

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 Franchise 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.

The following tables present historic financial performance information for our franchised locations. As indicated below, the tables in this Item 19 show results achieved during calendar year 2023 (the "Reporting Period").

No information is included in this Item 19 regarding our two company-owned locations.

We had a total of 457 Card My Yard Businesses (455 franchised locations plus 2 company-owned locations) operating as of the beginning of the Reporting Period. All franchised Card My Yard locations that were open and operating throughout all 12 months of the Reporting Period have been included in the tables below (the 16 locations who opened during the Reporting Period but were not open and operating for the entire period are excluded). Additionally, 419 of our franchised locations ceased operation during 2025, so those 4 locations were not included in this Item 19, and the 2 company-owned locations were also excluded from this Item 19.

The tables below show the Reporting Period results for the 410 franchised Card My Yard businesses that were in operation throughout the entire Reporting Period. Of note, for Tables 4 and 5, the data was not available for all of the historical period more than seven years ago for certain locations due to the third party provider's database limitations or due to reporting compliance, and that data is not available or reported and as a result the franchises that are 7+ years old represent the 20 such franchises for which data is available. None were excluded apart for those for whom the database had no information or historical data during the relevant historical period.

Card My Yard businesses that were open for less than 12 months as of December 31, 2025, have also been excluded from the tables below.

The financial information below is from the unaudited books and records of our franchisees. This information has not been independently audited. The notes that follow the tables are an integral part of the information presented in this item and provide information to help you better understand the financial information.

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

TABLE 1

2025 GROSS SALES EARNED BY FRANCHISE LOCATIONS OPEN FOR AT LEAST 12 MONTHS AS OF 12/31/2025						
Franchise Location Class Opened Date ¹	Number of Franchise Locations in Class Cohort	Average	Median	Minimum	Maximum	Number of Franchises that Attained or Exceeded Average
Franchise Locations Opened 2018 or prior (Locations that are 7+ years old)	94	\$35,317	\$30,272	\$6,771	\$102,996	39 (41%)
Franchise Locations Opened in 2019 (Locations that are 6 years old)	48	\$27,161	\$23,667	\$3,573	\$59,094	18 (38%)
Franchise Locations Opened in 2020 (Locations that are 5 years old)	139	\$21,344	\$17,916	\$939	\$80,518	55 (40%)
Franchise Locations Opened in 2021 (Locations that are 4 years old)	88	\$12,158	\$9,740	\$2,523	\$46,621	29 (33%)
Franchise Locations Opened in 2022 (Locations that are 3 years old)	29	\$15,420	\$12,941	\$5,927	\$36,341	10 (34%)
Franchise Locations Opened in 2023 (Locations that are 2 year old)	35	\$11,346	\$9,519	\$1,909	\$33,924	13 (37%)
Franchise Locations Opened in 2024 (Locations that are 1 year old)	24	\$9,298	\$8,550	\$1,024	\$42,864	12 (50%)
System (all franchise locations over 1 year old)	457	\$21,286	\$16,933	\$939	\$102,996	176 (39%)
¹ This represents all the franchise locations opened in a certain year and are grouped by age. For example, the 94 locations opened in 2018 or prior are 7+ years old. This group of locations earned average gross sales per franchise location of \$35,317 from activities in 2025.						

TABLE 2

2025 TOTAL ORDERS EARNED BY FRANCHISE LOCATIONS OPEN FOR AT LEAST 12 MONTHS AS OF 12/31/2025

Franchise Location Class Opened Date ¹	Number of Franchise Locations in Class Cohort	Average	Median	Minimum	Maximum	Number of Franchises that Attained or Exceeded Average
Franchise Locations Opened 2018 or prior (Locations that are 7+ years old)	94	274	247	53	805	39 (41%)
Franchise Locations Opened in 2019 (Locations that are 6 years old)	48	204	173	39	443	20 (42%)
Franchise Locations Opened in 2020 (Locations that are 5 years old)	139	162	137	8	578	54 (39%)
Franchise Locations Opened in 2021 (Locations that are 4 years old)	88	105	84	21	468	30 (34%)
Franchise Locations Opened in 2022 (Locations that are 3 years old)	29	137	107	39	380	8 (28%)
Franchise Locations Opened in 2023 (Locations that are 2 year old)	35	97	73	19	280	13 (37%)
Franchise Locations Opened in 2024 (Locations that are 1 year old)	24	109	101	9	529	8 (33%)
System (all franchise locations over 1 year old)	457	169	138	8	805	172 (38%)

¹This represents all the franchise locations opened in a certain year and are grouped by age. For example, the 68 locations opened in 2018 or prior are 7+ years old. This group of locations had an average of 274 orders per location in 2025.

TABLE 3

AVERAGE AND MEDIAN TICKET PRICE PER ORDER FOR FRANCHISE LOCATIONS OPEN FOR AT LEAST 12 MONTHS AS OF 12/31/2025						
	Number of Franchise Locations in Class Cohort	Average Ticket Price	Median Ticket Price	Minimum Ticket Price	Maximum Ticket Price	Number of Franchises that Attained or Exceeded Average
System (all franchise locations over 1 year old)	457	\$126.89	\$122.96	\$0.00	\$1,487.00	231 (51%)

