

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) 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.

DEFINITIONS

- (a) Average – means the sum of all data points in a set divided by the number of data points in that set.
- (b) Calendar Year – means, as to each respective year, the 12-month period commencing on January 1 and ending on December 31.
- (c) Company Owned Outlet – means an Outlet owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document. A Company Owned Outlet also includes any Outlet that is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document, or that is managed by us our affiliate, or any person identified in Item 2.
- (d) Franchise Outlet – means a Skedaddle Business operated under a Franchise Agreement that is not a Company Owned Outlet.
- (e) Gross Sales – means the total revenue derived by each Skedaddle Business less sales tax, discounts, allowances and returns.
- (f) Median – means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two.
- (g) New Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet, see definition below. If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.
- (h) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet, see definition above, and not as an Operational Franchise Outlet. If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.
- (i) Outlet – refers to a Skedaddle Business that is either a Company Owned Outlet or a Franchise Outlet, as the context requires.
- (j) Service Visit – means each unique customer service event resulting in a sales transaction generating Gross Sales during the respective period.

(k) YOY Sales Growth – refers to the year over year calculation of the percentage of growth for Gross Sales for each Outlet. YOY Sales Growth is calculated by comparing the Gross Sales of a particular Calendar Year with the Gross Sales for the next Calendar Year.

BASES AND ASSUMPTIONS

The financial information was not prepared on a basis consistent with generally accepted accounting principles. We do not have any Company Owned Outlets located in the United States. Data for the Operational Franchise Outlets is based on financial information reported to us by our franchisees. The information in this analysis has not been audited, is based on historical financial data and is not a forecast or projection of future financial performance.

ANALYSIS OF RESULTS OF OPERATIONAL FRANCHISE OUTLETS

During the 2022 and 2023 Calendar Years, we had one Operational Franchise Outlet. During the 2024 Calendar Year, we had three Operational Franchise Outlets. We do not report data for our New Franchise Outlets that were not open for the full Calendar Year.

We have one Franchise Outlet with operations based in Greenfield, Wisconsin (the “Wisconsin Outlet”). The Wisconsin Outlet began operations in November 2017 and provided wildlife control services only within two Territories. The Wisconsin Outlet operated two sales vehicles and three service vehicles during the 2022 Calendar Year; two sales vehicles and four service vehicles during the 2023 Calendar Year; and two sales vehicles and four service vehicles during the 2024 Calendar Year. The Wisconsin Outlet constitutes an Operational Franchise Outlet for the 2022, 2023, and 2024 Calendar Years.

We have one Operational Franchise Outlet with operations based in Huntingtown, Maryland (the “Central Maryland Outlet”). The Central Maryland Outlet began operations in August 2023 and provided wildlife control services only within two Territories until May 2024, at which time the Central Maryland Outlet expanded its operations to five Territories. On November 2023 the Central Maryland Outlet began offering holiday lights services in addition to wildlife control services. The Central Maryland Outlet operated two sales vehicles and three service vehicles during the 2024 Calendar Year. The Central Maryland Outlet constitutes a New Franchise Outlet for the 2023 Calendar Year and an Operational Franchise Outlet for the 2024 Calendar Year.

We have one Operational Franchise Outlet with operations based in Minneapolis, Minnesota (the “Minneapolis Outlet”). The Minneapolis Outlet began operations in January 2024 and wildlife control services only within three Territories until April 2024, at which time the Minneapolis Outlet expanded its operations to five Territories. The Minneapolis Outlet operated two sales vehicles and three service vehicles during the 2024 Calendar Year. The Minneapolis Outlet constitutes a New Franchise Outlet for the 2023 Calendar Year and an Operational Franchise Outlet for the 2024 Calendar Year.

Table 1

Franchise Outlet: Wisconsin Outlet						
Gross Sales and Disclosed Expenses Information						
2022 to 2023 YOY Sales Growth: 7.0% 2023 to 2024 YOY Sales Growth: 33.2%						
	2022 Calendar Year		2023 Calendar Year		2024 Calendar Year	
	Total	% ¹	Total	% ¹	Total	% ¹
	Gross Sales: Wildlife Control	\$1,068,246 100.0%	\$1,143,104 100.0%	\$1,522,484 100.0%		
Total Gross Sales	\$1,068,246	100.0%	\$1,143,104	100.0%	\$1,522,484	100.0%

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Table 2

Franchise Outlet: Central Maryland Gross Sales and Disclosed Expenses Information		
	2024 Calendar Year	
	Total	% ¹
Gross Sales: Wildlife Control	\$573,105	95.0%
Gross Sales: Holiday Lighting	\$30,422	5.0%
Total Gross Sales	\$603,527	100.0%

Table 3

Franchise Outlet: Minneapolis, Minnesota Gross Sales and Disclosed Expenses Information		
	2024 Calendar Year	
	Total	% ¹
Gross Sales: Wildlife Control	\$837,339	100.0%
Total Gross Sales	\$837,339	100.0%

