

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) 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.

DEFINITIONS

- (a) Average – means the sum of all data points in a set, divided by the number of data points in that set.
- (b) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.
- (c) Company Owned Outlet – means an Outlet owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document. A Company Owned Outlet also includes any Outlet that is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document, or that is managed by us our affiliate or any person identified in Item 2.
- (d) Direct Cost of Goods Sold – means the direct non-managerial and non-administrative cost of goods sold by an Outlet in directly providing the Approved Services and Products, comprised of the cost of materials. Direct Cost of Goods Sold does not include Direct Labor Cost, managerial labor and expenses, administrative labor and expenses, Service Vehicle Cost, marketing expenses, insurance expenses, operating expenses, general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (e) Direct Gross Profit – means Gross Sales less Direct Cost of Goods Sold, Direct Labor Cost, and Service Vehicle Cost. Direct Gross Profit is not net profit or income and, except as to Direct Cost of Goods Sold, Direct Labor Cost, and Service Vehicle Cost, does not include the deduction of all other expenses incurred by a Deer Solution Business including, but not limited to, managerial labor and expenses, administrative labor and expenses, marketing expenses, insurance expenses, operating expenses, general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (f) Direct Labor Cost – means the direct non-owner labor expenses incurred in the operations of the Outlet and for employees that directly perform or provide services resulting in Gross Sales and includes wages, payroll taxes, workers' compensation, and paid employee benefits, if any. Direct Labor Cost does not include compensation related to administrative labor or management labor and does not include labor cost related to providing estimates and the sales process.
- (g) Disclosed Expenses – means the following select expenses: marketing expenses, insurance, credit card processing, rent, supplies, professional services, and utilities and internet.
- (h) Franchise Outlet – refers to a Deer Solution Business operated under a Franchise Agreement that is not a Company Owned Outlet.
- (i) Franchise Related Expenses – means the following select fees currently required under the Franchise

Agreements: Royalty Fees, Brand Development Fund Fees, Technology Fees, Sales and Support Center Fees, and local marketing expenditures. Franchise Related Expenses do not include all fee and payment obligations required under a Franchise Agreement.

- (j) Gross Sales – means the total revenue derived by each Deer Solution Business less sales tax, discounts, allowances and returns.
- (k) Median – means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two.
- (l) New Account – refers to an account which was acquired during the 2025 Calendar Year.
- (m) New Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet, see definition below. If this Franchise Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2025 Calendar Year.
- (n) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation on or prior to the commencement of the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2024, as to the 2024 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet, see definition above, and not as an Operational Franchise Outlet. If this Franchise Outlet remained in operation throughout the 2025 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2025 Calendar Year.
- (o) Outlet – refers to a Deer Solution Business that is either a Company Owned Outlet or a Franchise Outlet, as the context requires.
- (p) Renewed Account – refers to an account which was serviced prior to the 2025 Calendar Year and continued to be serviced during the 2025 Calendar Year.
- (q) Service Vehicle Cost – means the cost incurred by an Outlet for finance or lease installment payments, if any, for the service vehicles used by the Outlet in providing the Approved Services and Products. Service Vehicle Cost also includes fuel expenses, service vehicle maintenance, and service vehicle insurance. Service Vehicle Cost does not include the purchase price of a service vehicle or the prior acquisition cost or depreciation cost of a service vehicle if it is owned by an Outlet and is not subject to lease finance charges or installment payments during the Calendar Year period for which financial information is provided in this Item 19.
- (r) Service Visit – means an on-site visit at a customer location where the Approved Services and Products are provided from a Service Vehicle at a customer home. Service Visits do not include visits to prepare and provide estimates for the Approved Services and Products.
- (s) Targeted Household – means a single-family dwelling that is occupied by individuals or families that have an annual household income of at least \$125,000.
- (t) Total Accounts – means the sum of New Accounts and Renewed Accounts.

