

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.

The following tables represent unaudited information describing certain key performance indicators for the period from January 1, 2024, to December 31, 2024 (the "2024 Fiscal Year" or "Reporting Period").

Table 1 - Franchisee Revenue by Tenure

The Following Table 1 is the maximum and minimum Gross Revenue ⁽¹⁾ amounts reported during the 2024 Fiscal Year for 166 franchisees in the United States, with an active franchise agreement for a franchise substantially similar to the type offered in this disclosure document. Not included in the results were five franchisees who signed franchise agreements, but who were not yet fully trained or operational during the Reporting Period.

2024 Minimum and Maximum Gross Revenue⁽²⁾			
Tenure³	Franchisee Count ⁽⁴⁾	MIN\$⁽⁶⁾	MAX\$⁽⁶⁾
less than 1 year ⁽⁵⁾	18	\$0	\$99,500
1+ years	7	\$0	\$153,909
2+ years	9	\$0	\$243,573
3+ years	28	\$0	\$2,567,682
5+ years	46	\$0	\$3,576,814
10+ years	58	\$0	\$13,590,335

Note 1: "Gross Revenue" is defined as all sales generated through the Franchised Business, including fees for any products or services a franchisee sells (including, for example, consulting services), for cash, credit (and regardless of collectability), barter or customer profit sharing arrangements, and income of every kind or nature related to the Franchised Business but "Gross Revenues" do not include any sales tax or other taxes collected from a franchisee's customers for transmittal to the appropriate taxing authority. "Gross Revenue" also includes the retail value of all products or services sold in connection with the redemption of coupons, gift certificates, gift cards or vouchers; provided, that at the time such coupons, gift certificates, gift cards or vouchers are purchased, the retail price may be excluded from Gross Revenue for the purpose of determining the amount of Gross Revenues upon which fees are due.

Note 2: The Gross Revenue figures presented in the table reflect earned revenue from contracts signed in the 2024 calendar year. These figures do not include any unearned revenue or amounts associated with contractual obligations extending into future periods, including 2025 and beyond. As we operate a recurring revenue model, many client contracts generate ongoing income over multiple

years. Therefore, this table does not capture the full future revenue potential of contracts initiated in 2024.

Note 3: “Tenure” refers to the franchisees’ years in operation as of December 31st, 2024.

Note 4: This is the number of franchisees with the designated tenure group.

Note 5: Franchisees with a tenure of “less than one year” include the following 18 franchisees that operated during 2024 for the following number of months: 4 franchisees for 2 months; 4 franchisees for 4 months; 1 franchisee for 7 months; 4 franchisees for 9 months; 1 franchisee for 10 months; and 4 franchisees for 11 months

Note 6: The maximum and minimum Gross Revenue figures list the actual high and low values of Gross Revenue reported within each tenure grouping as of December 31, 2024 for the 2024 Fiscal Year. The minimum Gross Revenue includes outlets with contracts that do not mandate the reporting of Gross Revenue. These franchise outlets that do not need to report revenue consist of legacy franchisees, (contracts we no longer offer), and existing digital marketing agencies that acquired the WSI franchise as a fractional franchise and operate under their brand. Those outlets that do not report have been given a zero value in gross revenues.

Table 2 – Client Starter Package and Client Accelerate Package

The following Table 2 identifies the services that you will be offering to clients during the first 6 months of your Quick Start Program (QSP), which is designed to get you familiar and comfortable dealing with clients, create cash flow, and set the basis for advanced offerings to your initial base of clients. The services identified in Table 2 represent bundled offerings to a wide range of small businesses. Once your tenure and knowledge grows with the Franchised Business, you will offer the full suite of services with more customizations.

Client Starter Packages ⁽¹⁾			
WSI Bundled services ⁽²⁾	Bronze ⁽⁸⁾	Silver ⁽⁸⁾	Gold ⁽⁸⁾
Minimum SRP ⁽³⁾	\$2,000	\$2,750	\$3,500
Monthly Cost ⁽⁴⁾	\$1,250	\$1,750	\$2,250
Gross Profit Margin ⁽⁵⁾	\$750	\$1,000	\$1,250
Gross Profit Margin over 12 months ⁽⁶⁾	\$9,000	\$12,000	\$15,000

Client Accelerate Packages ⁽⁷⁾			
WSI Bundled services ⁽²⁾	Bronze ⁽⁸⁾	Silver ⁽⁸⁾	Gold ⁽⁸⁾
Minimum SRP ⁽³⁾	\$2,500	\$3,500	\$5,000
Monthly Cost ⁽⁴⁾	\$1,450	\$2,000	\$2,700
Gross Profit Margin ⁽⁵⁾	\$1,050	\$1,500	\$2,300
Gross Profit Margin over 12 months ⁽⁶⁾	\$12,600	\$18,000	\$27,600

Note 1: “Client Starter Packages” are high value solutions for small businesses that include a mixture of foundational digital marketing tactics; for example, website development, website maintenance, search engine optimization (SEO), and paid ads. These packages promote the sale of multiple services to individual clients, yielding reliable margins and recurring revenue.

