

	Provision	Article in Franchise Agreement	Summary
r.	Noncompetition covenants after the franchise is terminated or expires	Article 19.3 of the Franchise Agreement	You may not participate in any competitive business located within the Designated Market Area, within the territory of any other The Maids® Business, within any designated area granted by us, within 20 miles of any of the areas above for 18 months.
s.	Modification of the agreement	Article 24.9 of the Franchise Agreement	Only by written agreement.
t.	Integration/merger clauses	Article 24.10 of the Franchise Agreement	Only the terms of the franchise agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of the Disclosure Document and franchise agreement may not be enforceable.
u.	Dispute resolution by arbitration or mediation	Not Applicable	
v.	Choice of forum	Article 24.7 of the Franchise Agreement	Litigation must be in Douglas County, Nebraska (subject to state law).
w.	Choice of law	Article 25.1 of the Franchise Agreement	Governing law will be the law of the state in which your The Maids® Business is located (subject to state law).

Item 18

PUBLIC FIGURES

We do not use any public figure to promote our franchise. No public figure is involved in our management.

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.

Below is certain historic financial information regarding The Maids® businesses operated by franchisees ("Franchisees") or our company-owned stores ("Company Stores") that operated within in the United

States and Canada from October 1, 2023 through September 30, 2024. Canadian Franchisees submitted information in Canadian dollars and we convert that information to U.S. Dollars using the exchange rate in place at the time the information was submitted. The average of the exchange rate that we used was \$0.74 Canadian Dollar to \$1.00 US Dollars. The highest exchange rate that we used was \$0.75 Canadian Dollar to \$1.00 US Dollars, and the lowest exchange rate that we used was \$0.72 Canadian Dollars to \$1.00 US Dollars. Canadian Franchisees' The Maids® businesses are substantially similar to U.S. Franchisees' The Maids® businesses.

We have not presented any information for Franchisees which were not in operation for the full period.

As of September 30, 2024, there were a total of 1,665 franchised and company-owned Territories. A total of 123 franchisees licensed and operated 1,517 of the 1,665 Territories. We operated the remaining 148 Territories. A The Maids® territory generally consists of approximately 24,000 households, although some Territories may be larger. The information presented in this report does not distinguish between Franchisees that purchased a large number of Territories and those who did not purchase a large number of Territories.

The basis for the Franchisee information presented is weekly reports submitted to us by our Franchisees and Company Stores operating throughout the periods represented that form the basis for royalty payments. We calculated the averages and percentages presented in this Item 19 using exclusively the actual results reported to us by Franchisees and Company Stores. Of the 6,448 total weekly reports required from Franchisees, 2.5% or 162 were not received in time for the preparation of this statement and, therefore, could not be included in calculating the information presented. If we had received in time the missing weekly reports, the information presented in this statement may have increased or decreased depending on the information contained in the missing reports. We have assumed that the Franchisee's information submitted by Franchisees (and which forms in substantial part the basis for the information presented in this document) is accurate, complete and contains no material misrepresentations or omissions. The information presented is, so far as we know, based on actual experience. We have not audited or verified these reports.

The basis for the information from our Company Stores is our internal books and records. This information has not been audited and is available to you upon request.

I. STATEMENT OF AVERAGE REVENUE PER CLEAN, AVERAGE REVENUE PER CUSTOMERS AND, PERCENTAGE OF CLEAN BY SERVICE BY FRANCHISEE AND TERRITORY

The following statements are based on information reported by Franchisees that were in operation for the full 12-month period from October 1, 2023 until September 30, 2024. As of September 30, 2024 there were a total of 123 Franchisees licensed in 1,517 territories. We included information from 90 Franchisees licensed in 1,298 Territories that were in operation for the entire 12-month period ended September 30, 2024 and that submitted complete reports to us ("Reporting Franchisees"). We did not include information for 21 Franchisees in 127 territories that were not in operation for the entire 12-month period ending September 30, 2024 (including 13 Franchisees in 78 Territories that opened in 2023 and 8 Franchisees in 49 Territories that completed training prior to September 30, 2024 and opened after September 30, 2024). We also did not include information for 12 Franchisees operating in 92 territories who did not submit complete reports. During the 12-month period ended September 30, 2024, 34 franchised territories were terminated, 25 franchised territories were reacquired by us, and 15 franchised territories ceased operations for other reasons. The information for those Franchisees is not included in the following statements. The statement includes the average revenue per clean, the average annual revenue per customer and, the percentage of total cleans by service for regular maid service or special

projects.