BASES AND ASSUMPTIONS

The financial information was not prepared on a basis consistent with generally accepted accounting principles. Data for our Company Owned Outlets is based on information reported to us by our affiliate and data for our Operational Franchise Outlets is based on information reported to us by our franchisees. The information in this analysis has not been audited, is based on historical financial data, and is not a forecast or projection of future financial performance.

ANALYSIS OF RESULTS OF COMPANY OWNED OUTLETS

During the 2025 Calendar Year we had three Company Owned Outlets, all of which were Operational Company Owned Outlets.

The North New Jersey Company Owned Outlet has an office based in Fairfield, New Jersey. The North New Jersey Company Owned Outlet commenced operations in June 1981 and operates within an Operating Territory that, in total, includes approximately 423,743 Targeted Households, which is the equivalent of 10 Territories.

The New Hope Pennsylvania Company Owned Outlet operates from a home-based administrative office based in Oxford, New Jersey. The New Hope Pennsylvania Company Owned Outlet commenced operations in August 2024 and operates within an Operating Territory that, in total, includes approximately 127,526 Targeted Households, which is the equivalent of 3 Territories. The New Hope Pennsylvania Company Owned Outlet's Operating Territory, including all 3 Territories, is located in Pennsylvania.

The Long Island Company Owned Outlet commenced operations in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024. The Long Island Company Owned Outlet operates within an Operating Territory that, in total, includes approximately 247,591 Targeted Households, which is the equivalent of 6 Territories. Following its reacquisition in December 2024, the Long Island Company Owned Outlet has not been operated as a standalone, independent business representative of the Franchised Business. The Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory, and its operations are administered and supported by the North New Jersey Company Owned Outlet, which is located outside of the Long Island Operating Territory. As a result, the Long Island Company Owned Outlet's operating cost structure does not reflect the costs that an independently operating franchisee would be required to incur in operating the Franchised Business within an equivalent Operating Territory. Because the Long Island Company Owned Outlet's business operations are not representative of or consistent with how a franchisee would be required to independently operate the Franchised Business within an equivalent Operating Territory, the financial data for the Long Island Company Owned Outlet is disclosed below with important limitations and qualifications noted in Table 3 which you should carefully review.

Material financial and operational characteristics that are reasonably anticipated to differ from future operational franchise outlets include: (a) managerial skill and efficiency experienced by our Company Owned Outlets as a result of our extensively experienced management team; (b) brand recognition within the local markets in which our Company Owned Outlets operate; and (c) no obligation to pay ongoing fees that a franchisee will pay to us, such as Royalty Fees and Brand Development Fund Fees.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Operational Company Owned Outlets		
Outlet	Territory	Territory Description
North New Jersey Outlet	North New Jersey 1	We began operations in the North New Jersey 1 Territory in June 1981. This Territory is comprised of approximately 42,100 Targeted Households and qualifies as one Territory.
	North New Jersey 2	We began operations in the North New Jersey 2 Territory in June 1981. This Territory is comprised of approximately 43,136 Targeted Households and qualifies as one Territory.
	North New Jersey 3	We began operations in the North New Jersey 3 Territory in June 1981. This Territory is comprised of approximately 43,671 Targeted Households and qualifies as one Territory.
	North New Jersey 4	We began operations in the North New Jersey 4 Territory in June 1981. This Territory is comprised of approximately 45,176 Targeted Households and qualifies as one Territory.
	North New Jersey 5	We began operations in the North New Jersey 5 Territory in June 1981. This Territory is comprised of approximately 44,501 Targeted Households and qualifies as one Territory.
	North New Jersey 6	We began operations in the North New Jersey 6 Territory in June 1981. This Territory is comprised of approximately 40,862 Targeted Households and qualifies as one Territory.
	North New Jersey 7	We began operations in the North New Jersey 7 Territory in June 1981. This Territory is comprised of approximately 44,372 Targeted Households and qualifies as one Territory.
	North New Jersey 8	We began operations in the North New Jersey 8 Territory in June 1981. This Territory is comprised of approximately 40,381 Targeted Households and qualifies as one Territory.
	North New Jersey 9	We began operations in the North New Jersey 9 Territory in June 1981. This Territory is comprised of approximately 39,170 Targeted Households and qualifies as one Territory.
	North New Jersey 10	We began operations in the North New Jersey 10 Territory in June 1981. This Territory is comprised of approximately 40,374 Targeted Households and qualifies as one Territory.
New Hope Pennsylvania Outlet	New Hope Pennsylvania 1	We began operations in the New Hope Pennsylvania Territory 1 in August 2024. This Territory is comprised of approximately 46,864 Targeted Households and qualifies as one Territory.
	New Hope Pennsylvania 2	We began operations in the New Hope Pennsylvania Territory 2 in August 2024. This Territory is comprised of approximately 40,790 Targeted Households and qualifies as one Territory.
	New Hope Pennsylvania 3	We began operations in the New Hope Pennsylvania Territory 3 in August 2024. This Territory is comprised of approximately 39,872 Targeted Households and qualifies as one Territory.
Long Island Outlet	Long Island 1	This Outlet began operations in the Long Island Territory 1 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and now operates as a Company Owned Outlet. This Territory is comprised of approximately 39,712 Targeted Households and qualifies as one Territory.
	Long Island 2	This Outlet began operations in the Long Island Territory 2 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and now operates as a Company Owned Outlet. This Territory is comprised of approximately 39,669 Targeted Households and qualifies as one Territory.

