

ITEM 18 PUBLIC FIGURES

We do not currently use any public figure to promote the 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.

HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION

During our calendar year ended December 31, 2024, there were: (i) four affiliate-owned ALL DOGS UNLEASHED Facilities in operation, one of which was acquired by our affiliate from a former franchisee in the 2024 calendar year, and all of which are operated from commercial Facilities; and (ii) 14 licensee or franchisee-owned ALL DOGS UNLEASHED Facilities, four of which are operated from commercial Facilities and ten of which are home-based operations. During the 2024 calendar year, one franchised Facility closed and as disclosed above, one franchised Facility was acquired by our affiliate.

As of the issuance date of this Disclosure Document, we are only offering franchise opportunities for commercial Facilities and are no longer offering the opportunity to operate franchised Facilities from a home-based model. This Item sets forth certain historical financial performance information for all six (6) of the franchised and affiliate-owned Facilities that are operated from a commercial Facility (the "Commercial Facilities") and excludes performance information for the ten (10) franchised Facilities that are operated from home-based locations (as these locations may not be considered substantially similar to the type of franchised Facility offered under this Disclosure Document). The historical revenue and cost information set forth in this Item 19 is an historical representation of certain revenues generated by the Commercial Facilities, and certain costs and expenses incurred by the two affiliate-owned Commercial Facilities that were owned and operated by our affiliates for the entire 2024 calendar year.

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

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Table 1: Gross Revenue and Revenue by Category for each of the Commercial Facilities during the 2024 calendar year (the “Reporting Period”)

Commercial Facility	Board & Train (BNT) Revenue	Boarding Revenue	Refresh Training Revenue	Daycare Revenue	Private Training Revenue	Grooming Revenue	Total Gross Revenue during the Reporting Period
Franchised Commercial Facilities							
Omaha	\$1,201,194	\$172,789	\$24,994		\$327,858	\$9,180	\$1,446,015
CO Springs	\$543,019	\$25,890	\$18,937			\$1,275	\$589,121
Boise	\$564,275	\$17,503	\$27,875	\$3,042	\$4,200		\$616,895
Affiliate-Owned Commercial Facilities							
Austin^{1,2}	\$538,490	\$11,830	\$8,300				\$558,620
Shreveport^{1,2,4}	\$798,566	\$131,450	\$19,286	\$2,925	\$14,237	\$11,616	\$978,080
Dallas^{1,2,3}	\$4,331,572	\$338,388	\$131,435	\$107,394	\$27,749	\$35,917	\$4,972,455

Notes to Table 1:

1. Austin, Dallas and Shreveport are affiliate-owned and operated Commercial Facilities.
2. The Austin, Texas Facility was acquired by our affiliate in July of 2024 from a former franchisee and was operated as an affiliate-owned location from July 2024, forward.
3. The Dallas, Texas Facility is a mature business and is owned and operated by our affiliate, All Dogs Unleashed, LLC. All Dogs Unleashed, LLC opened the first commercial Facility in December 2012 in Carrollton, Texas. This location has garnered brand recognition in the local market and established a customer base. This Commercial Facility operates from a premises that is 3,000 square feet larger than the highest recommended square footage for a franchised Commercial Facility offered under this Disclosure Document. This Facility has a capacity that is more than double that of any franchised Commercial Facility being offered.
4. The “Shreveport Facility” was originally owned and operated by a franchisee and was acquired by our affiliate in May 2022. The Shreveport Facility operates from a premises that is 5,800 square feet. Currently, this Facility does not have a specified territory or protected area.
5. “Board & Train (BNT) Revenue” means all revenue generated by the Commercial Facilities attributable to sales of Board & Train services during the Reporting Period, as reported to us by the Commercial Facilities.
6. “Boarding Revenue” means all revenue generated by the Commercial Facilities attributable to sales of boarding services during the Reporting Period, as reported to us by the Commercial Facilities.
7. “Refresh Training Revenue” means all revenue generated by the Commercial Facilities attributable to sales of refresh training services during the Reporting Period, as reported to us by the Commercial Facilities.
8. “Daycare Revenue” means all revenue generated by the Commercial Facilities attributable to sales of daycare services during the Reporting Period, as reported to us by the Commercial Facilities.

9. “Private Training Revenue” means all revenue generated by the Commercial Facilities attributable to the sales of private training services during the Reporting Period, as reported to us by the Commercial Facilities.

10. “Grooming Revenue” means all revenue generated by the Commercial Facilities attributable to the sales of grooming services during the Reporting Period, as reported to us by the Commercial Facilities.

11. “Total Gross Revenue” means all gross revenues generated by the Commercial Facilities attributed to the sale of all goods and services less sales tax, discounts, allowances, and returns during the Reporting Period, as reported to us by the Commercial Facilities. Total Gross Revenues also includes reimbursements paid to the Commercial Facilities during the Reporting Period for veterinary services provided to the Commercial Facility. Veterinary services are paid by the Commercial Facilities directly to the veterinary practice and then billed to the customer for reimbursement.

