

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 financial performance representation is a historic representation of our corporate and franchised outlets in operation on December 31, 2024, our fiscal year end. On December 31, 2024, we had a total of 5 franchised outlets in operation.

L1 stands for Location 1, which is the corporate office. It has been open since 2012

L2 stands for Location 2, which has been open since Jan 1, 2020

L3 stands for Location 3, which has been open since Apr 4, 2022

L4 stands for Location 4, which has been open since Sep 19, 2022

L5 stands for Location 5, which has been open since Jun 19, 2023

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Part 1: Revenue and Expense Information for 2024

| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
|---------------------------------|------------|------------|------------|------------|------------|
| Year Opened | 2012 | 2020 | 2022 | 2022 | 2023 |
| Income | 2,461,537 | 2,794,170 | 493,636 | 1,077,924 | 364,277 |
| Caregiver Wages | 1,281,602 | 1,834,413 | 255,869 | 421,063 | 234,550 |
| Non-Caregiver Wages | 411,992 | 52,619 | 39,054 | 29,764 | 10,624 |
| Marketing & Advertising | 8,395 | 60,183 | 11,888 | 54,064 | 9,852 |
| Insurance | 33,443 | 45,214 | 4,656 | 4,894 | 3,542 |
| Rent | 49,974 | 10,690 | 6,750 | 6,400 | 5,200 |
| Royalties (5.5% - Imputed) | 135,385 | 153,679 | 27,150 | 59,286 | 20,035 |
| System Fees (Imputed) | 22,128 | 14,784 | 8,664 | 9,888 | 8,664 |
| Revenue Less Disclosed Expenses | 535,982 | 633,471 | 145,089 | 499,129 | 77,294 |
| | 22% | 23% | 29% | 46% | 21% |

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Part 2: Monthly Revenue 2024

| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
|-----------------|------------|------------|------------|------------|------------|
| Jan | 174,700 | 200,700 | 15,220 | 69,330 | 18,140 |
| Feb | 158,600 | 204,500 | 22,790 | 54,540 | 16,600 |
| Mar | 167,900 | 220,800 | 30,760 | 64,330 | 31,190 |
| Apr | 160,400 | 225,300 | 32,020 | 80,280 | 25,730 |
| May | 182,000 | 255,400 | 35,250 | 85,340 | 27,830 |
| Jun | 223,300 | 234,400 | 46,450 | 87,550 | 12,850 |
| Jul | 256,100 | 241,800 | 54,300 | 104,000 | 25,520 |
| Aug | 249,200 | 243,000 | 57,690 | 101,400 | 32,830 |
| Sep | 232,400 | 235,100 | 53,680 | 88,560 | 31,480 |
| Oct | 230,300 | 279,100 | 62,260 | 92,330 | 38,230 |
| Nov | 224,000 | 251,200 | 52,350 | 118,500 | 40,870 |
| Dec | 219,000 | 223,700 | 54,190 | 128,600 | 41,840 |
| | | | | | |
| Monthly Average | 206,492 | 234,583 | 43,080 | 89,563 | 28,593 |
| Monthly Median | 221,150 | 234,750 | 49,400 | 88,055 | 29,510 |
| 2024 Total | 2,477,900 | 2,815,000 | 516,960 | 1,074,760 | 343,110 |
| | | | | | |
| 2023 Total | 2,123,200 | 1,923,600 | 104,600 | 328,750 | 58,490 |
| % Change | 17% | 46% | 394% | 227% | 487% |

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Part 3: Monthly Client and Caregiver Information

| Monthly Client Hours Billed, 2024 | | | | | |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
| Jan | 4,950 | 5,980 | 548 | 1,550 | 557 |
| Feb | 4,550 | 6,000 | 803 | 1,190 | 491 |
| Mar | 4,820 | 6,430 | 995 | 1,370 | 889 |
| Apr | 4,630 | 6,280 | 982 | 1,670 | 750 |
| May | 5,150 | 7,140 | 1,070 | 1,800 | 817 |
| Jun | 6,620 | 6,570 | 1,410 | 1,850 | 400 |
| Jul | 7,640 | 6,760 | 1,600 | 2,130 | 771 |
| Aug | 7,060 | 6,820 | 1,760 | 2,270 | 965 |
| Sep | 6,540 | 6,840 | 1,730 | 2,060 | 902 |
| Oct | 6,580 | 8,010 | 1,870 | 1,870 | 1,100 |
| Nov | 6,360 | 7,320 | 1,600 | 2,820 | 1,190 |
| Dec | 6,230 | 6,770 | 1,630 | 3,590 | 1,180 |
| | | | | | |
| Monthly Average | 5,928 | 6,743 | 1,333 | 2,014 | 834 |
| Monthly Median | 6,295 | 6,765 | 1,505 | 1,860 | 853 |
| 2024 Total | 71,130 | 80,920 | 15,998 | 24,170 | 10,012 |
| | | | | | |
| 2023 Total | 62,379 | 57,869 | 3,741 | 8,504 | 2,262 |
| % Change | 14% | 40% | 328% | 184% | 343% |