	Long Island 3	This Outlet began operations in the Long Island Territory 3 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and now operates as a Company Owned Outlet. This Territory is comprised of approximately 41,187 Targeted Households and qualifies as one Territory.
	Long Island 4	This Outlet began operations in the Long Island Territory 4 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and now operates as a Company Owned Outlet. This Territory is comprised of approximately 41,895 Targeted Households and qualifies as one Territory.
	Long Island 5	This Outlet began operations in the Long Island Territory 5 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and now operates as a Company Owned Outlet. This Territory is comprised of approximately 43,278 Targeted Households and qualifies as one Territory.
	Long Island 6	This Outlet began operations in the Long Island Territory 6 in May 2022 as a Franchise Outlet and was reacquired by our affiliate in December 2024 and operates as a Company Owned Outlet. This Territory is comprised of approximately 41,850 Targeted Households and qualifies as one Territory.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Table 1

Company Owned Outlet: North New Jersey Gross Sales and Disclosed Expenses Data for 2025 Calendar Year		
	Total	% ¹
Gross Sales	\$3,125,508	100.0%
Less:		
Direct Cost of Goods Sold	(\$277,367)	8.9%
Direct Labor Cost	(\$734,611)	23.5%
Service Vehicle Cost	(\$239,145)	7.7%
Direct Gross Profit	\$1,874,386	60.0%
Less: Disclosed Expenses		
Marketing Expenses	(\$113,129)	3.6%
Professional Referral Fees	(\$91,424)	2.9%
Insurance	(\$51,408)	1.6%
Credit Card Processing	(\$80,171)	2.6%
Rent	(\$39,711)	1.3%
Supplies	(\$15,845)	0.5%
Professional Services	(\$5,849)	0.2%
Utilities and Internet	(\$16,151)	0.5%
Direct Gross Profit Less Disclosed Expenses	\$1,460,696	46.7%
Less: Adjustments for Franchise Related Expenses		
Royalty Fee ²	(\$250,041)	8.0%
Brand Development Fund Fee ³	(\$62,510)	2.0%
Technology Fee ⁴	(\$260)	0.0%
Sales and Support Center Fee ⁵	(\$203,158)	6.5%
Local Marketing ⁶	N/A	0.0%
Direct Gross Profit Less Disclosed Expenses and Select Franchise Related Expenses	\$944,727	30.2%
<u>Notes to Table:</u>		
¹ “%” represents the percentage of Gross Sales. ² The Royalty Fee is equal to 8% of Gross Sales. ³ The Brand Development Fund Fee is currently 2% of Gross Sales but may be increased to up to 3% of Gross Sales. ⁴ The Technology Fee is currently \$5 per week but may be increased to up to \$50 per week. ⁵ The Sales and Support Center Fee is equal to 6.5% of Gross Sales but may be increased to up to 8.5% of Gross Sales. ⁶ On an on-going annual basis, you must spend not less than \$10,000 per Territory per year on the local marketing of your Deer Solution Business. The marketing expense included in the Disclosed Expenses exceeds the local marketing efforts required and therefore we do not include an adjustment.		