TABLE 4

ESTIMATED GROSS PROFIT FOR FRANCHISED UNITS OPEN FOR AT LEAST 12 MONTHS AS OF 12/31/2025*							
Franchise Location Class Opened Date¹	Number of Franchise Locations Represented in First Year Gross Sales	Average First Twelve Months Gross Revenue²	Royalty Expense⁴	Minimum Inventory Purchases⁵	Average Mileage Expense⁶	Average First Year Gross Profit⁷	Average First Year Gross Profit Margin
Franchise Locations Opened 2018 or prior (Locations that are 7+ years old)	46	\$9,325	\$2,331	\$500	\$857	\$5,659	60%
Franchise Locations Opened in 2019 (Locations that are 6 years old)	48	\$32,621	\$8,155	\$500	\$734	\$23,231	71%
Franchise Locations Opened in 2020 (Locations that are 5 years old)	142	\$47,365	\$11,841	\$500	\$533	\$34,490	73%
Franchise Locations Opened in 2021	88	\$14,746	\$3,686	\$500	\$322	\$10,237	69%

(Locations that are 4 years old)							
Franchise Locations Opened in 2022 (Locations that are 3 years old)	31	\$12,081	\$3,020	\$500	\$465	\$8,096	67%
Franchise Locations Opened in 2023 (Locations that are 2 year old)	31	\$9,208	\$2,302	\$500	\$369	\$6,037	66%
Franchise Locations Opened in 2024 (Locations that are 1 year old)	24	\$7,128	\$1,782	\$500	\$322	\$4,524	63%
System (all franchise locations over 1 year old)	410	\$26,462	\$6,615	\$500	\$557	\$18,789	71%

*This section is Card My Yard's effort to demonstrate what an average first year could look like. This section is estimated using data we collect through our operations. ¹This represents all the franchise locations opened in a certain year and are grouped by age. We do not have the first twelve months gross sales records for locations opened prior to August 2017, thus those locations are excluded from this calculation. ²Average First Twelve Months Gross Revenue is the average revenue earned over their first twelve month for franchise locations in each class. For example, for Franchise Locations Opened in 2019: on average, those franchise locations earned an average of \$32,621 in their first twelve months of operations. ³Card My Yard experienced a significant positive impact on sales due to the COVID-19 pandemic. Franchise locations that opened in 2019 and 2020 experienced that impact within the first twelve months of their operations. We do not believe this level of sales is typical or representative of the average location in their first twelve months due to the impact of the COVID-19 pandemic. ⁴The stated royalty is 25%. ⁵Card My Yard requires locations to spend a minimum of \$500 per year refreshing and updating sign inventory. ⁶Card My Yard calculates mileage for each order to apply a delivery fee if necessary. This column represents the average total miles by age class for the year multiplied by the 2025 IRS mileage rate of \$0.70 per mile. ⁷Gross Profit is calculated as Gross Revenue less the sum of Royalty Expense, Minimum Inventory Purchases and Average Mileage Expense. ⁸Gross Profit Margin is calculated as the Average First Year Gross Profit divided by Average First Year Gross Revenue.

Table 4 Medians:

	Median First Twelve Months Gross Revenue	Median Royalty Expense	Median Mileage Expense	Median First Year Gross Profit	Median First Year Gross Profit
Franchise Locations Opened 2018 or prior (Locations that are 7+ years old)	\$7,250	\$1,813	\$805	\$4,633	64%
Franchise Locations Opened in 2019 (Locations that are 6 years old)	\$31,155	\$7,789	\$616	\$22,750	73%
Franchise Locations Opened in 2020 (Locations that are 5 years old)	\$37,942	\$9,486	\$431	\$28,025	74%
Franchise Locations Opened in 2021 (Locations that are 4 years old)	\$12,168	\$3,042	\$235	\$8,891	73%
Franchise Locations Opened in 2022 (Locations that are 3 years old)	\$11,084	\$2,771	\$429	\$7,884	71%
Franchise Locations Opened in 2023 (Locations that are 2 year old)	\$6,853	\$1,713	\$273	\$4,867	71%
Franchise Locations Opened in 2024 (Locations that are 1 year old)	\$6,797	\$1,699	\$307	\$4,790	70%
System (all franchise locations over 1 year old)	\$17,169	\$4,292	\$475	\$12,402	72%

Table 5

Returning Customers as % of Total Referrals	
2025	54.60%
2024	53.30%
2023	50.50%
2022	43.60%

Additional Notes:

1. Gross Sales and High/Low Totals. “Gross Sales”, as used in this Item 19, means the total selling price of all services and products and all income of every other kind and nature related to the Card My Yard business, whether for cash or credit and regardless of collection in the case of credit.

2. Operating History. Each of the Card My Yard locations included in the tables above has an established operation history (at least 12 months), and our company-owned locations have been open for more than 4 years.

3. Operating Expenses. The figures shown in the tables above represent gross sales and gross profits, but those figures do not include all operating expenses. You will have many expenses, such as wages, costs of goods sold, vehicle maintenance costs, insurance, local marketing expenses, marketing fees, utilities and various other expenses that are not accounted for in the tables above. Such operating expenses must be deducted from the gross sales and gross profit 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 Card My Yard business.

Written substantiation of the data used in preparing this financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representations, 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 Joshua Arnold at 761 W. 1200 N., Suite 300, Springville, Utah 78734 or (512) 943-2693, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

Table 1		System-Wide Outlet Summary 2023-2025						
Column 1	Column 2	Column 3	Column 4	Column 5				
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the end of the Year	Net Changes				
Franchised	2023	508	530	+22				
	2024	530	543	+13				
	2025	543	490	-53				
Company Owned	2023	2	2	0				
	2024	2	2	0				
	2025	2	2	0				
Total Outlets	2023	510	532	+22				
	2024	532	545	+13				
	2025	545	492	-53				
Table No 2	Transfers of Outlets	From owner to owner						