

THE FRANCHISE RELATIONSHIP			
Provision		Section in Agreement	Summary
u.	Dispute resolution by arbitration or mediation	Section 17 Section 5.B of Owner Agreement.	Except for certain claims, all disputes are mediated, and if necessary, litigated in Denver, Colorado, subject to state law.
v.	Choice of forum	Section 17.C	Litigation must be in Denver, Colorado, subject to state law.
w.	Choice of law	Section 17.A	Law of where Business is located and Lanham Act, subject to state law.

ITEM 18 PUBLIC FIGURES

We do not use any public figures 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 possible performance at a particular location or under particular circumstances. We have divided our financial performance representations into 2 sections, set out below, based on the type of information provided.

The information presented in this Item 19 is based upon our franchised businesses that were open and operating throughout 2024. They are the same business that is being offered and sold under this disclosure document. We have also excluded company-owned outlets from this Item 19.

Section A (Average Rates and Margins):

In this Section A, we have prepared 3 tables listing the average bill rate, average pay rate and average gross margin percentage for the entire franchise system during the 2024 calendar year.

In Tables 1-3 below, the bill rate is the average amount that was charged to customers for the specified type of services, as an hourly rate. The pay rate is the average hourly rate that was paid to employees who provided the specified services. Gross margin percentage is calculated by subtracting the hourly wage paid to the employee and all payroll taxes, workers' compensation premiums and payroll processing costs from the bill rate and dividing the result by the bill rate. The tables below include average bill rates, pay rates and gross margin percentages for the entire franchise system.

Table 1: Nanny Placement Services (including full-time, part-time and summer nanny services)	
	All Locations
Average (Median) Bill Rate to Families	\$31.04 (\$29.99)
Average (Median) Pay Rate to Nanny	\$19.05 (\$18.00)
Average (Median) Gross Margin Percentage	29% (31%)

Table 2: Babysitting Services	
	All Locations
Average (Median) Bill Rate to Families	\$30.18 (\$29.50)
Average (Median) Pay Rate to Sitter	\$17.79 (\$17.50)
Average (Median) Gross Margin Percentage	32% (33%)

Table 3: Corporate Back-Up Care through National Account*	
	All Locations
Average (Median) Bill Rate to Families	\$35.24 (\$34.00)
Average (Median) Pay Rate to Sitter	\$19.12 (\$19.00)
Average (Median) Gross Margin Percentage	38% (38%)

*Corporate On-Call/Back-Up Care Services includes services arranged through our parent Bright Horizons Family Solutions® as well as other back up care services provided to corporations.

Section B (Gross Revenues):

In this Section B, we have prepared two tables to show 2024 Gross Revenues information for single and multi-territory franchisees that were in operation for at least 12 months as of December 31, 2024.

As of December 31, 2024, there were a total of 38 franchisees operating in a total of 165 territories. The tables below include information for the 38 franchisees operating in 160 territories that were in operation for at least 12 months as of December 31, 2024. Excluded from the tables below are 5 territories that commenced operations during the 2024 calendar year and therefore were not open and operating for at least 12 months as of December 31, 2024, and 8 territories that ceased operating during the 2024 calendar year. Franchisees operating in more than one territory report information for their businesses on a combined basis. These territories that “ceased operating” were the result of territories under existing franchise agreements being merged into other existing franchise agreements, upon the franchisee’s request. We and each franchisee entered into mutual termination agreements for the respective territory and then amended an already-existing franchise agreement to add the zip codes from the “terminated” agreement. There was no reduction in the geographic scope of territories that are serviced by Jovie franchisees as a result of these consolidations. Of the 8 territories that ceased operating during the 2024 calendar year, none had been operating for less than 12 months.

In Table 4 below, we separated the 30 franchisees that have more than one territory into 4 roughly equal-sized tiers based on their calendar year Gross Revenues in 2024. Out of these 30 franchisees, 6 have two territories, 5 have three territories, 7 have four territories, 2 have five

territories, 1 has six territories, 2 have seven territories, 2 have eight territories, 2 have ten territories, 1 has eleven territories. and 1 has 13 territories.

Table 4: Gross Revenue Information - Multiple Territory Franchisees				
	Tier 1	Tier 2	Tier 3	Tier 4
Average	\$4,726,810	\$2,408,633	\$1,335,383	\$685,979
Median	\$3,976,200	\$2,377,826	\$1,369,450	\$654,336
Met or Exceeded the Average for the Tier	4 of 8 (50%)	4 of 8 (50%)	4 of 7 (57%)	3 of 7 (43%)
Range	High: \$9,745,688 Low: \$3,006,186	High: \$2,894,107 Low: \$1,855,495	High: \$1,760,677 Low: \$1,115,571	High: \$1,113,591 Low: \$212,222
Average (Median) Number of Territories in Tier	8.25 (7.5)	5.625 (4)	3 (3)	3 (3)

In Table 5 below, we separated the 8 franchisees that are single territory franchisees into 3 tiers based on their calendar year Gross Revenues in 2024.

Table 5: Gross Revenue Information - Single Territory Franchisees			
	Tier 1	Tier 2	Tier 3
Average	\$1,225,294	\$619,771	\$409,442
Median	\$1,071,285	\$593,298	\$409,442
Met or Exceeded the Average for the Tier	1 of 3 (33%)	1 of 3 (33%)	1 of 3 (33%)
Range	High: \$1,668,841 Low: \$935,757	High: \$702,762 Low: \$563,254	High: \$426,614 Low: \$392,269

For the purpose of this Item 19, Gross Revenues mean the gross amount, whether in money or other form of consideration, earned or received by the applicable franchisees from any source in connection with the operation of the franchised businesses or any similar or related activity, but does not include any sales tax or refunds actually paid to their clients.

We have not audited the figures provided in this Item 19. The financial performance representation figures listed in this Item 19 do not reflect the cost of sales, operating expenses or other costs and expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit.

You should conduct an independent investigation of the costs and expenses you will incur in operating your Business. Franchisees listed in this Disclosure Document may be one source of this information.

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

Written substantiation for the financial performance representation will be made available to the prospective franchisee 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 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 Franchise Development, c/o Jovie Inc., 11030 Circle Point Rd. Suite 300 Westminster, 80020, telephone (303) 604-6545, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

**Table No. 1
Systemwide Outlet Summary
For Years 2022 to 2024**

Column 1	Column 2	Column 3	Column 4	Column 5
Outlet ¹ Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised Outlets	2022	185	177	-8
	2023	177	168	-9
	2024	168	165	-3
Company-Owned ²	2022	1	15	+14
	2023	15	18	+3
	2024	18	17	-1
Total Outlets	2022	186	192	+6
	2023	192	186	-6
	2024	186	182	-4

(1) An "Outlet" refers to an individual Territory (as opposed to a "franchised Business") regardless of whether the franchisee has established a physical office or Office within it.

(2) In January 2025, our parent company Bright Horizons, which had been operating company-owned Jovie outlets, has re-branded them as BH@Home, and they are no longer operating as a part of the Jovie System.

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

State	Year	Number of Transfers
California	2022	4
	2023	4
	2024	1
Florida	2022	2
	2023	0
	2024	0