

## FRANCHISE DISCLOSURE DOCUMENT



### BRIGHTWAY INSURANCE, LLC

a Florida limited liability company  
5011 Gate Parkway, Building 200, Suite 200  
Jacksonville, Florida 32256  
Telephone: 904-764-9554  
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franchise@brightway.com; www.brightway.com

The franchisee (which we refer to as an “Agency Owner”) will operate a Brightway Location that will primarily engage in the business of selling, servicing and delivering property and casualty insurance policies, but that may also offer certain other insurance services to its clients. As an Agency Owner, you will enter into a Franchise Agreement with us.

The total investment necessary to begin operation of a single Brightway franchise (an “Agency” or “Brightway Location”) is \$43,425 to \$186,900. This includes \$25,000 to \$35,000 that must be paid to the franchisor or its affiliate(s).

By purchasing an Agency and meeting certain qualifications, you automatically have the right to open additional Brightway Locations of the same type without payment of any initial fee associated with the additional Franchise Agreement(s).

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, us or our affiliates in connection with the proposed franchise sale. **Note that no governmental agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact our Compliance department at [compliance@brightway.com](mailto:compliance@brightway.com) or 904-483-3584.

The terms of your Franchise Agreement will govern your franchise relationship. Don’t rely on the Disclosure Document alone to understand your Franchise Agreement. Read the entire Franchise Agreement carefully. Show your Franchise Agreement and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as “[A Consumer’s Guide to Buying a Franchise](#),” which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them. Issuance Date: April 30, 2026.

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit E.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor’s direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit A includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Brightway Insurance business in my area?</b>	Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchise have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What’s it like to be a Brightway franchisee?</b>	Item 20 or Exhibit E lists current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the Table of Contents.

## What You Need to Know About Franchising *Generally*

**Continuing responsibility to pay fees.** You may have to pay royalties and other fees even if you are losing money.

**Business model can change.** The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

**Supplier restrictions.** You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

**Operating restrictions.** The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

**Competition from franchisor.** Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

**Renewal.** Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

**When your franchise ends.** The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

### Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends that franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit H.

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See Exhibit G for the State Specific Addenda.

## Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution.** The Franchise Agreement requires you to resolve all disputes with the franchisor by mediation and/or litigation only in Florida. Out-of-state mediation or litigation may force you to accept a less favorable settlement for disputes. It may also cost you more to mediate or litigate in Florida than in your own state.
2. **Spousal Liability.** Your spouse must sign a document that makes your spouse liable for all financial obligations under the Franchise Agreement, even if your spouse has no ownership interest in the franchise. This Guarantee will place both your and your spouse's marital and personal assets (perhaps including your house) at risk if your franchise fails.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" to see whether your state requires other risks to be highlighted.

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**CERTAIN STATES REQUIRE FRANCHISORS TO MAKE ADDITIONAL DISCLOSURES RELATED TO THE INFORMATION CONTAINED IN THIS DISCLOSURE DOCUMENT. THESE DISCLOSURES, IF ANY, ARE CONTAINED IN EXHIBIT G TO THIS DISCLOSURE DOCUMENT.**

**ITEM 1:**  
**THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES**

To simplify the language in this Disclosure Document, “we,” “us” or “Brightway” means Brightway Insurance, LLC, a Florida limited liability company, the franchisor. “You” or “Agency Owner” means the person or legal entity that buys the franchise, and we generally require that our Agency Owners be legal entities instead of individuals. If you are a corporation, partnership or limited liability company, certain provisions of this Disclosure Document also apply to your owners. To fully understand all of your rights, our rights, and our obligations to each other, you must still carefully review the actual agreements you will execute.

**Brightway, Predecessors, Affiliates, and Parents**

Brightway is a Florida limited liability company formed on August 1, 2003. Originally, we were incorporated as “Miller Insurance Group, Inc.,” a Florida corporation, and began doing business under the name “Brightway Insurance” in May 2007. In certain states, we may also do business as “Brightway Insurance Agency.” We do not do business under any name other than our limited liability company name and the names “Brightway Insurance” and “Brightway Insurance Agency.” We began selling franchises in 2008. We officially changed our entity name to “Brightway Insurance, Inc.” in August 2010, and converted the corporation to Brightway Insurance, LLC in December 2021.

We have operated a business similar to those being franchised under this Disclosure Document since 2003. In September 2003, we acquired the assets of an insurance agency known as Jennings Insurance Agency, Inc., which was at the time one of the oldest Nationwide Insurance Agencies operating within the State of Florida (in operation since 1961). The office of this agency was located at 9263 Lem Turner Road, Jacksonville, Florida 32208, and this office was closed in September 2013. Our principal place of business and corporate office is now located at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256.

Our registered agent for service of process is listed in [Exhibit H](#). We have offered franchises for businesses similar to the type offered in this Disclosure Document since February 2008. We do not have any predecessors that offered franchises. We have not offered franchises in any other line of business.

Our affiliate First City Insurers, LLC (“FCI”), a Florida limited liability company with an address of 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256, is a managing general agent that may offer certain brokerage services to our franchisees as well as other third parties. FCI was formed in November 2017 and first began offering services to our franchisees in September 2018. In addition, GrowthCurve Capital (a private equity firm) holds membership interests in a parent of Brightway. GrowthCurve Capital and FCI have not offered franchises in any line of business.

On August 29, 2025, our parent, Brightway Holdings, LLC (“Brightway Holdings”) acquired the ownership interests in Equity One Franchisors, LLC (“Global”) and its affiliate Equity One Insurance Agency, L.L.C. (“Equity One”). Our affiliate Global is a Missouri limited liability company formed on May 16, 2007, and has a principal business address of 15455 Conway Road, Suite 315, Chesterfield, MO 63017. Global offered and sold franchises that specialized in the sale of various forms of insurance and operated under the name “GlobalGreen Insurance Agency.” Global began offering franchises in 2007, and began offering a licensing business model in 2014, but no longer offers or sells franchises or licenses. As of December 31, 2025, Global had 147 franchised and 2 licensed locations in operation. GlobalGreen Insurance Agencies are similar to the type of business that you will operate,

but with different back office support and fee structures. As of the issuance date of this disclosure document, Global continues to operate as the franchisor of GlobalGreen Insurance Agencies.

We are offering existing GlobalGreen Insurance Agency franchisees the opportunity to convert their agency to a Brightway franchised business. If a GlobalGreen Insurance Agency elects to convert their agency, they will execute the form of franchise agreement attached to this disclosure document and the conversion addendum to the franchise agreement, which is attached as Exhibit N to this disclosure document.

Our affiliate Equity One is a Missouri limited liability company organized on March 14, 2005. Equity One owns and operates one Equity One insurance Agency, which is the same type of business operated by franchisees of the GlobalGreen Insurance Agency system. Equity One is a licensed Missouri insurance agency that sells insurance through its own offices, and for franchisees of the GlobalGreen Insurance Agency system is the agent of record for all property and casualty insurance business and may be the agent for their life and health insurance business. Equity One will not offer or sell any products or services to Brightway franchisees. Equity One has never offered or sold any franchises in any line of business.

We have five parent companies, including (i) Brightway Holdings, LLC, a Delaware limited liability company, (ii) BWI Intermediate Holdings, LLC, a Delaware limited liability company, and (iii) BWI TopCo, LLC, a Delaware limited liability company. These three parent companies share a principal business address at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256. The remaining two parent companies are BWI Parent, LLC, a Delaware limited liability company, and Brightway GCC Member LP, a Delaware limited partnership, which share a principal business address at 250 West 55<sup>th</sup> Street, Suite 3301 New York, NY 10019. Except as described above, we have no parents, predecessors or affiliates that are required to be disclosed in this Item.

### **Business - Overview**

We have established and have licensed others the right to develop and operate an independent insurance agency business that is primarily engaged in the business of offering, selling and servicing property and casualty insurance policies but which may also offer other insurance, such as life insurance. In addition to our three company-owned locations, as of December 31, 2025, we had 351 franchised Brightway Locations in operation.

We previously offered two types of franchise models: (a) the lower-cost Office Agency franchise model, where one or more individuals operate from a professional office space; and (b) our Retail Agency franchise model, where three or more individuals operate from retail office space. In 2025, we consolidated our offering into a single model where individuals can operate from either professional office space or retail office space. We also offer an enterprise franchise model, where Agency Owners can operate multiple Brightway Locations. Our goal is to create an ecosystem that allows individuals to start in the right place with the possibility of building an enterprise any size they wish in the future, growing their team and receiving additional benefits as they hit certain milestones within the Brightway System.

As an insurance distribution company with a dedicated Engagement Center providing support to our customers, we may also pursue other channels of distribution, both branded and unbranded. Other than the franchise and insurance distribution activities described in this Item 1, we currently do not engage in any other lines of business.

## **The Franchise Offered**

Pursuant to this Disclosure Document, we offer you the opportunity to execute a Franchise Agreement, in the form attached as Exhibit B, which allows you to develop and operate a single Brightway Location under certain trade names, trademarks and service marks that we license you the right to use (“Licensed Marks”). Brightway Locations operate according to a distinctive format, appearance and operating procedures. We have described our mandatory and recommended standards and procedures in our Confidential Operating Manual.

Your business will be located at a site approved by us. You may not relocate your business location without our consent, and you may only relocate to a new location approved by us. Agencies can be located in retail areas such as strip malls or free-standing buildings, as well as professional office spaces such as office parks.

You are not required to be a licensed insurance agent to acquire a franchise. However, your Brightway Location must at all times be operated under the direct supervision of a licensed insurance agent who you designate as your “Principal” and who must dedicate their full time and best efforts to the operation of your Brightway Location. Your Principal must be licensed by all applicable governmental and other regulatory authorities, successfully complete our required training and be approved in writing by us.

Our grant of a franchise to you authorizes you to access the services provided by us, including access to certain of the insurance carriers and other companies with which we have active contracts (“Contracted Companies”). We will, at our sole discretion and with our Contracted Companies’ approval, determine which Contracted Companies you may use, as well as which lines of insurance business and specific policy types you may sell with such Contracted Companies. The primary service which will be offered by you will be property and casualty insurance. However, we may authorize you to offer other products or services.

You are required to process all applications for insurance policies and other products exclusively through the facilities and systems of Brightway. Brightway, and not you, will be the “agent of record” for all policies sold, renewed, serviced or delivered through your Brightway Location. As compensation for your efforts, we will pay you a percentage of the sales commissions we receive from the Contracted Companies on Client Accounts you generate. Unlike a traditional franchise in which the franchisee generally pays the franchisor a monthly royalty fee based upon the franchisee’s gross sales, all “Brightway Sales Commissions” are paid directly to us by the Contracted Companies and we, in turn, forward you a certain percentage of these commissions on a monthly basis, as described in more detail in Item 6.

Our primary goal is to provide our Agency Owners with a “turn-key” solution for marketing primarily property and casualty insurance. Our built-in efficiencies allow our Agency Owners to produce greater sales with less staff than a traditional insurance agency. We accomplish this by linking our Agency Owners’ offices to our Engagement Center for comprehensive after-the-sale customer support. In addition, our Agency Owners are required to follow “Brightway Technology Specifications,” which incorporate technology solutions that enable seamless interface, along with agency coaching systems that provide improved work-flows and efficiencies.

In addition to after-the-sale service, we provide certain other “back-office” support to the Brightway Location, including but not limited to accounting, data analytics, marketing, communications, website and social media, sales expertise, training, telephony and IT infrastructure, and other systems. This comprehensive system of business support is what defines the “Brightway System” (also referred to as the “System” in this Disclosure Document).

We also provide Agency Owners with the ability to build a true enterprise and operate multiple Brightway Locations, leveraging individual economies of scale, expanding geographically into different states and sharing work across Brightway Locations.

### **Enterprise Program**

By purchasing an Agency and meeting certain qualifications, you automatically have the right to open additional Brightway Locations without payment of any initial fee. In order to exercise this option, you must meet any performance benchmarks defined by us, must not have received a default notice from us with respect to your initial Brightway Location, and you must execute our then-current form of Franchise Agreement for both your initial Brightway Location and the additional location. The operation of the additional location shall be governed by our then-current form of Franchise Agreement (the “Additional Franchise Agreement”), the terms of which may materially differ from the terms of your first Franchise Agreement. No initial franchise fee shall be due and payable under the Additional Franchise Agreement.

### **Market and Competition**

The market for your services will be the general public. The market for insurance agencies is competitive and developed. Agencies that are operated by Brightway and by other franchisees, including those developed in the future, may have an effect on the sales of your Brightway Location. You will also be competing with other independent and captive insurance agencies that offer the same types of products and services that you do. These agencies may be associated with national or regional insurance companies (franchised or not), or they may be local, single agency locations. You will also compete with other insurance agencies that offer products different than those offered by Brightway.

Your competitive advantage in the marketplace will also be based on your adherence to our processes, standards and guidelines, as well as your entrepreneurial and managerial abilities and focus on building relationships with referral sources and others in your community, along with your ability to meet individual customer’s needs for insurance protection. The ability of each Brightway Location to compete also depends on its location, service, employee attitudes, overhead, changing local market and economic conditions, carrier appetite, and many other factors both within and outside your control. Local market conditions, regulatory restrictions, weather events and other related factors will also have an impact on your ability to secure appointments and/or write new business with Contracted Companies.

### **Industry Specific Laws**

The insurance industry is regulated at the state level, and you will be subject to all licensure and other laws and regulations applicable to the operation of an insurance agency. You will also be subject to certain minimum continuing education requirements specified by such laws and regulations. In addition, there are other local, state and federal laws and regulations applicable to businesses generally with which you must comply, including zoning laws, labor laws and the Fair Labor Standards Act, workers’ compensation laws, business licensing laws, tax regulations, anti-terrorism laws, and the Americans with Disabilities Act. You must also obtain all real estate permits and licenses and operational licenses necessary to operate the Brightway Location.

We are not required to provide any guidance regarding compliance with these laws and regulations, and any guidance that is provided is not guaranteed to be complete or accurate. You should consult with your attorney concerning these and other laws, regulations and ordinances that may affect the operation of your business.

You are solely responsible for investigating and complying with all of these applicable laws, regulations, and other requirements, despite any advice or information that we may give you. We have not researched any of these laws to determine their applicability to your Brightway Location. You will also be required to comply with all of our rules and procedures, as well as those of the Contracted Companies.

**ITEM 2:  
BUSINESS EXPERIENCE**

**Chief Executive Officer: Nick Clements**

Mr. Clements joined Brightway in March 2024 as the Chief Executive Officer. Mr. Clements works from Charlotte, North Carolina. Previously, Mr. Clements served as President of Credit Cards for OneMain Financial in Charlotte, North Carolina from November 2020 until February 2024. Prior to that, Mr. Clements was employed by LendingTree in Charlotte, North Carolina as the Head of Mortgage and Student Lending from February 2019 until October 2020.

**Head of Network: Dan Lewis**

Mr. Lewis joined Brightway in January 2025 as our Head of Network. Mr. Lewis works from Charlotte, North Carolina. Previously, Mr. Lewis served as Head of Exclusive Agency Operations for Farmers Insurance from February 2022 to December 2024 in Woodland Hills, California, and as the Head of Agency Advancement for Farmers Insurance from September 2017 to January 2022 in Woodland Hills, California.

**Chief Client Experience Officer: Jared Anderson**

Mr. Anderson joined Brightway in August 2024 as our Chief Client Experience Officer. Mr. Anderson works remotely in Loretto, Minnesota. Previously, Mr. Anderson served as Vice President of Member Experience for Surest from September 2020 to August 2024 in Minneapolis, Minnesota, and as the Vice President of Customer Experience for Carlson Wagonlit Travel (CWT) from February 2017 to April 2020 in Minneapolis, Minnesota.

**Chief Technology Officer: Jonas Edgeworth**

Mr. Edgeworth joined Brightway in February 2026 as our Chief Product and Technology Officer. Mr. Edgeworth works remotely in San Francisco, California. Previously, Mr. Edgeworth served as Chief Technology Officer (CTO) at Ledger Investing in San Francisco, California from October 2023 through October 2025, and as CTO at Embroker in San Francisco, California from November 2020 through April 2023.

**Vice President of Accounting: Jessalyn Spendley**

Ms. Spendley has served as our Vice President of Accounting since December 2019, and previously served as our Director of Accounting from November 2010 to December 2019. Ms. Spendley works from Jacksonville, Florida.

**Senior Director of Carrier Operations and Compliance: LeAnne Martinez**

Ms. Martinez has served as our Senior Director of Carrier Operations and Compliance since March 2026. Ms. Martinez previously served as our Senior Director of Compliance from May 2022 to March 2026, and as our Director of Compliance from September 2014 until May 2022. Ms. Martinez works from Jacksonville, Florida.

### ITEM 3: LITIGATION

John Douglas Dishon, Kristy Dishon, Nicole Brown, Rachele Allen, Dishon Insurance Agency LLC d/b/a Global Green Insurance Agency, Dishon Insurance Group LLC, (together “the Dishon Parties”) v. Equity One Franchisors, LLC (“Equity One”), Growth Curve Capital (“Brightway”), ETL Insurance Agency d/b/a GlobalGreen Insurance Agency, and Emily Lowe (together, the “Equity One Parties”) (Case No. 26DCCV0129, District Court of Jefferson County, Texas, 60<sup>th</sup> Judicial District, January 22, 2026). This action was filed by the Dishon Parties in January 2026 shortly after Equity One sent a cease and desist demand (the “Cease and Desist Letter”) to a former GlobalGreen franchisee, John Dishon, and a notice of default (the “Notice of Default”) to Wolfe & Dishon Insurance Group, LLC (the “Dishon GlobalGreen Agency”), an existing GlobalGreen franchisee, formerly owned, in part by Mr. Dishon, and now owned in its entirety by Mr. Dishon’s wife, Kristy Dishon. Dishon GlobalGreen Agency operated the GlobalGreen franchised business under the terms of franchisee agreement with Equity One (the “Franchise Agreement”). In connection with executing the franchise agreement, both Mr. Dishon and Mrs. Dishon signed personal guaranties where they agreed to individually comply with the terms of the Franchise Agreement, including certain non-compete and non-solicit obligations (the “Guaranty” or “Guarantees”). In late 2025, Mr. Dishon informed Equity One that he intended to sell his ownership interest in the Dishon GlobalGreen Agency to Mrs. Dishon and cease selling insurance. In November 2025, to facilitate the transfer, Equity One and Mr. Dishon signed a consent to transfer (the “Consent to Transfer”), under which Mr. Dishon agreed he was still bound by the post-term obligations under the franchise agreement. In January 2026, Mr. Dishon opened his own insurance agency, Dishon Insurance Group LLC, within the territory serviced by the Dishon GlobalGreen Agency and hired two former GlobalGreen franchise employees, which prompted Equity One to send the Cease and Desist Letter. In addition to sending the Cease and Desist Letter, Equity One also sent the Notice of Default to Dishon GlobalGreen Agency asserting violations of the in-term non-compete, non-solicitation clause, and non-disclosure of confidential information. Both the Cease and Desist Letter and Notice of Default stated that Mr. Dishon’s operation of the competing agency violated several non-compete and non-solicitation covenants.

Following Equity One’s delivery of the Cease and Desist Letter and Notice of Default, the Dishon Parties applied for and obtained from the Texas District Court on January 23, 2026, an ex parte temporary restraining order against the Equity One Parties, prohibiting the Equity One Parties from engaging in a number of alleged actions, including terminating the Franchise Agreement, enforcing any in-term or post-term non-compete or non-solicit against any of the Dishon Parties, or prohibiting any of the Dishon Parties (including Mr. Dishon) from accessing or using any client or other data of the Dishon GlobalGreen Agency. On February 18, 2026, the Dishon Parties filed their original petition against the Equity One Parties, alleging, breach of contract, unenforceability and ambiguity of certain contractual provisions in the Franchise Agreement and Consent to Transfer, fraud by non-disclosure, material misrepresentations by Equity One and Brightway during the Consent to Transfer process, violation of the Texas Deceptive Trade Practices Act, tortious interference with existing contracts and business relationships, tortious interference with prospective business relationships, defamation and disparagement, “failure to perform with care, skill, reasonableness and faithfulness,” and violation of the ex parte temporary restraining order. On February 24, 2026, Equity One filed a petition for writ of mandamus in the Court of Appeals for the Ninth District of Texas (*In Re Equity One Franchisors, LLC*, Case No. 09-26-00092-CV). On April 2, 2026, the Texas Court of Appeals granted Equity One’s petition, in part, holding that (i) the Franchise Agreement’s and Consent to Transfer’s forum-selection clause required suit to be brought in Missouri, (ii) the trial court abused its discretion by denying Equity One’s motion to dismiss for improper forum as to John Dishon, Kristy Dishon and Dishon Insurance Agency, LLC, and directing the District Court to sign orders (a) vacating the previously entered temporary restraining orders; (b) dismissing the application for a temporary restraining order and injunction filed by Mr. Dishon, Mrs. Dishon, and the Dishon GlobalGreen Agency, and (c) granting Equity One’s motion to

dismiss for improper forum as to Mr. Dishon, Mrs. Dishon, and Dishon Insurance Agency, LLC. The Equity One Parties dispute the merits of the Dishon Parties claims, and will plan to vigorously defend them in the event Mr. Dishon, Mrs. Dishon, or the Dishon GlobalGreen Agency refile their suit.

Equity One Franchisors, LLC, Plaintiff, v. Johnny “John” Dishon (Case No. 4:26-cv-00115-MAL, United States District Court for the Eastern District of Missouri, filed January 28, 2026). In a suit related to the events described above, Equity One filed a complaint against Mr. Dishon for injunctive relief and damages, alleging breach of the restrictive covenants in the Franchise Agreement and the Guaranty, violation of the Missouri Uniform Trade Secrets Act, and violation of the Defend Trade Secrets Act. Equity One also moved for a temporary restraining order and preliminary injunction, which the District Court denied. On March 10, 2026, Mr. Dishon moved to dismiss Equity One’s complaint, alleging lack of personal jurisdiction and subject matter jurisdiction. The District Court has not yet ruled on that motion. On March 11, 2026, Mr. Dishon filed an answer to Equity One’s complaint, denying all of Equity One’s allegations. On April 9, 2026, the parties jointly moved to stay the Missouri litigation temporarily after the Texas Court of Appeals entered its judgment; the District Court granted the parties motion.

#### **Concluded Litigation**

JVAN Group, LLC v. Sarmad Jijika, Monica Bahrr-Jijika, The Mitten Shield Agency, LLC, and Brightway Insurance Agency, LLC (Case No. 25-003278-CB, 16<sup>th</sup> Judicial Circuit Court of Michigan). In August 2025, JVAN Group, LLC filed a complaint against one of our franchisees, its owners, and us, alleging our franchisee’s owner violated post-term restrictive covenants under an employment agreement they had JVAN. The claims asserted by JVAN against us include violation of the Michigan Uniform Trade Secrets Act; tortious interference with a contractual and business relationship; unfair competition; and others. The parties settled this matter prior to any meaningful discovery being conducted. Under the terms of the settlement, we agreed to pay \$10,000 in consideration to the plaintiff in exchange for dismissal of all claims with prejudice and a full mutual release, without any admission of wrongdoing.

Eurohold Investments, LLC, Peter Linke and Eva Linke v. Brightway Insurance, Inc. et al. (Case No. 3:19-cv-528-J-34JBT, United States District Court for the Middle District of Florida). In May 2019, one of our franchisees filed a complaint against us, our affiliate, and two of our principals regarding an addendum permitting the franchisee to offer additional types of insurance. The claims asserted include breach of contract, violation of the Texas Deceptive Trade Practices Consumer Protection Act, violation of the Florida Deceptive and Unfair Trade Practices Act, violation of the Texas Business Opportunity Act, fraudulent inducement and fraud, and negligent misrepresentation. The parties amicably resolved this matter following mediation. Under the terms of the settlement, we paid certain monetary consideration to the franchisee in exchange for dismissal of all claims with prejudice and the franchisee’s execution of a new Franchise Agreement and addendum for a full five-year term.

Other than this action, no litigation must be disclosed in this Item.

#### **ITEM 4: BANKRUPTCY**

No bankruptcy information must be disclosed in this Item.

## ITEM 5: INITIAL FEES

### **Initial Fee**

The initial franchise fee for an Agency (the “Initial Fee”) ranges from \$25,000 to \$35,000. You may pay the entire Initial Fee in a lump sum, in which case you will pay \$25,000. If you, instead, opt to pay the Initial Fee in monthly installments, then the total Initial Fee will equal \$35,000, with \$10,000 due upon signing your Franchise Agreement, and the remaining \$25,000 balance payable in 60 monthly installments of \$416.67 beginning on the date of the first commission run in the 13<sup>th</sup> month after opening your Brightway Location, pursuant to the promissory note attached to this Disclosure Document as Exhibit F. We also allow you to pay a lump sum of \$15,000 prior to the first payment date under the promissory note, and if you choose to do so you, the Initial Fee will be deemed to be paid in full, and the promissory note will be cancelled. In 2025, the Initial Fees paid to us ranged from \$0 to \$35,000, with the \$0 Initial Fees representing existing agents that moved their book of business to Brightway.

The lump sum portion of the Initial Fee is payable to us in full on the date you sign the Franchise Agreement. If you are a veteran, any non-financed portion of the Initial Fee will be discounted by 10%.

Subject to the Franchise Fee Forgiveness Program, Apprentice Program, and Enterprise Program described below, the Initial Fee is uniformly imposed and will not be refundable under any circumstances and is deemed fully earned upon payment in consideration of administrative costs and other expenses incurred by us in granting the franchise to you and our lost opportunity to franchise others.

#### *Franchise Fee Forgiveness Program*

We currently offer a Franchise Fee Forgiveness Program where, if you hit certain production, staffing, and quality metrics during your first 12 months of operation, we will: (i) refund you \$15,000 of the Initial Fee if you paid the Initial Fee in full, or (ii) fully waive the financed portion of the Initial Fee if you financed the Initial Fee. In order to be eligible for the Franchise Fee Forgiveness Program, you must sell at least 500 New Business policies in your first year of operations, have at least 3 producers as of the end of the first year of operations, and meet our then-current minimum quality standards.

#### *Apprentice Program*

Currently, we also offer qualified existing Agency Owners the opportunity to act as mentors to franchisee prospects that wish to work in an existing Brightway Location prior to opening their own franchise. Prospects that meet certain production goals during their one-year apprenticeship will be granted the opportunity to open their own Brightway Location without paying any Initial Fee, provided that they will be required to hire one additional producer upon opening their Brightway Location.

#### *Enterprise Program*

We offer existing, qualified Agency Owners the option to open additional Brightway Locations. No initial franchise fee shall be due and payable under the Additional Franchise Agreement for the additional location. You must meet our then-current minimum performance and operational standards to exercise this option. In rare circumstances, we may grant qualified individuals with significant capital and/or agency ownership experience the right to execute multiple Franchise Agreements upon joining the Brightway System. In these

situations, the initial fee structure will be determined on a case-by-case basis.

**ITEM 6:  
OTHER FEES**

Our System is unlike traditional franchises, where all fees are paid by the franchisee to the franchisor. As described below, all commission income from the Contracted Companies is paid directly to us, and we then pay a portion of these commissions to our Agency Owners as compensation. The following table, together with its footnotes, describes such compensation and also lists the fees and other expenses you are required to pay to us.

TYPE OF FEE (1)	AMOUNT	DUE DATE	REMARKS
Sales Commissions – New Business	20% of Brightway Sales Commissions on New Business (you retain the remaining 80%)	Currently, on or about the 5 <sup>th</sup> business day of each month	See Note 2 for details.
Sales Commissions – Renewal Business	50% of Brightway Sales Commissions on Renewal Business (you retain the remaining 50%)	Currently, on or about the 5 <sup>th</sup> business day of each month	See Note 2 for details.
Franchisee Shared Expenses – Consolidated Technology Fees	Portion of expenses borne by Brightway, amount varies	Currently, on or about the 5 <sup>th</sup> business day of each month	<p>The timing and amount of all Franchisee Shared Expenses are set forth in our Confidential Operating Manual and are subject to change from time to time.</p> <p>Franchisee Shared Expenses currently include the following consolidated technology fees and various miscellaneous expenses described below:</p> <ol style="list-style-type: none"> <li>1) Per-Brightway Location Technology Fee - \$200/month</li> <li>2) Per-Active User Technology Fee - \$209/month</li> <li>3) Per-Inactive User (e.g., silent owner, admin) Technology Fee - \$75/month</li> <li>4) Brightway Fusion - \$90/user/month (cap of \$450/month)</li> </ol> <p>Since the Franchisee Shared Expenses are not solely determined or retained by us (and are primarily driven by third-party vendor costs), these amounts are necessarily estimates and subject to change. We reserve the right to</p>

			<p>modify the methodology for determining each Agency Owner’s share of the component costs that make up the Franchisee Shared Expenses. You may incur additional Franchisee Shared Expenses for required products or services added during the term of your agreement. See Note 3 for additional information.</p>
Franchisee Shared Expenses – Miscellaneous Pass-through Charges	Portion of expenses borne by Brightway, amount varies	Currently, on or about the 5 <sup>th</sup> business day of each month	<p>The timing and amount of all Franchisee Shared Expenses are set forth in our Confidential Operating Manual and are subject to change from time to time.</p> <p>Franchisee Shared Expenses currently include the consolidated technology fees described above and various miscellaneous pass-through expenses that Brightway Locations may or may not incur, including carrier appointment fees, MVR charges, QuoteRush rater subscription fees, customer mailing costs, a virtual desktop fee, as well as an annual Errors and Omissions premium that is determined by our E&amp;O carrier and allocated based on several standard risk allocation factors including premium amount, tenure, and claims history. Most Franchisee Shared Expenses are billed monthly.</p> <p>Since the Franchisee Shared Expenses are not solely determined or retained by us (and are primarily driven by third-party vendor costs), these amounts are necessarily estimates and subject to change. We reserve the right to modify the methodology for determining each Agency Owner’s share of the component costs that make up the Franchisee Shared Expenses. You may incur additional Franchisee Shared Expenses for required products or services added during the term of your agreement. See Note 3 for additional information.</p>
Post-Term Extended Earnings	Variable	Paid over 24 months following expiration and non-renewal of Franchise Agreement, under certain circumstances	See Notes 4 and 5.

		unless waived by you	
Advertising Fund	Currently not charged	If established, on or about the 5 <sup>th</sup> business day of each month	See Note 6.
Other Advertising and Marketing Programs; Cooperative Advertising	Reasonable cost	As incurred	See Note 7.
Costs and Attorneys' Fees Associated with Enforcement or Collection	Our costs and expenses	As incurred	See Note 8.
Indemnification	The losses and expenses incurred by us and our affiliates	As incurred	See Note 9.
Transfer Fee – Majority Interest	Our Initial Fee in effect as of the date of transfer	Prior to consummation of transfer	Payable by transferee in the event of a transfer of the Brightway Location to a third party, a transfer of a majority of equity interests (51% or greater) in Agency Owner, or a transfer that results in a change of the controlling equity interest in the Agency Owner entity. In the event a transfer is made to an existing Agency Owner that qualifies to open an additional Brightway Location under the Enterprise Program, the transfer fee will be waived or reduced (depending on the relative commission levels of the transferor and transferee). See Note 5.
Transfer Fee – Minority Interest	\$2,500	Prior to consummation of transfer	Payable by transferee in the event of a transfer of a minority share of equity interests in Agency Owner, or for transfers that meet the following criteria: (a) the transfer involves a minority owner of the Agency Owner purchasing the equity interests of the majority owner of the Agency Owner; (b) the minority owner was a producer of the Brightway Location for at least five years preceding the transfer; and (c) the Agency Owner must have paid a full lump sum Initial Fee to Brightway in connection with the original purchase of the Brightway Location. See Note 5.
Insurance	Premium cost plus administrative costs of 18%	As incurred	If you fail to comply with the minimum insurance requirements set forth in the Franchise Agreement, we have the right to obtain such insurance on your behalf and you

			must pay us the premium cost and administrative costs of 18% in connection with our obtaining the insurance.
Supplier/Product Evaluation	Brightway's testing costs	As incurred	We provide information about approved vendors that you and your staff must use in operating your Brightway Location. If we incur any costs in connection with evaluating an unapproved supplier at your request, you or the supplier must reimburse us for our reasonable costs, regardless of whether we subsequently approve the supplier.
Financial Records and Reports	Cost of preparing required financial reports	As required by us	You must provide us with the type of financial reports that we require.
Taxes	Amount of tax	As incurred	You are required to pay when due any and all federal, state and local taxes levied or assessed with respect to the operation of your Brightway Location. You agree to indemnify us in the event that we are held responsible for these taxes.
Bad/No Email Address Fee	\$5 per customer per year	Imposed monthly	You are required to pay a \$5 annual fee for any of your customers that do not have an email address or have an invalid email address in our Agency Management System. This fee offsets our costs of sending physical mail to these customers because we cannot reach them via email.
FCI Commission	Varies	As incurred	As noted in Item 1, our affiliate FCI may provide certain managing general agent services when our agents elect to bind coverage with non-admitted carriers that have a relationship with FCI. In doing so, FCI will retain a portion of commissions, as is standard for all managing general agents.
Additional Training Fee	Currently, \$0	As Incurred	See Note 10.
Annual Convention Fee	Currently, \$0	As Incurred	See Note 10. You are required to pay your travel and lodging costs but there is currently no attendance fee.
New Hire Set-Up Fee	Currently, \$0	As Incurred	We reserve the right to charge you a new hire set-up fee applicable for any additional trainees. We reserve the right to increase the fee upon 30 days' notice to you; however, the fee will not exceed \$500.