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Table 2

Company Owned Outlet: New Hope Pennsylvania Gross Sales and Disclosed Expenses Data for 2025 Calendar Year		
	Total	% ¹
Gross Sales	\$231,257	100.0%
Less:		
Direct Cost of Goods Sold	(\$14,118)	6.1%
Direct Labor Cost ²	\$0	0.0%
Service Vehicle Cost	(\$24,108)	10.4%
Direct Gross Profit	\$193,031	83.5%
Less: Disclosed Expenses		
Marketing Expenses	(\$40,605)	17.6%
Professional Referral Fees	(\$2,287)	1.0%
Insurance	(\$3,390)	1.5%
Credit Card Processing	(\$6,356)	2.7%
Rent ³	\$0	0.0%
Supplies	(\$6,453)	2.8%
Professional Services	(\$169)	0.1%
Utilities and Internet	(\$4,503)	1.9%
Direct Gross Profit Less Disclosed Expenses	\$129,268	55.9%
Less: Adjustments for Franchise Related Expenses		
Royalty Fee ⁴	(\$18,501)	8.0%
Brand Development Fund Fee ⁵	(\$4,625)	2.0%
Technology Fee ⁶	(\$260)	0.1%
Sales and Support Center Fee ⁷	(\$15,032)	6.5%
Local Marketing ⁸	N/A	0.0%
Direct Gross Profit Less Disclosed Expenses and Select Franchise Related Expenses	\$90,851	39.3%

Notes to Table:

¹ “%” represents the percentage of Gross Sales.

² During the 2025 Calendar Year, the owners of the New Hope Pennsylvania Company Owned Outlet personally performed all direct field service work; accordingly, no non-owner Direct Labor Cost was incurred during the respective Calendar Year. A franchisee operating the Franchised Business will incur Direct Labor Cost for non-owner field service employees to the extent the franchisee engages employees to directly perform or provide services resulting in Gross Sales.

³ The owner of the New Hope Pennsylvania Company Owned Outlet administratively manages and operates the Franchised Business from a home-based administrative office. Accordingly, no commercial lease rent expenses was incurred during the 2025 Calendar Year and none is disclosed above. Franchisees who elect to operate their Deer Solution Business from a non-home-based commercial administrative office location will incur rent expense that is not reflected in this Table 2.

⁴ The Royalty Fee is equal to 8% of Gross Sales.

⁵ The Brand Development Fund Fee is currently 2% of Gross Sales but may be increased to up to 3% of Gross Sales.

⁶ The Technology Fee is currently \$5 per week but may be increased to up to \$50 per week.

⁷ The Sales and Support Center Fee is equal to 6.5% of Gross Sales but may be increased to up to 8.5% of Gross Sales.

⁸ On an on-going annual basis, you must spend not less than \$10,000 per Territory per year on the local marketing of your Deer Solution Business. The marketing expense included in the Disclosed Expenses exceeds the local marketing efforts required and therefore we do not include an adjustment.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Table 3

