

r. Non-competition covenants after the franchise is terminated or expires	8.16, 12.1	Subject to state law, you may not engage in any competing business for 2 years within the former territory or within 25 miles of any other TWO MAIDS® territory. You must totally de-identify when your franchise rights have ended.
s. Modification of the agreement	14.3	No modifications generally, but Manuals and specifications are subject to change.

Provision	Section in Franchise Agreement	Summary
t. Integration/merger clause	14.2	Only the terms of this franchise disclosure document, the franchise agreement and Manual are binding (subject to state law). Any representations or promises made outside the disclosure document and franchise agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	11.1 – 11.5	Except for certain claims, and subject to state law, all disputes must be arbitrated or mediated in Jefferson County, Alabama.
v. Choice of forum	11.4, 11.6	Subject to applicable state law, claims for equitable or injunctive relief must be conducted in Jefferson County, Alabama.
w. Choice of law	14.1	Federal law applies to arbitration and trademark issues. The law of your state applies to amendment of your franchise agreement, the maximum rate of interest that can be charged, and post-termination non-competition issues. Except as required by applicable law, Alabama law applies to all other issues.

ITEM 18. PUBLIC FIGURES

We do not use any public figure to promote our 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 this 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 term Gross Revenue in each of the charts below is defined as follows: "Gross Revenues" means the aggregate of all billings whether collected or not, including cash sales and sales on account, monies billed for residential house cleaning services whether performed by franchisee or subcontracted, monies billed in connection with trade or barter agreements, or monies billed for any other cleaning and/or maintenance of any structure, interior or exterior, including without

limitation, all proceeds from any business interruption insurance, but excluding (a) all refunds made in good faith, (b) any sales and equivalent taxes that are collected by franchisee for or on behalf of and paid to any governmental taxing authority, and any rebate received by franchisee from a manufacturer or supplier. The Gross Revenues in the below charts is unaudited.

There were 184 franchised locations as of December 31, 2025. Charts 1 through 5 and 6 through 10 are arranged in Quintiles setting out all 94 franchised locations open two or more years as of December 31, 2025, displaying the low, average, median and high Gross Revenue in each Quintile along with Direct Labor, Cleaning Materials, Total Cost of Sales and Gross Margin. Chart 11 sets out the 10 franchised locations open at least 12 months but less than 2 years. The charts exclude 58 locations that were not open for at least one year as of December 31, 2025 and 2 that did not report data. Chart 12 sets out the results of 24 multi-unit franchisees operating a total of 65 territories. The results of these multi-unit franchisees are also included in charts 1 through 10. Twenty locations are assigned to other territories for reporting purposes. These locations are for smaller territories that are adjacent to full-size territories and which are treated as part of the full-size territories for reporting purposes.

The category “Direct Labor” includes wages (net of payroll taxes) paid to employees that can be directly attributed to the services we provide. The category “Cleaning Materials” includes all expenses for cleaning supplies and equipment. The Category “Total Cost of Sales” is calculated by adding “Direct Labor” and “Cleaning Materials” together. The category, “Gross Margin”, is the company’s Revenues (“Sales”) less its Total Cost of Sales. The category (Web) Leads Per Month equals the low, average, median and high number of leads received in each quadrant. The Lead Conversion Percentage (%) is the percentage of Web Leads, which were converted into an actual sale. The category Recurring Customer Percentage (%) is the percentage of Gross Revenues generated by recurring customers. The Average Price - Recurring equals the average ticket price for those recurring customers. The “Average Price – Single” equals the average ticket price of a one- time customer and the “Average Price–All” includes the average ticket price of both recurring and single customers.

Chart 1 Quintile One contains the territories with the 19 highest Gross Revenue numbers, Chart 2 Quintile Two contains the territories with the next 19 highest Gross Revenue numbers, Chart 3 Quintile Three the territories with the next 19 highest Gross Revenue numbers, Chart 4 Quintile Four the territories with the next 19 highest Gross Revenue numbers, and Chart 5 Quintile Five the territories with the 18 lowest Gross Revenue numbers. Chart 6 Quintile One contains the territories with the 19 highest number of households, Chart 7 Quintile Two contains the territories with the next 19 highest number of households, Chart 8 Quintile Three the territories with the next 19 highest number of households, Chart 9 Quintile Four the territories with the next 19 highest number of households, and Chart 10 Quintile Five the territories with the 18 lowest number of households.

