

<i>Provision</i>	<i>Section in Franchise Agreement</i>	<i>Summary</i>
q. Non-competition covenants during the term of the franchise	15.2	No involvement in business that competes with Fresh Coat, subject to state law.
r. Non-competition covenants after the franchise is terminated or expires	15.3	No involvement in business that competes with Fresh Coat for 2 years in or within 15 miles of any franchise territory, subject to state law, no solicitation of customers for 2 years, no solicitation of referral sources in or within 15 miles of any franchise territory for 2 years, subject to state law
s. Modification of the agreement	9.3 and 18.1	Modification only by written agreement, but we may modify operations manual so long as it does not change your fundamental status and rights.
t. Integration/merger clause	18.1	Only the terms of the franchise agreement are binding (subject to state law). Any representations or promises outside of the disclosure document and franchise agreement may not be enforceable, subject to state law.
u. Dispute resolution by arbitration or mediation	16.2 and 16.3	Except for certain claims, all disputes must be arbitrated in Cincinnati, Ohio (subject to state law); claims may not be consolidated with claims of other franchisees; parties waive right to jury trial and punitive damages; except for certain claims, all claims must be brought within 1 year, subject to state law.
v. Choice of forum	18.4	Except for claims arising under a franchise law of the state where the franchised business is located, all litigation or arbitration must be in Ohio, subject to state law.
w. Choice of law	18.3	Except for claims arising under a franchise law of the state where the franchised business is located, Ohio law applies, subject to state law.

<sup>1</sup>This provision may not be enforceable under federal bankruptcy law.

## ITEM 18. PUBLIC FIGURES

Fresh Coat does not use any public figure to promote its franchises.

## 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 performance at a particular location or under particular circumstances.

Presented below are historic Gross Revenue and Gross Profit figures for certain Fresh Coat franchises for the one-year periods ending December 31, 2023 and December 31, 2024. The data is presented by quartile and then cumulatively. Only data for franchises that were open for the entire year, operated their business on a full-time basis in the U.S., reported Gross Revenue for all 12 months between January 1 and December 31 of each year, and who submitted income statements by March 30 of each year are included in the table. The information has been extracted from financial reports submitted to us by our franchisees. We have not audited or independently verified this information.

## GROSS REVENUES AND PROFIT PERCENTAGE BY QUARTILE

First Quartile of Franchises	Year Ending 12/31/2024	Year Ending 12/31/2023
<b>Average Gross Revenues</b>	\$1,388,966.87	\$1,307,326.79
<b>Median Gross Revenues</b>	\$1,174,309.20	\$1,193,883.10
<b>Highest Gross Revenues</b>	\$2,829,345.73	\$2,502,197.22
<b>Lowest Gross Revenues</b>	\$956,000.29	\$826,258.77
<b>Percentage of franchisees that attained or surpassed Average Gross Revenues</b>	33.33%	38.89%
<b>Average Gross Profit %</b>	45.07%	40.39%
<b>Highest Gross Profit %</b>	56.53%	56.49%
<b>Median Gross Profit %</b>	47.56%	42.48%
<b>Lowest Gross Profit %</b>	30.25%	13.22%
<b>Percentage of franchisees that attained or surpassed Average Gross Profit %</b>	53.33%	55.56%
<b># of Franchises</b>	15	18

Second Quartile of Franchises	Year Ending 12/31/2024	Year Ending 12/31/2023
<b>Average Gross Revenues</b>	\$760,191.37	\$625,472.94
<b>Median Gross Revenues</b>	\$748,400.01	\$646,527.42
<b>Highest Gross Revenues</b>	\$947,063.40	\$747,058.82
<b>Lowest Gross Revenues</b>	\$639,483.36	\$495,983.85
<b>Percentage of franchisees that attained or surpassed Average Gross Revenues</b>	40.00%	55.56%
<b>Average Gross Profit %</b>	39.41%	40.56%
<b>Highest Gross Profit %</b>	52.28%	82.94%
<b>Median Gross Profit %</b>	42.42%	41.69%
<b>Lowest Gross Profit %</b>	16.93%	20.09%
<b>Percentage of franchisees that attained or surpassed Average Gross Profit %</b>	60.00%	55.56%
<b># of Franchises</b>	15	18

Third Quartile of Franchises	Year Ending 12/31/2024	Year Ending 12/31/2023
<b>Average Gross Revenues</b>	\$392,934.40	\$374,277.14
<b>Median Gross Revenues</b>	\$354,580.15	\$409,208.62
<b>Highest Gross Revenues</b>	\$594,928.00	\$484,642.59
<b>Lowest Gross Revenues</b>	\$271,399.83	\$298,899.14
<b>Percentage of franchisees that attained or surpassed Average Gross Revenues</b>	37.50%	66.67%
<b>Average Gross Profit %</b>	42.42%	42.89%