Company Owned Outlet: Long Island*		
Gross Sales and Disclosed Expenses Data for 2025 Calendar Year		
	Total	% ¹
Gross Sales	\$215,644	100.0%
Less:		
Direct Cost of Goods Sold	(\$19,137)	8.9%
Direct Labor Cost	(\$50,684)	23.5%
Service Vehicle Cost	(\$16,500)	7.7%
Direct Gross Profit	\$129,323	60.0%
Less: Disclosed Expenses		
Marketing Expenses	(\$31,647)	14.7%
Professional Referral Fees	(\$1,262)	0.6%
Insurance	(\$3,547)	1.6%
Credit Card Processing	(\$5,531)	2.6%
Rent ²	(\$0)	0.0%
Supplies ³	(\$0)	0.0%
Professional Services ⁴	(\$0)	0.0%
Utilities and Internet ⁵	(\$0)	0.0%
Direct Gross Profit Less Disclosed Expenses	\$87,336	40.5%
Less: Adjustments for Franchise Related Expenses		
Royalty Fee ⁶	(\$17,252)	8.0%
Brand Development Fund Fee ⁷	(\$4,313)	2.0%
Technology Fee ⁸	(\$260)	0.1%
Sales and Support Center Fee ⁹	(\$14,017)	6.5%
Local Marketing ¹⁰	(\$28,353)	13.1%
Direct Gross Profit Less Disclosed Expenses and Select Franchise Related Expenses	\$23,142	10.7%

* The financial data presented in this Table reflects the actual results of the Long Island Company Owned Outlet for the 2025 Calendar Year. As disclosed above, following its reacquisition in December 2024, the Long Island Company Owned Outlet has not been operated as a standalone, independent business representative of the Franchised Business. Its operations are administered and supported by the North New Jersey Company Owned Outlet, which is located outside of the Long Island Operating Territory, and the Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory. As a result, certain Disclosed Expense categories reflect \$0 because those expenses are borne by or embedded within the operations of the North New Jersey Company Owned Outlet and are not separately allocated to the Long Island Company Owned Outlet. These \$0 figures are not representative of the costs a franchisee independently operating the Franchised Business within an equivalent Operating Territory would be required to incur. Prospective franchisees should refer to the individual footnotes below for additional information regarding each \$0 Disclosed Expense category and should not rely on the Long Island Company Owned Outlet's Disclosed Expenses data as representative of the costs they would incur in independently operating the Franchised Business.

Notes to Table:

¹ “%” represents the percentage of Gross Sales.

² The Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory. Following its reacquisition in December 2024, the administrative and operational functions of the Long Island Company Owned Outlet are administered and supported by the North New Jersey Company Owned Outlet from its office in Fairfield, New Jersey, which is located outside of the Long Island Operating Territory. Accordingly, the Long Island Company Owned Outlet did not incur or separately bear any commercial lease rent expense during the 2025 Calendar Year and none is disclosed in this Table 3. A franchisee independently operating the Franchised Business within a comparable Operating Territory would be required to maintain a

dedicated administrative office, either a home-based administrative office or a non-retail commercial facility within or in close proximity to their Operating Territory, and would be expected to incur rent expense that is not reflected in this Table 3.

³ As noted above, the Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory and its administrative and operational functions are supported by the North New Jersey Company Owned Outlet. Office and administrative supplies used in connection with the administration of the Long Island Company Owned Outlet's operations were sourced from and borne by the North New Jersey Company Owned Outlet during the 2025 Calendar Year and are not separately tracked or allocated to the Long Island Company Owned Outlet. Accordingly, no supplies expense is separately attributable to or disclosed for the Long Island Company Owned Outlet. A franchisee independently operating the Franchised Business within a comparable Operating Territory would be expected to incur supplies expense in connection with operating and maintaining their dedicated administrative office and back-office functions, which is not reflected in this Table 3.

⁴ As noted above, the Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory and its administrative and operational functions are supported by the North New Jersey Company Owned Outlet. Professional services expenses incurred in connection with the operations of the Long Island Company Owned Outlet, if any, were borne by and reflected in the North New Jersey Company Owned Outlet's financial results during the 2025 Calendar Year and are not separately tracked or allocated to the Long Island Company Owned Outlet. Accordingly, no professional services expense is separately attributable to or disclosed for the Long Island Company Owned Outlet. A franchisee independently operating the Franchised Business within a comparable Operating Territory would be expected to engage and incur the cost of professional services, including accounting and other administrative and professional services, in operating their business, which is not reflected in this Table 3.