Table 2: Board and Train (BNT) Data for all Commercial Facilities during the Reporting Period

	AVG BNT Dogs Per Month	AVG Ticket Price for BNT	AVG Post BNT Boarding Visits	Total Dog Capacity¹	Location Square Footage	AVG Utilization²
Franchised Commercial Facilities						
Omaha	37.92	\$2,442.68	1.87	40	4,500	83.08%
CO Springs	17.83	\$2,538.31	0.84	24	6,000	56.94%
Boise	20.25	\$2,322.82	0.67	30	4,000	35.98%
Affiliate- Owned Commercial Facilities						
Austin	26.25	\$1,709.49	0.22	40	5,000	30.35%
Shreveport	29.92	\$2,224.91	1.45	60	5,800	48.52%
Dallas	146	\$2,472.98	3.88	127	9,500	81.23%

Notes to Table 2:

1. “Total Dog Capacity” is calculated by the total containment units available in the respective Facility.
2. “AVG Utilization” is calculated by dividing the total containment units utilized in a calendar year by the product of Total Dog Capacity and the total days the Facility is open during that calendar year.
3. As disclosed in the Notes to Table 1, the Dallas Facility is larger and has greater capacity than a typical franchised Facility. It is also a mature business that has established a customer base.

Table 3: Boarding Data for all Commercial Locations during the Reporting Period

	AVG Boarding Dogs/Month ¹	AVG Ticket Price on Boarding ²
Franchised Commercial Facilities		
Omaha	74.58	\$221.03
CO Springs	14.42	\$239.72
Boise	10.92	\$346.64
Affiliate-Owned Commercial Facilities		
Austin	2.67	\$629.06
Shreveport	58.67	\$214.08
Dallas	124.67	\$313.92

Notes to Table 3:

1. AVG Boarding Dogs/Month is calculated by averaging the number of dogs boarded per month during the Reporting Period as reported to us by the Commercial Facilities.
2. AVG Ticket Price on Boarding is calculated by averaging the ticket price per dog boarded per month as reported to us by the Commercial Facilities.

Table 4: Grooming Data for all Commercial Locations during the Reporting Period

Commercial Facility	AVG Grooming Ticket ¹
Franchised Commercial Facilities	
Omaha	\$18.54
CO Springs	\$79.69
Boise	n/a
Affiliate-Owned Commercial Facilities	
Austin	n/a
Shreveport	\$22.73
Dallas	\$29.51

Notes to Table 4:

1. AVG Grooming Ticket is calculated by averaging the grooming ticket price per dog groomed per month during the Reporting Period as reported by each of the Commercial Facilities.

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PART II:**A. Reported Gross Revenues and Certain Operating Costs and Expenses for the Dallas Facility for the Reporting Period.**

All Dogs Unleashed, LLC Dallas Facility		
	Jan - Dec 24	% of Income
Ordinary Income/Expense		
Income		
Sales*	\$4,361,140.39	
Total Income	\$4,361,140.39	100%
Cost of Goods Sold		
Contract Services	\$ 97,581.21	2.2%
Dog Food	\$ 6,875.85	0.2%
Dog Training Supplies	\$ 88,373.70	2.0%
E-Collars	\$ 257,583.00	5.9%
Merchant Account Fees	\$ 101,662.71	2.3%
Veterinary Services**	\$ 71,014.31	1.6%
Total COGS	\$ 623,090.78	14.3%
Gross Profit	\$3,738,049.61	85.7%
Expenses		
Advertising & Promotion	\$ 265,131.04	6.1%
Automobile Expense	\$ 27,601.78	0.6%
Salaries & Wages	\$1,346,289.17	30.9%
Rent Expense	\$ 180,134.56	4.1%
Repairs & Maintenance	\$ 115,982.47	2.7%
Utilities	\$ 37,359.60	0.9%
Total Expense	\$1,972,498.62	45.2%
Royalty	\$ 305,279.83	7.0%
Net Income	\$1,460,271.16	33.5%

B. Reported Gross Revenues and Certain Operating Costs and Expenses for the Shreveport Facility for the Reporting Period

ADU Shreveport, LLC		
	Jan - Dec 24	% of Income
Ordinary Income/Expense		
Income		
Sales*	\$ 912,440.87	
Total Income	\$ 912,440.87	100%
Cost of Goods Sold		
Contract Services	\$ 1,240.25	0.1%
Dog Food	\$ 86.96	0.0%
Dog Training Supplies	\$ 26,908.31	2.9%
E-Collars	\$ 56,984.50	6.2%
Merchant Account Fees	\$ 26,256.22	2.9%
Veterinary Services	\$ 3,836.28	0.4%
Total COGS	\$ 115,312.52	12.6%
Gross Profit	\$ 797,128.35	87.4%
Expenses		
Advertising & Promotion	\$ 84,410.39	9.3%
Automobile Expense	\$ 3,835.39	0.4%
Salaries & Wages	\$ 322,566.24	35.4%
Rent Expense	\$ 70,876.00	7.8%
Repairs & Maintenance	\$ 11,388.29	1.2%
Utilities	\$ 10,136.35	1.1%
Total Expense	\$ 503,212.66	55.2%
Royalty *	\$ 63,870.86	7.0%
Net Income	\$ 230,044.83	25.2%