| Monthly Client Count, 2024 | | | | | |
|-----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
| Jan | 63 | 31 | 21 | 19 | 9 |
| Feb | 60 | 30 | 23 | 22 | 11 |
| Mar | 58 | 30 | 35 | 22 | 12 |
| Apr | 57 | 28 | 32 | 18 | 13 |
| May | 60 | 34 | 33 | 16 | 11 |
| Jun | 69 | 31 | 30 | 17 | 9 |
| Jul | 71 | 29 | 41 | 20 | 11 |
| Aug | 83 | 32 | 37 | 22 | 13 |
| Sep | 82 | 29 | 39 | 25 | 13 |
| Oct | 82 | 31 | 36 | 29 | 17 |
| Nov | 79 | 32 | 37 | 31 | 14 |
| Dec | 83 | 30 | 38 | 32 | 16 |
| | | | | | |
| Monthly Average | 71 | 31 | 34 | 23 | 12 |
| Monthly Median | 70 | 31 | 36 | 22 | 13 |
| 2024 Total | 160 | 73 | 87 | 76 | 34 |
| | | | | | |
| 2023 Total | 153 | 69 | 28 | 38 | 16 |
| % Change | 5% | 6% | 211% | 100% | 113% |

| Monthly Caregivers With Visits, 2024 | | | | | |
|--------------------------------------|------------|------------|------------|------------|------------|
| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
| Jan | 102 | 53 | 14 | 26 | 12 |
| Feb | 100 | 54 | 16 | 21 | 10 |
| Mar | 100 | 58 | 21 | 24 | 17 |
| Apr | 96 | 50 | 20 | 25 | 15 |
| May | 106 | 61 | 22 | 29 | 14 |
| Jun | 101 | 61 | 27 | 29 | 10 |
| Jul | 122 | 63 | 29 | 29 | 12 |
| Aug | 118 | 63 | 28 | 41 | 15 |
| Sep | 121 | 71 | 25 | 34 | 16 |
| Oct | 129 | 66 | 26 | 33 | 21 |
| Nov | 118 | 65 | 24 | 45 | 19 |
| Dec | 118 | 60 | 26 | 40 | 19 |
| | | | | | |
| Monthly Average | 111 | 60 | 23 | 31 | 15 |
| Monthly Median | 112 | 61 | 25 | 29 | 15 |
| 2024 Total Caregivers with Visits | 256 | 126 | 63 | 123 | 42 |
| | | | | | |
| 2023 Total Caregivers with Visits | 223 | 107 | 24 | 63 | 23 |
| % Change | 15% | 18% | 163% | 95% | 83% |

| Average Caregiver Hours Worked Per Month | | | | | |
|--|------------|------------|------------|------------|------------|
| | Location 1 | Location 2 | Location 3 | Location 4 | Location 5 |
| Jan | 49 | 113 | 39 | 60 | 46 |
| Feb | 45 | 111 | 50 | 57 | 49 |
| Mar | 47 | 111 | 47 | 57 | 52 |
| Apr | 48 | 126 | 49 | 66 | 50 |
| May | 49 | 117 | 49 | 62 | 57 |
| Jun | 66 | 108 | 52 | 64 | 38 |
| Jul | 63 | 107 | 55 | 73 | 63 |
| Aug | 60 | 108 | 63 | 55 | 64 |
| Sep | 54 | 96 | 69 | 61 | 56 |
| Oct | 51 | 121 | 72 | 57 | 52 |
| Nov | 54 | 113 | 66 | 62 | 63 |
| Dec | 53 | 113 | 62 | 90 | 62 |
| | | | | | |
| 2024 Monthly Average | 53 | 112 | 56 | 64 | 54 |
| 2024 Monthly Median | 52 | 112 | 54 | 61 | 54 |
| | | | | | |
| 2023 Monthly Average | 54 | 88 | 42 | 37 | 33 |
| % Change | -2% | 27% | 34% | 72% | 65% |

Footnotes

- 1) All figures are reported by the franchise owners.
- 2) Gross revenue figures are directly from the home care software and calculated on a date-of-service basis.
- 3) L1 is owned by the corporate office and operates in a larger territory than that listed in the FDD as a standard size
- 4) L2 operates in two territories and combines reporting
- 5) Imputed Systems Fees include all fees paid directly to the franchisor, including those paid on behalf of a third-party vendor. The Required Software fees, all of which are paid by directly to third-party vendors, are not included in this number.
- 6) Client Count is reported as clients who have received services at any point during the month. Some clients continue over many months, while some do not. The Total column include the total number of clients for which services were rendered during the calendar year
- 7) Average Caregiver Hours Worked per Month only include caregivers who worked a shift during the month and does not take into account caregivers who are on the active roster but did not perform any services
- 8) Data above is taken from all locations in operation as of December 31, 2024

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 financial performance representations. 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 Chad Tracey, 2nd Family Franchising, LLC, 1532 Liberty Road, Suite 105, Eldersburg, Maryland, 21784, 443-609-3640, the Federal Trade Commission, and the appropriate state regulatory agencies.

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