

Provision	Section in franchise or other agreement	Summary
w. Choice of law	Paragraph 25 of Franchise Agreement; Paragraph 9.4 of Security Agreement; Paragraph 21 of Development Agreement	North Carolina law applies (subject to state law).

¹ If, upon your transfer of the Center, you agree to finance all or a portion of the purchase price, we will require you to sign the Tri Party Agreement (Exhibit M), which requires you to defer loan payments for a period of 90 days if your purchaser is in monetary default to us under its franchise agreement.

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 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.

A. Gross Receipts and Key Performance Indicators

Part A of this financial performance representation includes the historical average and historical median gross receipts and certain key performance indicators for 317 franchised Maaco Centers that operated from December 31, 2023 through December 28, 2024 (the “2024 Fiscal Year”) and that met the following criteria: (i) the Maaco Center had operated for at least 2 full years as of the end of the 2024 Fiscal Year; (ii) the Maaco Center operated as a full production (as opposed to satellite) location; and (iii) the Maaco Center reported gross receipts and KPI data to us for the full 2024 Fiscal Year. As of the end of the 2024 Fiscal Year, there were a total of 363 Maaco Centers in operation. However, we excluded the performance of: (a) 11 Maaco Centers because they had not been open and operating for at least 2 full years as of the end of the 2024 Fiscal Year; (b) 33 Maaco Centers that failed to submit weekly gross receipts reports for the entire 2024 Fiscal Year; and (c) 2 Maaco Centers that operated as satellite locations and therefore do not use the prototypical business format and operating procedures for a Maaco Center that form the basis of the franchise opportunity that we offer in this disclosure document. Also excluded are 19 Maaco Centers that closed during the 2024 Fiscal Year, none of which operated for less than 12 months. “Gross receipts” means the amount of all cash collected, or other

consideration received, for all sales of merchandise and services of any nature at, from or in connection with the Maaco Center, and the dollar amount of sales attributable to work completed by the franchisee but not paid for by the customer for 90 days after such work was completed, including sublet labor and new and used replacement parts, less sales or equivalent taxes.

We separated the 317 Maaco Centers into the top performing 50% and bottom performing 50% based on average gross receipts, with the top performing 50% reflecting the results of those Maaco Centers with the highest average gross receipts for the 2024 Fiscal Year, and the bottom performing 50% reflecting the results of those Maaco Centers with the lowest average gross receipts for the 2024 Fiscal Year. The Maaco Centers in this financial performance representation operate throughout the United States in both urban and suburban areas and have operated for an average of 25.9 years.

	Top 50%	Bottom 50%	Median for	Average for	# / % Met / Exceeded Average
			All Maaco Centers	All Maaco Centers	
# Maaco Centers	159	158	317	317	
Gross Receipts	\$2,226,532	\$1,001,411	\$1,348,304	\$1,615,904	110 / 35%
Trade %	44%	27%	31%	36%	125 / 39%
Conversion %	54%	53%	52%	53%	147 / 46%
Retention %	52%	48%	49%	50%	142 / 45%
Estimates	1,205	997	1,084	1,102	153 / 48%
Retail Cars	577	450	500	514	151 / 48%
Total Cars	1,063	672	769	869	124 / 39%

	Top 50%	Bottom 50%
Lowest Gross Receipts	\$1,348,304	\$445,821
Highest Gross Receipts	\$10,463,135	\$1,342,652
Median Gross Receipts	\$1,762,542	\$1,044,398
# Met / Exceeded Average	53	89
% Met / Exceeded Average	33%	56%

There were 5 Maaco Centers that were open for at least 1 full year and less than 2 full years as of the end of the 2024 Fiscal Year. These 5 Maaco Centers had average gross receipts of \$841,818, median gross receipts of \$727,984, lowest gross receipts of \$528,834, and highest gross receipts of \$1,375,124 for the 2024 Fiscal Year. Of these 5 Maaco Centers, 2 Maaco Centers (or 40%) met or exceeded the average gross receipts of these 5 Maaco Centers.

Footnotes to this Financial Performance Representation:

1. “Trade %” means the percentage of vehicles serviced by the Maaco Centers resulting from national fleet accounts, as well as local trade business.

2. “Conversion %” means the number of estimates written by the Maaco Centers divided by the number of total leads received (excluding leads we received from our Online Estimating Tool – OET). A lead is any inquiry about services provided by a Maaco Center, whether through a phone call, website, or walk-in customer. We track this metric to determine a Maaco Center’s eligible level of certification.
3. “Retention %” means the number of customers retained by the Maaco Centers divided by the number of estimates written. This KPI measures the conversion of estimates written to actual buying customers.
4. “Estimates” means the overall number of estimates written by the Maaco Centers.
5. “Retail Cars” means the total number of vehicles serviced by the Maaco Centers that were owned by individuals or families used for personal transportation, leisure and/or commuting. Generally, these vehicles are not utilized for commercial use.
6. “Total Cars” means the total number of vehicles serviced by the Maaco Centers.

B. New Maaco Center Gross Receipts Ramp

Part B of this financial performance representation reflects the historical average and historical median gross receipts ramps for 14 Maaco Centers operated by franchisees that developed and opened their Maaco Centers during the 3-year period from December 27, 2020 through December 30, 2023. We included the results of all new Maaco Centers that were developed and opened during this period. We did not include the results of any Maaco Centers that opened during the 2024 Fiscal Year because they had not operated for 1 full year by December 28, 2024. We also did not include the results of 2 Maaco Centers identified as “opened” during the 2022 Fiscal Year (defined below) in Table No. 3, Column 4 in Item 20. Those Maaco Centers were existing Maaco Centers that were originally developed and opened prior to December 27, 2020 and were closed before being repurchased and operated by new franchisees.

We separated the gross receipts ramp results of the 14 Maaco Centers included in Part B of this financial performance representation by the fiscal year in which they opened for business as a Maaco Center within the MAACO franchise network. In the charts below: (a) “FY 2021 Openings” include the gross receipts ramp for the first 3 years of operation for those Maaco Centers that opened between December 27, 2020 through December 25, 2021 (the “2021 Fiscal Year”); (b) “FY 2022 Openings” include the gross receipts ramp for the first 2 years of operation for those Maaco Centers that opened between December 26, 2021 through December 31, 2022 (the “2022 Fiscal Year”); and (c) “FY 2023 Openings” include the gross receipts ramp for the first year of operation for those Maaco Centers that opened between January 1, 2023 through December 30, 2023.