**NOTES**

- (1)** Unless otherwise noted, all fees are uniformly imposed by and payable to us and are non-refundable.

(2) “Client Accounts” means any person or entity that has considered purchasing a policy, is currently a customer, or has previously purchased a policy from Brightway through any company-owned or franchised Brightway Insurance agency. All Client Accounts shall be owned exclusively by Brightway, and not by Franchisee. All Client Accounts generated by your Brightway Location are our exclusive property, and all funds, correspondence, notices and other communications relating to such Client Accounts must be forwarded to us. We are the “Agent of Record” with the Contracted Companies on all such Client Accounts. Accordingly, all sales commissions paid by the Contracted Companies are paid directly to us, and not to you. On or about the 5<sup>th</sup> business day of each month (date subject to change), we will pay you (via electronic funds transfer to an account you specify in the Electronic Funds Withdrawal and Deposit Authorization attached to the Franchise Agreement) a percentage of the sales commissions we receive from the Contracted Companies on the Client Accounts you generate, and we will retain the remainder.

“New Business” shall mean the first term of a policy which is sold in connection with your Brightway Location and “Renewal Business” shall mean all subsequent/renewal terms of a policy which are sold in connection with your Brightway Location, including any policies rewritten to another Contracted Company.

For a Retail Agency, on New Business, we will pay you a baseline of 80% of the sales commissions we receive, and we will retain 20%. On Renewal Business we will pay you 50% of the sales commissions we receive, and we will retain 50%.

We may also create, and/or discontinue various incentive programs under which Agency Owners can earn additional commission or other bonus payments, which are subject to change in our sole discretion. Currently, we offer the following incentive programs:

#### Commission Enhancement

We currently offer all new Agencies and all existing Office Agencies the opportunity to earn enhanced New Business commissions. Agencies can qualify for enhanced commissions by maintaining a minimum of three active producers in the Agency as well as hitting certain minimum book size (currently \$3 million in annualized premium) and quality metrics, which are subject to change from time to time.

Once an Agency qualifies for enhanced commissions, we will pay you a baseline of 85% of the New Business sales commissions we receive from policies sold during the time period you meet our then-current criteria, and we will retain 15%. Currently, after an Agency qualifies for enhanced commissions, we evaluate whether they continue to qualify on an annual basis, though this is a voluntary program and we reserve the right to discontinue the program or change the criteria or evaluation timeframe at any time upon notice to you.

Additionally, we may offer qualified new Agencies an initial New Business commission override of up to seventy percent (70%) of additional Brightway Sales Commissions on New Business for a period of up to twenty-four (24) months after opening. This additional incentive will only be offered to new Agencies that meet one of the following criteria: (1) an existing property & casualty insurance agency owner or producer with a book of business at least ten million dollars (\$10,000,000) in gross written premium or with new business production of at least one million dollars (\$1,000,000) in gross written premium per year, (2) a sophisticated investor meeting net worth and liquid capital requirements who will hire at

least two (2) additional producers on or promptly following the opening of the Brightway Location; or (3) a referral source firm in the real estate industry generating at least fifty (50) transactions a month.

#### Apprentice Program

As discussed in Item 5, we offer qualified existing Agency Owners the opportunity to act as mentors to qualifying individuals that wish to work in an existing Brightway Location and who may become potential franchisee prospects in the future. If an Agency Owner agrees to mentor such an individual (the "Apprentice"), that Owner will sign the Apprentice Program amendment attached as Exhibit O (the "Apprentice Program Addendum"), under which the Agency Owner will receive 100% of New Business commissions from Client Accounts generated by the Apprentice during the duration of the Apprentice Program.

- (3) We will deduct from the payments we make to you the expenses borne or paid by us which relate to the conduct of your business, as well as any additional costs we designate in the Confidential Operating Manual (the "Franchisee Shared Expenses"). Examples of Franchisee Shared Expenses include one-time carrier appointment fees, recurring technology fees, and Errors and Omissions premiums. We have consolidated technology fees and costs into a "per Agency" fee and a "per user" fee (with a different fee for active users with access to the full suite of Brightway technology and users that only need to access a limited amount of technology).

The Franchisee Shared Expenses will change from time to time, as set forth in the Confidential Operating Manual; however, any increase to existing Franchisee Shared Expenses will be limited to a fifteen percent (15%) annual increase for each fee, unless such increase is directly tied to a price increase imposed by the applicable third-party vendor. Changes to the fees may be triggered by adding/removing required products or services, price changes imposed by the included vendors, or amendments to our methodology for calculating the portion of Franchisee Shared Expenses allocated to each agency or producer. Your portion of these costs and expenses shall be determined by us in good faith, and such determination may be based, solely or partially, upon the expenses we incur or the then-current fair market value of the items provided to you. We may also allow third party service providers to allocate expenses to each agency. At our discretion, we are also permitted to deduct from the payments we make to you: (a) the costs and expenses incurred by us (including, but not limited to, our reasonable labor and administrative costs) as a result of your failure to conduct your Brightway Location in compliance with our procedures and standards of operation; and (b) any payments we make in good faith to your vendors or suppliers in order to cure your failure to make such payments on a timely basis.

- (4) In the event you are eligible to renew the Franchise Agreement but elect not to do so, then we will pay you certain post-term compensation in 24 monthly installments via electronic funds transfer, so long as your Brightway Location generated more than \$20,000 in Brightway Sales Commissions paid to you during the most recent twelve full months of operation preceding non-renewal.
- (5) All transfers are subject to our prior consent, and Agency Owners must meet various conditions in order to obtain our consent. No transfer fee is payable to us by the transferee in the event of a gift transfer where you do not retain any interest in the Agency Owner entity and you waive your rights to the post-termination compensation described in Note 4 above.

- (6)** We may establish a national advertising and marketing fund (the “Advertising Fund”) for the common benefit of the System. If we establish an Advertising Fund, you must participate in and contribute an amount we specify, which will not exceed 3% of your Brightway Sales Commissions, on a monthly basis to the Advertising Fund in the manner we prescribe. See Item 11.
- (7)** From time to time we may provide you with local advertising and marketing materials at a reasonable price, and we reserve the right to charge a reasonable price for providing these materials. We may require you to participate in such cooperative or other advertising and/or marketing programs as we prescribe from time to time in the Confidential Operating Manual. We do not currently have any cooperative advertising programs; however, in the event created, your contributions shall be capped at 3% of your Brightway Sales Commissions and credited against the Local Advertising Requirement (if imposed). The cooperative may, by the majority vote of its members, require a contribution in excess of the Local Advertising Requirement. Franchisor outlets will not have any voting power regarding fees imposed by franchisee cooperatives.
- (8)** If we prevail in any action against you, or if any provision of the Franchise Agreement is enforced at any time by us, or if any amounts due from you to us are, at any time, collected by or through an attorney or collection agency, you will be liable to us for all costs and expenses of enforcement and collection including, but not limited to, court costs and reasonable attorneys’ fees.
- (9)** You must indemnify and hold us and our directors, officers, agents, attorneys and shareholders harmless in all actions arising out of or resulting from (a) your breach of the Franchise Agreement; (b) unauthorized use of the Licensed Marks or other proprietary materials; (c) the operation of your Brightway Location; (d) any professional or other negligence; (e) unauthorized transfer; (f) the infringement of any third party intellectual property rights; (g) libel, slander or any other form of defamation of us or our System; or (h) any incident, death, injury or damage to any person or property occurring in, on or about the premises of your Brightway Location. You must also indemnify us for costs or liabilities that we incur in managing the operation of the Brightway Location following your death or disability (and we also may charge a reasonable fee for such management).
- (10)** We reserve the right to charge you a reasonable fee for additional training sessions, and we may also charge an additional training fee for enrollment in employee training sessions. We may provide such additional training at your request, at our sole discretion and subject to the availability of our staff. We may also require that you attend our annual convention as well as other mandatory conventions or meetings and pay an attendance fee. We may also require that you pay the costs of wages, transportation, lodging and food for you, your Principal and your staff during the additional training, conventions, and meetings described in this paragraph. We reserve the right to increase the Additional Training Fee and/or Annual Convention Fee upon 30 days’ notice to you; however, we will not increase the Annual Training Fee by more than \$500 per person per day in a single year and we will not increase the Annual Convention Fee by more than \$500 in a single year.

**ITEM 7:  
ESTIMATED INITIAL INVESTMENT**

**A. YOUR ESTIMATED INITIAL INVESTMENT UNDER A SINGLE UNIT FRANCHISE AGREEMENT**

<b>Type of Expenditure</b>	<b>Amount (1)</b>	<b>Method of Payment (1)</b>	<b>When Due</b>	<b>To Whom Payment is to be Made</b>
Initial Fee <b>(1)(2)</b>	\$25,000 to \$35,000	Lump sum	See Items 5 and 10	Brightway
Lease Deposit and First Month's Rent <b>(3)</b>	\$0 to \$7,000	Lump Sum	Upon Signing Lease	Landlord
Leasehold Improvements <b>(3)(4)</b>	\$0 to \$10,000	Periodic Payments	As Arranged	Vendors
Furniture, Furnishings, and Fixtures <b>(5)</b>	\$0 to \$7,000	As Arranged	As Incurred	Vendors
Equipment <b>(6)</b>	\$2,300 to \$6,700	As Arranged	As Incurred	Vendors
Signage <b>(7)</b>	\$125 to \$20,000	As Arranged	As Incurred	Vendors
Professional Fees <b>(8)</b>	\$600 to \$2,500	As Arranged	Before Opening	Your Attorney, Accountant, and Other Business Advisors
Insurance Policies <b>(9)</b>	\$300 to \$4,000	As Arranged	Upon Opening	Third Parties
Licensing Fees <b>(10)</b>	\$100 to \$1,200	As Arranged	As Incurred	Third Parties
Opening Advertising Expense <b>(11)</b>	\$0 to \$3,500	As Arranged	As Incurred	Third Parties
Additional Funds – Six Months <b>(12)</b>	\$15,000 to \$90,000	As Arranged	As Incurred	Vendors, Brightway
<b>TOTAL ESTIMATED INITIAL INVESTMENT (13)</b>	\$43,425 to \$186,900			

**NOTES**

- (1)** Costs paid to us are not refundable. Whether any costs paid to third parties are refundable will vary based on the third party and the general practice in the area where your Brightway Location is located. Additionally, as described in Item 5, if you qualify for and are exercising your option to open an additional location, we will waive the Initial Fee.

- (2) The manner in which the Initial Fee is paid and the circumstances under which the Initial Fee may be reduced are explained in greater detail in Item 5. The low-end value of \$10,000 is only applicable if you choose to finance a portion of the Initial Fee, as the first payment of the financed portion of the Initial Fee will not be made until the 13<sup>th</sup> month after opening your Brightway Location. Therefore, the low-end value represents the portion due and payable prior to opening your Brightway Location and does not include any financed payments due after you commence operations. The high-end value of \$25,000 is applicable if you do not finance any portion of the initial fee.
- (3) We expect that you will lease the retail office space for your Brightway Location. A typical Brightway Location will occupy approximately 200 to 1,500 square feet of space. Lease payments will vary considerably depending upon the property size, type of transaction and location. The low-end estimate above assumes that you already own or have pre-existing access to a leased retail office space, and the high-end estimate above assumes that you will be leasing a new retail space and that the initial lease deposit for this space will be equal to two months of rent. Lease agreements may also include the following expenses: taxes, insurance, maintenance, fixed rent (with escalations), percentage rent, and other charges related to the operation of the Brightway Location.
- (4) Office build-out expenses can vary widely. Brightway Locations do not require extensive build-out; however, we permit franchisees who wish to do so to spend additional sums on leasehold improvements (though these additional amounts are not incorporated into the estimates above). You should check with the relevant regulatory agencies to identify costs for required building permits, impact fees, taxes, bonds, licenses and other fees, which can vary dramatically depending on the location. In professional office space, no specific buildout is required but the space must meet our minimum requirements. The low-end estimate above assumes that your Brightway Location is in a professional office space that does not require any additional buildout to meet our minimum requirements, and therefore you will not incur any buildout expenses during the pre-opening period. The high-end estimate assumes that your Brightway Location is in a new retail space, where you will incur expenses such as carpet or other flooring, paint, cabling, and limited interior walls. There may also be plumbing or electrical costs. In some cases, the landlord of an office or retail space may cover some portion of the cost of leasehold improvements.
- (5) You must purchase certain furniture and fixtures in order to operate your Brightway Location from a retail office space, such as desks, chairs and miscellaneous reception area and back-office furniture; you will need to acquire furniture that aligns with the look and feel of Brightway standards. If your Brightway Location is in a professional office space, you are not required to purchase any specific furniture or fixtures but the office must have a professional appearance. The low-end estimate assumes that you will not need to purchase any furniture or fixtures because you either already own these items or your professional office space has these items available to you. The high-end estimate assumes that you are operating at a retail space that is unfurnished, meaning you will need to purchase furniture and furnishings for the entire space.
- (6) You must obtain certain equipment according to our Brightway Technology Specifications. You are required to maintain one laptop computer (properly configured for use within our System and purchased from our required vendor) for each person working at the Brightway Location. The computer purchase will occur through the purchase of a standardized workstation bundle which includes a docking station, monitor(s), headset, firewall, and other related network and computing items. The low-end estimate above assumes you are purchasing a single "Minimum" laptop workstation bundle and that you already

have compatible monitors and peripheral equipment, and the high-end estimate assumes you are purchasing “Standard” workstation bundles for you and two producers. The estimates above may be further reduced in the event that you have an existing device that meets our minimum standards and that you are willing to dedicate solely to the operation of your Brightway Location.

- (7)** The type of signage to be installed at your Brightway Location is governed by local ordinances and lease provisions regarding height and size restrictions. The types and amount of signage will vary based on the type of location, landlord requirements, and city/municipality requirements. In a professional office space, you may be required to obtain minimal Brightway branded signage. In a retail space, you may be required to secure exterior as well as interior signage. All signage must conform to the Brightway System specifications and must be submitted to us for approval prior to purchase and installation. You may be required to use our required vendor for signage. In some cases, the landlord of your retail office space may cover some or all of the cost of any exterior signage. The low-end estimate assumes you are purchasing minimal signage for a professional office space and the high-end assumes that you are purchasing a full suite of signage for a retail space, including an exterior building sign, street signage, door vinyl, accent wall and interior Brightway branded graphic signage.
- (8)** These figures represent the estimated costs of engaging an attorney, CPA or other business professionals to review this Disclosure Document and the accompanying agreements, to assist you in organizing a business entity and setting up your books, and to help you obtain required licenses and permits. While we recommend that you engage professional advisors, you are not required to do so.
- (9)** The estimated amount above includes the initial cost of the professional insurance policies that you will need to obtain and maintain according to our standards and specifications. These policies are described in detail in Item 8 and in your Franchise Agreement.
- (10)** You are responsible for obtaining certain licenses required by the state in which you are located. The estimate above also includes any initial education costs associated with obtaining your licenses. The low-end estimate assumes that you have insurance experience and already possess most of the licenses necessary to operate your Brightway Location, and that your Brightway Location is in a state and municipality that does not charge a fee for an occupational business license.
- (11)** You are not required to expend any amount on grand opening advertising, however we recommend that you conduct an opening advertising program or host an opening event to promote the opening of your Brightway Location during the first 60 days following your soft opening. If you elect to do so, the amount of the opening advertising will be dependent on your unique circumstances, and we can work with you to determine an appropriate program during the time period following the execution of your Franchise Agreement and prior to your opening event or opening advertising campaign.
- (12)** These figures are an estimate of your operating expenses for the initial six months of business. Both high-end and low-end estimates include rent, taxes, insurance, supplies, utilities, technology costs, licenses and permits, bank charges and repair and maintenance expenses. They also include the costs of advertising, which will generally consist of primarily grass roots advertising but may involve printing and other costs necessary to generate referral sources. They do not include the portion of commissions withheld by us. The low-end estimate assumes you will not employ any other individuals at your Brightway Location during the initial operating period, and that you will have strong initial sales. The high-end estimate assumes that you will employ three other individuals to work full-time writing New

Business from your Brightway Location during the initial operating period. The high-end estimate also assumes you will have low initial sales. These figures are estimates that we prepared using our internal pro forma statements, and do not include any amounts for owner salary. We cannot guarantee that you will not have additional expenses starting the business. Your costs will depend on factors such as: the size of your Premises; your management skill, experience and business acumen; number of producers and other staff; financing costs; local economic conditions; the local market for insurance products; the prevailing wage rate; competition; and the sales levels reached during the initial period. You will be required to pay Franchisee Shared Expenses during this six-month period. See Item 6.

- (13)** You should review these figures carefully with a business advisor before making any decision to purchase the franchise. We have prepared these estimates based on our years of experience as a franchisor, as well as a survey we recently conducted by asking Agency Owners that opened within the past year to share their initial investment costs. Except as expressly indicated otherwise, these estimates cover your initial cash investment to open your business. They do not provide for your cash needs to cover any financing incurred by you or your other expenses. You should not plan to draw income from the operation during the start-up and development stage of your business, the actual duration of which will vary materially from location to location and cannot be predicted by us for your business (and which may extend for longer than the six month “initial phase” described in Note 12). You must have additional sums available, whether in cash or through a bank line of credit, or have other assets which you may liquidate or against which you may borrow, to cover other expenses and any operating losses you may sustain, whether during your start-up and development stage, or beyond. The amount of necessary reserves will vary greatly from franchisee to franchisee and will depend upon many factors, including the rate of growth and success of your business, your ability to operate efficiently and in conformance with our recommended methods of doing business, and competition. Because the exact amount of reserves will vary from operation to operation and cannot be meaningfully estimated by us, we urge you to retain the services of an experienced accountant or financial advisor to develop a business plan and financial projections for your particular operation.

#### **ITEM 8: RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

To protect the reputation and goodwill of the Brightway System, and to maintain standards of operation under the Licensed Marks, you must operate your Brightway Location in strict conformance with our methods, standards, and specifications which we prescribe in our Confidential Operating Manual and various other confidential manuals and writings prepared for use by you in operating a Brightway Location (collectively, the “Manual”), which we may change at our sole discretion. When any provision in the Franchise Agreement requires that you comply with any standard, specification or requirement of Brightway, unless otherwise indicated, such standard, specification or requirement shall be such as is set forth in the Franchise Agreement or the Manual.

#### **Approved Insurance Products and Services**

You may only offer and sell insurance policies written by the Contracted Companies through us. We reserve the right to change the Contracted Companies at any time. You are not permitted to be licensed as an agent, solicitor, representative or broker for any insurance company or business other than Brightway and the Contracted Companies unless authorized by us in writing. We will, at our sole discretion and with our Contracted Companies’ approval, determine which Contracted Companies you may use, as well as which lines of insurance

and specific policy types you may sell with such Contracted Companies. Upon request, we will provide you with a list of your Contracted Companies. We will negotiate all contracts with the Contracted Companies, including the compensation paid by them for the sale, renewal, service or delivery of policies. The primary service which will be offered by you will be property and casualty insurance. However, we may authorize you to offer other services, such as life insurance. You are not permitted to conduct any business with regard to any type of insurance that has not been approved by us, or for which you are not licensed by the appropriate insurance, securities or other regulatory authorities. Additionally, you are not permitted to conduct any business of any kind other than your Brightway Location business, either from the Brightway Location or through the corporate entity that owns and operates the franchise.

### **Lease and Leasehold Improvements**

We expect that you will lease the location for your Brightway Location. A typical Brightway Location will occupy approximately 200 to 1,500 square feet.

We must approve your location and lease terms before you sign a lease for a location. We may condition our approval of your lease upon, among other conditions, you and your landlord's signing of our Collateral Assignment of Lease, where your landlord grants us the right to assume your rights and obligations under the lease in the event that you breach your lease, or your Franchise Agreement is terminated or expires. Generally, this requirement applies to traditional retail space and not to professional office space.

You are not permitted to relocate your Brightway Location without our prior written consent. If, for any reason, you cannot continue to occupy the premises during the term of your Franchise Agreement, you must notify us of your intention to relocate at least 90 days prior to closing operations at the existing premises and be open for business at a new mutually agreed-upon location within 30 days of closing operations at the existing premises.

The Brightway Location shall conform to our standards and specifications for appearance, layout and design. Brightway Locations do not require extensive build-out, and we do not require a specific build-out for professional office space. You must also submit all preliminary and final plans and specifications to us for approval, and you may not make material modifications to the approved plans without our consent. You may not operate your Brightway Location until construction of your premises is completed in accordance with the approved site and building plans, and we have provided you with authorization to open.

### **Furniture, Fixtures, Equipment and Signage**

You are required to purchase, install and maintain all furnishings, fixtures, equipment and signage as we deem necessary and appropriate for your business and type of location, as specified in the Manual, which may include requirements that you purchase certain items only from designated suppliers, including us, our affiliates, and/or third parties. We may negotiate volume purchase agreements with some vendors for the purchase of equipment needed to operate your business.

Currently, we require that Brightway Locations in a retail space have desks, guest chairs and miscellaneous reception area and back-office furniture that meet our minimum brand standards. Brightway Locations in a professional office space are required to have approved workstation furniture for each producer.

You are required to acquire and utilize the telephone system or software that we designate. The system currently must be purchased from and installed by our required vendor. You also must use designated fax lines (which may be Internet-based) in connection with the operation of your Brightway Location.

In addition to the telephone system and fax lines, you must purchase additional products and services, which may include certain signs, electronic signature services, signage, furnishings, supplies, fixtures, computer hardware and software, technology services and other products and services from Brightway or designated or required vendors as we may specify in the Manual or otherwise in writing. We or our affiliates may be one of several or the only approved supplier of any item.

Currently, we are the sole approved supplier of a proprietary software program (Brightway Fusion) that you will use in conjunction with certain approved third party provided software programs to facilitate the sales process. The fee for Fusion will be included as a Franchisee Shared Expense, as described in more detail in Item 6. Except for this proprietary software program, neither we nor our affiliates are currently the approved supplier of any items. However, should you choose to write business through certain non-admitted carriers or brokers, our affiliate, FCI, may be the only managing general agent through which you can write policies on behalf of those specific carriers/brokers. With that being said, we do not require you to write policies with any specific carriers, so you will not be required to use FCI.

Apart from any products and services identified as source-limited in this Disclosure Document, all other furnishings, fixtures, finishes, equipment and supplies for your business may be selected by you, and purchased from vendors you choose, so long as they are compatible with our established computer and other systems and meet our quality and security standards and minimum equipment specifications. Upon our request, you must promptly acquire, install, update or replace any furnishings, equipment, including the telephone system or any computer hardware or software, designated by us for use pursuant to the Brightway System and the Brightway Technology Specifications.

As described in Item 6, we will charge you for your portion of certain Franchisee Shared Expenses. Your portion of such expenses will be determined by us in good faith, and such determination may be based, solely or partially, upon the costs we incur or the then-current fair market value of the items we provide to you (and therefore may be in excess of the costs actually incurred by us on your behalf).

In the event you wish to purchase any approved items from an unapproved supplier, you must provide us with the name, address and telephone number of the proposed supplier, a description of the item you wish to purchase, and the purchase price of the item, if known. If we incur any costs in connection with evaluating an unapproved item or supplier at your request, you or the supplier must reimburse us for our reasonable testing costs, regardless of whether we subsequently approve the item or supplier. We will provide you, upon reasonable request, the criteria that we use to evaluate unapproved suppliers. We will notify you of approval or disapproval within 15 business days of receiving all requested information, and failure to provide notice during this timeframe will be deemed a disapproval. We are not required to approve any particular supplier. We may revoke our approval of particular items or suppliers when we determine, at our sole discretion, that such items or suppliers no longer meet our standards. Upon receipt of written notice of such revocation, you must cease purchasing items from such supplier. You must use items purchased from approved suppliers solely in connection with the operation of your Brightway Location and not for any competitive business purpose.

## **Insurance**

You must maintain in full force and effect the types of insurance that you determine are necessary or appropriate for the operation of your business, which shall include, at a minimum, insurance policies of the types and in the amounts required by us. The Franchise Agreement currently requires you to obtain and maintain in full force and effect: (a) a standard Business Owners Policy providing coverage for your place of business with liability limits of not less than \$1,000,000/\$1,000,000; (b) a Workers Compensation Policy with liability limits of not less than \$500,000/\$500,000; (c) an Employment Practices Liability Policy providing coverage for your entity with liability limits of not less than \$500,000/\$500,000; and (d) any other types of policies that we determine are necessary for the operation of a Brightway Location, as communicated in the Manual or otherwise in writing. We do not designate the insurance carriers you must use for these purposes. You also must carry such insurance as may be required by your lease or by any of your lenders or equipment lessors. You must maintain these insurance levels throughout the term of your Franchise Agreement.

You must add us and our designees or assignees to all insurance contracts as additional insureds under the insurance policies, the cost of which will be paid by you. The types and amounts of insurance you are required to obtain and maintain may be modified by amendments to the Manual, or otherwise in writing by us. All insurance policies will: (1) be issued by an insurance carrier(s) acceptable to us; (2) will name us and our affiliates as an additional insured on a primary and non-contributory basis; (3) contain a waiver of the insurance company's right of subrogation against us; (4) contain the minimum insurance coverage we designate for each Agency that you operate; and (5) provide that we will receive 30 days' prior written notice of any material change in or termination, expiration or cancellation of any policy. If you fail to comply with our minimum insurance requirements, we have the right to obtain such insurance and keep the same in force and effect. You must pay us, on demand, the premium cost of this insurance, as well as administrative costs of 18% in connection with us obtaining the insurance.

Subject to the prior approval of our carrier, we will endorse our Errors and Omissions insurance policy to provide Errors and Omissions insurance coverage for you. We will calculate, or allow our Errors and Omissions insurance carrier to allocate, your share of our Errors and Omissions insurance policy premium in a fair and reasonable manner and will deduct such amount from your commissions as a Franchisee Shared Expense. You may be required to participate in Errors and Omissions loss control seminars from time to time at our request. In the event you fail to participate in such seminars, you may be assessed an additional amount for Errors and Omissions coverage. You will be responsible for the payment of all deductibles or other settlement costs payable on Errors and Omissions claims against you or any of your officers, directors, shareholders, employees or independent contractors.

## **Advertising**

You may not use our trade name, trademarks or other intellectual property in any advertising or promotional materials or literature without our prior consent. You must submit to us for approval samples of all advertising to be used by you which has not been prepared or previously approved by us. You may use only business stationery, business cards, printed materials or forms which have been approved in advance by us. You may not employ any person to act as your representative in connection with local promotion of your business in any public media without our prior approval. At your expense, you must: (a) obtain listings of your business in appropriate business directories and publications (both Internet and non-Internet based), and engage in appropriate Internet strategies designed to drive business to your Brightway Location, all as specified from time

to time by us; and (b) obtain and maintain any special promotional materials of the kind and size as we may require for comparable Brightway Locations.

From time to time, we may provide you with local advertising and marketing materials, including merchandising materials, sales aids, special promotions and similar advertising, and we reserve the right to charge a reasonable price for providing these materials. You must participate in all cooperative advertising and/or marketing programs as prescribed by us. The terms and conditions required for participation in any such programs will be as specified in the Manual or otherwise in writing.

Our approval of any advertising or promotional materials or programs may be withdrawn at any time, and you must immediately cease the use and display of any materials or programs for which our approval has been withdrawn.

### **Computer Hardware and Software**

You must engage our required vendors to obtain and install computer hardware, required dedicated telephone lines, a high-speed Internet connection, modems, printers, firewalls and other computer-related accessories or peripheral equipment as we may specify in the Manual or otherwise in writing from time to time. You must utilize any software programs, system documentation manuals, and other technology as outlined in the Brightway Technology Specifications and other proprietary materials provided by us in connection with the operation of your Brightway Location. You must input and maintain in your computer the software programs, data and information as we prescribe.

You shall have the sole and complete responsibility for: (a) the acquisition, operation, maintenance, and upgrading of any computer hardware and software used in connection with the operation of your Brightway Location; and (b) any and all consequences that may arise if the computer hardware and software are not properly maintained, operated, and upgraded. We have the right to require you to enter into a separate maintenance agreement for computer hardware and software. Upon our request, you must promptly acquire, install, update or replace any computer hardware and software designated by us for use pursuant to the Brightway System or the Brightway Technology Specifications.

### **General**

As we determine client preferences and trends in the marketplace, or develop new marketing techniques, technologies, products and services, we anticipate that we will formulate and modify our standards and specifications as we consider appropriate and useful, and notify you through amendments to the Manual, articles, newsletters, or other bulletins.

Except as specifically noted above, we and our affiliates are not currently suppliers for any of the goods or services you must acquire. Our affiliate, FCI, is a managing general agent that may provide certain brokerage services to franchisees and retain an industry-standard share of commissions. If you elect to engage a managing general agent, FCI may be the only available option for writing policies with certain non-admitted carriers. However, we do not require you to write policies with any specific carriers, so you will not be required to use FCI. None of our officers currently own an interest in any other approved suppliers.

At the present time, we do not receive rebates or any material benefits from any supplier for the purchase of goods or services by you or other franchisees, though we may receive certain benefits from contingency

programs implemented by Contracted Companies (who are not suppliers). You will not receive any material benefit from purchasing from approved or designated suppliers, though you may receive certain benefits from contingency programs implemented by Contracted Companies in the form of incentive programs, as we determine in our sole discretion. There are currently no purchasing or distribution cooperatives.

During the fiscal year ended December 31, 2025, we did not derive any profit from required franchisee purchases or leases.

We estimate that the purchase of goods and services that are subject to our standards and specifications represents approximately 50% to 75% of all purchases and leases necessary to open your Brightway Location, and approximately 30% to 50% of your annual costs of goods and services necessary to operate your Brightway Location on an ongoing basis.

**ITEM 9:  
FRANCHISEE’S OBLIGATIONS**

**This table lists your principal obligations under the franchise and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this Disclosure Document.**

OBLIGATION		SECTION IN FRANCHISE AGREEMENT	DISCLOSURE DOCUMENT ITEM
a.	Site selection and acquisition/lease	Sections 5(a)(i) and 6(a)(i)-(iv), Exhibits 3 and 5	Items 7 and 11
b.	Pre-opening purchases/leases	Sections 5(a)(ii), 5(a)(v), and 6(a)(v)-(vii)	Items 7 and 8
c.	Site development and other pre-opening requirements	Section 6(a)	Items 7 and 11
d.	Initial and ongoing training	Sections 5(a)(iii), 6(a)(ix), and 6(b)(x)	Items 6, 7 and 11
e.	Opening	Sections 5(a)(vii) and 6(a)(x)	Items 7 and 11
f.	Fees	Sections 4 and 8	Items 5 and 6
g.	Compliance with standards and policies/Operating Manual	Sections 5(a)(v), 5(b)(i), 6(b)(i), 6(b)(iv), 6(b)(xiv), 7(v), 10(a)-(c), and the preamble to Section 6	Items 8 and 11
h.	Trademarks and proprietary information	Sections 9 and 10(d)	Items 13 and 14
i.	Restrictions on products/services offered	Sections 7(a)-(d) and 7(l)	Items 8 and 16
j.	Warranty and customer service requirements	Section 6(b)(xi)	Item 11

OBLIGATION		SECTION IN FRANCHISE AGREEMENT	DISCLOSURE DOCUMENT ITEM
k.	Territorial development and sales quotas	Section 2	Item 12
l.	Ongoing product/service purchases	Sections 6(b)(vii), 7(c), and 7(d)	Items 8 and 16
m.	Maintenance, appearance and remodeling requirements	Sections 3(b)(v), 5(b)(i), 6(b)(i), 6(b)(iii), and 6(b)(vi)	Item 11
n.	Insurance	Section 18	Items 6, 7 and 8
o.	Advertising	Section 11	Items 6, 8, and 11
p.	Indemnification	Section 20(b)	Item 6
q.	Owner's participation/management/staffing	Sections 6(b)(ix), 7(k), 7(q), and 7(v)	Items 11 and 15
r.	Records/reports	Sections 5(c)(v), 7(r)-(t), and 22(a)	Item 6
s.	Inspections/audits	Sections 5(b)(i), 7(t), 13(l), 16(a)(ix), and 22(a)	Item 11
t.	Transfer	Section 13	Item 17
u.	Renewal	Section 3(b)	Item 17
v.	Post-termination obligations	Section 16	Item 17
w.	Non-competition covenants	Section 12	Item 17
x.	Dispute resolution	Section 24	Item 17

**ITEM 10:  
FINANCING**

We currently offer financing for a portion of the Initial Fee for new Agency Owners. The promissory note for the Initial Fee contains the following terms, with additional details provided below in this Item 10:

	<b>Promissory Note Terms</b>				
	Principal	Monthly Payment	Interest Rate*	Annual Percentage Rate (APR)	Term
<b>Initial Fee Note</b>	\$25,000	\$416.67	0%	0%	60 months

\*Payments that are more than five days late are subject to a 5% late fee.