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Chart 1
2025 Locations Open 2 Years or More
Quintile One
(Top 19 Territories by Gross Revenues)

2025 1st Quintile				
Description	Low	Average	Median	High
Gross Revenues ¹	\$737,305	\$1,085,621	\$935,441	\$1,831,970
Direct Labor	\$299,201	\$508,133	\$460,392	\$873,850
Cleaning Materials	\$17,616	\$19,755	\$12,514	\$59,126
Total Cost Of Sales	\$316,817	\$527,888	\$472,906	\$932,976
Gross Margin \$	\$420,488	\$557,733	\$462,535	\$898,995
Gross Margin %	57%	51%	49%	49%
Web Leads Per Month	218	209	249	454
Lead Conversion %	11%	14%	12%	14%
Recurring Customer %	82%	82%	80%	83%
Avg Price - Recurring	\$166	\$187	\$220	\$184
Avg Price - Single	\$313	\$336	\$363	\$339
Avg Price - All	\$191	\$210	\$250	\$207

Note 1: Chart reflects top 19 of 94 territories (first quintile) by Gross Revenues.

Of the 19 territories represented, 7 or 37% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues.

Chart 2
2025 Locations Open 2 Years or More
Quintile Two
(Next 19 Territories by Gross Revenues)

2025 2nd Quintile				
Description	Low	Average	Median	High
Gross Revenues ²	\$518,492	\$594,532	\$593,398	\$728,717
Direct Labor	\$206,877	\$254,990	\$281,580	\$337,707
Cleaning Materials	\$11,437	\$22,471	\$3,677	\$18,631
Total Cost of Sales	\$218,313	\$277,460	\$285,258	\$356,338
Gross Margin \$	\$300,178	\$317,072	\$308,141	\$372,379
Gross Margin %	58%	53%	52%	51%
Web Leads Per Month	84	147	129	190
Lead Conversion %	11%	13%	12%	14%
Recurring Customer %	93%	83%	89%	86%
Avg Price - Recurring	\$196	\$173	\$178	\$179
Avg Price - Single	\$341	\$318	\$384	\$317
Avg Price - All	\$202	\$193	\$191	\$196

Note 2: Chart reflects second top 19 of 94 territories (second quintile) by Gross Revenues.

Of the 19 territories represented, 9 or 47% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues.

Chart 3
2025 Locations Open 2 Years or More
Quintile Three
(Next 19 Territories by Gross Revenues)

2025 3rd Quintile				
Description	Low	Average	Median	High
Gross Revenues ³	\$385,818	\$457,030	\$475,728	\$514,057
Direct Labor	\$160,488	\$207,517	\$247,155	\$241,607
Cleaning Materials	\$17,931	\$13,202	\$6,640	\$10,795
Total Cost of Sales	\$178,419	\$220,718	\$253,795	\$252,402
Gross Margin \$	\$207,398	\$236,312	\$221,933	\$261,655
Gross Margin %	54%	52%	47%	51%
Web Leads Per Month	74	146	114	150
Lead Conversion %	24%	13%	17%	17%
Recurring Customer %	82%	81%	76%	78%
Avg Price - Recurring	\$154	\$176	\$189	\$174
Avg Price - Single	\$278	\$309	\$288	\$240
Avg Price - All	\$171	\$197	\$211	\$192

Note 3: Chart reflects third top 19 of 94 territories (third quintile) by Gross Revenues.

Of the 19 territories represented, 10 or 53% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues.

Chart 4
2025 Locations Open 2 Years or More
Quintile Four
(Next 19 Territories by Gross Revenues)

2025 4th Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁴	\$288,938	\$333,154	\$338,347	\$384,240
Direct Labor	\$111,165	\$150,839	\$166,295	\$170,526
Cleaning Materials	\$17,812	\$6,825	\$2,988	\$3,374
Total Cost of Sales	\$128,977	\$157,664	\$169,283	\$173,900
Gross Margin \$	\$159,961	\$175,490	\$169,064	\$210,340
Gross Margin %	55%	53%	50%	55%
Web Leads Per Month	215	138	120	176
Lead Conversion %	9%	13%	14%	15%
Recurring Customer %	70%	77%	81%	66%
Avg Price - Recurring	\$179	\$175	\$183	\$188
Avg Price - Single	\$354	\$321	\$352	\$347
Avg Price - All	\$220	\$202	\$208	\$223

Note 4: Chart reflects second bottom 19 of 94 territories (fourth quintile) by Gross Revenues.