Notes to Part II:

Note 1. Part II discloses the unaudited, internally prepared gross revenue and operating costs and expense statements provided to us by the Dallas Facility and the Shreveport Facility for the Reporting Period. This financial information is not audited and we have not independently reviewed or confirmed the information presented.

Note 2. While the Austin, Texas Facility is owned by our affiliate, as disclosed in the footnote to Table 1, this facility was acquired by our affiliate in July of 2024 from a former franchisee. We did not include the profit and loss statement for the Austin, Texas Facility because it was not under our affiliate's ownership and operational control for the entire 2024 calendar year.

Note 3. As disclosed in the Notes to Table 1, the Dallas Facility is a mature business that operates from a larger premises (3,000 square feet larger) and has greater capacity than a typical franchised Facility. Additionally, the premises from which this location operates is owned by an affiliate and rental rates may be affected considering this affiliate relationship. The Dallas Facility utilizes three vehicles and therefore its disclosed automobile expenses may be higher. The salaries and wages for the Dallas Facility may also be higher considering its larger size and need for more staff. The costs and expenses reported for veterinary services, repairs and maintenance may also be higher due to the larger size of this facility. Gross revenues for the Dallas Facility include \$112,190 received from commissions paid by an affiliate for the collection of board and trained deposits.

Note 4. The Dallas Facility and Shreveport Facility did not pay us the 7% royalty fee disclosed in each of the tables presented in Part 11. The Dallas Facility did not pay us any royalty fees during the Reporting Period and the Shreveport Facility paid us a 5% royalty fee during the Reporting Period. These fees were added or adjusted to reflect a 7% royalty fee, which is required under the Franchise Agreement offered under this Disclosure Document.

Note 5. The Dallas Facility and Shreveport Facility did not pay any brand fund contributions to us during the Reporting Period. As disclosed in Item 6, we are not currently collecting a brand fund contribution but reserve the right to do so in the future (up to 2% of Gross Sales). The Dallas Facility and Shreveport Facility did not pay us the monthly technology fee you will be required to pay under the Franchise Agreement, which amount is currently \$250 per month (\$3,000 per year). You will also be required to expend at least \$5,000 each month on local marketing expenditures (\$60,000 per year).

Note 6. The historical financial information presented in Part II of this Item 19 pertains only to the specific costs of goods sold, labor costs and other operating expenses reportedly experienced by the Dallas and Shreveport Facilities. You may experience expenditures that are not included in this cost and expense information, including without limitation costs of additional or replacement equipment, debt payments and interest expenses. Revenues, costs and expenses will vary from franchisee to franchisee and from location to location and will depend on other factors.

General Notes Regarding the Item 19 Financial Performance Representations:

Note 1. The figures reflected in the charts above were compiled from unaudited information reported to us by our licensees through our designated point of sale data. We have not independently audited or verified the reported results. We cannot verify that the information we received from the Commercial Facilities is prepared uniformly or that the Commercial Facilities properly allocate revenue or other reported results to a particular category.

Note 2. We do not furnish or authorize our salespersons to furnish any oral or written information concerning the actual or potential sales, costs, income or profits of the franchise offering, except as stated above. Actual results vary from franchise to franchise and we cannot estimate the results of any particular franchisee.

Note 3. You should consult with financial, business and legal advisors to assist you with your due diligence

and analysis.

Note 4. Attached as Exhibit H to this Disclosure Document is our current and former franchisee exhibit, which lists the contact information for the franchisees listed. You are strongly encouraged to contact as many franchisees as you can in your due diligence investigation.

Note 5. Written substantiation for the financial performance representation will be made available to you upon request.

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you'll sell 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 Brian Claeys at 2401 Luna Road, Carrollton, Texas 75006, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1
System-Wide Outlet Summary
For Years 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	11	12	+1
	2023	12	16	+4
	2024	16	14	-2
Company Owned	2022	1	3	+2
	2023	3	3	0
	2024	3	4	+1
Total Outlets	2022	12	15	+3
	2023	15	19	+4
	2024	19	18	-1

**Table No. 2
Transfers of Training Facilities from Franchisee
to New Owners (other than the Franchisor)
For Years 2022 to 2024**

State	Year	Number of Transfers
Total	2022	0
	2023	0
	2024	0

Table No. 3