**Initial Fee Financing Terms**

We offer new Agency Owners the option of financing a portion of the Initial Fee for opening an Agency (see [Exhibit F](#)). For financed Agencies, qualified prospective Agency Owners may pay \$10,000 in lump sum upon execution of the Franchise Agreement and enter into our prescribed form of promissory note pursuant to which the remaining \$25,000 will be financed. To qualify for financing, a prospective Agency Owner must satisfy certain uniform criteria including, without limitation, exceeding our then-current minimum liquidity and credit score requirements, and must not have any material outstanding liens or judgments against it or any of its principals. If you qualify for a veteran discount, your lump sum payment will be discounted by 10%.

The Initial Fee promissory note (see [Exhibit F](#)) includes the following terms:

- (i) a principal balance equal to \$25,000 (not subject to any veteran discount);
- (ii) Unless the Franchise Agreement is terminated or assigned to a third party, no amount shall be due or payable until the date of the first commission run in the 13<sup>th</sup> month after you open your Brightway Location;
- (iii) upon the earlier of (a) the termination or expiration and non-renewal of the Franchise Agreement, or (b) any transfer or assignment of the Franchise Agreement to a third party, if the assignee does not also assume this Note, the aggregate unpaid principal amount shall be immediately due and payable on the 2<sup>nd</sup> business day of the following month;
- (iv) no interest shall accrue on the note;
- (v) any payments not made within five days of the date due shall be subject to a 5% late fee;
- (vi) the outstanding principal balance may be prepaid by you at any time, without penalty, if paid in full; and
- (vii) you may make exactly one partial prepayment per 365-day period without penalty, provided, however, that no additional partial prepayments shall be permitted during a single 365-day period.

We also allow you to pay a lump sum of \$15,000 prior to the first payment date under the promissory note, and if you choose to do so the Initial Fee will be deemed to be paid in full, and the promissory note will be cancelled.

### **General Notes**

In the event you default under the terms of a note, such default will also be considered a default under your Franchise Agreement. In addition, in the event you default under the terms of the Franchise Agreement, such default will be considered a default under the note.

In the event you default under the terms of the note, interest will accrue at the highest rate permitted under applicable law, not to exceed 18%, on the then-outstanding principal balance and accrued interest (if applicable), until such time as you make such payments to us. In addition, if you default we will have the option to declare all of the then-outstanding principal balance and all accrued interest immediately due and payable. Furthermore, we will have the right to offset against any amounts we owe you under your Franchise Agreement against any amounts you owe us under the terms of a note. If you default, you will be required to pay all of our costs of collection and enforcement of the note, including reasonable attorneys' fees, costs, and expenses. The terms of each note require you to consent to a confession of judgment, to waive notice and waive your right to a jury trial, as well as presentment, protest and notice of dishonor.

We do not require any security interest in association with the note. However, the note must be guaranteed by all persons owning an equity interest in Agency Owner and their spouses. The form of guaranty is attached to the note found in Exhibit F to this Disclosure Document. As of the issuance date of this Disclosure Document it is not our practice to sell, assign, or discount to a third party all or part of the financing arrangement.

Except as otherwise provided above, we do not offer direct or indirect financing. We will not guarantee your note, lease or other obligation.

### **ITEM 11: FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS & TRAINING**

**Except as listed below, we are not required to provide you with any assistance.**

#### **Our Obligations Prior To Opening**

Before you open your business, we will:

1. Provide you, to the extent we deem appropriate at our sole discretion, with information concerning site evaluation, as well as preliminary plans and layouts for your Brightway Location. (Franchise Agreement, Section 5(a)). We will review your preliminary and final plans and specifications of your Brightway Location, and you may not move forward until you receive our approval. (Franchise Agreement, Section 6(a)). We will review your lease for your business premises and you may not sign the lease until you receive our approval. (Franchise Agreement, Section 6(a)). You will acquire or lease your premises from a third party. We will not own or lease the premises to you.

2. Provide you, to the extent we deem appropriate at our sole discretion, with standards and specifications for fixtures, furniture, finishes, signs, improvements, equipment and other related facilities required for use in your Brightway Location. (Franchise Agreement, Section 5(a)).

3. Provide you, to the extent we deem appropriate at our sole discretion, with information concerning sources of signs, equipment, fixtures, furnishings, improvements and other products and services required for the buildout and operation of your Brightway Location. (Franchise Agreement, Section 5(a)).

4. Provide you with initial training for your Principal, as described below. A new hire set-up fee applicable to any additional trainees may be set forth in our Manual and is subject to change from time to time at our sole discretion. Your producers are required to successfully complete our training program. (Franchise Agreement, Section 5(a)).

5. Provide you with such pre-opening or opening assistance in the initial operation of your business as we deem appropriate. (Franchise Agreement, Section 5(a)).

6. Provide you with access to the Manual, which describes our System and the mandatory and recommended standards and procedures for the operation of your business. The Manual remains our property. We retain the right to change the Manual and the elements of the System at any time, and you agree to comply with such new or changed provisions. (Franchise Agreement, Section 10(a)).

7. Provide you with specifications of all computer software programs that are required in the operation of your business, including but not limited to the Brightway Technology Specifications, which programs may be updated or modified by us from time to time. Any proprietary programs shall remain our property and shall be on loan to you. (Franchise Agreement, Section 5(a)).

8. Provide you, to the extent we deem appropriate in our sole discretion, with access to our website, as well as a webpage dedicated to your Brightway Location that you must use in conjunction with the operation of your Brightway Location. (Franchise Agreement, Section 5(a)).

9. Provide you with express authorization to open your business for operation. You must open your business for operations no later than 180 days after the date the effective date of your Franchise Agreement. (Franchise Agreement, Section 6(a)).

### **Selecting the Location for Your Business**

We will provide you with information regarding our standards for site selection. We must approve the proposed site for your Brightway Location. (Franchise Agreement, Section 6(a)). We may approve or deny any proposed site at our sole discretion. You may execute the Franchise Agreement prior to selecting a site for your business. If no site has been designated at the time you sign the Franchise Agreement, you must enter into our form of Site Selection Addendum, attached as Exhibit 5 to the Franchise Agreement. Once you propose a site, we will have 21 days to review it; we will notify you of approval or disapproval of the proposed site within the 21-day period. (Franchise Agreement, Exhibit 5).

A typical Brightway Location will occupy approximately 200 to 1,500 square feet of space, with the low-end estimate reflecting professional office space and the high-end estimate reflecting traditional retail space.

We do not select the site for your Brightway Location. You are solely responsible for selecting the site of your Brightway Location. If we offer assistance to you in this regard, you may not construe our assistance as a guarantee or other assurance that the site will necessarily be successful. Our acceptance of a site only indicates our willingness to be represented by you at that site. The factors we consider in approving Brightway Locations

include but are not limited to general location and neighborhood, traffic patterns, parking, nature of location, physical characteristics of building, accessibility, network set-up, availability for signage, lease terms, and competition from similar businesses in the area (including other Brightway Locations).

You must submit a copy of any proposed lease agreement, which must be approved by us. The lease must provide us with the right to enter the premises to make any modification necessary to protect the Licensed Marks, and, if you are operating from traditional retail space, you must enter into a Collateral Assignment of Lease in a form substantially the same as that attached as Exhibit K to this Disclosure Document. Under this Collateral Assignment of Lease, we will receive notice of your default of the lease, a right to cure such default, the right to assume the lease, and the right to sublease or assign the lease to another Brightway System franchisee. We will have the right to inspect the construction of the premises at any reasonable time. You must correct, upon our request and at your own expense, any deviation from the approved site layout and plan and we may require that you furnish us with proof that the Brightway Location was built in accordance with the approved final plans and specifications and in compliance with all applicable laws. You must then obtain our approval of the completed construction prior to operating the Brightway Location at the approved premises. (Franchise Agreement, Section 6(a)).

### **Time to Open Your Business**

We estimate that it will take approximately 60-120 days from the date you sign your Franchise Agreement to open your Brightway Location. The factors that may affect this time period include your ability to obtain a lease or financing, building permits, zoning and local ordinances, weather, the time needed to secure an insurance producer license and/or carrier appointments, construction delays, delayed installation of equipment, fixtures and signs, or delays in the completion of your initial training. You must provide us with documentation showing you have accurately applied for all required licenses within 90 days of signing your Franchise Agreement, and you must locate an approved site (professional office space or retail office space, as applicable) and open your Brightway Location to transact business with the public no later than 180 days after signing your Franchise Agreement. If you fail to apply for all required licenses and/or commence operating within this timeframe, we have the right to terminate the Franchise Agreement. (Franchise Agreement, Section 6(a)).

### **Our Obligations After Opening**

During the operation of your business, we will:

1. To the extent we deem it appropriate, provide you with:
  - (a) Periodic assistance in local advertising and marketing;
  - (b) Periodic individual or group business consulting in the operation of a Brightway Location;
  - (c) Advice concerning operations of a Brightway Location;
  - (d) Advice and guidance with respect to new and improved methods of operation or business procedures developed by us, as well as use of the Manual, management materials, promotional materials, advertising formats, and the Licensed Marks; and

(e) Periodic inspections of your premises and the products and services you offer. (Franchise Agreement, Section 5(b)).

2. Provide you with the opportunity to participate in group purchasing programs for equipment, supplies, and insurance that we may, from time to time, use, develop, sponsor or provide. (Franchise Agreement, Section 5(b)).

3. Approve the Principal that will work at your Brightway Location. (Franchise Agreement, Section 7(l)).

4. Use our commercially reasonable best efforts to provide you with access to, and the opportunity to write insurance for, certain of the Contracted Companies (but only for the lines of business and types of policies we specify, at our discretion). We will not be required to undertake such efforts with regard to any insurance business for which your staff is not properly licensed or sufficiently trained, as determined at our sole discretion. (Franchise Agreement, Section 5(c)).

5. Provide you with access to our “Engagement Center,” which provides you with service and support for your Client Accounts. (Franchise Agreement, Section 5(c)).

6. Provide technology and other services, to the extent we deem necessary at our sole discretion, with regard to accounting for, and processing of, all applications for insurance policies and all policies issued, renewed, endorsed, changed, serviced, delivered or canceled on behalf of your Client Accounts. (Franchise Agreement, Section 5(c)).

7. Subject to the approval of our carrier, we will endorse our Errors and Omissions insurance policy to provide Errors and Omissions insurance to you, at your expense. (Franchise Agreement, Section 5(c)).

8. Provide you with information regarding your Client Accounts, including statements and other information received from Contracted Companies relating to such Client Accounts. Such information will be given in a form and manner we specify. (Franchise Agreement, Section 5(v)).

9. If you elect to conduct opening advertising, work with you to determine an appropriate amount to spend. (Franchise Agreement, Section 11(f)).

10. If we decide to do so, implement incentive programs to reward Agency Owners for their performance. Currently, we offer a “Horizons” incentive program through which Agency Owners are able to retain a higher percentage of Brightway Sales Commissions for new policies written. See Item 6. You must qualify for these types of programs, which are purely voluntary, and we have the right to stop offering incentive programs at any time.

## **Advertising**

We reserve the right to establish a national advertising and marketing fund (the “Advertising Fund”) for the common benefit of the System. If we establish an Advertising Fund, you must participate in and contribute an amount we specify, which will not exceed 3% of your Brightway Sales Commissions, on a monthly basis to the Advertising Fund in the manner we prescribe. We have the right to use the Advertising Fund contributions, at our sole discretion, to develop, produce, and distribute national, regional and/or local advertising and to create

advertising materials and public relations that promote, in our sole judgment, the services offered by System Agency Owners. We may use the Advertising Fund to satisfy any and all costs of maintaining, administering, directing, preparing, and producing advertising, including: (a) the cost of preparing and producing television, radio, magazine, and newspaper advertising campaigns; (b) the cost of direct mail; (c) the cost of public relations activities and advertising agencies; (d) the cost of developing and maintaining an Internet website; and (e) personnel and other departmental costs for advertising that we internally administer or prepare. Nevertheless, not all System Agency Owners will benefit directly or on a pro rata basis from such expenditures. While we do not anticipate that any part of the Advertising Fund contributions will be used for advertising which is principally a solicitation for the sale of franchises, we reserve the right to use the Advertising Fund for public relations or building recognition of the Brightway brand and to include a notation in any advertisement indicating “Franchises Available”. (Franchise Agreement, Section 11(d)).

We have the sole right to determine how to spend contributions to the Advertising Fund, or any funds from any other advertising program, and the sole authority to determine the selection of the advertising materials and programs; provided, however, that we will make a good faith effort to expend such funds in the general best interests of the System on a national or regional basis. We may use the Advertising Fund to maintain high quality standards through customer surveys, customer interviews, and other similar initiatives. We have the right to reimbursement from the Advertising Fund contributions for reasonable costs and overhead as we may incur in activities which are reasonably related to directing and implementing the Advertising Fund and advertising programs for Agency Owners and the System, including costs of personnel for creating and implementing advertising, promotional and marketing programs. Our contribution to the Advertising Fund for subsequent company-owned or affiliate-owned units will be equal to that provided for in our Franchise Disclosure Document in the year the Advertising Fund is implemented. If the advertising contribution for the System decreases at any time, we have the right to reduce our contribution from company-owned and affiliate-owned units to the rate specified for franchised locations. There is no requirement that the Advertising Fund be audited. Upon your written request, we will provide you with an unaudited accounting of Advertising Fund contributions and expenditures within 120 days of the end of the fiscal year. Although we anticipate that all Advertising Fund contributions will be spent in the fiscal year they accrue, if we do not spend all Advertising Fund contributions by the end of each fiscal year, the remaining amounts may be carried over to be expended during the next fiscal year. (Franchise Agreement, Section 11(d)).

In 2022 we created a franchisee advisory council that meets regularly with our executive team and provides input and feedback on issues impacting the System. This advisory council is not directly associated with any Advertising Fund because we do not have an Advertising Fund, but we reserve the right to modify the scope, authority or any other characteristic of the franchisee advisory council at any time. We have the right to require that an advertising cooperative and/or any additional franchisee advisory council be formed, changed, dissolved or merged. We are not required to spend any amount on advertising in your area. (Franchise Agreement, Section 11(d)).

Additionally, while we do not currently have a local advertising requirement, we reserve the right to require you to spend up to 3% of Brightway Sales Commissions per month on local advertising (the “Local Advertising Requirement”). If we impose a Local Advertisement Requirement, you must spend it as we prescribe in the Manual or otherwise in writing, which may include, without limitation, requirements for placing a certain number of and/or types of media advertisements. Your Local Advertising Requirement must be expended regardless of the amounts spent by other System franchisees on local advertising. You may spend any additional sums you wish on local advertising. (Franchise Agreement, Section 11(e)).

You must use only advertising and promotional materials as have been previously approved by us. If we do not approve of your proposed advertising materials in writing within 30 days of receipt, the proposed advertising materials will be deemed rejected, unless we subsequently convey otherwise. (Franchise Agreement, Section 11(c)). In the event the Local Advertising Requirement is implemented, you will submit to us an annual plan for your expenditure of your Local Advertising Requirement. You must send us proof of these expenditures within 15 days of the end of each quarter. (Franchise Agreement, Section 11(e)).

We strongly recommend that you conduct an opening advertising program to promote the opening of your Brightway Location during the first 60 days following your soft opening. If you elect to do so, the amount of the opening advertising will be dependent on the unique circumstances of each Agency Owner, and we will work with you to determine an appropriate program during the time period following the execution of your Franchise Agreement and prior to your opening. All advertising must be approved by us in writing prior to publication. (Franchise Agreement, Section 11(f)).

We will have the right, in our discretion, to designate any geographical area for purposes of establishing a regional advertising and promotional cooperative ("Cooperative"), and to determine whether a Cooperative is applicable to your Brightway Location. If a Cooperative is established applicable to your Brightway Location, you must participate in the Cooperative. Cooperative contributions will be credited towards the Local Advertising Requirement. Cooperative contributions will not exceed the maximum 3% Local Advertising Requirement unless a majority of the Cooperative votes to increase that requirement. (Franchise Agreement, Section 11(g)).

### **Computer Equipment**

You are required to purchase, license, install and maintain all required hardware and software from a required vendor as specified in the Brightway Technology Specifications, as well as any other computer hardware and software required by us from time to time. The computer system includes several required software programs, including our proprietary Brightway Fusion program, and will be used for daily functions and operation of the Brightway Location, such as tracking and entering policies, generating reports, and analysis of financial information relating to the Brightway Location.

You may not sell, lease or authorize the use of such programs and software to anyone else. You may not configure, program or change any such programs or software. You can only access "Client Account Information" through the specified programs via the Internet. Client Account Information means any and all information, including financial information and data, associated with a Client Account. You have the sole and complete responsibility for: (a) the acquisition, operation, maintenance, and upgrading of any computer hardware and software used in connection with operation of the Brightway Location; and (b) any and all consequences that may arise if the computer hardware and software is not properly maintained, operated, and upgraded. We have the right to require you to enter into a separate maintenance agreement for computer hardware and software. You must indemnify and hold us and our affiliates harmless from claims arising out of or connected with an interruption in Internet services or from any unauthorized use of or access to Client Account Information through the Internet.

We also may independently access financial information and data associated with Client Accounts that is produced by or otherwise located on your computer. We control the use of Client Account Information associated with your Agency and you will only use the Client Account Information as a processor as necessary to operate the Agency for the term of the Franchise Agreement unless you otherwise obtain our prior written approval. You cannot sell, transfer or otherwise share Client Account Information to or with any third party

unless you obtain our prior written approval or the third party is a service provider bound to substantially similar obligations as you are and you remain liable for their use. You will comply with all directives and terms in the Operating Manual respecting your use of the Client Account Information. You will allow us to audit your records to confirm compliance with Client Account Information restrictions. You are solely responsible for protecting Client Account Information from cyber-attacks or unauthorized access. You must comply with all applicable federal, state and local laws and regulations concerning the storage, handling, use and protection of Client Account Information. In addition, you must comply with any data protection and breach response policies we periodically may establish and must not use or disclose Client Account Information in a manner that would cause us to be in violation of our published privacy policy. You must notify us immediately of any actual or suspected data breach or cyber-attack relating to the Agency or Client Account Information. You cannot use Client Account Information for any purpose other than the operation of the Agency. There are no contractual limitations on our right to access the information and data.

You must have and maintain adequate hardware and software in order to access the Internet at the speed we require. You must maintain an email account that we designate and we will have independent access to all emails and other information stored on your email account. You must also give us electronic access to any other information on your computer that we request. No contractual limitation exists on our right to access the information.

We and/or our affiliates are the lawful, rightful and sole owner of the Internet domain name [www.brightway.com](http://www.brightway.com), as well as any other Internet domain names registered by us (collectively, the “Brightway Web Presence”), and you do not have any ownership interest in such domain names or any similar Internet domain names. The websites provide information and resources to current and prospective Brightway clients, including insurance quotes, online payment options, and a searchable database of Brightway Locations. We shall have sole discretion and control over the Brightway Web Presence and any other websites we may in the future create (including timing, design, contents and continuation). We shall have the right to modify our website requirements as we deem necessary or appropriate in the best interest of the Brightway System. We reserve the right to provide each Agency Owner with an individual website that they are required to exclusively use in the operation of their Brightway Location. The only URL that you are permitted to use on marketing materials for your Brightway Location is the URL provided and owned by us.

Except as approved in advance in writing by us, you may not establish or maintain a separate website, domain name, URL, page, profile or other presence on the Internet, or otherwise advertise on the Internet or any other public computer network in connection with the Brightway Location, including any profile on Facebook, Instagram, LinkedIn, YouTube or any other social media and/or networking site. If such approval is granted by us, you must: (a) establish and operate such website or social media page in accordance with Brightway System standards and any other policies we designate in the Manual or otherwise in writing from time to time; and (b) utilize any templates that we provide to you to create or modify such site(s).

You must comply with our standards and policies related to privacy and data security, which includes taking any actions that are necessary to ensure that your Brightway Location is compliant with all Payment Card Industry Data Security Standards (PCI DSS) requirements as well as fully complying with our cybersecurity program. Currently, all Agency Owners are also required to obtain and maintain the network firewall and associated licenses set forth in the Technology Supplement to the Confidential Operating Manual.

You are required to participate in any System-wide computer network, intranet system or extranet system that we implement and may be required by us to use such area computer network, intranet system or extranet

system to, among other things: (a) submit reports due under the Franchise Agreement to us online; (b) view and print portions of the Manual; (c) download approved local advertising materials; (d) communicate with us and other System franchisees; (e) complete any initial and ongoing training; and (f) view and retrieve standard business forms. You must use the facilities of any such area computer network, intranet system or extranet system in strict compliance with the standards, protocols, and restrictions that we include in the Manual, including those related to the encryption of confidential information and prohibitions against the transmission of libelous, derogatory or defamatory statements.

We estimate that the cost of complying with our current initial computer system requirements will be roughly \$6,500, which includes computer hardware, software, cabling, telephones, firewall and installation costs. The estimated cost of optional or required maintenance, updating, upgrading, or support contracts is roughly \$7,500 to \$20,000 per year, which also includes license fees for proprietary software necessary to operate your Brightway Location and will be dependent on your number of active users of Brightway technology.

### **Confidential Operating Manual**

Attached as Exhibit D is a copy of the Table of Contents for our Confidential Operating Manual, as of the date of this Disclosure Document. It indicates the number of pages devoted to each topic and the total number of pages in the Confidential Operating Manual. Our Confidential Operating Manual currently has 105 pages, which includes a 6-page Technology Supplement.

### **Training**

We will provide your Principal with initial training regarding Brightway systems, marketing, sales, office procedures, and other matters as we deem necessary to allow you to operate your business in a professional and successful manner. Such training is mandatory, and we will not authorize you to open your Brightway Location until the training has been successfully completed to our satisfaction. We do not charge you for our initial training. We may reduce training requirements for Principals that can demonstrate extensive industry experience. We may, but are not required, to provide your other initial employees with a limited training program. A new hire set-up fee applicable to any additional trainees may be set forth in our Manual and is subject to change from time to time. If your Principal ceases managing the Brightway Location for any reason, you must designate a qualified replacement Principal who must complete our full training requirements within 30 days.

Your initial training will be conducted by us or our designee virtually via our intranet or other online portal, or, if held in-person, at our corporate offices, your premises, or such other site as we designate. We offer our training programs periodically during the year, generally on a monthly basis. Subsequent to your initial training, and prior to opening your business to the public, you must be certified by us as meeting our qualifications for the sale of insurance, and insurance agency management.

Mary Roper supervises the Brightway training team. Ms. Roper joined our team in 2025 and has over 6 years of insurance experience. Ms. Roper may also enlist other staff or Brightway insurance agents to assist her with the initial training program. The instructional materials will include, but not be limited to, various Brightway Training Manuals, online training curriculum, and content created by Brightway as well as content from supervised third party vendors. All initial training materials are proprietary and confidential in nature and may not be used for any purpose other than providing training. The chart below summarizes, in general terms, the subjects taught during our initial training program for all new Agency Owners that are not owners of a GlobalGreen Agency or

another independent agency that they are converting to a Brightway Location. Agency Owners that do own a GlobalGreen Agency or another independent agency that they are converting to a Brightway Location may be offered a shorter training program that is focused on Brightway systems and processes and not on general insurance agency ownership.

### TRAINING PROGRAM

Subject	Hours of Classroom Training	Hours of On the Job Training	Location
<b>Systems</b>	6	9	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>Products</b>	4	8	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>Sales</b>	25	20	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>Quality Assurance</b>	1	3	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>Marketing</b>	5	15	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>Operations</b>	4	10	Online/virtual training portal, our facilities in Charlotte, NC or Jacksonville, FL, or another location we designate
<b>TOTALS</b>	<b>45</b>	<b>65</b>	

Subsequent to the date that your Brightway Location is open, we have the right at any time to require that your Principal and/or any of your other staff attend and complete, to our satisfaction, any and all additional training deemed necessary or appropriate by us at our sole discretion. Such training shall be conducted exclusively by us or our designee virtually via our intranet or other online portal, or, if held in-person, at our corporate office, your Brightway Location, or such other site designated by us. We reserve the right to charge you a reasonable fee for such training sessions, and we may also charge an additional training fee for enrollment in employee training sessions. We may provide such additional training at your request, at our sole discretion and subject to the availability of our staff. We may also require that you attend our annual convention as well as other mandatory conventions or meetings. We may require that you pay the costs of wages, transportation, lodging and food for you, your Principal and your staff during the additional training, conventions, and meetings described in this paragraph.

We reserve the right to modify the elements of the initial training program and any additional training programs at our sole discretion.

In addition to the training we provide, it is strongly encouraged that you periodically attend additional training provided by the Contracted Companies. The Contracted Companies typically do not charge for such training, but you are responsible for any costs or expenses associated with this training.

We may also require you to participate in Errors and Omissions loss control seminars provided by our Errors and Omissions insurance carriers or others from time to time, at your own expense. In the event you fail to participate in such seminars, you may be assessed an additional amount for your Errors and Omissions coverage.

We generally do not provide training that may be required to meet continuing education or licensing requirements even though this education is required by regulatory agencies. This training may be obtained from industry groups, professional providers or regulatory agency sponsored events. It is your sole responsibility to ensure that you meet any continuing education or licensing requirements.

## **ITEM 12: TERRITORY**

### **Approved Location and Relocation**

Under the Franchise Agreement, you may only operate your Brightway Location at a specific location which must be approved by us (the "Premises"). If you have not yet secured a site for your Brightway Location at the time you sign the Franchise Agreement, you will enter into our Site Selection Addendum, attached as Exhibit 5 to the Franchise Agreement, which will govern the site selection process. You may not conduct any business at the Premises other than the Brightway Location. You must obtain our approval prior to relocating your Brightway Location for any reason.

If, for any reason, the term of your lease is shorter than the term of the Franchise Agreement and the lease cannot be renewed or extended, or you cannot continue for any other reason to occupy the Premises, you must first obtain our consent and then relocate your Brightway Location to a mutually acceptable site to complete the unexpired portion of the term of the Franchise Agreement. You must notify us of your intention to relocate, procure a site acceptable to us at least 90 days prior to closing operations at your current Premises, and open for business at the new Premises within 30 days of closing business at your existing Premises. Our determination of whether to approve your new Premises will be based on our then-current site selection criteria, which includes general location and neighborhood, traffic patterns, parking, type of location, physical characteristics of buildings, accessibility, availability for signage, lease terms, and competition from similar businesses in the area.

You do not have the right to: (a) construct or operate any additional, expanded or modified facilities on the Premises, nor any right to construct or operate the Brightway Location at any other location; (b) offer any product or service via e-commerce; (c) establish an independent website or URL incorporating the Licensed Marks or any variation of the Licensed Marks; or (d) distribute, market, or implement our products and services in any channel of distribution not specifically identified in the Franchise Agreement.

There are no restrictions on the areas in your state in which you may solicit or accept new customers, nor are other franchisees restricted from soliciting new customers in the area of your Brightway Location, provided that you must comply with our customer control policies regarding existing Brightway customers. Neither we nor other franchisees are required to compensate you for soliciting or accepting orders from new customers located

within the area surrounding your Brightway Location. You may not solicit or accept new customers from outside the state where your Brightway Location is located unless we have authorized you to do so, and then only in those states expressly authorized by us. Currently, Agency Owners operating in a border county are authorized to solicit and accept orders from the neighboring state if they meet our then-current minimum operational standards and secure all required licenses. Other Agency Owners may request the ability to sell in particular states, and these requests will be evaluated on a case-by-case basis. We may change the minimum operational standards or eligibility criteria at any time, or terminate or revoke the ability to advertise or sell outside of the state where your Agency is located. You may be required to enter into our then-current form of non-resident appointment approval agreement before we approve any request for interstate authorization.

### **No Exclusive Territory – Franchise Agreement**

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

We may establish, within or outside your immediate geographic area, other franchised or company-owned Brightway Locations that may compete with your location using our trademarks or different trademarks.

### **Reservation of Rights**

We and our affiliates reserve the right, at our sole discretion, to:

1. Directly operate, or to grant other persons the right to operate, Brightway Locations anywhere, including in your immediate geographic area;
2. To promote, sell and distribute anywhere services and products authorized for sale at Brightway Locations under trademarks and service marks other than the Licensed Marks through similar or dissimilar channels of distribution anywhere, including in your immediate geographic area;
3. To promote, offer, sell, distribute and license the services and products authorized for sale at Brightway Locations as well as ancillary services and products under the Licensed Marks through dissimilar channels of distribution (*i.e.*, other than the operation of a Brightway Location), including over the Internet, through direct mail and wholesale activities, and pursuant to conditions we deem appropriate anywhere, including in your immediate geographic area;
4. To acquire businesses that are the same as or similar to your Agency or other Brightway Locations and to operate, or grant others the right to operate such businesses anywhere, including in your immediate geographic area, and to be acquired by any third party which operates, or grants others the right to operate, businesses that are the same as or similar to your Agency or other Brightway Locations, anywhere, including in your immediate geographic area; and
5. To advertise, market, and promote the Brightway System and Brightway Locations generally, including on the Internet and social media (or any other existing or future form of one or more electronic commerce or electronic networking) and to create, operate, maintain and modify, or discontinue the use of websites using the Licensed Marks.

Nothing in the Franchise Agreement provides you with the right to conduct in any of the above listed activities or share in the revenue generated by any of these activities.

The rights we have granted to you under the Franchise Agreement are dependent on you achieving the following minimum performance requirements (the “Minimum Performance Requirement”) during the respective periods (each a “Period”) described below:

<b>Period</b>	<b>Minimum Performance Requirement</b>
First 12 months commencing as of the Effective Date of the Franchise Agreement	50 New Business Policies Sold
Each 12 months period thereafter, for the remainder of the term of the Franchise Agreement	100 New Business Policies Sold

If you fail to meet the Minimum Performance Requirement during a Period, then you will be in breach of the Franchise Agreement and we have the right to immediately terminate the Franchise Agreement upon written notice to you. You acknowledge and agree that the Minimum Performance Requirement does not constitute a financial performance representation, and that we do not warrant or guaranty that you will achieve the Minimum Performance Requirement in any given year.

### **National Account**

In addition to the above reserved rights, we may also enter into certain national account agreements with affinity partners or others (each, a “National Account”), under which we will receive insurance sales leads and potential customer information which we may distribute to qualified Brightway franchisees. You may be required to pay National Accounts certain fees, and the payment of these fees may be included in the Franchisee Shared Expenses described in Item 6. You must comply with any National Account requirements and participate in any National Account marketing programs that we require.

### **Operation of Similar Business**



In August 2025, our parent, Brightway Holdings, acquired Global and Equity One, both of which franchise or operate businesses similar to those offered under this disclosure document. Global is the franchisor of franchised and licensed insurance agencies that sell services and products similar to those offered by Brightway franchisees, including various lines of insurance policies (including property, casualty, life, health, dental, disability, long-term care, supplemental benefits, and 401(k) insurance). Equity One operates an insurance agency that sells similar products and services to that of Global franchisees and Brightway franchisees, and operates under the “GlobalGreen Insurance Agency” name. As of the issuance date of this disclosure document, and for the near future, Global will continue to be the franchisor of the GlobalGreen Insurance Agency franchises that operate under the trademarks, “GLOBALGREEN INSURANCE AGENCY” and “GLOBAL GREEN INSURANCE AGENCY,” but Global has ceased offering and selling franchises. Global does not operate its own outlets. Equity One operates the one location referenced in this paragraph and does not offer franchises. You may face competition from Global franchisees or Equity One if their respective locations are in the area of your Brightway Location. We are offering existing GlobalGreen Insurance Agency franchisees the opportunity to convert their agency to a Brightway franchised business. If a conflict arises between Brightway franchisees and Global franchisees, then Brightway will work in good faith with Global to determine (i) the extent of such conflict and (ii) the impact of the conflict on impacted Brightway and Global franchisees. Brightway and Global will, in good faith, work together to resolve the conflict in accordance with the applicable Brightway and Global franchise agreement.

Global’s principal business address is 15455 Conway Road, Suite 315, Chesterfield, MO 63017. Equity One’s principal business address is 4409 Meramec Bottom Road St., Louis, MO 63129.

**ITEM 13:  
TRADEMARKS**

We grant you the right to operate your business under the name “Brightway Insurance” and to use our current or future common law or registered trademarks in the operation of your Brightway Location (provided they are used as approved by us and in accordance with our specifications). By trademarks, we mean trade names, trademarks, service marks and logos used to identify your business or the services you provide. You may not use any other name or trademark in conducting your business.

The following principal trademarks are registered or pending registration by Brightway with the United States Patent and Trademark Office (“USPTO”) on the Principal Register:

Trademark	Registration No./Serial No.	Registration/Application Date
	7961672	September 23, 2025
	7701245	February 25, 2025
BRIGHTWAY INSURANCE	4029015	September 20, 2011

We have filed all required affidavits in connection with the trademark registrations described above. You must follow our rules when you use these trademarks. You cannot use the trademarks (or any marks, names or indicia which are or may be confusingly similar to the trademarks) as part of your corporate, limited liability company, partnership or other business entity name. You may not use the trademarks in connection with the sale of any unauthorized products or services or in any manner not authorized in writing by us.