	Average Revenue Per Clean ⁽¹⁾	Average Annual Revenue per Recurring Customer ⁽²⁾	Average Percentage of Cleans by Type of Service ⁽³⁾
Regular Maid Service	\$231.61	\$5,008.21	88.5%
Total Number of Franchisees/Territories included	90 Franchisees/ 1,298 Territories	90 Franchisees/ 1,298 Territories	90 Franchisees/ 1,298 Territories
Number of Franchisees/Territories Who Met or Exceeded Averages	39 Franchisees/ 582 Territories	43 Franchisees/ 593 Territories	52 Franchisees/ 833 Territories
Percentage (%) of Franchisees/Territories Who Met or Exceeded Average	43.3% of Franchisees/ 44.8% of Territories	47.8% of Franchisees/ 45.7% of Territories	53.5% of Franchisees/ 64.2% of Territories
Median	\$223.97	\$4,946.24	89.4%
Low	\$139.55	\$3,248.15	
High	\$389.47	\$12,546.44	
Special Project ⁽⁴⁾	\$362.56	\$362.56	11.5%
Total Number of Franchisees/Territories included	90 Franchisees/ 1,298 Territories	90 Franchisees/ 1,298 Territories	90 Franchisees/ 1,298 Territories
Number of Franchisees/Territories Who Met or Exceeded Averages	26 Franchisees/ 469 Territories	26 Franchisees/ 469 Territories	38 Franchisees/ 465 Territories
Percentage (%) of Franchisees/Territories Who Met or Exceeded Average	28.9% of Franchisees/ 36.1% of Territories	28.9% of Franchisees/ 36.1% of Territories	42.2% of Franchisees/ 35.8% of Territories
Median	\$328.42	\$328.42	10.6%
High Revenue	\$1,246.27	\$1,246.27	
Low Revenue	\$149.00	\$149.00	

1. “Average Revenue per Clean” means the average revenue received from a customer from one cleaning project (a “Clean”). It is calculated by dividing the total reported revenue by the total reported number of Cleans.
2. “Average Annual Revenue per Recurring Customer” means the total reported recurring revenue generated in one year from customers that had a service plan for more than one clean or a recurring customer. (The total amount of recurring revenue is divided by the total number of customers identified as a recurring customer.)
3. “Percentage of Cleans by Type of Service” means the percentage of total reported number of cleans derived from regular customers and Special Project customers. It is calculated by dividing the total reported number of cleans for each category by total reported number of cleans and multiplying by 100%.
4. “Special Projects” are one-time projects and are not regularly scheduled cleanings.

II. STATEMENT OF HIGH REVENUE, LOW REVENUE, AVERAGE and MEDIAN REVENUE

The following statements are based on information reported by Reporting Franchisees that were in operation for the 12-month period from October 1, 2023, until September 30, 2024. The statement includes the high revenue, low revenue, average and median revenue for the 12-month period from October 1, 2023, until September 30, 2024 for Reporting Franchisees and territories.

	High Revenue	Low Revenue	Average Revenue (Including percentage and number of franchisees that met or exceeded the average)	Median Revenue	Average Number of Regular Maid Service Customers ⁽¹⁾
Entire The Maids® System (Out of 90 Franchisees/1,298 Territories)	\$7,271,112	\$48,339	\$1,200,647 33.3% of Franchisees/66.7% of Territories (30 Franchisees/ 694 Territories)	\$857,290	212.17

1. For the 12-month period from October 1, 2023, until September 30, 2023, the average revenue per territory for the 1,298 territories was \$83,249.78.
2. “Average Number of Regular Maid Service Customers” it is calculated by taking the average revenue times 88.5% (the average percentage of cleans by regular maid service as shown in Section I above), and then dividing it by \$5,008.21 (the average regular maid service customer revenue as shown in Section 1).

III. STATEMENT OF REVENUE AND EXPENSE INFORMATION FOR COMPANY STORES

The following statements are based on unaudited information reported by Company Stores in 117 territories in 7 states that were in operation for the full 12-month period from October 1, 2022, until September 30, 2024. During the 12-month period ended September 30, 2024, 19 Company Store territories were sold to Franchisees. The information for those territories is not included in the following statements. Company Stores operate under franchise agreements with us, pay us the same ongoing fees, have the same local advertising requirements as other Franchisees, and have the same size territories as Franchisees. However, Company Stores may pay a lower percentage of Gross Revenue as a Continuing Fee than you because Company Stores’ weekly Gross Revenues allow Company Stores to pay a lower percentage of Gross Revenue as a Continuing Fee based on the Continuing Fee scale described in Item 6.