Note 2: Bundled services refer to a solution that includes three or more digital marketing tactics which are being sold and delivered at the same time.

Note 3: This refers to the minimum suggested retail price (SRP) you will be charging your clients. You may charge clients more for these packages of services.

Note 4: This represents what you will pay suppliers to provide these services to clients. These costs are subject to change based on market conditions.

Note 5: Gross Profit Margin is the margin (representing the difference between the minimum SRP and the monthly cost per package) for one client, per month. Your actual margin will differ based on the prices you charge for service packages and on market conditions.

Note 6: Gross Profit Margin over 12 months is the margin you would receive for one client, based on a client contracting for a package of services for a full year. Clients may sign package contracts for a shorter period of time.

Note 7: “Client Accelerate Packages” allow franchisees to offer marketing automation and eMail marketing services in addition to foundational lead generation tactics like SEO and “pay-per-click” (PPC). These packages provide a higher margin and greater focus on lead generation.

Note 8: The differences between Bronze, Silver and Gold packages for both Client Starter Packages and Client Accelerate Packages primarily include additional adaptive SEO features, such as additional targeted locations, keywords, and onsite and offsite deliverables.

Table 3 – Business Strategy Consulting and AI Business Analysis Costs and Pricing

The following Table 3 represents the “Business Strategy Consulting” (“BSC”) and “AI Business Analysis” (“AIBA”) consulting costs and minimum pricing. These services can be offered by you or using the supplier “WSI AI and Strategy Hub,” following your completion of initial training. The WSI AI and Strategy Hub will manage and support each project in conjunction with you, allowing you to continue to develop your relationship with the client and focus on the development of new clients. BSC and AIBA services target medium-sized businesses in any industry.

	Cost to deliver with WSI AI and Strategy Hub ⁽¹⁾	Minimum SRP ⁽²⁾	Monthly Consulting ⁽³⁾
Business Strategy Consulting (BSC) ⁽⁴⁾	50% to 60%	\$15,000	Will differ based on client needs
AI Business Analysis (AIBA) ⁽⁴⁾	50% to 60%	\$15,000	Will differ based on client needs

Note 1: The WSI AI and Strategy Hub is a supplier within our eMarketplace, and if you choose to use it, you will contract with the WSI AI and Strategy Hub directly to deliver BSC or AIBA services to your client. After completing the training certificate for delivering both BSC and AIBA services, you may elect to provide BSC and/or AIBA services yourself, in which case you would avoid the cost of using

the WSI AI and Strategy Hub to provide those services. In this case you will retain the full amount (the SRP) charged to the client for BSC or AIBA services. In the 2024 Fiscal Year, the Hub results were the following:

- Average BSC - \$15,250 – Average Cost \$8,643, or 56%
- Average AIBA – \$15,567 – Average Cost \$6,240, or 41%

Note 2: This refers to the minimum suggested retail price (SRP) you will be charging to clients for BSC and AIBA services. Existing franchisees have sold these services for more than the minimum SRP. You cannot sell BSC or AIBA services for less than the minimum SRP.

Note 3: Following the delivery of the BSC and/or AIBA services, you may enter into a contract with a client to provide continuing monthly BSC and/or AIBA services. Pricing for such services will differ on each client and its needs. These services are designed to assist the client in defining a fully integrated digital marketing strategy to meet their corporate objectives with the potential to deploy the strategy as well.

Note 4: BSC is designed to help a client improve “topline” performance, and includes a one-day preliminary client assessment, a four-week strategy framework that includes gathering, understanding, assessing, and strategy/collaboration, and ends with ongoing/annual advisory services. AIBA is designed to help improve the efficiency and productivity of an organization, and includes more robust preliminary assessment and consultation framework than BSC, as well as ongoing/annual advisory services that include project based AI implementation.

* * *

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

Written substantiation of the data presented in this financial performance representation will be made available to you 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 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 President, Valerie Brown-Dufour, 91 Skyway Avenue, Suite 104, Toronto, Ontario M9W 6R5, Canada, 905-678-7588, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System wide Outlet Summary
For fiscal years ending December 31, 2022, 2023 and 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	178	160	-18
	2023	160	148	-12
	2024	148	154	6
Company Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	178	160	-18
	2023	160	148	-12
	2024	148	154	6

Table No. 2
Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor)
For fiscal years ending December 31, 2022, 2023 and 2024

State	Year	Number of Transfers
Illinois	2021	0
	2022	0
	2023	1
Total	2021	0
	2022	0
	2023	1

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