Of the 19 territories represented, 10 or 53%% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues.

Chart 5
2025 Locations Open 2 Years or More
Quintile Five
(Lowest 18 Territories by Gross Revenues)

2025 5th Quintile				
Description	Low	Average	Median	High
Gross Revenues⁵	\$36,919	\$229,897	\$251,909	\$282,332
Direct Labor	\$17,352	\$107,487	\$112,716	\$121,967
Cleaning Materials	\$775	\$3,785	\$3,742	\$7,341
Total Cost of Sales	\$18,127	\$111,272	\$116,459	\$129,308
Gross Margin \$	\$18,792	\$118,625	\$135,451	\$153,024
Gross Margin %	51%	52%	54%	54%
Web Leads Per Month	20	105	92	119
Lead Conversion %	10%	11%	8%	10%
Recurring Customer %	76%	78%	87%	81%
Avg Price - Recurring	\$191	\$173	\$184	\$162
Avg Price - Single	\$212	\$312	\$308	\$321
Avg Price - All	\$197	\$198	\$202	\$186

Note 5: Chart reflects bottom 18 of 94 territories (approximately the fifth quintile) by Gross Revenues.

Of the 18 territories represented, 13 or 72% attained or surpassed the average gross revenues and 9 or 50% attained or surpassed the median gross revenues.

Chart 6
2025 Locations Open 2 Years or More
Quintile One
(Top 19 Territories by Number of Households)

2025 1st Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁶	\$150,042	\$584,302	\$534,248	\$1,230,192
Direct Labor	\$63,018	\$265,229	\$220,610	\$545,367
Cleaning Materials	\$2,701	\$12,104	\$8,432	\$20,553
Total Cost Of Sales	\$65,719	\$277,332	\$229,041	\$565,920
Gross Margin \$	\$84,323	\$306,970	\$305,207	\$664,272
Gross Margin %	56%	53%	57%	54%
Web Leads Per Month	115	173	213	201
Lead Conversion %	7%	11%	14%	8%
Recurring Customer %	95%	82%	80%	93%
Avg Price – Recurring	\$151	\$171	\$164	\$215
Avg Price – Single	\$234	\$309	\$290	\$410
Avg Price – All	\$153	\$192	\$185	\$227

Note 6: Chart reflects top 19 of 94 territories (first quintile) by households.

Of the 19 territories represented, 8 or 42% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues. Households range from 951,543 to 281,301. The high of \$1,230,192 was from a territory with 520,127 households, the low of \$150,042 was from a territory with 295,618 households, the median of \$534,248 was from territories with an average of 595,720 households and the average of \$584,302 was from territories with an average of 466,337 households.

Chart 7
2025 Locations Open 2 Years or More
Quintile Two
(Next 19 Territories by Number of Households)

2025 2nd Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁷	\$253,414	\$635,447	\$569,804	\$1,438,272
Direct Labor	\$124,998	\$286,136	\$229,368	\$624,034
Cleaning Materials	\$3,990	\$20,791	\$23,286	\$8,853
Total Cost of Sales	\$128,988	\$306,927	\$252,654	\$632,888
Gross Margin \$	\$124,426	\$328,520	\$317,150	\$805,385
Gross Margin %	49%	52%	56%	56%
Web Leads Per Month	112	158	135	307
Lead Conversion %	11%	13%	11%	10%
Recurring Customer %	84%	82%	85%	84%
Avg Price – Recurring	\$190	\$179	\$172	\$226
Avg Price - Single	\$345	\$330	\$307	\$393
Avg Price - All	\$216	\$200	\$189	\$255

Note 7: Chart reflects second 19 of 94 territories (second quintile) by households.

Of the 19 territories represented, 7 or 37% attained or surpassed the average gross revenues and 10 or 53% attained or surpassed the median gross revenues. Households range from 280,748 to 201,783. The high of \$1,438,272 was from a territory with 241,925 households, the low of \$253,414 was from a territory with 224,780 households, the median of \$569,804 was from territories with an average of 241,498 households and the average of \$635,447 was from territories with an average of 235,287 households.