<b>Highest Gross Profit %</b>	55.19%	76.14%
<b>Median Gross Profit %</b>	44.74%	42.47%
<b>Lowest Gross Profit %</b>	23.87%	26.17%
<b>Percentage of franchisees that attained or surpassed Average Gross Profit %</b>	56.25%	44.44%
<b># of Franchises</b>	16	18

<b>Fourth Quartile of Franchises</b>	<b>Year Ending 12/31/2024</b>	<b>Year Ending 12/31/2023</b>
<b>Average Gross Revenues</b>	\$146,704.62	\$158,801.73
<b>Median Gross Revenues</b>	\$155,337.55	\$182,330.94
<b>Highest Gross Revenues</b>	\$260,325.48	\$246,016.36
<b>Lowest Gross Revenues</b>	\$6,350.00	\$65,542.51
<b>Percentage of franchisees that attained or surpassed Average Gross Revenues</b>	56.25%	47.37%
<b>Average Gross Profit %</b>	48.05%	49.95%
<b>Highest Gross Profit %</b>	91.88%	76.92%
<b>Median Gross Profit %</b>	44.90%	54.43%
<b>Lowest Gross Profit %</b>	15.08%	-5.16%
<b>Percentage of franchisees that attained or surpassed Average Gross Profit %</b>	43.75%	57.89%
<b># of Franchises</b>	16	19

<b>Cumulative Franchises</b>	<b>Year Ending 12/31/2024</b>	<b>Year Ending 12/31/2023</b>
<b>Average Gross Revenues</b>	\$659,219.32	\$614,294
<b>Median Gross Revenues</b>	\$594,928.00	\$484,642
<b>Highest Gross Revenues</b>	\$2,829,345.75	\$2,502,197
<b>Lowest Gross Revenues</b>	\$6,350.00	\$65,542
<b>Percentage of franchisees that attained or surpassed Average Gross Revenues</b>	46.77%	39.73%
<b>Average Gross Profit %</b>	43.79%	41.99%
<b>Highest Gross Profit %</b>	91.88%	82.94%
<b>Median Gross Profit %</b>	47.45%	42.52%
<b>Lowest Gross Profit %</b>	15.08%	-5.16%
<b>Percentage of franchisees that attained or surpassed Average Gross Profit %</b>	62.90%	50.68%
<b># of Franchises</b>	62	73

There were 187 Fresh Coat franchises (each franchise consists of a single franchise territory) in operation as of December 31, 2024, which were owned by 139 franchisees. Of those, 62 were open for at least one year before that date, operated their business on a full-time basis in the U.S., reported Gross Revenue for all 12 months between January 1, 2024 and December 31, 2024, and who submitted income statements by March 30, 2025. There were 174 Fresh Coat franchises in operation as of December 31, 2023, which were owned by 135 franchisees. Of those, 73 were open for at least one year before that date, operated their business on a full-time basis in the U.S., reported Gross Revenue for all 12 months between January 1, 2023 and December 31, 2023, and who submitted income statements by March 30, 2024.

For purposes of this Item 19, "Gross Revenue" means the total of all income arising from the operation of the franchised business, whether cash or credit. It is recognized on an accrual basis and regardless of collection, which means that a franchisee's Gross Revenue for any period represents how much a franchisee billed its clients during the period, not how much the franchisee received. Gross Revenue does not include the amount of refunds and discounts made to clients, or the amount of sales or excise taxes that are separately stated and that the franchisee is required to and does collect from clients and pays to the appropriate taxing authority. "Gross Profit" means Gross Revenue minus the cost of direct labor and paint.

Neither the Gross Revenue figures nor the Gross Profit figures reflect the costs of sales, other operating expenses, or other costs or expenses that must be deducted from Gross Revenue to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating a Fresh Coat franchise. Franchisees and former franchisees listed in this disclosure document may be one source of this information.

We strongly suggest that you consult a financial advisor or accountant for assistance in reviewing the table and in preparing your own financial projections.

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

Written substantiation for the financial performance representation will be made available to you upon 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 Jeffrey D. Siehl, General Counsel/Vice President, 4755 Lake Forest Drive, Suite 100, Cincinnati, Ohio 45242, (513) 999-9893, 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

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	174	166	-8
	2023	166	174	+8
	2024	174	187	+13
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	174	166	-8
	2023	166	174	+8
	2024	174	187	+13

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	1
	2023	0
	2024	0
FLORIDA	2022	0
	2023	2
	2024	1
GEORGIA	2022	0
	2023	2
	2024	0
IDAHO	2022	0
	2023	1
	2024	1
MASSACHUSETTS	2022	0
	2023	1
	2024	0
NORTH CAROLINA	2022	0
	2023	1
	2024	0
OHIO	2022	2
	2023	0
	2024	0
PENNSYLVANIA	2022	0
	2023	0
	2024	1