There are currently no effective material determinations of the USPTO, the Trademark Trial and Appeal Board, or any trademark administrator of any state or any court relating to the trademarks. There are no known pending infringement, opposition or cancellation proceedings or material litigation involving the trademarks. There are no agreements currently in effect that significantly limit our right to use or license the use of the trademarks in any manner material to you. We do not know of either superior prior rights or infringing uses that could materially affect your use of the trademarks in any state.

We have the right to control any litigation or administrative proceeding regarding the Licensed Marks. You are required to promptly notify us of any claim, demand or cause of action that we may have based upon or arising from any unauthorized attempt by any person or legal entity to use our trademarks or any variation of our trademarks. You are required to assist us, upon our request and at our expense, in taking such action, if any, as we may deem appropriate to stop such activities, but you may not take any action or incur any expenses on our

behalf without our consent. We will take any action we think is appropriate but are not required to do so. If we undertake the defense or prosecution of any litigation relating to our trademarks, you must fully cooperate with us to carry out such defense or prosecution. If we, at our sole discretion, determine that you have used our marks in accordance with your Franchise Agreement, we shall bear the cost of such defense, including the cost of any judgment or settlement. If we, at our sole discretion, determine that you have not used our marks in accordance with your Franchise Agreement, you shall bear the cost of such defense, including the cost of any judgment or settlement. In the event of any litigation relating to your use of our marks, you shall execute any and all documents and do such acts as we deem necessary.

You may not directly or indirectly contest the validity, or our ownership, of the trademarks. Without our written consent, you are not permitted to cause or allow any of our trademarks, or any words, slogans, symbols, logos, designs or terms confusingly similar to our trademarks, to be used or displayed in whole or part: (a) as, or as a part of, the Agency Owner's entity name or an Internet domain name; (b) in association with any other business, (c) on or in connection with Facebook, Instagram, X (previously known as Twitter) or any other social media platform; or (d) on or in connection with any Internet home page, website, message board, chat group, blog, meta-tag (or the comparable identifier in any future technology) or other Internet-related activity, without our prior written consent. All of your business conducted via the Internet must be done only through our website at the URL we designate.

We have the right, at our sole discretion, to designate one or more new, modified or replacement trademarks for the System, and may require you to use such new, modified or replacement trademarks in addition to or in lieu of the trademarks listed above in this Item 13. All costs and expenses associated with your use of any such new, modified or replacement trademarks will be your sole responsibility. You must discontinue using all marks which we have notified you, in writing, have been modified or discontinued, within 10 days of receiving written notice, and you must promptly begin using the additional, modified or substituted marks.

#### **ITEM 14: PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION**

We do not own any registered patents which are material to the franchise. We claim common law copyright and trade secret protection for several aspects of the System, including our onboarding process and the Manual, as described below. We do not have any federal copyright registrations which are presently material to the franchise offered.

We possess certain proprietary and confidential information relating to the operation of the System, which includes certain proprietary trade secrets, methods, techniques, formats, specifications, systems, procedures, methods of business practices and management, sales and promotional techniques and knowledge of, and experience in, the operation of the Brightway Location (the "Confidential Information"). Our Confidential Information also includes: (a) site selection criteria and plans and specifications for the development of Brightway Locations; (b) sales, marketing and advertising programs and techniques; (c) information about Contracted Companies, other suppliers, and knowledge of specifications and pricing for authorized products, supplies and equipment; (d) methods of management; (e) Brightway Technology Specifications and other information regarding computer systems and software programs, including the Internet-based Agency Management System; (f) the Confidential Operating Manual; (g) lists of Client Accounts and prospects; (h) policy expiration lists, and (i) all other Client Account records, documents and information.

You must operate your Brightway Location in accordance with our standards, specifications, policies and procedures as set forth in the Manual or otherwise communicated to you. You must treat the information contained in the Manual and any other manuals or supplemental material supplied by us as Confidential Information. The Manual is copyrighted proprietary material, and you may not duplicate, copy, disclose or disseminate the contents of the Manual without our prior written consent. We have the right to modify or supplement the Manual upon notice or delivery to you, and you must promptly comply with all such changed requirements. There are no current determinations, proceedings or litigation involving any of our copyrighted materials. Should you become aware that any unauthorized third party is using any of our copyrighted materials, you must notify us of such unauthorized use.

You may not divulge or use any of our Confidential Information during or after the term of the Franchise Agreement, except as expressly permitted by the terms of the Franchise Agreement in connection with the operation of your Brightway Location. Confidential Information made available to you may not be divulged to any person other than your employees or advisors who reasonably need access to such information for purposes of fulfilling their employment or contractual responsibilities. All employees to whom any Confidential Information is made available shall be informed of this obligation and must sign a written confidentiality agreement (which shall generally be substantially similar to the standard form included in the Manual). If you are a corporation, limited liability company, partnership, or other business entity, we will require your shareholders, members, partners or other equity owners to sign an agreement which binds them to the confidentiality provisions of the Franchise Agreement. We are not required by any agreement to protect or defend copyrights or Confidential Information, although we intend to do so as appropriate.

The Franchise Agreement provides that if you, your employees, or principals, develop any new concept, process or improvement in the operation or promotion of the Brightway Location, you must promptly notify us, and provide us with all of the information necessary to implement the improvement, without any compensation. Any such concept, process or improvement will become our sole property and we will be the sole owner of all patents, patent applications, trademarks, copyrights and other related intellectual property rights. You and your principals and agents must assign to us any rights you may have or acquire, including the right to modify such concept, process or improvement, and otherwise waive and/or release all rights of restraint and moral rights. You and your principals and agents must agree to assist us in obtaining and enforcing the intellectual property rights to any such concept, process or improvement in any and all countries, and further agree to execute and provide us with all necessary documentations for obtaining and enforcing such rights. You and your principals and agents must designate and appoint us as your agent and attorney-in-fact to execute and file any such documentation and to do all other lawful acts to further the prosecution and issuance of patents or other intellectual property rights related to any such concept, process or improvement. In the event that this framework is found to be invalid or otherwise unenforceable, you and your principals and agents must grant to us a worldwide, perpetual, non-exclusive, fully-paid license to use and sublicense the use of the concept, process or improvement to the extent such use or sublicense would directly or indirectly infringe your rights.

**ITEM 15:**  
**OBLIGATION TO PARTICIPATE IN**  
**THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS**

In the event you are a corporation, limited liability company, partnership or other business entity, the “Controlling Interest” identified in your Franchise Agreement must at all times have the right to control the operations of your business. However, you may designate another individual other than the Controlling Interest to be your “Primary Contact” who will be our primary point of contact for any business matters relating to the

Brightway Location. The Primary Contact has the authority to make all business decisions on behalf of the Agency Owner.

In addition, the person you identify as the “Designated Agency Principal” in your Franchise Agreement (who is also referred to as the “Principal” in this Disclosure Document) shall be an individual you appoint, who: (a) has been licensed by all applicable governmental and other regulatory authorities; (b) successfully completes all of the required training; (c) dedicates his or her full-time best efforts (40+ hours per week) to the operation of the Brightway Location, and (d) is approved in writing by us. A Principal can have an ownership interest in the Agency Owner entity but is not required to do so. In the event that a Principal resigns or is otherwise terminated from your Brightway Location, you shall hire a replacement approved by us in writing who meets our then-current standards for Designated Agency Principals and completes all required training within 30 days after termination or resignation of the prior Principal. We reserve the right, without the obligation, to train the new Principal directly.

The Principal will also be required to execute our form of Confidentiality and Non-Compete Agreement, which shall be substantially in the same form as the form currently attached as Exhibit L to this Disclosure Document (unless the Principal has an ownership interest in the Agency Owner entity, in which case the Principal will execute the Guaranty attached as Exhibit 1 to the Franchise Agreement). Under no circumstances may any of your Brightway Location’s business be conducted unless it is under the direct supervision of an approved Principal.

In the event you are a corporation, limited liability company, partnership or other business entity, each individual who owns an equity interest in your entity must sign a Guaranty, under which they each assume and agree to perform all of your obligations under the Franchise Agreement. A copy of the Guaranty is attached as Exhibit 1 to the Franchise Agreement. The spouse of each individual who owns an equity interest in the Agency Owner entity must also execute a Guaranty.

You must also comply with all other staffing requirements set forth in the Confidential Operating Manual. Currently, in addition to the Designated Agency Principal, existing offices that are Retail Agencies must employ at least two additional producers to work full-time writing New Business (either from the Premises of your Retail Agency or remotely) by no later than twelve (12) months after commencing operations. We reserve the right to amend the staffing requirements at any time in our sole discretion.

**ITEM 16:  
RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL**

Your relationship with us is exclusive. As such, you must sell only products and services approved by us and the Contracted Companies, and you must use commercially reasonable efforts to sell products and services for the Contracted Companies, lines of business, and policy types that we authorize you to sell. We will be the agent of record for all policies that you sell. You are not permitted to be licensed as an agent, solicitor, representative or broker for any insurance company or business other than Brightway and the Contracted Companies, unless authorized by us in writing. We will, at our sole discretion and along with our Contracted Companies’ approval, determine which Contracted Companies you may use and which lines of business you may offer with those Contracted Companies. We reserve the right to change the Contracted Companies and approved lines of business at any time, including, without limitation, any restrictions related to minimum premiums. We will provide you with notice of any changes made by us to the list of authorized Contracted Companies and policies from time to time, and you must immediately cease selling any discontinued policies. You must secure and keep

in effect any required licenses to represent Brightway and the Contracted Companies and are not permitted to conduct any business that has not been approved by us, or for which you are not licensed by the appropriate insurance, securities or other regulatory authorities. You are not permitted to conduct any business of any kind other than your Brightway Location, either from the Brightway Location or through the corporate entity that owns and operates the franchise.

**ITEM 17:  
RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

**THE FRANCHISE RELATIONSHIP**

This table lists certain important provisions of the Franchise Agreement. You should read these provisions in the Franchise Agreement attached as Exhibit B to this Disclosure Document.

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
a. Length of the franchise term	Section 3(a)	The term is five years from the effective date of your Franchise Agreement.
b. Renewal or extension of the term	Section 3(b)	If you are not in default and continue to have the right to occupy your premises, you may renew for successive additional five-year renewal terms.
c. Requirements for you to renew or extend	Section 3(b)	You must: (i) give us timely notice of your wish to exercise your option to renew (not less than 6 months nor more than 12 months prior to the expiration of the term); (ii) sign our then-current form of Franchise Agreement (which may contain materially different terms and conditions than your original agreement); (iii) sign a general release in favor of us and our affiliates; (iv) not be in default of any provision of the Franchise Agreement, including any monetary obligations; (v) demonstrate your right to operate the Brightway Location at the approved premises for the renewal term; and (vi) refurbish the Brightway Location to conform to our then-current Office Specifications and Brightway Technology Specifications.
d. Termination by you	None	You do not have the right to terminate the Franchise Agreement, except as provided for by applicable state law.
e. Termination by us without cause	None	
f. Termination by us with cause	Section 15	We have the right to terminate the Franchise Agreement with cause.
g. "Cause" defined-curable defaults	Section 15(c)	We have the right to terminate the Franchise Agreement after providing you a 15-day cure period if: (i) you fail to pay any amounts you owe us, our affiliates, or any of our suppliers or vendors; (ii) you fail to endorse over to us any payments erroneously made to you by third parties or fail to deposit customer payments in your designated bank account; (iii) you fail to operate the Brightway Location during the months, days and hours that we prescribe; (iv) you fail to personally supervise the Brightway Location's operations

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
	Section 15(d)	<p>or employ a sufficient number of qualified, competent personnel; (v) you fail to maintain quality controls and standards; (vi) you fail to procure or maintain any licenses, certifications, or permits necessary for the operation of your Brightway Location; (vii) you use unauthorized vendors; or (viii) you fail to submit any required financial reports.</p> <p>We have the right to terminate the Franchise Agreement after providing you a 30-day cure period if you fail to perform or comply with any one or more of the other terms or conditions of the Franchise Agreement, the Confidential Operating Manual or any ancillary agreement between you and us or our affiliates.</p>
h. "Cause" defined-non-curable defaults	<p>Section 15(a)</p> <p>Section 15(b)</p>	<p>The Franchise Agreement will automatically terminate without notice or an opportunity to cure in the event of: (i) your voluntary bankruptcy; (ii) your involuntary bankruptcy; or (iii) your unauthorized transfer of the franchise or any interest in the Agency Owner entity or the Brightway Location.</p> <p>We have the right to terminate the Franchise Agreement with notice and without providing you an opportunity to cure if: (i) you or your principals or employees are convicted of or plead guilty or no contest to a felony or take part in criminal acts or misconduct related to the operation of your Brightway Location; (ii) you commit fraud; (iii) you make any misrepresentations in connection with the franchise application; (iv) you fail to complete our initial training program; (v) you receive two or more written notices of default within any 12-month period; (vi) you or your affiliates materially breach any other agreement with us or our affiliates; (vii) you misuse the Licensed Marks or Confidential Information; (viii) you violate any health, safety or sanitation law, ordinance or regulation or you operate the business in a way that presents a health or safety hazard to any customers or the general public; (ix) you violate the in-term restrictive covenants in the Franchise Agreement; (x) a lien or writ of attachment or execution is placed against you and is not released or bonded against within 30 days; (xi) you are insolvent; (xii) you abandon the Brightway Location; (xiii) you offer any unauthorized or unapproved products or services in connection with the operation of your Brightway Location; (xiv) you seek an appointment with an unapproved Contracted Company or try to sell a policy on behalf of an unauthorized Contracted Company; (xv) you fail to maintain insurance or to repay us for insurance; (xvi) you violate any laws or regulations related to the insurance industry, or if there is any government action taken against you; (xvii) you use client or Brightway Location property for personal use, including misuse of any customer information; (xviii) you fail to comply with any laws or regulations regarding terrorism; (xix) you relocate the Brightway Location without our prior consent; (xx) you cause us to lose our</p>

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
		contract with any of the Contracted Companies, or materially harm our relationship with any of the Contracted Companies; (xxi) you or any of your owners or employees conduct themselves in a manner that, although not criminal, reflects adversely on the System, the Licensed Marks, or the products and services offered through the System; (xxii) you fail to open within 180 days of signing the Franchise Agreement; (xxiii) you misuse any proprietary software we developed for use in the System; (xxiv) failure to replace your Principal within 30 days; or (xxv) failure to meet the Minimum Performance Requirement.
i. Your obligations on termination/non-renewal	Section 16	Upon termination, expiration, or transfer of the Franchise Agreement, you must immediately: (i) cease all operations under the Franchise Agreement; (ii) promptly pay all sums you owe us, our affiliates, or our suppliers and vendors; (iii) cease using the Licensed Marks and return all materials containing the Licensed Marks; (iv) return to us the Confidential Operating Manual and all other manuals, customer lists, proprietary materials and Confidential Information (including allowing Brightway to wipe the laptop or other computers used in connection with your Brightway operations); (v) cease using and assist in transferring all of your telephone numbers and listings to us; (vi) remove all signage containing the Licensed Marks; (vii) cease holding yourself out as our franchisee; (viii) take necessary action to amend or cancel any business name or equivalent registration which contains our trade name or Licensed Marks; (ix) allow us to inspect your financial records, books and other accounting records within 24 months of the termination of your Franchise Agreement; (x) comply with the post term covenants contained in the Franchise Agreement; (xi) cease to use in advertising or in any other manner any methods, procedures or techniques associated with us or the System; (xii) execute periodically any required papers, documents, and assurances, and otherwise comply with our offboarding process; (xiii) turn over all customer lists and any other information you may have about former, existing or potential customers, and set up mail forwarding as we direct; (xiv) set up mail forwarding as we direct; (xv) obtain an Errors and Omissions tail policy reasonably satisfactory to us; (xvi) vacate the Brightway Location premises; and (xvii) execute our prescribed form of release agreement.
j. Assignment of contract by us	Section 13(a)	We have the right to assign our rights under the Franchise Agreement.
k. "Transfer" by you-defined	Section 13(b)	A sale, transfer or assignment requiring our prior written consent occurs if you or any person owning any direct or indirect equity interest in you, directly or indirectly sells, assigns, transfers, conveys, gives away, pledges, mortgages or otherwise encumbers any interest in: (i) the Franchise Agreement or any portion of it; (ii) your Brightway Location; (iii) the premises of your Brightway Location; or (iv) any equity or voting interest in the Agency Owner

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
		entity; or if you permit the Brightway Location to be operated, managed, directed or controlled, directly or indirectly, by any person other than the approved Principal.
l. Our approval of transfer by you	Section 13(b)	You may not transfer any rights in the franchise without our prior written consent. We have the right to condition our approval of any sale, transfer, assignment or encumbrance as described below.
m. Conditions for our approval of transfer	Sections 13(e)	We will approve a proposed transfer if: (i) the transferee meets our qualifications; (ii) we decide that the purchase price is reasonable; (iii) all obligations under the Franchise Agreement have been satisfied; (iv) the transferee is compliant under all agreements with us; (v) we forward you our approval of the transferee; (vi) you request that we provide the prospective transferee with our current form of Disclosure Document; (vii) the transferee executes our then-current form of Franchise Agreement; (viii) the transferee pays us a transfer fee; (ix) you execute our prescribed form of general release; (x) the transferee and its personnel have completed the initial training program to our satisfaction; and (xii) you purchase an Errors and Omissions tail policy reasonably satisfactory to us.
n. Our right of first refusal to acquire your business	Section 13(c)	If you propose to transfer either the Franchise Agreement or all, or substantially all, of the assets used in connection with the Brightway Location or any interest in your lease to any third party, you must first offer to sell the interest to us on the same terms and conditions as offered by such third party. You shall obtain a letter of intent containing the terms of the offer that is signed by you and the third party ("Letter of Intent"). If we elect not to accept the offer within a 30-day period, you shall have a period of up to 60 days to complete the transfer described in the Letter of Intent subject to our transfer conditions. Any material change in the terms of the offer will be deemed a new proposal subject to our right of first refusal. So long as you have obtained our prior written consent, a transfer to an existing partner or shareholder, or a transfer as a result of the death, disability or incapacitation of a shareholder or partner, is not subject to our first right of refusal.
o. Our option to purchase your business	Section 16(c)	Upon termination or expiration, we have the option to purchase the personal property associated with your business for its book value, which means the amount you actually paid for the personal property less depreciation (or, if applicable, the amount of your remaining obligations under a lease or financing agreement). We are entitled to offset the purchase price by the amount of money owed by you to us for any payments necessary to acquire clear title to property or for any other debt. If we exercise this option to purchase, we have the right to appoint a manager to maintain operation of the Brightway Location, or we may require that you close the Brightway Location during such period without removing any assets. You are required to maintain in force all insurance policies required under the Franchise Agreement until the date of

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
	Section 17(a)	<p>such closing. We have the unrestricted right to assign this option to purchase personal property of the Brightway Location.</p> <p>Additionally, if you are eligible to renew your Franchise Agreement but elect not to do so, and your Brightway Location generated more than \$20,000 in commissions paid to you during the 12 months prior to non-renewal, you will be entitled to post-term compensation from us upon nonrenewal of the Franchise Agreement.</p>
p. Your death or disability	Section 13(d)	<p>Upon your death or disability, your rights under the Franchise Agreement may pass to your heirs or beneficiaries, provided that, within 45 days of your death or disability, they get prior written approval, they sign the then-current form of the Franchise Agreement or agree to assume your obligations under the Franchise Agreement by signing a personal guaranty of your entity's obligations, successfully complete our initial training program, and otherwise meet our requirements. We are under no obligation to operate your Brightway Location during this 45-day period. However, we may operate your Brightway Location at your expense. We may pay out the revenues of your Brightway Location to cover any past, current or future obligations of your business. We may pay ourselves a reasonable amount to reimburse us for management services and other costs. You or your estate will indemnify us against any and all costs and/or liabilities in connection with, or related in any way to, the operation (or otherwise) of the Brightway Location.</p>
q. Non-competition covenants during the term of the franchise	<p>Section 12(a)</p> <p>Section 12(c)</p>	<p>During the term of the Franchise Agreement, neither you, your guarantors or any parent, child, spouse or sibling of you or your guarantors may engage, directly or indirectly, as an owner, operator, employee, producer, agent, manager, consultant, broker, or otherwise have any interest in any property and casualty or life insurance-related business other than as an authorized owner of a Brightway Location; except that you may own equity securities of any insurance business, whose shares are traded on a stock exchange or on the over-the-counter market so long as your ownership interest is 2% or less of the total number of outstanding shares of such business.</p> <p>During the term of the Franchise Agreement, neither you, your guarantors or any parent, child, spouse or sibling of you or your guarantors may directly or indirectly solicit a prospect, customer or client, or accept an order from a prospect, customer or client: (i) of us or any Brightway Location as of the date of such termination, expiration, non-renewal or transfer; (ii) to whom we or any Brightway Location, as of the date of such expiration, termination, non-renewal or transfer, has submitted a bid or quotation; or (iii) that has previously been a customer or client of us or any Brightway</p>



PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
		to first attempt to mediate a controversy, dispute, or claim through mediation if the underlying controversy, dispute or claim concerns an allegation that a party has violated (i) any federally protected intellectual property rights in the Licensed Marks, the Brightway System, or in any Confidential Information; or (ii) any of the restrictive covenants contained in the Franchise Agreement.
v. Choice of forum	Section 24(d)	You may file suit in the state or federal court of the county where we have our principal place of business (currently, Duval County, Florida, or the United States District Court for the Middle District of Florida). We may file suit in either of such courts, or any other court in which jurisdiction and venue are proper (subject to state law).
w. Choice of law	Section 24(a)	Florida law applies (subject to state law).

**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 only be given 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.

This Item sets forth certain historical revenue, production and related information for Brightway Locations. We believe that the following financial data has been compiled using generally accepted accounting principles. Written substantiation of the data used in preparing the information found in this Item 19 will be made available upon reasonable request. As of December 31, 2025, we had 351 franchised Brightway Locations. The agency level data presented below sets forth the financial performance of certain subsets of these franchised Brightway Locations.

For the broader purposes of Item 19, “Producer” is defined as an individual who sells property and casualty insurance in Brightway Locations, including owners, as identified in Brightway’s internal database. Table 2 presents data for certain Producers of the 351 franchised Brightway Locations open as of December 31, 2025, but excluding any Brightway Locations that did not employ at least one “full-time” Producer during the 2025 calendar year, defined as a Producer who sold a minimum of 50 policies in 2025. Producers who did not sell a minimum of 50 policies in 2025 are excluded from this Table in order to include only those individuals who have New Business production as a meaningful part of their jobs.

All Tables in this Item also exclude one franchised agency that is authorized to sell certain insurance products outside of our normal lines of business, and is not representative of the franchise offered under this Disclosure Document.

**TABLE 1**  
**GROSS COMMISSION REVENUE AND NEW BUSINESS PRODUCTION BY PRODUCER COUNT (2025)<sup>1,2,3,4</sup>**

Table 1-A reflects average Gross Commissions earned by the 272 Brightway Locations with at least one full calendar year of operations, grouped by the number of Producers during the 2025 calendar year. A total of 78 Locations open as of December 31, 2025 were excluded because they were not open and operating for the entire 2025 calendar year. We consider a Brightway Location to be fully staffed once it has at least three Producers. Please note that these figures reflect the Gross Commissions generated by a Brightway Location before Brightway retains its applicable percentage of New and Renewal Business Commissions. See Item 6 for more information.

**Table 1-A: Commission by Producer Count**

Gross Commission Revenue by Number of Producers						
Category	Top 25% Average Revenue	Average Revenue	Bottom 25% Average Revenue	Median Revenue	High	Low
1 Producer	\$244,171	\$98,913	\$15,350	\$63,601	\$761,853	\$2,077
2 Producers	\$528,018	\$224,283	\$42,992	\$138,134	\$921,757	\$14,153
3 Producers	\$1,302,992	\$620,172	\$139,177	\$512,497	\$2,384,181	\$6,362
4 Producers	\$1,456,105	\$782,157	\$321,438	\$650,930	\$3,032,774	\$59,938
5+ Producers	\$3,282,953	\$1,739,710	\$624,281	\$1,544,605	\$5,519,649	\$307,384

Table 1-B reflects average New Business policy production by the 272 Brightway Locations with at least one full calendar year of operations, grouped by the number of Producers during the 2025 calendar year. A total of 78 Locations open as of December 31, 2025 were excluded because they were not open and operating for the entire 2025 calendar year. We consider a Brightway Location to be fully staffed once it has at least three Producers.

**Table 1-B: New Business Production by Producer Count**

New Business Policy Production by Number of Producers						
Category	Top 25% Average Production	Average Production	Bottom 25% Average Production	Median Production	High	Low
1 Producer	304	138	11	118	544	0
2 Producers	500	260	79	229	809	24
3 Producers	1,082	539	184	452	1,780	16
4 Producers	1,297	732	349	606	1,936	189
5+ Producers	2,938	1,599	633	1,315	5,566	509

**TABLE 2  
NEW BUSINESS POLICY PRODUCTION BY FULL-TIME PRODUCERS (2025)<sup>5</sup>**

Table 2 includes the number of New Business policies and New Business Annualized Premiums generated by full-time Producers of any Brightway Location that was open and operating during the 2025 calendar year, and which employed at least one full-time Producer during calendar year 2025, defined as a Producer who sold a minimum of 50 policies in 2025.

New Business Annualized Premium is defined as the amount of premium customers pay for a new policy in one year; if a policy is issued in a six-month term, the premium amount is doubled. Included in Table 2 are 409 Producers who owned or were employed by the subset of Brightway Locations described above. Table 2 excludes any Producers who did not sell a minimum of 50 policies in 2025, in order to include only those individuals who have New Business production as a meaningful part of their jobs. Every Brightway Location has at least one licensed producer associated with the agency at all times, and accordingly no Brightway Locations were categorically excluded on the basis of having no associated producer(s).

Category	Top 25%	Average	Bottom 25%	Median	High	Low
New Business Policies Sold per Producer in 2025	608	279	84	200	3,316	50
New Business Annualized Premium per Producer	\$1,447,773	\$672,724	\$198,810	\$488,859	\$4,602,023	\$51,495
Number of Producers	104	409	103	1	1	1

We also track how many of our active full-time Producers are “Million Dollar Producers,” meaning that they generated more than \$1,000,000 in New Business Annualized Premiums in 2025, as well as Producers hitting other premium thresholds.

<b>Million Dollar Producers</b>	
Number of Full-Time Producers with \$2m+ in Annualized Premium	14
Number of Full-Time Producers with \$1m+ in Annualized Premium	61
Number of Full-Time Producers with \$500,000 to \$1m in Annualized Premium	128
Number of Full-Time Producers with less than \$500,000 in Annualized Premium	206

**TABLE 3  
SUMMARY OF ANNUALIZED PREMIUM BY AGENCY OWNER (2025)<sup>1,6</sup>**

Table 3 provides a snapshot of the size of the book of business associated with each of the Included Locations, which is a commonly-referenced metric used in the insurance industry to determine agency size. “Annualized Premium” is defined as the amount of premium customers pay for policies in one year; if a policy is issued in a six-month term, the premium amount is doubled.

The information presented immediately below shows the Annualized Premium of the 260 Agency Owners operating the 272 Brightway Locations for the 2025 calendar year. A total of 78 Locations open as of December 31, 2025 were excluded because they were not open and operating for the entire 2024 calendar year. The Annualized Premium of our multi-unit owners are combined because our multi-unit owners are permitted to share business across their locations, and the number of multi-unit owners in each subset are shown below. The column presenting data for Number of Agency Owners shows the count of individual owners, some of whom are multi-unit owners, who fall within a premium range. The column presenting data for Number of Locations shows the total number of Locations operated by Agency Owners who fall within a certain premium range and does not indicate that each Location falls within this premium range.

<b>Annualized Premium for Calendar Year Ending December 31, 2025</b>	<b>Number of Agency Owners</b>	<b>Number of Multi-Unit Location Owners</b>	<b>Number of Locations</b>
Over \$50M	1	0	1
Between \$25M & \$50M	9	4	14
Between \$15M & \$25M	16	4	20
Between \$10M & \$15M	14	1	15
Between \$5M & \$10M	31	0	31
Between \$1M & \$5M	90	2	92
Under \$1M	99	0	100

## FOOTNOTES TO ALL ITEM 19 TABLES

1. Tables 1-A, 1-B, and 4 show the results of all 272 Included Locations that commenced operations and received commissions by December 31, 2025, and were open and operating for the entire 2025 calendar year.
2. In Table 1-A, of the 119 Brightway Locations with 1 Producer in 2025, 12 out of 119 (10%) exceeded the Top 25% Average Commission Revenue, 38 out of 119 (32%) exceeded the Average Commission Revenue, and 102 out of 119 (86%) exceeded the Bottom 25% Average Commission Revenue.

In Table 1-A, of the 48 Brightway Locations with 2 Producers in 2025, 5 out of 48 (10%) exceeded the Top 25% Average Commission Revenue, 18 out of 48 (38%) exceeded the Average Commission Revenue, and 41 out of 48 (85%) exceeded the Bottom 25% Average Commission Revenue.

In Table 1-A, of the 43 Brightway Locations with 3 Producers in 2025, 3 out of 43 (7%) exceeded the Top 25% Average Commission Revenue, 17 out of 43 (40%) exceeded the Average Commission Revenue, and 37 out of 43 (86%) exceeded the Bottom 25% Average Commission Revenue.

In Table 1-A, of the 27 Brightway Locations with 4 Producers in 2025, 3 out of 27 (11%) exceeded the Top 25% Average Commission Revenue, 10 out of 27 (37%) exceeded the Average Commission Revenue, and 24 out of 27 (89%) exceeded the Bottom 25% Average Commission Revenue.

In Table 1-A, of the 35 Brightway Locations with 5+ Producer in 2025, 5 out of 35 (14%) exceeded the Top 25% Average Commission Revenue, 13 out of 35 (37%) exceeded the Average Commission Revenue, and 30 out of 35 (86%) exceeded the Bottom 25% Average Commission Revenue.

3. In Table 1-B, of the 119 Brightway Locations with 1 Producer in 2025, 13 out of 119 (11%) exceeded the Top 25% Average New Business Production, 49 out of 119 (41%) exceeded the Average New Business Production, and 97 out of 119 (82%) exceeded the Bottom 25% Average New Business Production.

In Table 1-B, of the 48 Brightway Locations with 2 Producers in 2025, 4 out of 48 (8%) exceeded the Top 25% Average New Business Production, 21 out of 48 (44%) exceeded the Average New Business Production, and 43 out of 48 (90%) exceeded the Bottom 25% Average New Business Production.

In Table 1-B, of the 43 Brightway Locations with 3 Producers in 2025, 4 out of 43 (9%) exceeded the Top 25% Average New Business Production, 13 out of 43 (30%) exceeded the Average New Business Production, and 40 out of 43 (93%) exceeded the Bottom 25% Average New Business Production.

In Table 1-B, of the 27 Brightway Locations with 4 Producers in 2025, 2 out of 27 (7%) exceeded the Top 25% Average New Business Production, 9 out of 27 (33%) exceeded the Average New Business Production, and 25 out of 27 (93%) exceeded the Bottom 25% Average New Business Production.

In Table 1-B, of the 35 Brightway Locations with 5+ Producer in 2025, 3 out of 35 (9%) exceeded the Top 25% Average New Business Production, 15 out of 35 (43%) exceeded the Average New Business Production, and 31 out of 35 (89%) exceeded the Bottom 25% Average New Business Production.

4. The Gross Commission Revenue presented in Table 1-A is the portion of the amounts paid by Contracted Companies to Brightway for the sale of policies. This is the “gross” commission amount, prior to Brightway deducting its percentage of New Business and Renewal Business commissions (as described in more detail in Item 6 of this Disclosure Document).
5. Of the 409 Producers included in Table 3, 32 out of 409 (8%) exceeded the Top 25% Average New Business Policies Sold, 146 out of 409 (36%) equaled or exceeded the Average New Business Policies Sold, and 364 out of 409 (89%) equaled or exceeded the Bottom 25% Average New Business Policies Sold.

Of the 409 Producers included in Table 3, 39 out of 409 (10%) exceeded the Top 25% Average New Business Annualized Premium, 143 out of 409 (35%) equaled or exceeded the Average New Business Annualized Premium, and 357 out of 409 (87%) equaled or exceeded the Bottom 25% Average New Business Annualized Premium.