⁵ As noted above, the Long Island Company Owned Outlet does not maintain a dedicated administrative office within its Operating Territory and its administrative and operational functions are supported by the North New Jersey Company Owned Outlet. Utilities and internet expenses associated with the administration of the Long Island Company Owned Outlet's operations were borne by the North New Jersey Company Owned Outlet at its office in Fairfield, New Jersey during the 2025 Calendar Year and are not separately tracked or allocated to the Long Island Company Owned Outlet. Accordingly, no utilities and internet expense is separately attributable to or disclosed for the Long Island Company Owned Outlet. A franchisee independently operating the Franchised Business within a comparable Operating Territory who maintains a dedicated administrative office would be expected to incur utilities and internet expense not reflected in this Table 3.

⁶ The Royalty Fee is equal to 8% of Gross Sales.

⁷ The Brand Development Fund Fee is currently 2% of Gross Sales but may be increased to up to 3% of Gross Sales.

⁸ The Technology Fee is currently \$5 per week but may be increased to up to \$50 per week.

⁹ The Sales and Support Center Fee is equal to 6.5% of Gross Sales but may be increased to up to 8.5% of Gross Sales.

¹⁰ On an on-going annual basis, you must spend not less than \$10,000 per Territory per year on the local marketing of your Deer Solution Business. This adjustment reflects the difference between the local marketing requirement in Item 6 of this Disclosure Document and the marketing expenses of the Company Owned Outlet disclosed in Disclosed Expenses.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Table 4

Company Owned Outlet: North New Jersey¹	
Gross Sales by Territory for 2025 Calendar Year	
Territory	Gross Sales
North New Jersey 1	\$137,306
North New Jersey 2	\$200,799
North New Jersey 3	\$83,215
North New Jersey 4	\$660,490
North New Jersey 5	\$729,884
North New Jersey 6	\$408,939
North New Jersey 7	\$167,280
North New Jersey 8	\$96,758
North New Jersey 9	\$290,034
North New Jersey 10	\$350,804
Total	\$3,125,508

Note to Table:

¹ This Company Owned Outlet operates within the equivalent of 10 Territories comprising a geographic area that includes approximately 423,743 Targeted Households. The approximate number of households located within the geographic area comprising each Territory is: 42,100 Targeted Households in the North New Jersey 1 Territory; 43,136 Targeted Households in the North New Jersey 2 Territory; 43,671 Targeted Households in the North New Jersey 3 Territory; 45,176 Targeted Households in the North New Jersey 4 Territory; 44,501 Targeted Households in the North New Jersey 5 Territory; 40,862 Targeted Households in the North New Jersey 6 Territory; 44,372 Targeted Households in the North New Jersey 7 Territory; 40,381 Targeted Households in the North New Jersey 8 Territory; 39,170 Targeted Households in the North New Jersey 9 Territory; and 40,374 Targeted Households in the North New Jersey 10 Territory.

Table 5

Company Owned Outlet: New Hope Pennsylvania¹	
Gross Sales by Territory for 2025 Calendar Year	
Territory	Gross Sales
New Hope Pennsylvania 1	\$57,845
New Hope Pennsylvania 2	\$110,150
New Hope Pennsylvania 3	\$63,261
Total	\$231,257

Note to Table:

¹ This Company Owned Outlet operates within the equivalent of 3 Territories comprising a geographic area that includes approximately 127,526 Targeted Households. The approximate number of households located within the geographic area comprising each Territory is: 46,864 Targeted Households in the New Hope Pennsylvania 1 Territory; 40,790 Targeted Households in the New Hope Pennsylvania 2 Territory; and 39,872 Targeted Households in the New Hope Pennsylvania 3 Territory.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]