Col. 4 Franchises Opened	Col. 5 Terminations	Col. 6 Non-Renewals	Col. 7 Reacquired by Franchisor	Col. 8 Ceased Operations-Other Reasons	Col. 9 Franchises at End of the Year
TOTAL	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1