6. The average “Tenure” of the Included Locations in each subset of Table 4, defined as the length of time the Brightway Location was open as of the end of the 2025 calendar year, is as follows:

Annualized Premium for Calendar Year Ending December 31, 2024	Average Tenure (years)
Over \$50M	18
Between \$25M & \$50M	15
Between \$15M & \$25M	13
Between \$10M & \$15M	15
Between \$5M & \$10M	13
Between \$1M & \$5M	7
Under \$1M	3

#### GENERAL NOTES TO ITEM 19

1. **Some Agency Owners have earned the above amounts. Your individual results may differ. There is no assurance that you will earn as much.**
2. Other than the preceding financial performance representation, Brightway Insurance, LLC does 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 Brightway Location, however, we may provide you with the actual records of that Brightway Location. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting the Compliance Department at [compliance@brightway.com](mailto:compliance@brightway.com) or at our corporate offices at Brightway Insurance, LLC, 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256, 904-483-3584, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20:  
OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1 - Systemwide Location Summary  
For Fiscal Years Ended December 31, 2023, 2024, and 2025**

Location Type	Year	Locations at Start of Year	Locations at End of Year	Net Change
Franchised	2023	285	333	+48
	2024	333	337	+4
	2025	337	351	+14
Company-Owned	2023	2	2	0
	2024	2	3	+1
	2025	3	3	0
Total	2023	287	335	+48
	2024	335	340	+4
	2025	340	354	+14

**Table No. 2 - Transfers of Locations from Franchisees to New Owners  
For Fiscal Years Ended December 31, 2023, 2024, and 2025  
(Other than to Brightway or its Affiliates)**

State	Year	Number of Transfers
Florida	2023	7
	2024	1
	2025	1
Georgia	2023	1
	2024	0
	2025	0
Michigan	2023	0
	2024	1
	2025	0
Missouri	2023	1
	2024	0
	2025	0
Total	2023	9
	2024	2
	2025	1

**Table No. 3 - Status of Franchised Locations**  
**For Fiscal Years Ended December 31, 2023, 2024, and 2025**

State	Year	Locations at Start of Year	Locations Opened	Terminations	Non-Renewals	Reacquired by Brightway	Ceased Operations – Other Reason	Locations at End of Year
Alabama	2023	1	1	1	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Arkansas	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Arizona	2023	1	2	0	0	0	0	3
	2024	3	2	1	0	0	1	3
	2025	3	1	0	0	0	2	2
California	2023	9	5	2	0	0	2	10
	2024	10	0	1	0	0	2	7
	2025	7	0	2	0	0	0	5
Colorado	2023	4	2	0	0	0	0	6
	2024	6	3	0	0	0	1	8
	2025	8	1	0	0	0	2	7
Connecticut	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	1	0	0	0	1	1
Florida	2023	139	38	1	1	0	11*	164
	2024	164	24	2	0	0	12	174
	2025	174	25	8	2	0	16	173
Georgia	2023	8	8*	2	0	0	2	12
	2024	12	1	0	0	0	3	10
	2025	10	5	1	0	0	1	13
Idaho	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Illinois	2023	3	2	0	0	0	0	5
	2024	5	0	1	0	0	0	4
	2025	4	0	0	0	0	2	2
Indiana	2023	3	3*	1	0	0	0	5
	2024	5	0	1	0	0	1	3
	2025	3	2	0	1	0	1	3

State	Year	Locations at Start of Year	Locations Opened	Terminations	Non-Renewals	Reacquired by Brightway	Ceased Operations – Other Reason	Locations at End of Year
Iowa	2023	1	0	0	0	0	0	1
	2024	1	1	0	0	0	0	2
	2025	2	1	0	0	0	0	3
Kansas	2023	2	1	1	0	0	0	2
	2024	2	0	0	0	0	2	0
	2025	0	0	0	0	0	0	0
Kentucky	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Louisiana	2023	22	2	0	0	0	5	19
	2024	19	3	4	0	0	3	15
	2025	15	3	1	0	0	1	16
Maryland	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	1	0
	2025	0	2	1	0	0	0	1
Massachusetts	2023	0	3	0	0	0	0	3
	2024	3	0	0	0	0	1	2
	2025	2	0	0	0	0	1	1
Michigan	2023	8	1	0	0	0	1	8
	2024	8	1	2	0	0	2	5
	2025	5	1	1	1	0	0	4
Minnesota	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Mississippi	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	1	1
	2025	1	1	0	0	0	0	2
Missouri	2023	1	3	0	0	0	0	4
	2024	4	0	0	0	0	1	3
	2025	3	4	0	0	0	0	7
Montana	2023	0	1	0	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Nevada	2023	0	2	0	0	0	0	2

State	Year	Locations at Start of Year	Locations Opened	Terminations	Non-Renewals	Reacquired by Brightway	Ceased Operations – Other Reason	Locations at End of Year
	2024	2	1	0	0	0	1	2
	2025	2	0	0	0	0	1	1
New Jersey	2023	1	0	0	0	0	0	1
	2024	1	0	1	0	0	0	0
	2025	0	0	0	0	0	0	0
New York	2023	10	1	2	0	0	1**	8
	2024	8	1	0	0	0	2	7
	2025	7	0	1	0	0	2	4
North Carolina	2023	14	2	1	0	0	2	13
	2024	13	3	1	0	0	3	12
	2025	12	5	2	0	0	3	12
Ohio	2023	3	1	1	0	0	0	3
	2024	3	4	0	0	0	0	7
	2025	7	1	0	0	0	2	6
Oklahoma	2023	3	0	1	0	0	0	2
	2024	2	2	0	0	0	0	4
	2025	4	2	0	0	0	1	5
Oregon	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
	2025	2	1	0	0	0	0	3
Pennsylvania	2023	0	1	0	0	0	0	1
	2024	1	2	0	0	0	1	2
	2025	2	1	1	0	0	0	2
Rhode Island	2023	0	1	1	0	0	0	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
South Carolina	2023	8	1	0	0	0	2	7
	2024	7	1	0	0	0	1	7
	2025	7	1	0	0	0	0	8
Tennessee	2023	4	2	1	0	0	1	4
	2024	4	2	0	0	0	1	5
	2025	5	3	1	0	0	1	6
Texas	2023	29	18	2	0	0	9*	36
	2024	36	12	2	0	0	4	42

State	Year	Locations at Start of Year	Locations Opened	Terminations	Non-Renewals	Reacquired by Brightway	Ceased Operations – Other Reason	Locations at End of Year
	2025	42	17	4	0	0	1	54
Utah	2023	2	0	0	0	0	0	2
	2024	2	2	0	0	0	2	2
	2025	2	1	0	0	0	0	3
Virginia	2023	2	2	1	0	0	0	3
	2024	3	3	0	0	0	1	5
	2025	5	2	0	0	0	2	5
Washington	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	1	0
	2025	0	0	0	0	0	0	0
West Virginia	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Wisconsin	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0
Total	2023	285	106	18	1	0	39	333
	2024	333	68	16	0	0	48	337
	2025	337	81	23	4	0	40	351

\* The “Locations Opened” and “Ceased Operations” counts marked by two asterisks in Florida, Georgia, Indiana, New York, and Texas represent agencies that relocated to a different state during 2023.

**Table No. 4 - Status of Company-Owned Locations\***  
For Fiscal Years Ended December 31, 2023, 2024, and 2025

State	Year	Locations at Start of Year	Locations Opened	Locations Reacquired from Franchisees	Locations Closed	Locations Sold to Franchisees	Locations at End of Year
Florida	2023	2	0	0	0	0	2
	2024	2	0	0	0	0	2
	2025	2	0	0	1	0	1
Missouri*	2023	0	0	0	0	0	0
	2024	0	0	0	0	0	0
	2025	0	1	0	0	0	1
North Carolina	2023	0	0	0	0	0	0
	2024	0	1	0	0	0	1
	2025	1	0	0	0	0	1

<b>Total</b>	<b>2023</b>	2	0	0	0	0	2
	<b>2024</b>	2	0	0	0	0	3
	<b>2025</b>	3	1	0	1	0	3

\*The location in Missouri is operated by our affiliate Equity One Insurance Agency, L.L.C.

**Table No. 5 - Projected New Franchised Locations as of December 31, 2025**

<b>STATE</b>	<b>Franchise Agreements Signed but Location not Opened</b>	<b>Projected New Franchised Locations in the Next Fiscal Year</b>	<b>Projected New Company-Owned Locations in the Next Fiscal Year</b>
Alabama	1	2	0
Arizona	0	1	0
California	1	4	0
Colorado	2	3	0
Delaware	1	1	0
Florida	11	20	0
Georgia	1	2	0
Illinois	1	1	0
Indiana	0	1	0
Kansas	1	1	0
Louisiana	0	3	0
Maryland	1	1	0
Michigan	3	5	0
Mississippi	0	1	0
Missouri	4	6	0
New Jersey	3	5	0
New York	1	3	0
North Carolina	0	6	0
Ohio	1	3	0
Oklahoma	0	1	0
Pennsylvania	1	3	0
South Carolina	0	4	0
Texas	9	15	0
Tennessee	1	1	0
Virginia	3	4	0
<b>Total</b>	<b>45</b>	<b>97</b>	<b>0</b>

Attached as Exhibit E is a list of the franchisees that have entered into agreements with us as of the end of our most recent fiscal year. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system. We may pay referral fees to current franchisees that refer franchise prospects that enter into a Franchise Agreement with us.

In the past three years, current and former franchisees have signed confidentiality clauses restricting their ability to speak openly about their experience with the Brightway System. You may wish to speak with current and former franchisees but be aware that not all such franchisees will be able to communicate with you.

There is currently no trademark specific franchisee organization associated with the Brightway System.

**ITEM 21:  
FINANCIAL STATEMENTS**

Attached as Exhibit A to this Disclosure Document are the audited financial statements for our parent Brightway Holdings, LLC for the fiscal years ended December 31, 2023, December 31, 2024, and December 31, 2025. Our fiscal year and the fiscal year for Brightway Holdings, LLC ends on December 31.

**ITEM 22:  
CONTRACTS**

The following agreements related to your business are attached as exhibits to this Disclosure Document:

- Exhibit B: Franchise Agreement
- Exhibit C: Sample Termination and Release Agreement
- Exhibit F: Initial Fee Note
- Exhibit J: Affidavit Regarding Existing Contractual Obligations
- Exhibit K: Collateral Assignment of Lease
- Exhibit L: Confidentiality and Non-Competition Agreement
- Exhibit M: Guarantee of Performance
- Exhibit N: Conversion Addendum
- Exhibit O: Apprentice Program Addendum

**ITEM 23:  
RECEIPTS**

The last two pages of this Disclosure Document are detachable receipts acknowledging your receipt of this Disclosure Document. Please sign and date both Receipts (as of the date you received this Disclosure Document), return one Receipt to us and retain one for your records. If you are missing these Receipts, please contact us at the following address or telephone number:

Compliance  
Brightway Insurance, LLC  
5011 Gate Parkway, Building 200, Suite 200  
Jacksonville, Florida 32256  
904-483-3584  
compliance@brightway.com

**EXHIBIT A:**  
**FINANCIAL STATEMENTS**

**BRIGHTWAY HOLDINGS, LLC**  
**2025 Consolidated Financial Statements**

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

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## Independent Auditor's Report

RSM US LLP

Board of Directors  
Brightway Holdings, LLC

### Opinion

We have audited the consolidated financial statements of Brightway Holdings, LLC and its subsidiaries (the Company), which comprise the consolidated statements of financial position as of December 31, 2025 and 2024, the related consolidated statements of income, member's equity and cash flows for the years then ended, and the related notes to the consolidated financial statements (collectively, the financial statements).

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2025 and 2024, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

*RSM US LLP*

Jacksonville, Florida  
April 30, 2026

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF FINANCIAL POSITION**

<i>For the year ended December 31,</i>	<b>2025</b>	<b>2024</b>
<b>Assets:</b>		
Cash and cash equivalents available for use	\$ 6,467	\$ 1,751
Restricted cash and cash equivalents	1,870	1,393
Commissions and fees receivable, net	24,724	15,901
Current portion of notes receivable, net	341	173
Prepaid expenses	1,841	1,311
Other assets	1,223	468
<b>Total current assets</b>	<b>36,466</b>	<b>20,997</b>
Goodwill	160,043	144,039
Finite-lived intangibles, net	136,302	121,482
Property and equipment, net	8,048	7,405
Non-current portion of notes receivable, net	1,462	1,238
Right-of-use assets	3,619	2,588
Other assets, less current portion	5,063	667
<b>Total non-current assets</b>	<b>314,537</b>	<b>277,419</b>
<b>Total assets</b>	<b>\$ 351,003</b>	<b>\$ 298,416</b>
<b>Liabilities:</b>		
Accounts payable and accrued liabilities	\$ 35,707	\$ 21,620
Contract liabilities	3,123	1,512
Lease liabilities	754	670
Current portion of long-term debt	698	519
<b>Total current liabilities</b>	<b>40,282</b>	<b>24,321</b>
Accounts payable and accrued liabilities	1,206	1,793
Contract liabilities, less current portion	1,194	2,337
Lease liabilities, less current portion	3,256	4,123
Long-term debt, less current portion	131,947	94,766
Long-term liabilities, other	966	5,267
<b>Total non-current liabilities</b>	<b>138,569</b>	<b>108,286</b>
<b>Total liabilities</b>	<b>178,851</b>	<b>132,607</b>
<b>Member's equity</b>		
Contributed equity	295,459	266,899
Accumulated deficit	(123,307)	(101,090)
<b>Total member's equity</b>	<b>172,152</b>	<b>165,809</b>
<b>Total liabilities and member's equity</b>	<b>\$ 351,003</b>	<b>\$ 298,416</b>

*See Notes to the Consolidated Financial Statements.*

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
 (Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF INCOME**

<i>As of December 31,</i>	<u>2025</u>	<u>2024</u>
<b>Revenue:</b>		
Brokerage commissions and fees, net	\$ 7,045	\$ 9,950
Franchise commissions and fees, net	56,467	48,275
Contingent commissions and fees	8,120	5,750
Franchise sales	2,002	2,212
Interest income	456	323
Other revenues	587	386
<b>Total revenue</b>	<b>74,677</b>	<b>66,896</b>
<b>Expenses:</b>		
Employee compensation	32,603	33,312
General and administrative expense	25,930	25,363
Amortization	21,614	22,109
Depreciation	4,540	1,613
<b>Total operating expenses</b>	<b>84,687</b>	<b>82,397</b>
Operating loss	(10,010)	(15,501)
Interest expense	12,207	11,791
<b>Net loss</b>	<b>\$ (22,217)</b>	<b>\$ (27,292)</b>

*See Notes to the Consolidated Financial Statements.*

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF MEMBER'S EQUITY**

	<b>Contributed Equity</b>	<b>Accumulated Deficit</b>	<b>Total Member's Equity</b>
<b>December 31, 2023</b>	\$ <b>266,940</b>	\$ <b>(73,798)</b>	\$ <b>193,142</b>
Net loss	-	(27,292)	(27,292)
Equity-based compensation	74	-	74
Tax distributions	(165)	-	(165)
Equity repurchase	(550)	-	(550)
Capital contributions	600	-	600
<b>December 31, 2024</b>	<b>266,899</b>	<b>(101,090)</b>	<b>165,809</b>
Net loss	-	(22,217)	(22,217)
Equity-based compensation	584	-	584
Tax distributions	(1,574)	-	(1,574)
Equity repurchase	(500)	-	(500)
Capital contributions	30,050	-	30,050
<b>December 31, 2025</b>	\$ <b>295,459</b>	\$ <b>(123,307)</b>	\$ <b>172,152</b>

*See Notes to the Consolidated Financial Statements.*

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF CASH FLOWS**

*For the year ended December 31,*  
*Cash flows From Operating Activities:*

	<b>2025</b>	<b>2024</b>
Net loss	\$ (22,217)	\$ (27,292)
Adjustments from net loss to net cash used in operating activities:		
Items not requiring (providing) cash:		
Provision for credit loss	660	653
Equity-based compensation	584	74
Change in estimated acquisition liability	-	(803)
Depreciation	4,540	1,613
Amortization	21,614	22,109
Accretion of debt issuance costs	527	418
Gain on lease termination	(2,113)	-
Non-cash lease expense	378	2,003
Changes in Operating Assets and Liabilities		
Commissions and contingencies receivable	(3,834)	(6,409)
Prepaid and other current assets	(5,194)	(724)
Notes receivable and producer loans	(1,052)	(448)
Contract and other liabilities	332	(203)
Accounts payable and accrued expenses	3,095	3,030
<b>Net Cash Used in by Operating Activities</b>	<b>(2,680)</b>	<b>(5,979)</b>
<i>Cash Flows From Investing Activities:</i>		
Book of business acquisitions	(334)	-
GlobalGreen acquisition, net of cash acquired	(49,800)	-
Capitalized software development costs	(5,337)	(4,151)
Purchase of property and equipment	(364)	(197)
<b>Net Cash Used in Investing Activities</b>	<b>(55,785)</b>	<b>(4,348)</b>
<i>Cash Flows from Financing Activities:</i>		
Borrowings on line of credit	21,000	31,300
Repayments on line of credit	(21,696)	(31,800)
Borrowings on term loan	38,677	9,719
Repayments on term loan	(1,148)	(950)
Payment for previously acquired books of business	(1,232)	(1,395)
Long term financing	81	96
Tax distributions	(1,574)	(165)
Equity repurchase	(500)	(550)
Capital contributions	30,050	600
<b>Net cash Provided by Financing Activities</b>	<b>63,658</b>	<b>6,855</b>
Net increase (decrease) in Cash and cash equivalents	5,193	(3,472)
Cash and Cash Equivalents Available for Use and Restricted Cash and Cash Equivalents, Beginning of Period	3,144	6,616
<b>Cash and Cash Equivalents Available for Use and Restricted Cash and Cash Equivalents, End of Period</b>	<b>\$ 8,337</b>	<b>\$ 3,144</b>
<b>Supplemental information:</b>		
Cash paid for interest	\$ 11,740	\$ 10,829
Non-Cash transactions:		
Assets transferred from completed technology projects	4,807	5,693

*See Notes to the Consolidated Financial Statements.*

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**Note 1 – Basis of Presentation**

***Nature of Operations***

Brightway Holdings, LLC (“Holdings”), and its wholly owned subsidiaries, (collectively the “Company”), is a leading insurance agency that places insurance coverages for policyholders. The primary operations of the Company are through four operating entities: Brightway Insurance, LLC, First City Insurers, LLC, Equity One Franchisors, LLC and Equity One Insurance Agency, LLC.

We operate a leading, technology-enabled personal lines insurance distribution platform. Our differentiated model combines a highly productive franchise network of independent agents, a centralized service and placement platform, and proprietary technology to deliver superior outcomes for clients, agents and carrier partners. The Company provides proprietary technology, product development, business development, training, and policyholder administration services, and our franchises provide policyholder advisory, distribution, and placement services under a “you sell, we service” division of responsibilities.

Our mission is to provide industry leading and innovative insurance solutions and services for our franchise agents, our policyholders, and our carriers. We believe that policyholders are increasingly demanding more choice, greater client service, and access to products and services through a variety of channels. The Company is well-suited to satisfy policyholder demands by distributing products and services through a broad network of franchised insurance agencies that have access to robust products and services, leading technology, and aligned financial interests. The Company grants franchise agreements, generally for an initial term of five years, at locations approved by the Company. The Company had 492 and 321 franchises in operation as of December 31, 2025, and 2024, respectively. In exchange for services provided to the franchisees, the Company recognizes revenue equal to a fixed portion of gross commissions paid by insurance carriers for the placement of policies.

Holdings was formed on November 7, 2021, as a Delaware limited liability company. Holdings is a direct, wholly-owned subsidiary of BWI Intermediate Holdings, LLC (“BWI Intermediate Holdings”), a Delaware limited liability holding company. BWI Intermediate Holdings is a direct, wholly-owned subsidiary of BWI TopCo, LLC (“BWI TopCo”), a Delaware limited liability holding company. BWI TopCo is a direct, wholly-owned subsidiary of Brightway Parent, LLC (“Brightway Parent”), a Delaware limited liability holding company.

***Basis of Presentation***

The accompanying consolidated financial statements and notes thereto have been prepared in accordance with U.S. Generally Accepted Accounting Principles (“U.S. GAAP”). The consolidated financial statements include the Company’s accounts and those of all controlled subsidiaries. Intercompany accounts and transactions have been eliminated in consolidation. The results of operations of acquired companies have been included in the consolidated financial statements since their respective acquisition dates (see Note 3 *Acquisitions*).

***Use of Estimates***

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the consolidated financial statements, as well as the reported amounts of revenue and expenses during the applicable reporting period. Significant accounting policies are those that are the most important portrayal of our financial condition, results of operations and cash flows, and that require our subjective judgment as a result of the need to make estimates about the effect of matters that are inherently uncertain. In applying such policies, we must use some amounts that are based upon our informed judgments and best estimates. Estimates, by their nature, are based upon judgments and available information. The estimates that we make are based upon historical factors, current circumstances and the experience and judgment of management. We evaluate our assumptions and estimates on an ongoing basis. Our actual results may differ from these estimates under different assumptions or conditions.

**Note 2 – Summary of Significant Accounting Policies**

***Revenue Recognition***

The Company generates revenue primarily through royalties from franchises for services and through commissions from carriers for brokerage and underwriting.

The Company incurs both costs to fulfill contracts, principally in pre-placement brokerage activities and post-placement servicing activities, and costs to obtain a contract, principally through certain sales commissions paid to employees. For situations in which the underlying insurance renewal period is one year or more and renewal costs are commensurate with the initial contract, the Company capitalizes the costs of obtaining a contract under Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”) 340, *Other Assets and Deferred Costs*.

***Franchise Commissions and fees***

Franchise commissions, or royalties, are based on a percentage of the gross commissions received by insurance carriers for an agreed-upon level of service. The Company estimates the amount of Franchise commissions, or royalties, to recognize revenue on the effective date that a policy is placed into service based on estimates of premiums, policy changes and cancellations. The Company’s customers for this revenue stream are the franchisees.

***Brokerage Commissions and Fees***

Brokerage commissions and fees revenue is primarily based on a percentage of premiums or fees received for an agreed-upon level of service. The net Brokerage commissions and fees are recognized at a point in time when an insurance policy is bound and issued, which occurs on the later of the policy effective date of the associated policies, or the date the Company receives a request to bind coverage from the customer.

***Cancellation Constraint***

Most insurance premiums are subject to policy cancellation; therefore, both Franchise commissions and fees and Brokerage commission and fees are considered variable consideration at the underlying contract effective date and is recognized net of a constraint for estimated policy cancellations, based upon the Company’s historical cancellation rates.

***Contingent Commissions***

Supplemental and contingent commissions are additional revenues paid to the Company based on the volume and/or underwriting profitability on the eligible insurance contracts placed. The Company’s performance obligation is satisfied over time, and revenue is recognized over time using the output method as the Company places eligible or profitable policies. Because of the limited visibility into the satisfaction of performance indicators outlined in the contracts, the Company constrains the recognition of related revenues until the time that the carrier provides explicit confirmation of amounts owed to the Company to avoid a significant reversal of revenue in a future period. The uncertainty regarding the ultimate variable consideration for contingent commissions is principally the profitability of the underlying insurance policies placed as determined by the development of loss ratios maintained by the carriers. The uncertainty is resolved over the contractual term as actual results are achieved.

***Franchise Sales***

Franchise sales revenue is received for agreed-upon services provided to our franchisee customers. Franchise sales revenue is recognized over time with a single performance obligation as franchise right conveyed. For approximately 86.7% of new franchise sales, we issue Company-provided financing. For those franchise sales for which financing is provided, the Company only recognizes revenue if collectability is probable. We recognize interest on notes receivable within interest income on the Consolidated Statements of Income.

***Cash and Cash Equivalents***

The Company maintains its deposits in federally insured financial institutions and may exceed federally insured limits. The Company has not experienced any losses in such accounts and management believes the Company is not exposed to any significant credit risk.

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***Restricted Cash and Cash Equivalents***

In its role as an insurance intermediary, the Company collects and remits amounts between policyholders, agents, and insurance carriers. Because these amounts are collected on behalf of third parties, they are excluded from the measurement of the transaction price. Similarly, the Company excludes from the measurement of the transaction price surplus lines taxes, as these are assessed by a governmental authority that are both imposed on and concurrent with the revenue-producing transactions and collected by the Company from customers and remitted to the taxing authority.

The Company recognizes amounts held and due to the Company as either Restricted cash or within receivables. Premiums and surplus lines taxes are included in Accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. The Company does not have any rights or obligations in connection with these amounts, with the exception of segregating these amounts from the operating accounts and liabilities.

The Restricted cash and cash equivalents include cash in demand deposits accounts and short-term investments, consisting principally of money market demand accounts, having original maturities of 90 days or less.

***Brokerage and Franchise Commissions and Fees Receivable***

The Company earns commissions and fees from the placement and services provided to our policyholder and franchisees. The Company records a receivable once a performance obligation is satisfied. Commission payables consist of amounts due to agents of the Company related to the commission receivable. Commission payables are stated at the amounts due to the agents, less an estimated allowance for chargebacks.

***Allowance for Credit Losses on Notes Receivable***

The Company records certain receivables, net of an allowance for estimated uncollectable accounts, to reflect any loss anticipated for the receivable balance. The Company calculates the allowance based on our history of write-offs associated with each notes receivable by the respective aging groups. We have considered the available information relating to past events, current conditions, and reasonable and supportable forecasts.

***Goodwill and Finite-Lived Intangible Assets***

***Goodwill***

Goodwill represents the excess of consideration transferred over the fair value of the net assets acquired in the acquisition of a business. The Company recognizes goodwill as the amount of consideration transferred which cannot be assigned to other tangible or intangible assets and liabilities.

The Company reviews goodwill for impairment at least annually, and whenever events or changes in circumstances indicate that the carrying value of the reporting unit may not be recoverable. In the performance of the annual evaluation, the Company also considers qualitative and quantitative developments between the date of the goodwill impairment review and the fiscal year end to determine if an impairment should be recognized.

The Company reviews goodwill for impairment at the reporting unit level. The determinations of impairment indicators and the fair value of the reporting unit are based on estimates and assumptions related to the amount and timing of future cash flows and future interest rates. Such estimates and assumptions could change in the future as more information becomes available, which could impact the amounts reported and disclosed herein.

***Finite-Lived Intangible Assets***

Intangible assets other than goodwill consist primarily of policyholder and franchise relationships (collectively, "Customer Relationships"). Customer Relationships consist of customer-related assets, which are amortized over their estimated useful lives. Intangible assets also include trade names and acquired technology, which are amortized over their estimated lives. The Company has no indefinite-lived intangible assets. Intangible assets are reviewed at least annually for impairment. If the carrying value of these assets exceeds the current fair value, the asset is considered impaired and is reduced to fair value resulting in a non-cash charge to earnings. Events and conditions that could result in impairment include a sustained drop in franchises, increased competition or loss of market share, and a decrease in geographic footprint that result in a significant loss of sales. To the extent our fair value is below our net book value, or if other indicators of potential impairment are present, then we will be required to take further steps to determine if an impairment of intangible assets has occurred and to calculate an impairment loss.

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***Property and Equipment, Net of Accumulated Depreciation***

The Company recognizes property and equipment at cost, less accumulated depreciation, in the Consolidated Statements of Financial Position. Depreciation of property and equipment is calculated using the straight-line method over the estimated useful life as follows:

<b>Asset Class</b>	<b>Useful Lives</b>
Furniture and Fixtures	7-10 Years
Office Equipment	5-10 Years
Leasehold Improvements	9 Years
Computers	3 Years
Software	3 Years

The Company develops various software applications for internal use and accounts for costs incurred to develop such computer software. The Company capitalizes costs incurred during an application’s development stage, which include costs to design the software configuration and interfaces, coding, installation, and testing. Costs incurred during the preliminary and post-implementation stages of internal-use computer software are expensed as incurred. Costs incurred to maintain existing software are expensed as incurred.

***Compensation***

***Equity-Based Compensation***

The Company issues equity-based awards to employees in the form of Restricted Units, Time Vested Incentive Units, and Performance Vested Incentive Units. These awards vest into equity of Brightway Parent, LLC. Compensation cost for equity awards is measured at the grant date fair value. The grant date fair value of equity-awards is estimated using a Black-Scholes option pricing model. This pricing model requires management to make assumptions with respect to the fair value of the equity awards on the grant date, including the expected term of the award, the expected volatility of Brightway Parent, LLC’s equity units based on a period of time generally commensurate with the expected term of the award, risk-free interest rates and expected dividend yields, among other items.

Equity-based compensation expense is recorded in Employee compensation on the Consolidated Statements of Income over the requisite service period of the award’s recipient. The Brightway Parent, LLC Board must authorize all shares of its stock for equity-based compensation before granting. See Note 12, *Equity-based Compensation*, for additional information on the Company’s equity-based compensation awards. Compensation expense is recognized using the graded vesting attribution method and forfeitures are accounted for as they occur.

***Defined Contribution Plan***

The Company recognizes expense for the matching contribution to the defined contribution plan in the year where requisite employee service is performed. Matching contributions are made to participants throughout the year. Any expenses for matching contributions are recognized as Employee compensation within the Consolidated Statements of Income.

***Litigation and Contingent Liabilities***

The Company may be subject to various legal actions related to claims, lawsuits, and proceedings incident to the nature of the business. The Company records liabilities for loss contingencies when it is probable that a liability has been incurred on or before the Consolidated Statements of Financial Position measurement date and the amount of the liability can be reasonably estimated as of the issuance date. The Company does not discount such contingent liabilities and recognizes related legal costs, such as fees and expenses of external counsel and other service providers, as period expenses when incurred. The loss contingencies, if any, are held within Accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. Significant management judgment is required to estimate the amounts of such contingent liabilities and the related insurance recoveries. To assess the potential liabilities, the Company analyzes the litigation exposure based upon available information, including consultation with counsel handling the defense of these matters. As these liabilities are uncertain by their nature, the recorded amounts may change due to a variety of factors, including new developments or changes in the approach, such as changing the settlement strategy as applicable to a matter.

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***Leases***

The Company evaluates contracts entered into to determine whether the contract involves the use of property or equipment, which is either explicitly or implicitly identified in the contract. The Company then evaluates whether it controls the use of the asset, which is determined by assessing whether it obtains substantially all economic benefits from the use of the asset, and whether it has the right to direct the use of the asset. If these criteria are met and a lease has been identified, the Company accounts for the contract under the requirements of FASB ASC 842, *Leases*.

The Company's leased assets consist primarily of real estate leases for occupied offices. The lease commencement date is the beginning of the lease term and is recognized when the right-of-use asset has been made available by the lessor to the Company. Certain of these leases have options permitting renewals for additional periods or clauses allowing for early termination, and where those are reasonably certain to be executed, they are recognized as a component of the lease term. All of the Company's real estate leases are recognized as operating leases, with lease terms ranging from 8 months to 6 years. The Company recognizes lease payments for short-term leases of twelve months or less in the Consolidated Statements of Income over the lease term as incurred.

The Company uses its incremental borrowing rate to estimate right-of-use assets and lease liabilities for leases in which an implicit interest rate is not provided in the lease contract. The Company does not account for separate lease components of a contract and its associated non-lease components as a single lease component. Further, variable expenses related to real estate and equipment leases are expensed as incurred.

At the lease commencement, the Company recognizes the total lease liability through the lease term as the present value of all remaining payments, discounted by the rate determined at commencement in the Consolidated Statements of Financial Position. Lease liabilities are decreased for payments made in the period and are increased by the accretion of the discount. Rent expense for operating leases is recognized on a straight-line basis over the lease term and is presented within General and administrative expense on the Consolidated Statements of Income, it is recognized as the lease liability interest expense, and the right-of-use asset amortization. Operating leases are included in non-current assets - right-of-use asset, current liabilities - lease liability, and non-current liabilities - lease liability on the Consolidated Statements of Financial Position.

In the event the lease liability is remeasured due to a change in the scope of or the consideration for a lease, an adjustment is made to the right-of-use asset. In instance where the right-of-use asset is impaired, the impairment charge is recognized in the Consolidated Statements of Income within General and administrative expense, irrespective of its classification of operating or finance lease. The Company will periodically review right-of-use lease assets for impairment whenever events or changes in business circumstances indicate that the carrying value of the assets may not be recoverable.

***Long-term Debt and Debt Issuance Costs***

The Company recognizes debt net of debt issuance costs within the Consolidated Statements of Financial Position. Debt issuance costs are incurred in connection with the issuance of debt and are capitalized and amortized to Interest expense within the Consolidated Statements of Income in accordance with the related debt agreements.

***Income Taxes***

The Company is treated as a partnership for U.S. federal and applicable state and local income tax purposes. As a partnership, the Company's taxable income or loss was included in the taxable income of its members. Accordingly, no income tax expense was recorded for federal and state and local jurisdictions in the Consolidated Statements of Income.

***Subsequent Events***

On January 13, 2026, the Company completed a refinancing transaction totaling \$250 million, consisting of a \$200 million term loan, a \$35 million delayed draw term loan commitment, and a \$15 million revolving credit facility. Proceeds were used to refinance approximately \$136 million of existing indebtedness and fund a \$60 million distribution to shareholders, including approximately \$5 million of transaction-related fees and other accrued expenses.

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Borrowings under the term loan bear interest at SOFR plus 5.00%, with a potential step-down to SOFR plus 4.75% upon achievement of certain leverage thresholds, representing a 75 basis point reduction compared to the Company's prior facility. The new credit agreement matures in December 2029.

The delayed draw term loan provides up to \$35 million of additional borrowing capacity for strategic acquisitions and franchise buy-ins, and the revolving credit facility provides \$15 million of capacity for working capital and general corporate purposes. The Company may incur additional indebtedness under the delayed draw term loan so long as, on a pro forma basis, the Total Net Leverage Ratio does not exceed 5.75x to 1.00. at the time of borrowing.