	Total Company Store Results	Average Company Store Results	Average Percentage of Revenue	Median Revenue and Net Income
REVENUE				
RMS REVENUE	\$ 8,141,131	\$ 1,017,641		
PROJECT REVENUE	919,497	114,937		
TOTAL REVENUE	\$ 9,060,628	\$ 1,132,578	100%	\$ 1,055,667
CLEANING EXPENSE				
CUSTOMER SERVICE - CLEANING / DRIVE TIME	3,517,813	439,727	38.8%	
CUSTOMER SERVICE - OTHER	169,649	21,206	1.9%	
PAYROLL TAXES - CS	348,948	43,619	3.9%	
WORKERS COMP INSURANCE - CS	173,031	21,629	1.9%	
EMPLOYEE BENEFITS - CS	273,420	34,178	3.0%	
CONTRACT SERVICES / OTHER	-	-	0.0%	
DIRECT CLEANING EXPENSE	4,482,861	560,358	49.5%	
SUPPLIES, EQUIPMENT, & UNIFORMS	125,955	15,744	1.4%	
VEHICLE - GAS / MAINT / INSURANCE	394,848	49,356	4.4%	
CUSTOMER DAMAGE	9,449	1,181	0.1%	
EMPLOYEE APPRECIATION	30,740	3,843	0.3%	
RECRUITING & HIRING	47,868	5,984	0.5%	
PAYMENT PROCESSING FEES	208,842	26,105	2.3%	
CONTINUING LICENSING FEE	480,464	60,058	5.3%	
NAT'L ADVERTISING & TECH INNOVATION FEES	152,260	19,033	1.7%	
OTHER	(12,710)	(1,589)	-0.1%	
INDIRECT CLEANING EXPENSE	1,437,039	179,630	15.9%	
CLEANING EXPENSE	5,919,900	739,988	65.3%	
CLEANING MARGIN	3,140,728	392,591	34.7%	
CUSTOMER ACQUISITION EXPENSE				
LEAD GENERATION	328,015	41,002	3.6%	
NATIONAL SALES CENTER	94,154	11,769	1.0%	
CUSTOMER APPRECIATION	32,906	4,113	0.4%	
CUSTOMER ACQUISITION EXPENSE	455,075	56,884	5.0%	
BUSINESS MANAGEMENT EXPENSE				
GENERAL MANAGEMENT	510,999	63,875	5.6%	
FIELD MANAGEMENT	-	-	0.0%	
PAYROLL TAXES / WC - MANAGEMENT	37,854	4,732	0.4%	
EMPLOYEE BENEFITS - MANAGEMENT	42,568	5,321	0.5%	
INSURANCE	117,696	14,712	1.3%	
RENT / UTILITIES / MAINTENANCE	450,492	56,312	5.0%	
VEHICLES - LEASE / DEPRECIATION	112,053	14,007	1.2%	
(GAIN) / LOSS ON VEHICLES	(10,941)	(1,368)	-0.1%	
OFFICE TECHNOLOGY / COMMUNICATIONS	70,416	8,802	0.8%	
OUTSIDE SERVICES - PROFESSIONAL	2,973	372	0.0%	
OFFICE SUPPLIES & EQUIPMENT	19,482	2,435	0.2%	
TRAVEL / MEALS / DEVELOPMENT	5,185	648	0.1%	
DEPRECIATION / AMORTIZATION	18,777	2,347	0.2%	
INTEREST EXPENSE	-	-	0.0%	
TAXES - MISC	19,852	2,482	0.2%	
BUSINESS MANAGEMENT EXPENSE	1,397,406	174,676	15.4%	
NET INCOME	\$ 1,288,247	\$ 161,031	14.2%	\$ 172,232

1. The highest annual revenue for Company Stores is \$2,576,247 and the lowest annual revenue for Company Stores is \$658,472.
2. 2 of the 7 (28.6%) Company Stores met or exceed the average annual revenue.
3. Company Stores may incur higher management salaries and related benefits than a Franchisee who is an owner-operator.

Prospective Franchisees should, before making any investment decision, research the need in their proposed area of operation for, and the ability of potential customers to pay for, services of the type offered by The Maids® Franchisees, including actual and potential competition and the socioeconomic and demographic background of their area. We strongly encourage you to research your area and speak with existing The Maids® Franchisees.

You should consult with appropriate financial, business and legal advisors to evaluate the information in this document and the accompanying charts and notes.

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

We will be glad to provide you with written substantiation of the data used to prepare the information presented in this document on 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, The Maids International, LLC, 9394 West Dodge Road, Suite 140, Omaha, NE 68114, (402) 558-5555, 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⁽¹⁾

Outlet Type	Years ended Sept. 30	Outlets at the Start of the Year	Outlets at the end of the year	Net Change
Franchised	2022	1423	1454	+31
	2023	1454	1493	+39
	2024	1493	1517	+24
Company-Owned	2022	160	152	-8
	2023	152	142	-10
	2024	142	148	+6
Total Outlets	2022	1583	1606	+23
	2023	1606	1635	+29
	2024	1635	1665	+30