Table 4

Wisconsin Franchise Outlet Average, Median, High, and Low Gross Sales Per Service Visit Data					
Calendar Year	Average	Median	High	Low	Number of Service Visits Above/Below Average ¹
2022	\$1,887	\$1,566	\$11,012	\$50	Above: 228 (41%) Below: 324 (59%)
2023	\$2,244	\$1,790	\$11,650	\$50	Above: 172 (41%) Below: 248 (59%)
2024	\$2,148	\$1,736	\$13,380	\$95	Above: 442 (62%) Below: 272 (38%)
<p><u>Note to Table:</u></p> <p>¹ During the 2022 Calendar Year there were a total of 552 Service Visits, during 2023 Calendar Year there were a total of 420 Service Visits, and during the 2024 Calendar Year there were a total of 714 Service Visits. This Outlet offers wildlife control services only.</p>					

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Table 5

Central Maryland Franchise Outlet Average, Median, High, and Low Gross Sales Per Service Visit Data						
Calendar Year	Service Line	Average	Median	High	Low	Number of Service Visits Above/Below Average ¹
2024	Wildlife Control	\$1,830	\$1,705	\$7,410	\$90	Above: 179 (56%) Below: 141 (44%)
	Holiday Lighting	\$1,904	\$1,806	\$3,939	\$470	Above: 7 (44%) Below: 9 (56%)
<p><u>Note to Table:</u></p> <p>¹ During the 2024 Calendar Year there were a total of 320 Service Visits for wildlife control services and 16 Service Visits for holiday lighting installation services.</p>						

Table 6

Minneapolis Franchise Outlet Average, Median, High, and Low Gross Sales Per Service Visit Data					
Calendar Year	Average	Median	High	Low	Number of Service Visits Above/Below Average ¹
2024	\$2,124	\$1,800	\$11,400	\$195	Above: 242 (60%) Below: 164 (40%)
<p><u>Note to Table:</u></p> <p>¹ During the 2024 Calendar Year there were a total of 406 Service Visits. This Outlet offers wildlife control services only.</p>					

Table 7

Wisconsin Franchise Outlet Number of Service Visits by Wildlife Control Species			
Species	2022 Calendar Year	2023 Calendar Year	2024 Calendar Year
Squirrels	161	60	177
Rats / Mice	102	135	159
Raccoons	101	94	119
Bats	90	66	113
Birds	67	54	99
Other	31	11	47
Total	552	420	714

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Table 8

Central Maryland Franchise Outlet Number of Service Visits by Wildlife Control Species	
Species	2024 Calendar Year
Squirrels	78
Rats / Mice	103
Raccoons	28
Bats	46
Birds	52
Other	13
Total	320

Table 9

Minneapolis Franchise Outlet Number of Service Visits by Wildlife Control Species	
Species	2024 Calendar Year
Squirrels	225
Rats / Mice	65
Raccoons	40
Bats	44
Birds	19
Other	13
Total	406

Table 10

Wisconsin Franchise Outlet Estimate to Sales Conversion Closing Ratio¹	
Calendar Year	Estimate to Sales Conversion Ratio
2022	52%
2023	51%
2024	51%
<p><u>Note to Table:</u></p> <p>¹ The estimate to sales conversion closing ratio is calculated by dividing the number of Service Visits by the total number of estimates / proposals submitted to a potential customer for the Approved Services and Products. We do not track total number of calls or prospective customer inquiries and do not include in this calculation prospective customers for which a proposal is not offered or provided. This Outlet offers wildlife control services only.</p>	

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Table 11

Central Maryland Franchise Outlet Estimate to Sales Conversion Closing Ratio ¹		
Calendar Year	Service Line	Estimate to Sales Conversion Ratio
2024	Wildlife Control	46%
	Holiday Lighting	42%
<p><u>Note to Table:</u></p> <p>¹ The estimate to sales conversion closing ratio is calculated by dividing the number of Service Visits by the total number of estimates / proposals submitted to a potential customer for the Approved Services and Products. We do not track total number of calls or prospective customer inquiries and do not include in this calculation prospective customers for which a proposal is not offered or provided.</p>		

Table 12

Minneapolis Franchise Outlet Estimate to Sales Conversion Closing Ratio ¹	
Calendar Year	Estimate to Sales Conversion Ratio
2024	43%
<p><u>Note to Table:</u></p> <p>¹ The estimate to sales conversion closing ratio is calculated by dividing the number of Service Visits by the total number of estimates / proposals submitted to a potential customer for the Approved Services and Products. We do not track total number of calls or prospective customer inquiries and do not include in this calculation prospective customers for which a proposal is not offered or provided. This Outlet offers wildlife control services only.</p>	

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

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Skedaddle Franchising LLC does 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 Barry Dowd, Skedaddle Franchising LLC at 1288 Osprey Drive, Ancaster, Ontario, L9G 4V5 Canada and (905) 297-3236, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE NO. 1
SYSTEMWIDE 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	1	1	0
	2023	1	2	+1
	2024	2	5	+3
Company Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	1	1	0
	2023	1	2	+1
	2024	2	5	+3

TABLE NO. 2
TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR YEARS 2022 to 2024

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

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