On March 20, 2026, the Company made conversion payments totaling approximately \$3.3 million to certain GlobalGreen franchisees in connection with previously executed agreements to terminate their GlobalGreen franchise relationships and enter into new franchise agreements with Brightway Insurance, LLC. These payments relate to agreements entered into subsequent to the balance sheet date and, accordingly, have not been recognized in the accompanying financial statements. For additional information on the accounting for franchise conversion payments, see *Note 4*.

The Company evaluated the recognition and disclosure of subsequent events for its consolidated financial statements through April 30, 2026, the date the consolidated financial statements were available to be issued.

***Accounting pronouncements not yet adopted***

In November 2024, the FASB issued Accounting Standards Updated ("ASU") 2024-03, *Income Statement—Reporting Comprehensive Income (Subtopic 220-40): Disaggregation of Income Statement Expenses*, which requires expanded disclosures regarding the disaggregation of certain expense categories within the notes to the consolidated financial statements. In January 2025, the FASB issued ASU 2025-01 to clarify the effective date of ASU 2024-03. The amendments are effective for annual reporting periods beginning after December 15, 2026, and interim periods thereafter. Early adoption is permitted. The Company is currently evaluating the impact this guidance will have on its consolidated financial statement disclosures.

In July 2025, the FASB issued ASU 2025-05, *Financial Instruments—Credit Losses (Topic 326): Measurement of Credit Losses for Accounts Receivable and Contract Assets*. The amendments provide a practical expedient that permits an entity to assume that conditions existing as of the balance sheet date remain unchanged over the remaining life of current accounts receivable and current contract assets arising from revenue transactions when estimating expected credit losses. The guidance is effective for annual reporting periods beginning after December 15, 2025, and is to be applied prospectively. The Company is currently evaluating the impact this guidance will have on its consolidated financial statements.

In September 2025, the FASB issued ASU 2025-06, *Intangibles—Goodwill and Other—Internal-Use Software (Subtopic 350-40): Targeted Improvements to the Accounting for Internal-Use Software*. The amendments simplify the accounting for internal-use software by eliminating project stages and requiring capitalization of costs to begin when management has authorized and committed to funding the software project and it is probable that the project will be completed and placed into service. The guidance also expands disclosure requirements for capitalized software costs. The amendments are effective for annual reporting periods beginning after December 15, 2027, with early adoption permitted. Upon adoption, the guidance may be applied prospectively, retrospectively, or using a modified transition approach. The Company is currently evaluating the impact this guidance will have on its consolidated financial statements.

**Note 3 – Acquisitions**

The Company accounts for acquisitions either as business combinations or asset acquisitions depending on the facts and circumstances of each acquisition. Transaction costs arising from business combinations or asset acquisitions are recognized within general and administrative expense in the Consolidated Statements of Income.

During the year ended December 31, 2025, the Company acquired all of the equity interests of an insurance agency and purchased 6 books of businesses from existing franchisees and independent agencies for a total of 7 acquisitions. During the year ended December 31, 2024, the Company did not complete any business combinations or purchase books of business. The book of business acquisitions are accounted for as asset acquisitions.

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Total consideration for certain acquisitions includes contingent consideration, which is generally based on revenue thresholds in post-acquisition periods. Contingent consideration is recognized at its fair value as of the acquisition date. The fair value of contingent consideration is based on the present value of the expected future payments under the respective purchase agreements. In determining fair value, the Company estimates cash payments based on the management’s estimate of the performance of each acquisition relative to the formula specified by each purchase agreement. Further information regarding fair value measurements is detailed in Note 14, Fair Value Measurements. For asset acquisitions, the Company recognizes contingent consideration when the costs are probable and estimable.

On August 29, 2025 (the “Acquisition Date”), Holdings entered into the Purchase Agreement whereby the Company acquired 100% of the equity interests of Equity One Franchisors, LLC and Equity One Insurance Agency, L.L.C., collectively GlobalGreen Insurance Agency, in exchange for cash (the “Acquisition”). The purpose of the Acquisition is to expand the business as an insurance agency.

The Acquisition met the requirements to be considered a business combination under ASC 805. Under this method, the purchase price is allocated to the tangible and identifiable intangible assets and liabilities based on their estimated fair market values at the acquisition date as required under ASC 805. The Company has not elected to apply the goodwill accounting alternative available for private companies, hence the goodwill will not be amortized.

The Acquisition was accounted for using the acquisition method of accounting and the fair value of the total purchase consideration transferred was approximately \$56,161 in cash. The Company incurred \$2,207 direct acquisition-related expenses which are expensed in the period incurred within General and administrative expenses in the consolidated Statements of Income of the Company and \$133 of financing related costs in connection with the debt used to finance the Acquisition further discussed in *Note 10 Long-term debt*.

The following table sets forth the fair value of the assets acquired, and liabilities assumed in connection with the Acquisition:

	<b>Fair Value</b>
Cash and cash equivalents available for use	6,348
Restricted cash and cash equivalents	13
Commissions and fees receivable, net	4,989
Prepaid expenses	33
Property and equipment, net	12
Other assets, less current portion	3
Finite-lived intangibles, net	36,100
Goodwill	16,004
<b>Total Assets Acquired</b>	<b>63,502</b>
Accounts payable and accrued liabilities	(7,205)
Contract liabilities, less current portion	(136)
<b>Net Assets Acquired</b>	<b>56,161</b>

The excess of the purchase price over the fair value of the net identifiable tangible and intangible assets was recorded as goodwill. Goodwill is comprised of expected synergies for the combined operations and the assembled workforce acquired in the Acquisition, which does not qualify as a separately recognized intangible asset. The goodwill is not tax deductible.

Below is a summary of the intangible assets acquired as a part of the Acquisition:

<b>Intangible Assets</b>	<b>Acquisition Date Fair Value</b>	<b>Estimated Life (Years)</b>
Trade Name	600	8
Policyholder Relationships	26,000	12
Franchise Relationships	9,500	19
<b>Total Intangible Assets</b>	<b>36,100</b>	

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In total, the intangible assets acquired subject to amortization have a weighted average useful life of 13.8 years.

*Acquired Policyholder Relationships*

The Company acquires assets from unrelated agencies and its franchises, including their share of commission owed for prior placements of insurance coverage. In accordance with ASC 805, *Business Combinations*, the Company determined that substantially all the fair value of the gross assets acquired in these transactions was concentrated in a single identifiable asset, which was policyholder relationships. The commissions receivable in each acquisition was immaterial, individually and in aggregate. Accordingly, the acquired set of assets and activities did not meet the definition of a business.

As a result, the Company accounted for each acquisition as an asset acquisition as opposed to a business combination and allocated the cost of each asset acquisition to an intangible policyholder relationship asset. The identified intangible assets acquired as a part of these asset acquisitions were policyholder relationships with estimated useful lives of 8-10 years. Changes in consideration represent changes in the present value of the future payments due and changes in contingent considerations based on the performance of the acquired of books of business. The intangible assets are amortized based on the relative discounted cash flows the Company expects to receive from the policyholder relationships each year. Additionally, the respective current and non-current portions of the fixed and contingent considerations are reflected in the “Accounts payable and accrued liabilities” line item in the Consolidated Statements of Financial Position.

The following table provides a roll forward of consideration that we expect to pay to the sellers in asset acquisitions.

	<b>Fixed Consideration</b>	<b>Contingent Consideration</b>	<b>Total</b>
<b>January 1, 2024</b>	\$ 3,051	\$ 417	\$ 3,468
Change in Consideration	28	585	613
Cash Paid	(694)	(701)	(1,395)
<b>December 31, 2024</b>	<b>\$ 2,385</b>	<b>\$ 301</b>	<b>\$ 2,686</b>
Acquisitions	250	84	334
Change in Consideration	-	(3)	(3)
Cash Paid	(873)	(359)	(1,232)
<b>December 31, 2025</b>	<b>\$ 1,762</b>	<b>\$ 23</b>	<b>\$ 1,785</b>

The following table summarizes our expected payments arising from our fixed and contingent acquisition consideration:

	<b>Fixed Consideration</b>	<b>Contingent Consideration</b>	<b>Total</b>
2026	\$ 622	\$ 13	\$ 645
2027	622	10	622
2028	518	-	518
<b>Total</b>	<b>\$ 1,762</b>	<b>\$ 23</b>	<b>\$ 1,785</b>

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**Note 4 – Revenue**

The following table disaggregates revenue:

<i>For year ended December 31,</i>	<i>2025</i>	<i>2024</i>
<b>Corporate Revenues:</b>		
New Business Commissions and Fees	\$ 638	\$ 549
Renewal Business Commissions and Fees	6,407	9,401
Contingent Commissions	8,120	5,750
<b>Total Corporate Revenue</b>	<b>\$ 15,165</b>	<b>\$ 15,700</b>
<b>Franchise Revenues:</b>		
Franchise Enrollment Fees	\$ 2,002	\$ 2,212
New Business Royalties	4,326	3,167
Renewal Business Royalties	52,141	45,108
<b>Total Franchise Revenue</b>	<b>\$ 58,469</b>	<b>\$ 50,487</b>
Recognized over time	58,469	50,487
Recognized point in time	15,165	15,700
<b>Total Franchise and Corporate Revenue</b>	<b>73,634</b>	<b>66,187</b>
Interest Income	456	323
Other Revenues	587	386
<b>Total Revenue</b>	<b>\$ 74,677</b>	<b>\$ 66,896</b>

In connection with the acquisition of GlobalGreen, the Company paid cash consideration totaling approximately \$839 as of December 31, 2025 to certain franchisees. These franchisees terminated their existing GlobalGreen franchise agreements and entered into new franchise agreements with the Company.

The Company evaluated these payments under ASC 606 and concluded that the arrangement represents a contract modification of the existing franchise relationship. Accordingly, the payments are accounted for as consideration payable to a customer and recorded as a reduction of the transaction price.

The Company capitalizes the conversion payments as a deferred (contra-revenue) asset, within Other assets, less current portion, in the Consolidated Statements of Financial Position and amortizes the amounts as a reduction of revenue over the estimated franchise relationship period of approximately 18 years, which reflects the expected duration of the franchise relationships, including renewals. During the year ended December 31, 2025 the Company amortized \$9 as contra-revenue in the Renewal Business Royalties line of Total Franchise Revenue.

Additionally, the Company has evaluated ASC 340 which requires companies to defer certain incremental costs to obtain customer contracts, and certain costs to fulfill customer contracts.

Incremental cost to obtain - The Company has evaluated the need to capitalize costs to obtain customer contracts and has determined that franchise sales commissions meet the definition for capitalization under ASC 340.

Costs to fulfill – The Company has evaluated the need to capitalize costs to fulfill customer contracts and has determined that there are no costs that meet the definition for capitalization under ASC 340.

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Respective current and non-current portions of the Deferred Contract fee at the end of periods are reflected in the Other assets line item in the Consolidated Statements of Financial Position.

	<b>2025</b>	<b>2024</b>
Deferred Sales Commission at beginning of period	\$ 461	\$ 393
Sales Commission Recognized during the period	(188)	(140)
Sales Commission Capitalized during the period	410	208
<b>Deferred Contract fee at end of period</b>	<b>\$ 683</b>	<b>\$ 461</b>

*Changes in contract liabilities are as follows:*

	<b>2025</b>	<b>2024</b>
Contract liability at beginning of period	\$ 3,479	\$ 3,826
Revenue recognized during the period	(2,002)	(2,212)
Contract liability acquired from GlobalGreen	136	-
New deferrals	1,985	1,865
<b>Contract liability at end of period</b>	<b>\$ 3,598</b>	<b>\$ 3,479</b>

*Anticipated Future Recognition of Deferred Initial Franchise Fees:*

The following table reflects the estimated initial franchise fees (contract liability) to be recognized in the future related to performance obligations that are unsatisfied at the end of the period:

<b>Estimated for the year ended December 31,</b>	<b>2025</b>
2026	\$ 1,140
2027	961
2028	757
2029	539
2030 and thereafter	201
	<b>\$ 3,598</b>

**Note 5 – Receivables**

***Commissions and Fees Receivable***

The Company had receivables of \$24,724, \$15,901, and \$9,492 as of December 31, 2025, 2024, and 2023, respectively, which were recognized within Commissions and fees receivable, net in the Consolidated Statements of Financial Position. We predominantly become aware of commission and fee revenue when carriers provide confirmation of amounts owed and collection is highly probable. As such, we do not recognize a provision for credit losses on our commissions and fees receivable.

The Company is exposed to credit risk primarily through Commissions and Fees Receivable from insurance carriers and clients. As of December 31, 2025, there was only one insurance carrier that accounted for more than ten percent of our total commission and fees receivable. The Company does not believe it is exposed to significant credit risk with respect to any individual counterparty.

**Note 6 – Notes Receivable**

The Company offers notes to certain franchises, typically in conjunction with the sale of a new franchise. The notes have maturities that range between 12 months and 180 months. This balance is included within current Notes Receivable, Net, and non-current Notes Receivable, Net in the consolidated Statements of Financial Position.

Interest income on the notes was \$456 and \$323 in 2025 and 2024, respectively. The weighted-average interest rate on outstanding notes receivable was 13.79% and 11.98% as of December 31, 2025, and 2024, respectively.

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The Company evaluates the collectability of notes receivable under ASC 326 using a combination of historical loss experience, current economic conditions, and reasonable forecasts. Credit quality indicators primarily include the financial condition and payment history of franchisees, as well as internal risk assessments performed at origination and updated periodically.

The Company monitors the credit quality of its notes receivable on an ongoing basis, including review of delinquency status. As of December 31, 2025 and 2024, the majority of notes receivable were current, and there were no material balances on nonaccrual status.

An allowance for expected credit losses is recorded to reflect the Company's estimate of lifetime expected losses. Changes in the allowance are recognized as a provision for credit losses within General and administrative expenses in the Consolidated Statements of Income.

The following table summarizes the net carrying value of our notes receivable:

	Current Portion of Notes Receivable	Non-Current Portion of Notes Receivables	Total Notes Receivable
<b>Notes Receivable 2025</b>	\$ 465	\$ 1,992	\$ 2,457
Allowance for Credit Losses 2025	124	530	654
<b>Notes Receivable, Net 2025</b>	<u>\$ 341</u>	<u>\$ 1,462</u>	<u>\$ 1,803</u>

	Current Portion of Notes Receivable	Non-Current Portion of Notes Receivables	Total Notes Receivable
<b>Notes Receivable 2024</b>	\$ 241	\$ 1,723	\$ 1,964
Allowance for Credit Losses 2024	68	485	553
<b>Notes Receivable, Net 2024</b>	<u>\$ 173</u>	<u>\$ 1,238</u>	<u>\$ 1,411</u>

The following table summarizes changes to the carrying amount of the allowance for credit losses on notes receivable:

<b>Rollforward of Allowance</b>	<b>2025</b>
Balance, beginning of year	\$ 553
Write-offs	(512)
Recoveries	(47)
Provision	660
<b>Balance, end of year</b>	<u>\$ 654</u>
<b>Rollforward of Allowance</b>	<b>2024</b>
Balance, beginning of year	\$ 628
Write-offs	(716)
Recoveries	(12)
Provision	653
<b>Balance, end of year</b>	<u>\$ 553</u>

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**Note 7 – Property and Equipment**

The following tables summarize the net carrying amount of property and equipment as of December 31, 2025 and 2024:

<b>As of December 31, 2025</b>			
<b>Asset Class</b>	<b>Cost</b>	<b>Accumulated Depreciation</b>	<b>Net Carrying Amount</b>
Furniture and Fixtures	\$ 9	\$ 1	\$ 8
Office Equipment	759	344	415
Leasehold Improvements	-	-	-
Software	13,294	5,669	7,625
<b>Total</b>	<b>\$ 14,062</b>	<b>\$ 6,014</b>	<b>\$ 8,048</b>

<b>As of December 31, 2024</b>			
<b>Asset Class</b>	<b>Cost</b>	<b>Accumulated Depreciation</b>	<b>Net Carrying Amount</b>
Furniture and Fixtures	\$ 227	\$ 138	\$ 89
Office Equipment	391	146	245
Leasehold Improvements	1,672	627	1,045
Software	8,487	2,461	6,026
<b>Total</b>	<b>\$ 10,777</b>	<b>\$ 3,372</b>	<b>\$ 7,405</b>

Depreciation expense for the years ended December 31, 2025 and 2024 were \$4,540 and \$1,613, respectively.

**Note 8 – Goodwill and Other Intangible Assets**

The following table summarizes goodwill activity:

<b>Balance as of December 31, 2023</b>	<b>\$ 144,039</b>
Impairment	-
<b>Balance as of December 31, 2024</b>	<b>\$ 144,039</b>
Impairment	-
GlobalGreen Acquisition	16,004
<b>Balance as of December 31, 2025</b>	<b>\$ 160,043</b>

In accordance with the Company's goodwill policy as stated in Note 2, Summary of Significant Accounting Policies, the Company has evaluated the goodwill for impairment indicators and as of December 31, 2025 the Company has not recognized any impairments in the acquired goodwill.

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(Amounts presented in \$000s, unless otherwise stated)

The Company recognized amortization expense on intangible assets of \$21,614 and \$22,109 in 2025 and 2024, respectively. The following tables summarize the net carrying amount of finite-lived intangible assets as of December 31, 2025 and 2024:

<b>As of December 31, 2025</b>	<b>Weighted Average Amortization in years</b>	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Carrying Amount</b>
Policyholder Relationships	10.36	\$ 138,123	\$ 60,839	\$ 77,284
Franchise Relationships	18.16	59,400	19,675	39,725
Trade Name	14.80	20,600	4,794	15,806
Technology	7.00	16,200	12,713	3,487
<b>Total</b>		<b>\$ 234,322</b>	<b>\$ 98,021</b>	<b>\$ 136,302</b>

<b>As of December 31, 2024</b>	<b>Weighted Average Amortization in years</b>	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Carrying Amount</b>
Policyholder Relationships	9.98	\$ 111,790	\$ 47,216	\$ 64,574
Franchise Relationships	18.00	49,900	15,555	34,345
Trade Name	15.00	20,000	3,386	16,614
Technology	7.00	16,200	10,251	5,949
<b>Total</b>		<b>\$ 197,890</b>	<b>\$ 76,408</b>	<b>\$ 121,482</b>

The estimated future amortization expense from finite-lived intangible assets as of December 31, 2025, follows:

<b>Year</b>	<b>Policyholder Relationship</b>	<b>Franchise Relationship</b>	<b>Trade Name</b>	<b>Technology</b>
2026	\$ 14,675	\$ 4,483	\$ 1,614	\$ 1,882
2027	12,920	4,151	1,635	1,207
2028	10,796	3,692	1,692	398
2029	8,901	3,319	1,680	-
2030	7,119	2,915	1,598	-
Thereafter	22,873	21,165	7,587	-
<b>Total</b>	<b>\$ 77,284</b>	<b>\$ 39,725</b>	<b>\$ 15,806</b>	<b>\$ 3,487</b>

**Note 9 – Leases**

The Company has various operating leases with various terms through September 30, 2031, primarily for office space. None of these lease agreements impose restrictions on the Company’s ability to pay dividends, engage in debt or equity financing transactions or enter into further lease agreements.

Operating lease liabilities and Right-of-Use (“ROU”) assets are recognized at the lease commencement date based on the present value of the minimum lease payments over the lease term. The future lease payments are discounted at the appropriate incremental borrowing rate. The ROU asset also includes any lease prepayments made, less any lease incentives received. Rent expense associated with operating leases is recognized on a straight-line basis over the lease

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
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term, and generally included in occupancy expense within General and administrative expense in the Consolidated Statements of Income.

During the year ended December 31, 2025, the Company signed an agreement to extinguish the leased office space on University Boulevard in Jacksonville, Florida. The Company paid a one-time fee of \$550 upon termination of the lease. As a result of this termination, the Company recognized a \$2,113 gain on lease termination within General and administrative expense in the Consolidated Statements of Income. Additionally, the Company evaluated the remaining useful life of the associated leasehold improvements and office furniture. The Company revised the estimated useful life of the assets to be commensurate with the move-out date of April 30, 2025. As a result, the Company recorded \$1,034 of accelerated depreciation expense within the Consolidated Statements of Income.

During the year ended December 31, 2025, the Company entered into a 65 month office lease for premises located in Charlotte, North Carolina. The lease commenced on March 5, 2025 and is classified as an operating lease in accordance with ASC 842. Upon execution of the lease agreement, the Company provided the landlord with a security deposit in the form of a \$539 letter of credit. At lease commencement, the Company recognized a right-of-use asset of \$1,740 and a corresponding lease liability of \$1,740. The lease does not contain a purchase option and includes standard renewal provisions allowing for extension at prevailing market rates. Subsequent to lease commencement, the lease agreement was modified; however, the impact of the modification was not material to the Company's Consolidated Statements of Financial Position.

The Company also entered into a separate six-year office lease for premises located in Jacksonville, Florida. The lease commenced on October 1, 2025. The lease is classified as an operating lease under ASC 842. Upon commencement, the Company recognized a right-of-use asset of \$2,103 and a corresponding lease liability of \$2,062. The lease does not include a purchase option and contains customary renewal provisions at prevailing market rates.

Total cash disbursements within the measurement of lease liabilities in the years ended December 31, 2025, and 2024 were \$440 and \$1,480, respectively. Total lease expense in the years ended December 31, 2025 and 2024 was \$817 and \$1,077, respectively. The Company also recognized \$26 and \$131 of short-term lease expense in the years ended December 31, 2025, and 2024, respectively.

The following table summarizes information related to the Company's Current and Non-current Lease liabilities as of December 31, 2025 and 2024:

	<b>December 31, 2025</b>	<b>December 31, 2024</b>
Right-of-Use Assets	\$ 3,619	\$ 2,588
Current Lease Liabilities	754	670
Non-current Lease Liabilities	3,256	4,123
<b>Total Lease Liabilities</b>	<b>\$ 4,010</b>	<b>\$ 4,793</b>
Weighted Average Remaining Lease Term (in years)	5.35	4.94
Weighted Average Incremental Borrowing Rate	10.11%	11.21%

The following schedule summarizes the expected undiscounted lease payments for future periods as of December 31, 2025:

<i>(End of year)</i>	<b>Amount</b>
2026	\$ 803
2027	976
2028	1,004
2029	1,033
2030 and thereafter	1,484
Total lease payments	5,300
Less: imputed interest	1,290

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
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**Total lease liabilities** **\$ 4,010**

**Note 10 – Long-term Debt**

In connection with Brightway Parent LLC’s acquisition of Brightway Holdings, LLC, the Company closed on a credit facility (the “Facility”) on December 16, 2021. The Facility consists of a term loan and a revolving line of credit, which are described below. This facility was scheduled to mature on December 16, 2027. On January 13, 2026, the Company completed a dividend recapitalization transaction, in connection with which the Facility was repaid in full using proceeds from new credit facilities. This transaction represents a subsequent event and has not been reflected in the accompanying consolidated financial statements.

*Term Loan*

The principal issued under the term loan was \$85 million at origination. The term loan requires quarterly principal payments of \$213 and interest payments which are paid either monthly or quarterly, at the Company’s election. Interest is accrued at a variable rate, which was LIBOR plus 6.5%, contingent upon certain leverage ratios, subject to a LIBOR floor of 0.75%.

On March 8, 2024, the Company executed an incremental term loan of \$10 million. The principal payments of \$25 are made quarterly and interest payments are made either monthly or quarterly at the Company’s election. Interest is accrued using the same adjusted SOFR rate plus 6.5% with a SOFR floor of 0.75%.

On March 2025, the Company executed an incremental term loan of \$5 million. The principal payments of \$12.5 are made quarterly and interest payments are made monthly or quarterly at the Company’s election. Interest is accrued using the adjusted SOFR rate plus 5.75% with a SOFR floor of 0.75%.

On July 31, 2025, the Company executed an incremental delayed draw term loan commitment of \$45 million. On August 29, 2025, the Company drew \$30 million to finance the GlobalGreen acquisition. Principal payments of approximately \$75 are due quarterly, and interest is payable either monthly or quarterly at the Company’s election. Interest accrues at an adjusted SOFR rate plus 5.75%, subject to a SOFR floor of 0.75%. Following the acquisition, \$15 million remained available under the delayed draw term loan commitment.

On December 8, 2025, the Company drew an additional \$4.2 million under the remaining delayed draw term loan commitment. Principal payments of approximately \$10.5 are due quarterly. Interest is payable either monthly or quarterly at the Company’s election and accrues at an adjusted SOFR rate plus 5.75%, subject to a SOFR floor of 0.75%.

*Revolving Credit Line*

As of December 31, 2025, the Company maintained access to a \$10 million revolving credit line. The interest rate applicable to the revolving credit line is equivalent to the applicable interest rate on the term loans. The Revolving Credit Line also includes a commitment fee of 0.50% of any amounts undrawn. As noted in Footnote 9, in March of 2025, the Company was issued a \$539 letter of credit by the lenders to serve as a security deposit for the Charlotte lease. This letter of credit reduces the maximum draw capacity of the Revolving Credit Line. Interest on the letter of credit is paid quarterly and is accrued at an annual rate of 5.75%.

All of the Company’s debt is carried at outstanding principal balance, less debt issuance costs. The following table is a summary of the Company’s outstanding debt:

	<b>December 31, 2025</b>	<b>December 31, 2024</b>
Term Loan	\$ 130,615	\$ 92,563
Revolving Credit Draw	3,304	4,000
Less: unamortized debt discount and issuance costs	<u>1,274</u>	<u>1,278</u>
Total Debt	132,645	95,285
Less: current portion	1,342	950

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Current portion of debt discount and issuance costs		644		431
<b>Long-term debt</b>	<b>\$</b>	<b>131,947</b>	<b>\$</b>	<b>94,766</b>

Future maturities of debt as of December 31, 2025, were as follows:

		<b>Total Debt</b>
2026	\$	1,342
2027		129,273
Total term loan repayments		130,615
Revolving credit draw		3,304
Total principal repayments		133,919
Debt issuance costs		1,274
<b>Total</b>	<b>\$</b>	<b>132,645</b>

The Credit Facility is secured by substantially all of the Company’s assets and subject to both financial and non-financial covenants. As of December 31, 2025, the Company was in compliance with these covenants.

**Note 11 – Equity**

***Member’s Equity***

The Company has one class of membership units outstanding as of December 31, 2025, which are fully owned by Brightway Intermediate Holdings and certain current and former members of management of the Company.

***Management Capital Contributions***

In 2024, Brightway Parent, LLC completed an offering of 60,000 Common Units to certain members of management at \$10 per unit. The proceeds from this issuance of \$600 were contributed to BWI.

The Company repurchased 50,000 and 55,000 of previously issued common units for \$10 per unit in 2025 and 2024, respectively.

During the year ended December 31, 2025, GrowthCurve Capital contributed \$30 million to fund the acquisition of GlobalGreen in exchange for 2,729,754 common units of the Company. The Company’s Chief Executive Officer contributed \$50 to fund the acquisition in exchange for 4,550 Common Units.

**Note 12 – Equity-based Compensation**

***Restricted Units***

Beginning in 2022, certain employees were granted Restricted Common Units in Brightway Parent, LLC. The Restricted Common Units vest upon a qualifying liquidation event. In 2022, 162,000 units were granted with a grant date fair value per unit of \$9.32. All of those units were outstanding as of December 31, 2022; no units were forfeited in 2022.

In 2023, no Restricted Common Units were granted. 139,500 units were outstanding as of December 31, 2023, with a weighted average grant date fair value per unit of \$9.32. 22,500 units were forfeited in 2023 with a weighted average grant date fair value per unit of \$9.32. The weighted average service period, in years, for outstanding units is 3.9 years.

In 2024, 12,500 Restricted Common Units were granted with a grant date fair value per unit of \$9.89. 122,000 units were outstanding as of December 31, 2024, with a weighted average grant date fair value per unit of \$9.38. 30,000 units were forfeited in 2024 with a weighted average grant date fair value per unit of \$9.32. The weighted average service period, in years, for outstanding units is 3.0 years.

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In 2025, 5,626 Restricted Common Units were granted with a grant date fair value per unit of \$9.90. 127,626 units were outstanding as of December 31, 2025, with a weighted average grant date fair value per unit of \$9.40. No units were forfeited in 2025. The weighted average service period, in years, for outstanding units is 2.1 years.

***Time Vested Units***

Beginning in 2022, certain employees, directors, and advisors have been granted Time Vested Units in Brightway Parent LLC. Time Vested Units vest ratably over five years. In 2022, 1,017,735 Time Vested Units were issued with a grant date fair value per unit of \$3.52. 377,576 of these Time Vested Units vested in 2022; no Time Vested Units were forfeited in 2022. As of December 31, 2022, 640,159 of the 2022 Time Vested Units were outstanding, and the weighted average remaining service period, in years, for the Time Vested Units was 4.3 years.

In 2023, 309,000 Time Vested Units were issued with a grant date fair value per unit of \$1.36. 450,765 Time Vested Units were forfeited in 2023 with a weighted average grant date fair value per unit of \$3.52. As of December 31, 2023, 875,970 Time Vested Units were outstanding with weighted average grant date fair value per unit of \$2.73. The weighted average remaining service period, in years, for the Time Vested Units was 3.6 years.

In 2024, 585,000 Time Vested Units were issued with a grant date fair value per unit of \$2.03. 200,237 Time Vested Units were forfeited in 2024 with a weighted average grant date fair value per unit of \$3.52. As of December 31, 2024, 1,260,733 Time Vested Units were outstanding with weighted average grant date fair value per unit of \$2.28. The weighted average remaining service period, in years, for the Time Vested Units is 3.2 years.

In 2025, 251,502 Time Vested Units were issued with a grant date fair value per unit of \$2.34. 52,050 Time Vested Units were forfeited in 2025 with a weighted average grant date fair value per unit of \$1.36. As of December 31, 2025, 1,460,185 Time Vested Units were outstanding with weighted average grant date fair value per unit of \$2.32. The weighted average remaining service period, in years, for the Time Vested Units is 2.9 years.

***Performance Vested Units***

Beginning in 2022, certain employees, directors, and advisors have been granted Performance Vested Units in Brightway Parent LLC. Performance Vested units vest when certain investment return thresholds have been achieved upon the occurrence of a liquidity event. In 2022, 1,481,978 Performance Vested Units were issued with grant date fair value per unit of \$2.44; none were vested or forfeited. As of December 31, 2022, the weighted average remaining service period, in years, for the Performance Vested Units was 2.4 years.

In 2023, 463,500 Performance Vested Units were issued with a weighted average grant date fair value per unit of \$0.75. 1,070,308 Performance Vested Units were forfeited with weighted average grant date fair value of \$2.44. As of December 31, 2023, 875,170 Performance Vested Units were outstanding with weighted average grant date fair value per unit of \$1.46. The weighted average remaining service period, in years, for the Performance Vested Units was 4.1 years.

In 2024, 997,500 Performance Vested Units were issued with a weighted average grant date fair value per unit of \$0.37. 408,356 Performance Vested Units were forfeited with weighted average grant date fair value of \$2.44. As of December 31, 2024, 1,464,314 Performance Vested Units were outstanding with weighted average grant date fair value per unit of \$0.45. The weighted average remaining service period, in years, for the Performance Vested Units was 3.9 years.

In 2025, 406,498 Performance Vested Units were issued with a weighted average grant date fair value per unit of \$0.53. 136,500 Performance Vested Units were forfeited with weighted average grant date fair value of \$0.75. As of December 31, 2025, 1,734,313 Performance Vested Units were outstanding with weighted average grant date fair value per unit of \$0.44. The weighted average remaining service period, in years, for the Performance Vested Units was 3.3 years.

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The fair value of these grants was determined using the Black-Scholes option pricing model with the following assumptions and ranges:

<b>2025</b>			
	<b>Restricted Common Units</b>	<b>Time Vested Units</b>	<b>Performance Vested Units</b>
Time to Maturity (years)	2	2	2
Volatility	35%	35%	35%
Risk-Free-Rate	3.5%	3.5%	3.5%
Dividend Yield	0%	0%	0%
<b>2024</b>			
	<b>Restricted Common Units</b>	<b>Time Vested Units</b>	<b>Performance Vested Units</b>
Time to Maturity (years)	2	2	2
Volatility	30%	30%	30%
Risk-Free-Rate	4.2%	4.2%	4.2%
Dividend Yield	0%	0%	0%

As of December 31, 2025, the total unrecognized compensation expense for Restricted Common Units, Time Vested Units and Performance Vested Units are \$1,200, \$861 and \$765, respectively. The recognized compensation expense for 2025 was \$584.

**Note 13 – Employee Benefit Plans and Long-Term Incentives**

*Defined Contribution Plan*

The Company offers a defined contribution retirement plan, the Members 401(k) Advantage Plan (the “Plan”), to all eligible employees, based on a minimum of service hours in a year. Under the Plan, eligible employees may contribute a percentage of their compensation, subject to certain limitations. Further, the Plan authorizes the Company to make a discretionary matching contribution, which has historically equaled 100% of each eligible employee’s contribution of up to 3% of their compensation, and 50% of the next 2% of their compensation. The Company recognized expenses related to the discretionary matching contributions in the amount of \$633 and \$527 in 2025 and 2024, respectively. As of December 31, 2025 \$25 of discretionary matching contributions were accrued within Accounts Payable and Accrued Liabilities in the consolidated Statements of Financial Position.

