

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 location or under particular circumstances.

2024 FINANCIAL PERFORMANCE REPRESENTATION

On December 31, 2024, there were 31 NerdsToGo locations open and in operation and, of those, 25 were in continuous operation during the entire calendar year ending December 31, 2024. The table below shows historical financial performance for the 25 NerdsToGo Offices that were in continuous operation for the entire 2024 calendar year and excludes NerdsToGo Offices that temporarily closed, had limited operations with a single employee, or did not report Gross Revenue in 2024.

As used in this Item 19, “Gross Revenue” is defined as the grand total of all sale transactions reported in a period, less sales tax, discounts, allowances, and returns. Gross Revenue is generated primarily (but not entirely) from four categories: (i) on-site service calls, (ii) on-site product sales, (iii) walk-in service, and (iv) walk-in product sales. “On-site” refers to service and sales performed at the customer’s location.

TABLE 1
Systemwide Gross Revenue
Franchised NerdsToGo Offices Operating for the Entire 2024 Calendar Year

2024	Total Reporting Businesses	Top Quartile Reporting Businesses by Revenue	3rd Quartile Reporting Businesses by Revenue	2nd Quartile Reporting Businesses by Revenue	Bottom Quartile Reporting Businesses by Revenue
# of Reporting	25	6	6	7	6
Highest Gross	\$1,113,319	\$1,113,319	\$462,153	\$318,498	\$122,285
Lowest Gross	\$34,391	\$469,898	\$319,873	\$132,069	\$34,391
Average Gross	\$356,574	\$767,078	\$387,513	\$221,282	\$76,971
# At or Above	9	3	3	3	2

% At or Above	36.0%	50.0%	50.0%	42.9%	33.3%
Median Gross	\$318,498	\$744,814	\$377,732	\$211,126	\$73,321

Notes:

1. The highest and lowest reported Gross Revenue for the 25 NerdsToGo Offices included in the average were \$1,113,319 and \$34,391, respectively. Of the 25 NerdsToGo Offices, 9 or 36.0% met or exceeded the average Gross Revenue. The Top Quartile reported average Gross Revenue of \$763,078 and 3 NerdsToGo Offices or 50.0% met or exceeded the average. The highest and lowest reported Gross Revenue for the Top Quartile were \$1,113,319 and \$469,898, respectively.

2. The average Gross Revenue figures included in this analysis are based on sales reports submitted to us by each Franchisee. The figures in the sales reports have not been audited and we have not undertaken or otherwise independently verify (i) the accuracy of such information or (ii) whether such information was prepared in accordance with generally accepted accounting principles.

3. Individual results may differ materially from those reflected in Table 1 and is affected by multiple factors including but not limited to: size and population of territory; number of NerdVans operated; demographics; competition; the length of time the business has been operated; weather and climate conditions; amount and type of marketing; and other factors.

Contribution of B2B “Nerd Assure” Program

In September 2021, we launched our business-to-business (“B2B”) focused NerdAssure program. This program provides remote monitoring and other services for B2B customers and focuses on longer-term recurring monthly charges for these services. As of December 31, 2024, 20 locations had opted into the NerdAssure Program, and the average monthly recurring revenue per NerdsToGo Office was \$10,617 (6 or 30.0% of which met or exceeded that average), with a median revenue per location of \$7,826. The lowest revenue reported was \$1,435 and the highest reported revenue was \$53,078. As of December 31, 2024, 19 NerdsToGo Offices had opted into the NerdAssure Program. For the period between January 1, 2024, and December 31, 2024, the average monthly recurring revenue per NerdsToGo Office from the NerdAssure Program was \$13,111 (8 or 42.1% of which met or exceeded that average), with a median revenue per NerdsToGo Office of \$9,197. The lowest revenue reported was \$2,060 and the highest reported revenue was \$52,113.

NerdAssure Program	2023	2024
# of NerdsToGo Offices Opted In	20	19
Highest Monthly Recurring Revenue	\$53,078	\$52,113
Lowest Monthly Recurring Revenue	\$1,435	\$2,060

Average Monthly Recurring Revenue	\$10,617	\$13,111
# At or Above Avg	6	8
% At or Above Avg	30.0%	42.1%
Median Monthly Recurring Revenue	\$ 7,826	\$9,197

Finally, you should particularly note the following:

You are urged to consult with appropriate financial, business, and legal advisors in connection with the information set forth in this analysis.

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

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

Except for the representations above, 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 the Franchise Development Department at 2542 Highlander Way, Carrollton, Texas 75006, 214-346-5600, the Federal Trade Commission, and the appropriate state regulatory agencies.

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Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table 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	30	32	+2
	2023	32	34	+2
	2024	34	31	-3
Company-Owned*	2022	1	1	0
	2023	1	1	0
	2024	1	0	-1
Total Outlets	2022	31	33	+2
	2023	33	35	+2
	2024	35	31	-4

*The company-owned outlet was operated by our affiliate, More Than It, LLC, in Guilford, Connecticut until it closed in June 2024.

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

Column 1 State	Column 2 Year	Column 3 Number of Transfers
South Carolina	2022	1
	2023	0
	2024	0
Texas	2022	2
	2023	1
	2024	0
Total	2022	3
	2023	1
	2024	0