

## **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.

The following is historical financial information concerning the reported annual sales of a subset of our existing outlets, namely those franchisees who were open for business for all of calendar year 2024 (59 franchisees representing an aggregate total of 378 Vans).

### **A. Annual Sales Levels**

The following table shows annual gross sales reported by the 21 franchisees operating 1-3 vans, 19 franchisees operating 4-6 vans, 11 franchisees operating 7-10 vans and 8 franchisees operating more than 10 vans that were in business throughout calendar year 2024. These franchisees represent 100% of the franchisees who were open for all of calendar 2024. Excluded are four franchises that closed in 2024. All gross sales figures are presented without regard to the size of the territory. Although we currently grant territories that are at least 33,000 households, not all territories are that size. These variations in size arise both because we formerly sold territories of differing sizes and because territories can experience either growth or contraction after a franchise is sold.

These sales results are based upon sales reported to us by the franchisees.

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MEASURE	2024	EXPLANATION
Average Sales - 1-3 Vans - 4-6 Vans - 7-10 Vans - More than 10 Vans	\$297,456 \$725,857 \$1,280,402 \$1,808,556	Equals total sales by all franchisees divided by the number of franchisees. <sup>1</sup>
Median Sales - 1-3 Vans - 4-6 Vans - 7-10 Vans - More than 10 Vans	\$288,764 \$721,254 \$1,156,456 \$1,680,178	Shows mid-point of annual sales by franchisees. <sup>2</sup>
75 <sup>th</sup> Percentile - 1-3 Vans - 4-6 Vans - 7-10 Vans - More than 10 Vans	\$356,838 \$929,718 \$1,549,107 \$2,221,224	Reported sales by the 75 <sup>th</sup> percentile of franchisees; only 25% of franchisees reported sales higher than this level.
Average Sales of Middle 50% - 1-3 Vans - 4-6 Vans - 7-10 Vans - More than 10 Vans	\$286,412 \$707,301 \$1,262,162 \$1,791,332	Equals the mean (average) annual gross sales of those franchisees whose reported sales levels fell between the top 25% and the bottom 25%. <sup>3</sup>
25 <sup>th</sup> Percentile - 1-3 Vans - 4-6 Vans - 7-10 Vans - More than 10 Vans -	\$223,694 \$528,591 \$1,078,520 \$1,552,572	Reported sales by the 25 <sup>th</sup> percentile of franchisees; only 25% of franchisees reported sales lower than this level.

1. Of our franchisees reporting and in operation for all of 2024, 9 or 43% of franchisees with one to three vans had total annual sales that equaled or exceeded the mean sales figure stated. The lowest amount reported was \$30,115 and the highest was \$516,956. Of those franchisees with four to six vans, 9 or 47% had total annual sales that equaled or exceeded the mean sales figure. The lowest amount reported was \$380,170 and the highest was \$1,136,360. Of those franchisees with seven to ten vans, 5 or 45% had total annual sales that equaled or exceeded the mean sales figure. The lowest amount reported was \$902,699 and the highest was \$1,749,399. Of those franchisees with more than ten vans, 3 or 38% had total annual sales that equaled or exceeded the mean sales figure.

2. Of our franchisees reporting and in operation for all of 2024, 11 or 52% of franchisees with one to three vans had total annual sales that equaled or exceeded the median sales figure stated. Of those franchisees with four to six vans, 10 or 53% had total annual sales that equaled or exceeded the mean sales figure. Of those franchisees with seven to ten vans, 6 or 55% had total annual sales that equaled or exceeded the median sales figure. Of those franchisees with more than ten vans, 5 or 63% had total annual sales that equaled or exceeded the median sales figure.
3. The calculation of this average disregards the franchisees that had sales lower than the 25<sup>th</sup> percentile or higher than the 75<sup>th</sup> percentile.

## B. Leads

For 2024, the following website and Meta leads were generated for our franchisees:

	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	
Website Leads*	13,386	13,654	13,880	12,914	13,670	14,089	
Meta Leads	973	963	1,241	1,281	1,326	1,402	
<b>Total</b>	<b>14,359</b>	<b>14,617</b>	<b>15,121</b>	<b>14,195</b>	<b>14,996</b>	<b>15,491</b>	
	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	Grand Total
Website Leads*	13,458	12,742	12,467	12,789	12,444	11,274	156,767
Meta Leads	1,288	1,504	1,406	1,706	1,733	1,863	16,686
<b>Total</b>	<b>14,746</b>	<b>14,246</b>	<b>13,873</b>	<b>14,495</b>	<b>14,177</b>	<b>13,137</b>	<b>173,453</b>

\*Website Leads includes leads from all website sources including Google PPC.

As of the date of this disclosure document, 52 of our franchisees run Google pay-per-click (“PPC”) advertising and 35 of our franchisees run Meta advertising. The lowest Google PPC spend is \$0 per month and the highest is \$4,050 per month. The lowest Meta advertising spend is \$0 per month and the highest is \$1,300 per month.

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

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

Other than the preceding financial performance representation, Aussie Pet Mobile, Inc. does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally in 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 Meribeth Gunn, Vice President,

Aussie Pet Mobile, Inc., 19000 MacArthur Blvd, Suite 100, Irvine, California 92612, (949) 234 0680, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NO. 1  
SYSTEMWIDE OUTLET SUMMARY FOR 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 (+ OR -)
Franchised	2022	81	75	-6
	2023	75	76	+1
	2024	76	105	+29
Company Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
<b>Total Outlets</b>	<b>2022</b>	<b>81</b>	<b>75</b>	<b>-6</b>
	<b>2023</b>	<b>75</b>	<b>76</b>	<b>+1</b>
	<b>2024</b>	<b>76</b>	<b>105</b>	<b>+29</b>

**TABLE NO. 2  
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS OTHER  
THAN AUSSIE PET MOBILE FOR YEARS ENDING  
DECEMBER 31, 2022, 2023 AND 2024**

STATE	YEAR	NUMBER OF TRANSFERS*
California	2022	0
	2023	1
	2024	0
Colorado	2022	0
	2023	1
	2024	0
Florida	2022	0
	2023	4
	2024	0
Idaho	2022	0
	2023	1
	2024	0
Texas	2022	0
	2023	0
	2024	2
Washington	2022	0
	2023	1
	2024	0
<b>Total Outlets</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>8</b>
	<b>2024</b>	<b>2</b>