**Note 14 – Fair Value Measurements**

Accounting standards establish a three-tier fair value hierarchy that priorities the inputs used in measuring the fair value as follows:

*Level 1.* Observable inputs such as quotes prices for identical assets in active markets;

*Level 2.* Inputs other than quoted prices for identical assets in active markets, that are observable either directly or indirectly; and

*Level 3.* Unobservable inputs in which there is little or no market data, which requires the use of valuation techniques and the development of assumptions.

The level in the fair value hierarchy within the fair value measurement is classified and is determined based on the lowest level of input that is significant to the fair value measure in its entirety.

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
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The fair value of the Company’s Long-term debt is based on secondary market indicators and is categorized in level 2 of the fair value hierarchy.

The carrying amount of financial assets and liabilities reported on the Consolidated Statements of Financial Position for Cash and cash equivalents, Commissions and fees receivable - net, Notes receivable, net, Other assets, and Accounts payable and Accrued liabilities approximate fair value because of the short-term duration of these instruments.

**Contingent Consideration**

Any contingent consideration arising upon an acquisition of a franchisee’s book of business is initially recorded as a component of the total consideration of acquisition at fair value with an offsetting liability in non-current accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. The fair value of these contingent consideration obligations is based on the present value of the future expected payments to be made to the sellers of the acquired book of businesses in accordance with the provisions outlined in the respective purchase agreements, which is a Level 3 fair value measurement. In determining fair value, the Company estimates cash payments based on management’s financial projections of the performance of each acquired business relating to the formula specified by each purchase agreement.

During 2023, the Company engaged a 3rd party consulting company to perform advisory services to assist the Company in optimizing its franchise sales efforts. As part of the arrangement, the Company agreed to pay a fee that consists of two components: (1) current fixed fees of \$250 and long-term fixed fees of \$1,750; (2) a performance-based variable fee that is contingent upon the number of new policies in force for franchise units added from January 1, 2024, to December 31, 2030, and changes in fair value of the Company. As of December 31, 2025, and 2024, the Company estimated the contingent liability for the performance based variable fee to be \$0 and \$0.

**Liabilities Measured at Fair Value on a Recurring Basis**

The following fair value hierarchy table presents information about the Company’s liabilities measured at fair value on a recurring basis as of December 31, 2024, and 2023

	<b>As of December 31, 2025</b>		
	<b>Quoted Prices in Active Markets for Identical Assets (Level 1)</b>	<b>Significant Other Observable Inputs (Level 2)</b>	<b>Significant Unobservable Inputs (Level 3)</b>
Contingent purchase consideration	-	-	23
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 23</b>

	<b>As of December 31, 2024</b>		
	<b>Quoted Prices in Active Markets for Identical Assets (Level 1)</b>	<b>Significant Other Observable Inputs (Level 2)</b>	<b>Significant Unobservable Inputs (Level 3)</b>
Contingent purchase consideration	-	-	301
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 301</b>

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

The following is a reconciliation of the beginning and ending balances for the Level 3 liabilities measured at fair value:

	<b>Contingent purchase</b>	<b>Consideration</b>
<b>Balance as of December 31, 2023</b>	<b>\$</b>	<b>417</b>
Change in Contingent Consideration		585
Cash paid		(701)
<b>Balance as of December 31, 2024</b>	<b>\$</b>	<b>301</b>
Acquisitions		84
Cash paid		(359)
Change in Contingent Consideration		(3)
<b>Balance as of December 31, 2025</b>	<b>\$</b>	<b>23</b>

**Note 15 – Commitments and Contingencies**

***Litigation***

From time to time the Company may be subject to claims and litigation. As of December 31, 2025, and as of the date of this report, the Company is not a party to material litigation.

***Errors and Omissions and Business Accommodations***

As an insurance broker, the Company has the potential for Errors and Omissions (“E&O”) risk if an insurance carrier with which the Company placed coverage denies coverage for a claim or pays less than the insured believes is the full amount owed. As a result, the Company from time to time seeks to resolve early in the process, through a commercial accommodation, certain matters to limit the economic exposure and reputational risk, including potential legal fees, created by a disagreement between a carrier and the insured.

The Company purchases insurance to provide protection from E&O liabilities that may arise during the ordinary course of business. As of December 31, 2025, our E&O insurance provides aggregate coverage for E&O losses up to \$30,000 in excess of a \$75 retention per claim. The Company maintains self-insurance reserves for the Company’s retained portion of the E&O exposure that is not insured. The Company periodically determines a range of possible reserve levels using the best available information that relies heavily on projecting historical claims data into the future.

The reserve for these and other non-E&O claims and business accommodations in the consolidated Statements of Financial Position was \$55 and \$89 as of December 31, 2025, and 2024. The Company recognized \$50 and \$102 E&O expense in 2025 and 2024, respectively. The historical claim and commercial accommodation data used to project the current reserve levels may not be indicative of future claim activity. Thus, the reserve levels could change in the future as more information becomes known, which could materially impact the amounts reported and disclosed herein.

**BRIGHTWAY HOLDINGS, LLC 2025 CONSOLIDATED FINANCIAL STATEMENTS**  
 (Amounts presented in \$000s, unless otherwise stated)

***Commitment***

We have entered into contracts with various service providers for future services. The expected cash outlays for these future services, based on outstanding contractual terms, follow:

(in thousands)	<u>Monitoring Services</u>	<u>Total</u>
2026	2,117	2,117
2027	2,117	2,117
2028	2,117	2,117
2029	2,117	2,117
2030	2,117	2,117
<b>Total Payments</b>	<b>\$ 10,585</b>	<b>\$ 10,585</b>

**Note 16 – Related Parties**

The Company has entered into various transactions and agreements with certain affiliates and related parties.

***Growth Curve Capital, L.P.***

Growth Curve Capital, L.P., and its subsidiaries (collectively, “Growth Curve”) own the controlling stake of the outstanding units of Brightway Parent, LLC. Growth Curve provides advisory and management services to the Company. In exchange for these services, we have recognized \$1,237 of expense in 2025 and 2024.

Growth Curve has voluntarily deferred settlement of these fees. As of December 31, 2025, and 2024, outstanding fees payable to Growth Curve were \$2,519 and \$2,485, respectively.

We reimburse employees of Growth Curve for travel and sundry expenses incurred for their board service and advisory work. In 2025 and 2024, we reimbursed Growth Curve \$176 and \$256, respectively, for such expenses.

***Brightway Founders***

David Miller and Michael Miller, “Founders” of Brightway, continue to serve on the Company’s Board. Founders indirectly own a minority stake of the outstanding units of Brightway Parent, LLC. In exchange for their service, we have recognized \$880 of expense in 2025 and 2024. As of December 31, 2025, and 2024, \$1,923 and \$1,043, respectively, were recorded in Accounts Payable and Accrued Liabilities in the consolidated Statements of Financial Position.

Separately, the Founders own the office building from which we leased our headquarters through April 30, 2025. In April of 2025, the Company paid the Founders a one-time \$550 lease termination fee associated with this headquarters lease. We recognized \$299 and \$1,077 of lease expense in 2025 and 2024, respectively, for our headquarters lease.

**Brightway Holdings, LLC**  
**2024 Consolidated Financial Statements**

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
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RSM US LLP

## Independent Auditor's Report

Board of Directors  
Brightway Holdings, LLC

### Opinion

We have audited the consolidated financial statements of Brightway Holdings and its subsidiaries (the Company), which comprise the consolidated statements of financial position as of December 31, 2024 and 2023, the related consolidated statements of income, member's equity, and cash flows for the years then ended, and the related notes to the consolidated financial statements (collectively, the financial statements).

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2024 and 2023, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Emphasis of Matter

As discussed in Note 1 to the financial statements, the Company changed its method of accounting for franchise sales and leases from previously elected private company accounting alternatives permitted under Financial Accounting Standards Board (FASB) Accounting Standards Update (ASU) 2021-02, *Franchisors – Revenue from Contracts with Customers (Subtopic 952-606)* and FASB ASU 2021-09 – *Leases (Topic 842): Discount Rate for Lessees that are not Public Business Entities*. The previous accounting alternatives permitted for private companies were derecognized, with changes applied retrospectively to the beginning of 2023. Our opinion is not modified with respect to this matter.

### Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

*RSM US LLP*

Jacksonville, Florida  
April 18, 2025

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF FINANCIAL POSITION**

<i>For the year ended December 31,</i>	<u>2024</u>	<u>As Adjusted (Note 1) 2023</u>
<b>Assets:</b>		
Cash available for use	\$ 1,751	\$ 5,567
Restricted cash	1,393	1,049
Commissions and fees receivable, net	15,901	9,492
Current portion of notes receivable, net	173	87
Prepaid expenses	1,311	901
Other assets	468	207
<b>Total current assets</b>	<b>20,997</b>	<b>17,303</b>
Goodwill	144,039	144,039
Finite-lived intangibles, net	121,482	142,788
Property and equipment, net	7,405	3,128
Non-current portion of notes receivable, net	1,238	1,529
Right-of-use assets	2,588	5,187
Other assets, less current portion	667	2,156
<b>Total non-current assets</b>	<b>277,419</b>	<b>298,827</b>
<b>Total assets</b>	<b>\$ 298,416</b>	<b>\$ 316,130</b>
<b>Liabilities:</b>		
Accounts payable and accrued liabilities	\$ 21,620	\$ 19,633
Contract liabilities	1,512	2,136
Lease liabilities	670	892
Current portion of long-term debt	519	493
<b>Total current liabilities</b>	<b>24,321</b>	<b>23,154</b>
Accounts payable and accrued liabilities	1,793	2,456
Contract liabilities, less current portion	2,337	1,916
Lease liabilities, less current portion	4,123	4,793
Long-term debt, less current portion	94,766	86,105
Long-term liabilities, other	5,267	4,564
<b>Total non-current liabilities</b>	<b>108,286</b>	<b>99,834</b>
<b>Total liabilities</b>	<b>132,607</b>	<b>122,988</b>
<b>Member's equity</b>		
Contributed equity	266,899	266,940
Accumulated deficit	(101,090)	(73,798)
<b>Total member's equity</b>	<b>165,809</b>	<b>193,142</b>
<b>Total liabilities and member's equity</b>	<b>\$ 298,416</b>	<b>\$ 316,130</b>

See Notes to the Consolidated Financial Statements.

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF INCOME**

<i>As of December 31,</i>	<u>2024</u>	<u>As Adjusted (Note 1) 2023</u>
<b>Revenue:</b>		
Brokerage commissions and fees, net	\$ 9,950	\$ 9,470
Franchise commissions and fees, net	48,275	44,012
Contingent commissions and fees	5,750	396
Franchise sales	2,212	2,009
Interest income	323	217
Other revenues	386	98
<b>Total revenue</b>	<b>66,896</b>	<b>56,202</b>
<b>Expenses:</b>		
Employee compensation	33,312	30,484
General and administrative expense	25,363	21,602
Amortization	22,109	24,945
Depreciation	1,613	1,197
<b>Total operating expenses</b>	<b>82,397</b>	<b>78,228</b>
Operating loss	(15,501)	(22,026)
Change in acquisition consideration	-	96
Interest expense	11,791	10,878
<b>Net loss</b>	<b>\$ (27,292)</b>	<b>\$ (33,000)</b>

*See Notes to the Consolidated Financial Statements.*

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENTS OF MEMBER'S EQUITY**

	<b>Contributed Equity</b>	<b>Accumulated Deficit</b>	<b>Total Member's Equity</b>
<b>December 31, 2022</b>	\$ <b>266,748</b>	\$ <b>(41,239)</b>	\$ <b>225,509</b>
Cumulative effect of change in accounting policy	-	441	441
<b>December 31, 2022 (as adjusted)</b>	<b>266,748</b>	<b>(40,798)</b>	<b>225,950</b>
Net loss	-	(33,000)	(33,000)
Equity-based compensation	192	-	192
<b>December 31, 2023 As adjusted (Note 1)</b>	<b>266,940</b>	<b>(73,798)</b>	<b>193,142</b>
Net loss	-	(27,292)	(27,292)
Equity-based compensation	74	-	74
Tax Distributions	(165)	-	(165)
Equity Repurchase	(550)	-	(550)
Capital Contributions	600	-	600
<b>December 31, 2024</b>	\$ <b>266,899</b>	\$ <b>(101,090)</b>	\$ <b>165,809</b>

*See Notes to the Consolidated Financial Statement*

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**CONSOLIDATED STATEMENT OF CASH FLOWS**

<i>For the year ended December 31,</i>	<b>2024</b>	<b>As Adjusted (Note 1) 2023</b>
<i>Cash flows from operating activities:</i>		
Net loss	\$ (27,292)	\$ (33,000)
Adjustments from net income to net cash provided by (used in) operating activities:		
Items not requiring (providing) cash:		
Provision for credit loss	653	208
Equity-based compensation granted	74	192
Change in estimated acquisition liability	(803)	96
Depreciation	1,613	1,197
Amortization	22,109	24,945
Accretion of debt issuance costs	418	357
Non-cash lease expense	2,003	105
Changes in Operating Assets and Liabilities		
Commissions and contingencies receivable	(6,409)	(2,673)
Prepaid and other current assets	(724)	795
Notes receivable	(448)	(451)
Contract and other liabilities	(203)	646
Accounts payable and accrued expenses	3,030	8,200
<b>Net Cash (Used in) Provided by Operating Activities</b>	<b>(5,979)</b>	<b>617</b>
<i>Cash Flows Used in Investing Activities:</i>		
Capitalized software development costs	(4,151)	(1,369)
Purchase of property and equipment	(197)	(200)
<b>Net Cash Used in Investing Activities</b>	<b>(4,348)</b>	<b>(1,569)</b>
<i>Cash Flows from Financing Activities:</i>		
Borrowings on line of credit	31,300	6,500
Repayments on line of credit	(31,800)	(2,000)
Borrowings on term loan	9,719	-
Repayments on term loan	(950)	(850)
Payment for previously acquired books of business	(1,395)	(1,186)
Long term financing	96	762
Tax distributions	(165)	-
Repayment of equity investment	(550)	-
Contributions of equity	600	-
<b>Cash Flows from Financing Activities</b>	<b>6,855</b>	<b>3,226</b>
Net decrease in Cash and cash equivalents	(3,472)	2,274
Cash Available for Use and Restricted Cash, Beginning of Period	6,616	4,342
<b>Cash Available for Use and Restricted Cash, End of Period</b>	<b>\$ 3,144</b>	<b>\$ 6,616</b>
<b>Supplemental information:</b>		
Cash paid for interest	\$ 10,829	\$ 10,304
Non-Cash transactions:		
Assets transferred from completed technology projects	5,693	1,068

*See Notes to the Consolidated Financial Statements*

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

**Note 1 – Basis of Presentation**

***Nature of Operations***

Brightway Holdings, LLC (“Holdings”), and its wholly owned subsidiaries, Brightway Insurance, LLC, and First City Insurers, LLC (collectively the “Company”) is a leading insurance agency that places insurance coverages for policyholders. We operate a differentiated franchise model, in which the Company provides product development, business development, training, policyholder administration services, and proprietary technology and our franchises provide policyholder advisory, distribution, and placement services under a “you sell, we service” division of responsibilities.

Our mission is to provide industry leading and innovative insurance solutions and service for our franchise agents, our policyholders, and our carriers. We believe that policyholders are increasingly demanding more choice, greater client service, and access to products and services through a variety of channels. The Company is well-suited to satisfy policyholder demands by distributing products and services through a broad network of franchised insurance agencies that have access to robust products and services, leading technology, and aligned financial interests.

We generally provide these products and solutions through our network of franchised insurance agencies. The Company grants franchise agreements, generally for an initial term of five years, at locations approved by the Company. The Company had 321 and 324 franchises in operation as of December 31, 2024, and 2023, respectively. In exchange for services provided to the franchisees, the Company recognizes revenue equal to a fixed portion of gross commissions paid by insurance carriers for the placement of policies.

Holdings was formed on November 7, 2021, as a Delaware limited liability company. Brightway Holdings is a direct, wholly owned subsidiary of BWI Intermediate Holdings, LLC (“BWI Intermediate Holdings”), a Delaware limited liability holding company. BWI Intermediate Holdings is a direct, wholly owned subsidiary of BWI TopCo, LLC (“BWI TopCo”), a Delaware limited liability holding company. BWI TopCo is a direct, wholly owned subsidiary of Brightway Parent, LLC (“Brightway Parent”), a Delaware limited liability holding company.

***Basis of Presentation***

The accompanying consolidated financial statements and notes thereto have been prepared in accordance with U.S. Generally Accepted Accounting Principles (“U.S. GAAP”). The consolidated financial statements include the Company’s accounts and those of all controlled subsidiaries intercompany accounts and transactions have been eliminated in consolidation.

***Use of Estimates***

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the consolidated financial statements, as well as the reported amounts of revenue and expenses during the applicable reporting period. Significant accounting policies are those that are the most important portrayal of our financial condition, results of operations and cash flows, and that require our subjective judgment as a result of the need to make estimates about the effect of matters that are inherently uncertain. In applying such policies, we must use some amounts that are based upon our informed judgments and best estimates. Estimates, by their nature, are based upon judgments and available information. The estimates that we make are based upon historical factors, current circumstances and the experience and judgment of management. We evaluate our assumptions and estimates on an ongoing basis. Our actual results may differ from these estimates under different assumptions or conditions.

***Reclassifications***

Certain reclassifications have been made to the prior period presentation in the Statements of Financial Position to conform to the current year presentation. This reclassification had no impact on total assets, total liabilities, and total member’s equity, net income, or cash flows for any periods presented.

***Change in Accounting Policy***

The Company changed our accounting policies to unwind the previously adopted Private Company Council (“PCC”) elections permitted within the Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”) 842, *Leases* and ASC 606, *Revenue from Contracts with Customers*. The newly adopted accounting policies

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

are preferable because they align with industry practices and provide more relevant information about the Company's financial performance in relation to its public company peer group.

*Franchise Sales Recognition and Deferred Costs*

Under the new accounting policy, franchise sales revenue is recognized as a single performance obligation on a straight-line basis over the term of the franchise agreement. Under the previous accounting policy, a PCC election permitted various pre-opening franchise activities to be recognized as a single performance obligation distinct from the franchise right. Revenue related to the pre-opening performance obligation was recognized when the franchise location opened whereas revenue related to the franchise right was recognized on a straight-line basis over the term of the franchise agreement.

In addition, under the new accounting policy, variable franchise sales commission costs are capitalized and amortized over 5 years on a straight-line basis over the term of the franchise agreement.

*Right-of-Use Assets and Lease Liabilities*

Under the new accounting policy, the Company uses its incremental borrowing rate to estimate right-of-use assets and lease liabilities for leases in which an implicit interest rate is not provided in the lease contract. Under the previous accounting policy, a PCC election permitted the Company to use the risk-free rate available at the commencement of lease contracts to estimate the right-of-use assets and lease liabilities for leases in which an implicit interest rate is not provided in the lease contract.

In accordance with U.S. GAAP, all periods presented below have been retrospectively adjusted to reflect the effects of the changes in accounting policy. The effects of the changes are as follows:

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

*Statements of Income*

*For the year ended December 31, 2024*

	<b>As Computed With PCC Election</b>	<b>As Reported Without PCC Election</b>	<b>Effect of Change</b>
<b>Revenue:</b>			
Brokerage commissions and fees, net	\$ 9,950	\$ 9,950	\$ -
Franchise commissions and fees, net	48,275	48,275	-
Contingent commissions and fees	5,750	5,750	-
Franchise sales	1,861	2,212	351
Interest income	323	323	-
Other revenues	386	386	-
<b>Total revenue</b>	<b>66,545</b>	<b>66,896</b>	<b>351</b>
<b>Expenses:</b>			
Employee compensation	33,520	33,312	(208)
General and administrative expense	25,744	25,363	(381)
Amortization	22,109	22,109	-
Depreciation	1,613	1,613	-
<b>Total operating expenses</b>	<b>82,986</b>	<b>82,397</b>	<b>(589)</b>
Operating loss	(16,441)	(15,501)	940
Interest expense	11,791	11,791	-
<b>Net loss</b>	<b>\$ (28,232)</b>	<b>\$ (27,292)</b>	<b>\$ 940</b>

*For the year ended December 31, 2023*

	<b>As Originally Reported</b>	<b>As Adjusted</b>	<b>Effect of Change</b>
<b>Revenue:</b>			
Brokerage commissions and fees, net	\$ 9,470	\$ 9,470	\$ -
Franchise commissions and fees, net	44,012	44,012	-
Contingent commissions and fees	396	396	-
Franchise sales	2,829	2,009	(820)
Interest income	217	217	-
Other revenues	98	98	-
<b>Total revenue</b>	<b>57,022</b>	<b>56,202</b>	<b>(820)</b>
<b>Expenses:</b>			
Employee compensation	30,726	30,484	(242)
General and administrative expense	21,534	21,602	68
Amortization	24,945	24,945	-
Depreciation	1,197	1,197	-
<b>Total operating expenses</b>	<b>78,402</b>	<b>78,228</b>	<b>(174)</b>
Operating loss	(21,380)	(22,026)	(646)
Change in acquisition consideration	96	96	-
Interest expense	10,878	10,878	-
<b>Net loss</b>	<b>\$ (32,354)</b>	<b>\$ (33,000)</b>	<b>\$ (646)</b>

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

*Statements of Financial Position*  
*As of December 31, 2024*

	As Computed With PCC Election	As Reported Without PCC Election	Effect of Change
<b>Assets:</b>	\$	\$	\$
Cash available for use	1,751	1,751	-
Restricted cash	1,393	1,393	-
Commissions and fees receivable, net	15,901	15,901	-
Current portion of notes receivable, net	173	173	-
Prepaid expenses	1,311	1,311	-
Other assets	516	468	(48)
<b>Total current assets</b>	<b>21,045</b>	<b>20,997</b>	<b>(48)</b>
Goodwill	141,105	144,039	2,934
Finite-lived intangibles, net	121,482	121,482	-
Property and equipment, net	7,405	7,405	-
Non-current portion of notes receivable, net	1,238	1,238	-
Right-of-use assets	3,077	2,588	(489)
Other assets, less current portion	390	667	277
<b>Total non-current assets</b>	<b>274,697</b>	<b>277,419</b>	<b>2,722</b>
<b>Total assets</b>	<b>\$ 295,742</b>	<b>\$ 298,416</b>	<b>\$ 2,674</b>
<b>Liabilities:</b>			
Accounts payable and accrued liabilities	\$ 21,620	\$ 21,620	\$ -
Contract liabilities	944	1,512	568
Lease liabilities	927	670	(257)
Current portion of long-term debt	519	519	-
<b>Total current liabilities</b>	<b>24,010</b>	<b>24,321</b>	<b>311</b>
Accounts payable and accrued liabilities	1,793	1,793	-
Contract liabilities, less current portion	99	2,337	2,238
Lease liabilities, less current portion	4,733	4,123	(610)
Long-term debt, less current portion	94,766	94,766	-
Long-term liabilities, other	5,267	5,267	-
<b>Total non-current liabilities</b>	<b>106,658</b>	<b>108,286</b>	<b>1,628</b>
<b>Total liabilities</b>	<b>130,668</b>	<b>132,607</b>	<b>1,939</b>
<b>Member's equity</b>			
Contributed equity	266,899	266,899	-
Accumulated deficit	(101,825)	(101,090)	735
<b>Total member's equity</b>	<b>165,074</b>	<b>165,809</b>	<b>735</b>
<b>Total liabilities and member's equity</b>	<b>\$ 295,742</b>	<b>\$ 298,416</b>	<b>\$ 2,674</b>

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

*As of December 31, 2023*

	<b>As Originally Reported</b>	<b>As Adjusted</b>	<b>Effect of Change</b>
<b>Assets:</b>			
Cash available for use	\$ 5,567	\$ 5,567	\$ -
Restricted cash	1,049	1,049	-
Commissions and fees receivable, net	9,492	9,492	-
Current portion of notes receivable, net	87	87	-
Prepaid expenses	901	901	-
Other assets	286	207	(79)
<b>Total current assets</b>	<b>17,382</b>	<b>17,303</b>	<b>(79)</b>
Goodwill	141,105	144,039	2,934
Finite-lived intangibles, net	142,788	142,788	-
Property and equipment, net	3,128	3,128	-
Non-current portion of notes receivable, net	1,529	1,529	-
Right-of-use assets	6,443	5,187	(1,256)
Other assets, less current portion	1,916	2,156	240
<b>Total non-current assets</b>	<b>296,909</b>	<b>298,827</b>	<b>1,918</b>
<b>Total assets</b>	<b>\$ 314,291</b>	<b>\$ 316,130</b>	<b>\$ 1,839</b>
<b>Liabilities:</b>			
Accounts payable and accrued liabilities	\$ 19,633	\$ 19,633	\$ -
Contract liabilities	730	2,136	1,406
Lease liabilities	1,212	892	(320)
Current portion of long-term debt	493	493	-
<b>Total current liabilities</b>	<b>22,068</b>	<b>23,154</b>	<b>1,086</b>
Accounts payable and accrued liabilities	2,456	2,456	-
Contract liabilities, less current portion	166	1,916	1,750
Lease liabilities, less current portion	5,585	4,793	(792)
Long-term debt, less current portion	86,105	86,105	-
Long-term liabilities, other	4,564	4,564	-
<b>Total non-current liabilities</b>	<b>98,876</b>	<b>99,834</b>	<b>958</b>
<b>Total liabilities</b>	<b>120,944</b>	<b>122,988</b>	<b>2,044</b>
<b>Member's equity</b>			
Contributed equity	266,940	266,940	-
Accumulated deficit	(73,593)	(73,798)	(205)
<b>Total member's equity</b>	<b>193,347</b>	<b>193,142</b>	<b>(205)</b>
<b>Total liabilities and member's equity</b>	<b>\$ 314,291</b>	<b>\$ 316,130</b>	<b>\$ (1,839)</b>

As a result of the accounting policy changes, Accumulated deficit as of January 1, 2023, increased from \$(41,239), as originally reported with PCC elections, to \$(40,798) without PCC elections.

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

*Statement of Cash Flows*  
For the year ended December 31, 2024

	<b>As Computed With PCC Election</b>	<b>As Reported Without PCC Election</b>	<b>Effect of Change</b>
<i>Cash flows from operating activities:</i>			
Net loss	\$ (28,232)	\$ (27,292)	\$ 940
Adjustments from net income to net cash provided by (used in) operating activities:			
Items not requiring (providing) cash:			
Change in estimated acquisition contingent liability	(803)	(803)	-
Equity-based compensation granted	74	74	-
Provision for credit loss	653	653	-
Depreciation	1,613	1,613	-
Amortization	22,109	22,109	-
Accretion of debt issuance costs	418	418	-
Non-cash lease expense	2,525	2,003	(522)
Changes in Operating Assets and Liabilities			
Commissions and contingencies receivable	(6,409)	(6,409)	-
Prepaid and other current assets	(656)	(724)	(68)
Notes receivable	(448)	(448)	-
Contract and other liabilities	147	(203)	(350)
Accounts payable and accrued expenses	3,030	3,030	-
<b>Net Cash Used in Operating Activities</b>	<b>(5,979)</b>	<b>(5,979)</b>	<b>-</b>
<i>Cash Flows Used in Investing Activities:</i>			
Capitalized software development costs	(4,151)	(4,151)	-
Purchase of property and equipment	(197)	(197)	-
<b>Net Cash Used in Investing Activities</b>	<b>(4,348)</b>	<b>(4,348)</b>	<b>-</b>
<i>Cash Flows from Financing Activities:</i>			
Borrowings on line of credit	31,300	31,300	-
Repayments on line of credit	(31,800)	(31,800)	-
Borrowing on term loan	9,719	9,719	-
Repayment on term loan	(950)	(950)	-
Payment for previously acquired books of business	(1,395)	(1,395)	-
Long term financing	96	96	-
Tax distributions	(165)	(165)	-
Repayment of equity investment	(550)	(550)	-
Contribution of equity	600	600	-
<b>Cash Flows from Financing Activities</b>	<b>6,855</b>	<b>6,855</b>	<b>-</b>
Net Decrease in Cash and Cash Equivalents	(3,472)	(3,472)	-
Cash Available for Use and Restricted Cash, Beginning of Period	6,616	6,616	-
<b>Cash Available for Use and Restricted Cash, End of Period</b>	<b>\$ 3,144</b>	<b>\$ 3,144</b>	<b>\$ -</b>
<b>Supplemental information:</b>			
Cash paid for interest	\$ 10,829	\$ 10,829	\$ -
Non-Cash transactions:			
Assets transferred from completed technology projects	5,693	5,693	-

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

For the year ended December 31, 2023

	<b>As Originally Reported</b>	<b>As Adjusted</b>	<b>Effect of Change</b>
<i>Cash flows from operating activities:</i>			
Net loss	\$ (32,354)	\$ (33,000)	\$ (646)
Adjustments from net income to net cash provided by (used in) operating activities:			
Items not requiring (providing) cash:			
Provision for credit loss	208	208	-
Equity-based compensation granted	192	192	-
Change in estimated acquisition liability	96	96	-
Depreciation	1,197	1,197	-
Amortization	24,945	24,945	-
Accretion of debt issuance costs	357	357	-
Non-cash lease expense	9	105	96
Changes in Operating Assets and Liabilities			
Commissions and contingencies receivable	(2,673)	(2,673)	-
Prepaid and other current assets	1,064	795	(269)
Notes receivable	(451)	(451)	-
Contract and other liabilities	(173)	646	819
Accounts payable and accrued expenses	8,200	8,200	-
<b>Net Cash Used in Operating Activities</b>	<b>617</b>	<b>617</b>	<b>-</b>
<i>Cash Flows Used in Investing Activities:</i>			
Capitalized software development costs	(1,369)	(1,369)	-
Purchase of property and equipment	(200)	(200)	-
<b>Net Cash Used in Investing Activities</b>	<b>(1,569)</b>	<b>(1,569)</b>	<b>-</b>
<i>Cash Flows from Financing Activities:</i>			
Borrowings on line of credit	6,500	6,500	-
Repayments on line of credit	(2,000)	(2,000)	-
Repayment on term loan	(850)	(850)	-
Payment for previously acquired books of business	(1,186)	(1,186)	-
Long term financing	762	762	-
<b>Cash Flows from Financing Activities</b>	<b>3,226</b>	<b>3,226</b>	<b>-</b>
Net Decrease in Cash and Cash Equivalents	2,274	2,274	-
Cash Available for Use and Restricted Cash, Beginning of Period	4,342	4,342	-
<b>Cash Available for Use and Restricted Cash, End of Period</b>	<b>\$ 6,616</b>	<b>\$ 6,616</b>	<b>\$ -</b>
<b>Supplemental information:</b>			
Cash paid for interest	\$ 10,304	\$ 10,304	\$ -
Non-Cash transactions:			
Assets transferred from completed technology projects	1,068	1,068	-

**Note 2 – Summary of Significant Accounting Policies**

***Revenue Recognition***

The Company generates revenue through royalties from franchises for services and through commissions from carriers for brokerage and underwriting.

The Company incurs both costs to fulfill contracts, principally in pre-placement brokerage activities and post-placement servicing activities, and costs to obtain a contract, principally through certain sales commissions paid to employees. For situations in which the underlying insurance renewal period is one year or more and renewal costs are commensurate with the initial contract, the Company capitalizes the costs of obtaining a contract under ASC 340.

***Franchise Commissions***

Franchise commissions, or royalties, are based on a percentage of the gross commissions received by insurance carriers for an agreed-upon level of service. The Company estimates the amount of Franchise commissions, or royalties, to recognize revenue on the effective date of a policy is placed into service based on estimates of premiums, policy changes and cancellations. The Company's customers for this revenue stream are the franchisees.

***Brokerage Commissions and Fees***

Brokerage commissions and fees revenue is primarily based on a percentage of premiums or fees received for an agreed-upon level of service. The net Brokerage commissions and fees are recognized at a point in time when an insurance policy is bound and issued, which occurs on the later of the policy effective date of the associated policies, or the date the Company receives a request to bind coverage from the customer.

***Cancellation Constraint***

Most insurance premiums are subject to policy cancellation; therefore, both Franchise commissions and fees and Brokerage commission and fees are considered variable consideration at the underlying contract effective date and is recognized net of a constraint for estimated policy cancellations, based upon the Company's historical cancellation rates.

***Contingent Commissions***

Supplemental and contingent commissions are additional revenues paid to the Company based on the volume and/or underwriting profitability on the eligible insurance contracts placed. The Company's performance obligation is satisfied over time, and revenue is recognized over time using the output method as the Company places eligible or profitable policies. Because of the limited visibility into the satisfaction of performance indicators outlined in the contracts, the Company constrains the recognition of related revenues until the time that the carrier provides explicit confirmation of amounts owed to the Company to avoid a significant reversal of revenue in a future period. The uncertainty regarding the ultimate variable consideration for contingent commissions is principally the profitability of the underlying insurance policies placed as determined by the development of loss ratios maintained by the carriers. The uncertainty is resolved over the contractual term as actual results are achieved.

***Franchise Sales***

Franchise sales revenue is received for agreed-upon services provided to our franchisee customers. Franchise sales revenue is recognized overtime with a single performance obligation as franchise right conveyed. For approximately 35% of new franchise sales, we issue Company-provided financing. For those franchise sales for which financing is provided, the Company only recognizes revenue if collectability is probable. We recognize interest on notes receivable within interest income on the Consolidated Statements of Income.

***Cash and Cash Equivalents***

Cash and cash equivalents include cash in demand deposits accounts and short-term investments, consisting principally of money market demand accounts, having original maturities of 90 days or less. The Company maintains its deposits in federally insured financial institutions and may exceed federally insured limits. The Company has not experienced any losses in such accounts and management believes the Company is not exposed to any significant credit risk.

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***Restricted Cash and Cash Equivalents***

In its role as an insurance intermediary, the Company collects and remits amounts between policyholders, agents, and insurance carriers. Because these amounts are collected on behalf of third parties, they are excluded from the measurement of the transaction price. Similarly, the Company excludes from the measurement of the transaction price surplus lines taxes, as these are assessed by a governmental authority that are both imposed on and concurrent with the revenue-producing transactions and collected by the Company from customers and remitted to the taxing authority.

The Company recognizes amounts held and due to the Company as either Restricted cash or within receivables. Premiums and surplus lines taxes are included in Accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. The Company does not have any rights or obligations in connection with these amounts with the exception of segregating these amounts from the operating accounts and liabilities.

The Restricted cash and cash equivalents include cash in demand deposits accounts and short-term investments, consisting principally of money market demand accounts, having original maturities of 90 days or less.

***Brokerage and Franchise Commissions and Fees Receivable***

The Company earns commissions and fees from the placement and services provided to our policyholder and franchisees. The Company records a receivable once a performance obligation is satisfied. Commission payables consist of amounts due to agents of the Company related to the commission receivable. Commission payables are stated at the amounts due to the agents less an estimated allowance for chargebacks.

***Allowance for Credit Losses on Notes Receivable***

The Company records certain receivables net of an allowance for estimated uncollectable accounts to reflect any loss anticipated for the receivable balance. The Company calculates the allowance based on our history of write-offs associated with each notes receivable by the respective aging groups. We have considered the available information relating to past events, current conditions, and reasonable and supportable forecasts.

***Goodwill and Finite-Lived Intangible Assets***

***Goodwill***

Goodwill represents the excess of consideration transferred over the fair value of the net assets acquired in the acquisition of a business. The Company recognizes goodwill as the amount of consideration transferred which cannot be assigned to other tangible or intangible assets and liabilities.

The Company reviews goodwill for impairment at least annually, and whenever events or changes in circumstances indicate that the carrying value of the reporting unit may not be recoverable. In the performance of the annual evaluation, the Company also considers qualitative and quantitative developments between the date of the goodwill impairment review and the fiscal year end to determine if an impairment should be recognized.

The Company reviews goodwill for impairment at the reporting unit level. The determinations of impairment indicators and the fair value of the reporting unit are based on estimates and assumptions related to the amount and timing of future cash flows and future interest rates. Such estimates and assumptions could change in the future as more information becomes available, which could impact the amounts reported and disclosed herein.

***Finite-Lived Intangible Assets***

Intangible assets other than goodwill consist primarily of policyholder and franchise relationships (collectively, "Customer Relationships"). Customer Relationships consist of customer-related assets, which are amortized over their estimated useful lives. Intangible assets also include trade names and acquired technology, which are amortized over their estimated lives. The Company has no indefinite-lived intangible assets. Intangible assets are reviewed at least annually for impairment. If the carrying value of these assets exceeds the current fair value, the asset is considered impaired and is reduced to fair value resulting in a non-cash charge to earnings. Events and conditions that could result in impairment include a sustained drop in franchises, increased competition or loss of market share, and a decrease in geographic footprint that result in a significant loss of sales. To the extent our fair value is below our net book value, or if other indicators of potential impairment are present, then we will be required to take further steps to determine if an impairment of intangible assets has occurred and to calculate an impairment loss.

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***Property and Equipment, Net of Accumulated Depreciation***

The Company recognizes property and equipment at cost, less accumulated depreciation, in the Consolidated Statements of Financial Position. Depreciation of property and equipment is calculated using the straight-line method over the estimated useful life as follows:

<b>Asset Class</b>	<b>Useful Lives</b>
Furniture and Fixtures	7-10 Years
Office Equipment	5-10 Years
Leasehold Improvements	9 Years
Computers	3 Years
Software	3 Years

The Company develops various software applications for internal use and accounts for costs incurred to develop such computer software. The Company capitalizes costs incurred during an application’s development stage, which include costs to design the software configuration and interfaces, coding, installation, and testing. Costs incurred During the preliminary and post-implementation stages of internal-use computer software are expensed as incurred. Costs incurred to maintain existing software are expensed as incurred.

***Compensation***

***Equity-Based Compensation***

The Company issues equity-based awards to employees in the form of Restricted Units, Time Vested Incentive Units, and Performance Vested Incentive Units. These awards vest into equity of Brightway Parent, LLC. Compensation cost for equity awards is measured at the grant date fair value. The grant date fair value of equity-awards is estimated using a Black-Scholes option pricing model. This pricing model requires management to make assumptions with respect to the fair value of the equity awards on the grant date, including the expected term of the award, the expected volatility of the Brightway Parent, LLC’s equity units based on a period of time generally commensurate with the expected term of the award, risk-free interest rates and expected dividend yields, among other items.

Equity-based compensation expense is recorded in Employee compensation on the Consolidated Statements of Income over the requisite service period of the award’s recipient. The Brightway Parent, LLC Board must authorize all shares of its stock for equity-based compensation before granting. See Note 12, *Equity-based Compensation*, for additional information on the Company’s equity-based compensation awards. Compensation expense is recognized using the graded vesting attribution method and forfeitures are accounted for as they occur.

***Defined Contribution Plan***

The Company recognizes expense for the matching contribution to the defined contribution plan in the year where requisite employee service is performed. Matching contributions are made to participants throughout the year. Any liabilities for matching contributions are recognized as General and administrative expense within the Consolidated Statements of Income.

***Litigation and Contingent Liabilities***

The Company may be subject to various legal actions related to claims, lawsuits, and proceedings incident to the nature of the business. The Company records liabilities for loss contingencies when it is probable that a liability has been incurred on or before the Consolidated Statements of Financial Position measurement date and the amount of the liability can be reasonably estimated as of the issuance date. The Company does not discount such contingent liabilities and recognizes related legal costs, such as fees and expenses of external counsel and other service providers, as period expenses when incurred. The loss contingencies, if any, are held within Accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. Significant management judgment is required to estimate the amounts of such contingent liabilities and the related insurance recoveries. To assess the potential liabilities, the Company analyzes the litigation exposure based upon available information, including consultation with counsel handling the defense of these matters. As these liabilities are uncertain by their nature, the recorded amounts may change due to a variety of factors, including new developments or changes in the approach, such as changing the settlement strategy as applicable to a matter.

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***Leases***

The Company evaluates contracts entered into to determine whether the contract involves the use of property or equipment, which is either explicitly or implicitly identified in the contract. The Company then evaluates whether it controls the use of the asset, which is determined by assessing whether it obtains substantially all economic benefits from the use of the asset, and whether it has the right to direct the use of the asset. If these criteria are met and a lease has been identified, the Company accounts for the contract under the requirements of Accounting Standards Codification (ASC) 842, *Leases*.

The Company's leased assets consist primarily of real estate leases for occupied offices. The lease commencement date is the beginning of the lease term and is recognized when the right-of-use asset has been made available by the lessor to the Company. Certain of these leases have options permitting renewals for additional periods or clauses allowing for early termination, and where those are reasonably certain to be executed, they are recognized as a component of the lease term. All of the Company's real estate leases are recognized as operating leases, with lease terms ranging from 9 months to 9 years. The Company recognizes lease payments for short-term leases of twelve months or less in the Consolidated Statements of Income on a straight-line basis over the lease term.

As described in Note 1, the Company uses its incremental borrowing rate to estimate right-of-use assets and lease liabilities for leases in which an implicit interest rate is not provided in the lease contract. The Company does not account for separate lease components of a contract and its associated non-lease components as a single lease component. Further, variable expenses related to real estate and equipment leases are expensed as incurred.

At the lease commencement, the Company recognizes the total lease liability through the lease term as the present value of all remaining payments, discounted by the rate determined at commencement in the Consolidated Statements of Financial Position. Lease liabilities are decreased for payments made in the period and are increased by the accretion of the discount. Rent expense for operating leases is recognized on a straight-line basis over the lease term and is presented within General and administrative expense on the Consolidated Statements of Income, it is recognized as the lease liability interest expense, and the right-of-use asset amortization. Operating leases are included in non-current assets - right-of-use asset, current liabilities - lease liability, and non-current liabilities - lease liability on the Consolidated Statements of Financial Position.

In the event the lease liability is remeasured due to a change in the scope of or the consideration for a lease, an adjustment is made to the right-of-use asset. In the instance where the right-of-use asset is impaired, the impairment charge is recognized in the Consolidated Statements of Income within General and administrative expense, irrespective of its classification of operating or finance lease. The Company will periodically review right-of-use lease assets for impairment whenever events or changes in business circumstances indicate that the carrying value of the assets may not be recoverable.

During the year ended December 31, 2024, the Company made the decision to abandon the first floor of the leased office space in Jacksonville, Florida. The decision to abandon the lease was made in response to ongoing efforts to streamline operations and reduce fixed overhead costs, as the Company shifts towards more flexible work arrangements and remote working for its employees. The Company did not recognize any lease impairment as the fixed assets, leasehold improvements and other capitalized expenditures associated with the abandoned leased space. As a result of the abandonment, the Company recognized \$2,110 in accelerated amortization expense on the ROU asset during the year ended December 31, 2024. In March 2025, the Company signed an agreement to extinguish the leased office space in Jacksonville, Florida. The Company will pay a one-time fee of \$550 upon the termination of the lease and is obligated under the original lease for the remaining term in the event that termination is not completed.

In March 2025, the Company entered into a new 5-year operating lease in Charlotte, North Carolina with two options to extend for a total of 10 years at the Company's discretion.

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***Long-term Debt and Debt Issuance Costs***

The Company recognizes debt net of debt issuance costs within the Consolidated Statements of Financial Position. Debt issuance costs are incurred in connection with the issuance of debt and are capitalized and amortized to Interest expense within the Consolidated Statements of Income in accordance with the related debt agreements.

***Income Taxes***

The Company is treated as a partnership for U.S. federal and applicable state and local income tax purposes. As a partnership, the Company's taxable income or loss was included in the taxable income of its members. Accordingly, no income tax expense was recorded for federal and state and local jurisdictions in the Consolidated Statements of Income.

***Subsequent Events***

The Company evaluated the recognition and disclosure of subsequent events for its financial statements through April 14, 2025, the date the financial statements were available to be issued. In March 2025, the Company was approved for an incremental term loan of \$5,000.

***Recently Adopted Accounting Guidance***

Effective January 1, 2024, the Company adopted ASU 2021-08, *Business Combinations (Topic 805): Accounting for Contract Assets and Contract Liabilities from Contracts with Customers*. This update requires that an acquirer recognize and measure contract assets and contract liabilities acquired in a business combination in accordance with ASC 606, *Revenue from Contracts with Customers*, rather than at fair value. As result, the Company recorded \$2,934 adjustment to opening goodwill for the contract liabilities carried over from the business combination while unwinding PCC elections, as described in Note 1.

Recently adopted accounting pronouncements Reference Rate Reform (ASU 2020-04): In March 2020, the Financial Accounting Standards Board issued ASU 2020-04 Facilitation of the Effects of Reference Rate Reform on Financial Reporting, which provides optional expedients and exceptions for applying U.S. GAAP if certain criteria are met to contracts, hedging relationships and other transactions that reference LIBOR or another reference rate expected to be discontinued. ASU 2020-04 is effective from March 12, 2020, through December 31, 2022. In December 2022, ASU 2022-06 extended the effective period through December 31, 2024. A substantial portion of our indebtedness bears interest at variable interest rates, primarily based on USD-LIBOR. The adoption of ASU 2020-04 did not have a material impact on our consolidated financial statements. The standard will ease, if warranted, the administrative requirements for accounting for the future effects of the rate reform. Our debt agreement contains a provision to move to the Secured Overnight Financing Rate ("SOFR") if or when LIBOR is phased out. On February 15, 2023, the Company entered into the First Amendment to the Credit Agreement executing the provision to move to SOFR from LIBOR. Under the allowable expedients, a modification of a debt contract that is only a replacement of the reference rate is accounted for as a non-substantial modification.

In January 2017, the FASB issued ASU 2017-04, *Intangibles—Goodwill and Other —Simplifying the Test for Goodwill Impairment* ("ASU 2017-04"). ASU 2017-04 simplifies the accounting for goodwill impairments by eliminating the requirement to compare the implied fair value of goodwill with its carrying amount as part of step two of the goodwill impairment test referenced in Accounting Standards Codification ("ASC") 350, *Intangibles - Goodwill and Other* ("ASC 350"). As a result, an entity should perform its annual, or interim, goodwill impairment test by comparing the fair value of a reporting unit with its carrying amount. An impairment charge should be recognized for the amount by which the carrying amount exceeds the reporting unit's fair value. However, the impairment loss recognized should not exceed the total amount of goodwill allocated to that reporting unit. ASU 2017-04 is effective for annual reporting periods beginning after December 15, 2019, including any interim impairment tests within those annual periods, with early application permitted for interim or annual goodwill impairment tests performed on testing dates after January 1, 2017. In January 2023, we elected to adopt ASU 2017-04, and the adoption had no impact on our consolidated financial statements. We will perform future goodwill impairment tests according to ASU 2017-04.

**Note 3 – Acquisitions**

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The Company accounts for acquisitions either as business combinations or asset acquisitions depending on the facts and circumstances of each acquisition. Transaction costs arising from business combinations or asset acquisitions are recognized within general and administrative expense in the Consolidated Statements of Income.

Total consideration for certain acquisitions includes contingent consideration, which is generally based on achieved revenue. Contingent consideration is recognized at its fair value as of the acquisition date. The fair value of contingent consideration is based on the present value of the expected future payments under the respective purchase agreements. In determining fair value, the Company estimates cash payments based on the management’s estimate of the performance of each acquisition relative to the formula specified by each purchase agreement. Further information regarding fair value measurements is detailed in Note 14, Fair Value Measurements. For asset acquisitions, the Company recognizes contingent consideration when the costs are probable and estimable.

*Acquired Policyholder Relationships*

The Company acquires assets from its franchises, including their share of commission owed for prior placements of insurance coverage. In accordance with ASC 805, *Business Combinations*, the Company determined that substantially all the fair value of the gross assets acquired of each franchise was concentrated in a single identifiable asset, which was policyholder relationships. The commissions receivable from each acquired franchise were immaterial, individually and in aggregate. Accordingly, the acquired set of assets and activities did not meet the definition of a business.

As a result, the Company accounted for each franchise acquisition as an asset acquisition as opposed to a business combination and allocated the cost of each asset acquisition to an intangible policyholder relationship asset. The identified intangible assets acquired as a part of these asset acquisitions were policyholder relationships with estimated useful lives of 8-10 years. Changes in consideration represent changes in the present value of the future payments due and changes in contingent considerations based on the performance of the acquired of books of business. The intangible assets are amortized based on the relative discounted cash flows the Company expects to receive from the policyholder relationships each year. Additionally, the respective current and non-current portions of the fixed and contingent considerations are reflected in the “Accounts payable and accrued liabilities” line item in the Consolidated Statements of Financial Position.

The following table provides a roll forward of consideration that we expect to pay to the sellers of these policyholder relationships:

		<b>Fixed Consideration</b>	<b>Contingent Consideration</b>	<b>Total</b>
<b>January 1, 2023</b>	\$	<b>3,846</b>	\$ <b>712</b>	\$ <b>4,558</b>
Change in Consideration		-	96	96
Cash Paid		(795)	(391)	(1,186)
<b>December 31, 2023</b>	\$	<b>3,051</b>	\$ <b>417</b>	\$ <b>3,468</b>
Change in Consideration		28	585	613
Cash Paid		(694)	(701)	(1,395)
<b>December 31, 2024</b>	\$	<b>2,385</b>	\$ <b>301</b>	\$ <b>2,686</b>

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The following table summarizes our expected payments arising from our fixed and contingent acquisition consideration:

	<b>Fixed Consideration</b>	<b>Contingent Consideration</b>	<b>Total</b>
2025	\$ 622	\$ 301	\$ 923
2026	622	-	622
2027	622	-	622
2028	519	-	519
<b>Total</b>	<b>\$ 2,385</b>	<b>\$ 301</b>	<b>\$ 2,686</b>

**Note 4 – Revenue**

The following table disaggregates revenue:

<i>For year ended December 31,</i>	<i>2024</i>	<i>2023</i>
<b>Brightway Corporate Revenues:</b>		
New Business Commissions and Fees	\$ 549	\$ 519
Renewal Business Commissions and Fees	9,401	8,951
Contingent Commissions	5,750	396
<b>Total Corporate Revenue</b>	<b>\$ 15,700</b>	<b>\$ 9,866</b>
<b>Franchise Revenues:</b>		
Franchise Enrollment Fees	\$ 2,212	\$ 2,009
New Business Royalties	3,167	3,289
Renewal Business Royalties	45,108	40,723
<b>Total Franchise Revenue</b>	<b>\$ 50,487</b>	<b>\$ 46,021</b>
Recognized over time	50,487	46,021
Recognized point in time	15,700	9,866
<b>Total Franchise and Corporate Revenue</b>	<b>66,187</b>	<b>55,887</b>
Interest Income	323	217
Other Revenues	386	98
<b>Total Revenue</b>	<b>\$ 66,896</b>	<b>\$ 56,202</b>

For the year ended December 31, 2024, the Company recognized \$5,750 in contingent commissions, representing a significant increase compared to \$396 for the year ended December 31, 2023. The increase was primarily attributable to a higher volume of written premiums as well as lower loss ratios.

Additionally, the Company has evaluated ASC Topic 340 - Other Assets and Deferred Cost (“ASC 340”) which requires companies to defer certain incremental costs to obtain customer contracts, and certain costs to fulfill customer contracts.

Incremental cost to obtain - The Company has evaluated the need to capitalize costs to obtain customer contracts and has determined that franchise sales commissions meet the definition for capitalization under ASC 340.

Costs to fulfill – The Company has evaluated the need to capitalize costs to fulfill customer contracts and has determined that there are no costs that meet the definition for capitalization under ASC 340.

Respective current and non-current portions of the Deferred Contract fee at the end of periods are reflected in the “Other assets” line item in the Consolidated Statements of Financial Position.

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	<b>2024</b>	<b>2023</b>
Deferred Sales Commission at beginning of period	\$ 393	\$ 268
Sales Commission Recognized during the period	(140)	(117)
Sales Commission Capitalized during the period	208	242
<b>Deferred Contract fee at end of period</b>	<b>\$ 461</b>	<b>\$ 393</b>

*Changes in contract liabilities are as follows:*

	<b>2024</b>	<b>2023</b>
Contract liability at beginning of period	\$ 3,826	\$ 3,405
Revenue recognized during the period	(2,212)	(2,009)
New deferrals	1,865	2,430
<b>Contract liability at end of period</b>	<b>\$ 3,479</b>	<b>\$ 3,826</b>

*Anticipated Future Recognition of Deferred Initial Franchise Fees:*

The following table reflects the estimated initial franchise fees (contract liability) to be recognized in the future related to performance obligations that are unsatisfied at the end of the period:

<b>Estimated for the year ended December 31,</b>	<b>2024</b>
2025	\$ 1,142
2026	930
2027	762
2028	476
2029	169
	<b>\$ 3,479</b>

**Note 5 – Receivables**

***Commissions and Fees Receivable***

The Company had receivables of \$15,901 and \$9,492, and \$6,819 as of December 31, 2024, 2023, and 2022, respectively, which were recognized within Commissions and fees receivable, net in the Consolidated Statements of Financial Position. We predominantly become aware of commission and fee revenue when carriers provide confirmation of amounts owed and collection is highly probable. As such, we do not recognize a provision for credit losses on our commissions and fees receivable.

The Company is exposed to credit risk primarily through Commissions and Fees Receivable from insurance carriers and clients. As of December 31, 2024, there was only one insurance carrier that accounted for more than ten percent of our total commission and fees receivable. The Company does not believe it is exposed to significant credit risk with respect to any individual counterparty.

**Note 6 – Notes Receivable**

The Company offers notes to certain franchises, typically in conjunction with the sale of a new franchise. The notes have maturities that range between 12 months and 112 months. This balance is included within current Notes Receivable, Net, and non-current Notes Receivable, Net in the Statements of Financial Position.

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Interest income on the notes was \$323 and \$217 in 2024 and 2023, respectively. The weighted-average interest rate on outstanding notes receivable was 11.98% and 10.08% as of December 31, 2024, and 2023, respectively.

The following table summarizes the net carrying value of our notes receivable:

	<b>Current Portion of Notes Receivable</b>	<b>Non-Current Portion of Notes Receivables</b>	<b>Total Notes Receivable</b>
<b>Notes Receivable 2024</b>	\$ 241	\$ 1,723	\$ 1,964
Allowance for Credit Losses 2024	68	485	553
<b>Notes Receivable, Net 2024</b>	<u>\$ 173</u>	<u>\$ 1,238</u>	<u>\$ 1,411</u>

	<b>Current Portion of Notes Receivable</b>	<b>Non-Current Portion of Notes Receivables</b>	<b>Total Notes Receivable</b>
<b>Notes Receivable 2023</b>	\$ 119	\$ 2,125	\$ 2,244
Allowance for Credit Losses 2023	32	596	628
<b>Notes Receivable, Net 2023</b>	<u>\$ 87</u>	<u>\$ 1,529</u>	<u>\$ 1,616</u>

The following table summarizes changes to the carrying amount of the allowance for credit losses on notes receivable:

<b>Rollforward of Allowance</b>	<b>2024</b>
Balance, beginning of year	\$ 628
Write-offs	(716)
Recoveries	(12)
Provision	653
<b>Balance, end of year</b>	<u>\$ 553</u>

<b>Rollforward of Allowance</b>	<b>2023</b>
Balance, beginning of year	\$ 553
Write-offs	(589)
Recoveries	8
Provision	656
<b>Balance, end of year</b>	<u>\$ 628</u>

**Note 7 – Property and Equipment**

The following tables summarize the net carrying amount of property and equipment as of December 31, 2024 and 2023:

<b>Asset Class</b>	<b>As of December 31, 2024</b>		
	<b>Cost</b>	<b>Accumulated Depreciation</b>	<b>Net Carrying Amount</b>
Furniture and Fixtures	\$ 227	\$ 138	\$ 89
Office Equipment	391	146	245
Leasehold Improvements	1,672	627	1,045
Software	8,487	2,461	6,026
<b>Total</b>	<u>\$ 10,777</u>	<u>\$ 3,372</u>	<u>\$ 7,405</u>

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**As of December 31, 2023**

<b>Asset Class</b>	<b>Cost</b>	<b>Accumulated Depreciation</b>	<b>Net Carrying Amount</b>
Furniture and Fixtures	\$ 227	\$ 92	\$ 135
Office Equipment	224	44	180
Leasehold Improvements	1,672	418	1,254
Software	2,764	1,205	1,559
<b>Total</b>	<b>\$ 4,887</b>	<b>\$ 1,759</b>	<b>\$ 3,128</b>

Depreciation expenses for the years ended December 31, 2024 and 2023 were \$1,613 and \$1,197, respectively.

**Note 8 – Goodwill and Other Intangible Assets**

The following table summarizes goodwill activity:

<b>Balance as of December 31, 2022</b>	<b>\$ 144,039</b>
Impairment	-
<b>Balance as of December 31, 2023</b>	<b>\$144,039</b>
Impairment	-
<b>Balance as of December 31, 2024</b>	<b>\$ 144,039</b>

In accordance with the Company’s goodwill policy as stated in Note 2, Summary of Significant Accounting Policies, the Company has evaluated the goodwill for impairment indicators and as of December 31, 2024 the Company has not recognized any impairments in the acquired goodwill.

The Company recognized amortization expense on intangible assets of \$22,109 and \$24,945 in 2024 and 2023, respectively. The following tables summarize the net carrying amount of finite-lived intangible assets as of December 31, 2024 and 2023:

<b>As of December 31, 2024</b>	<b>Weighted Average Amortization in years</b>	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Carrying Amount</b>
Policyholder Relationships	8-10	\$ 111,790	\$ 47,216	\$ 64,574
Franchise Relationships	18	49,900	15,555	34,345
Trade Name	15	20,000	3,386	16,614
Technology	7	16,200	10,251	5,949
<b>Total</b>		<b>\$ 197,890</b>	<b>\$ 76,408</b>	<b>\$ 121,482</b>

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

<b>As of December 31, 2023</b>	<b>Weighted Average Amortization in years</b>	<b>Cost</b>	<b>Accumulated Amortization</b>	<b>Net Carrying Amount</b>
Policyholder Relationships	8-10	\$ 110,826	\$ 33,269	\$ 77,557
Franchise Relationships	18	49,900	11,357	38,543
Trade Name	15	20,000	2,193	17,807
Technology	7	16,200	7,319	8,881
<b>Total</b>		<b>\$ 196,926</b>	<b>\$ 54,138</b>	<b>\$ 142,788</b>

The estimated future amortization expense from finite-lived intangible assets as of December 31, 2024, follows:

<b>Year</b>	<b>Policyholder Relationship</b>	<b>Franchise Relationship</b>	<b>Trade Name</b>	<b>Technology</b>
2025	\$ 12,103	\$ 3,695	\$ 1,303	\$ 2,462
2026	10,642	3,365	1,413	1,882
2027	9,459	3,215	1,541	1,207
2028	7,948	2,911	1,619	398
2029	6,499	2,624	1,626	-
Thereafter	17,923	18,535	9,112	-
<b>Total</b>	<b>\$ 64,574</b>	<b>\$ 34,345</b>	<b>\$ 16,614</b>	<b>\$ 5,949</b>

**Note 9 – Leases**

The Company has various operating leases with various terms through December 31, 2029, primarily for office space. None of these lease agreements impose restrictions on the Company's ability to pay dividends, engage in debt or equity financing transactions or enter into further lease agreements.

Operating lease liabilities and Right of Use ("ROU") assets are recognized at the lease commencement date based on the present value of the minimum lease payments over the lease term. The future lease payments are discounted at the appropriate incremental borrowing rate. The ROU asset also includes any lease prepayments made, less any lease incentives received. Rent expense associated with operating leases is recognized on a straight-line basis over the lease term, and generally included in occupancy expense within General and administrative expense in the Consolidated Statements of Income.

Total cash disbursements within the measurement of lease liabilities in the years ended December 31, 2024, and 2023 were \$1,480 and \$838, respectively. Total lease expense in the years ended December 31, 2024 and 2023 was \$1,077 and \$1,237, respectively. The Company also recognized \$131 and \$0 of short-term lease in the years ended December 31, 2024, and 2023, respectively.

The following table summarizes information related to the Company's Current and Non-current Lease liabilities as of December 31, 2024 and 2023.

	<b>December 31, 2024</b>	<b>December 31, 2023</b>
Right-of-Use Asset	\$ 2,588	\$ 5,187
Current Lease Liabilities	670	892
Non-current Lease Liabilities	4,123	4,793
<b>Total Lease Liabilities</b>	<b>\$ 4,793</b>	<b>\$ 5,685</b>
Weighted Average Remaining Lease Term (in years)	4.94	5.97
Weighted Average Incremental Borrowing Rate	11.21%	11.21%

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

The following schedule summarizes the expected undiscounted lease payments for future periods as of December 31, 2024:

<i>(End of year)</i>	<b>Amount</b>
2025	\$ 1,220
2026	1,252
2027	1,240
2028	1,278
2029	1,316
Total lease payments	6,306
Less: imputed interest	1,513
Total lease liabilities	\$ 4,793

**Note 10 – Long-term Debt**

In connection with Brightway Parent LLC’s acquisition of Brightway Holdings, LLC, the Company closed on a credit facility (the “Facility”) on December 16, 2021. This facility matures on December 16, 2027. The Facility consists of a term loan and a revolving line of credit, which are described below.

*Term Loan*

The principal issued under the term loan was \$85 million at origination. The term loan requires quarterly principal payments of \$213 and interest payments which are paid either monthly or quarterly, at the Company’s election. Interest is accrued at a variable rate, which was LIBOR plus 6.5%, contingent upon certain leverage ratios, subject to a LIBOR floor of 0.75%. On February 15, 2023, the Company amended the credit agreement which replaced LIBOR with SOFR.

On March 8, 2024, the Company was approved for an incremental term loan of \$10 million. The principal payments of \$25 are made quarterly and interest payments are made either monthly or quarterly at the Company’s election. Interest is accrued using the same adjusted SOFR rate plus 6.5% with a SOFR floor of 0.75%.

*Revolving Credit Line*

The Company maintains access to a \$10 million revolving credit line. The interest rate applicable to the revolving credit line is equivalent to the applicable interest rate on the term loans. The Revolving Credit Line also includes a commitment fee of 0.50% of any amounts undrawn.

All of the Company’s debt is carried at outstanding principal balance, less debt issuance costs. The following table is a summary of the Company’s outstanding debt:

	<b>December 31, 2024</b>	<b>December 31, 2023</b>
Term Loan	\$ 92,563	\$ 83,513
Revolving Credit Draw	4,000	4,500
Total Debt	96,563	88,013
Less: current portion	950	850
<b>Long-term debt</b>	<b>\$ 95,613</b>	<b>\$ 87,163</b>

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(Amounts presented in \$000s, unless otherwise stated)

Future maturities of debt as of December 31, 2024, were as follows:

	<b>Total Debt</b>
2025	\$ 950
2026	950
2027	90,663
Total term loan repayments	92,563
Revolving credit draw	4,000
Total principal repayments	96,563
Debt issuance costs	1,277
<b>Total</b>	<b>\$ 95,286</b>

The Credit Facility is secured by substantially all of the Company's assets and subject to both financial and non-financial covenants. As of December 31, 2024, the Company was in compliance for these covenants.

**Note 11 – Equity**

***Member's Equity***

The Company has one class of membership units outstanding as of December 31, 2024, which are fully owned by Brightway Intermediate Holdings and certain current and former members of management of the Company.

***Management Capital Contributions***

In 2024, Brightway Parent, LLC completed an offering of 60,000 Common Units to certain members of management at \$10 per unit. The proceeds from this issuance of \$600 were contributed to BWI.

The Company repurchased 55,000 and 0 of previously issued common units for \$10 per unit in 2024 and 2023, respectively. On February 27, 2025, the Company repurchased 50,000 of previously issued Common Units for \$10 per unit.

**Note 12 – Equity-based Compensation**

***Restricted Units***

Beginning in 2022, certain employees were granted Restricted Common Units in Brightway Parent, LLC. The Restricted Common Units vest upon a qualifying liquidation event. In 2022, 162,000 units were granted with a grant date fair value per unit of \$9.32. All of those units were outstanding as of December 31, 2022; no units were forfeited in 2022.

In 2023, no Restricted Common Units were granted. 139,500 units were outstanding as of December 31, 2023, with a weighted average grant date fair value per unit of \$9.32. 22,500 units were forfeited in 2023 with a weighted average grant date fair value per unit of \$9.32. The weighted average service period, in years, for outstanding units is 3.9 years.

In 2024, 12,500 Restricted Common Units were granted with a grant date fair value per unit of \$9.89. 122,000 units were outstanding as of December 31, 2024, with a weighted average grant date fair value per unit of \$9.38. 30,000 units were forfeited in 2024 with a weighted average grant date fair value per unit of \$9.32. The weighted average service period, in years, for outstanding units is 3.0 years.

***Time Vested Units***

Beginning in 2022, certain employees, directors, and advisors have been granted Time Vested Units in Brightway Parent LLC. Time Vested Units vest ratably over five years. In 2022, 1,017,735 Time Vested Units were issued with a grant date fair value per unit of \$3.52. 377,576 of these Time Vested Units vested in 2022; no Time Vested Units

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
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were forfeited in 2022. As of December 31, 2022, 640,159 of the 2022 Time Vested Units were outstanding, and the weighted average remaining service period, in years, for the Time Vested Units was 4.3 years.

In 2023, 309,000 Time Vested Units were issued with a grant date fair value per unit of \$1.36. 450,765 Time Vested Units were forfeited in 2023 with a weighted average grant date fair value per unit of \$3.52. As of December 31, 2023, 875,970 Time Vested Units were outstanding with weighted average grant date fair value per unit of \$2.73. The weighted average remaining service period, in years, for the Time Vested Units was 3.6 years.

In 2024, 585,000 Time Vested Units were issued with a grant date fair value per unit of \$2.03. 200,237 Time Vested Units were forfeited in 2024 with a weighted average grant date fair value per unit of \$3.52. As of December 31, 2024, 1,260,733 Time Vested Units were outstanding with weighted average grant date fair value per unit of \$2.28. The weighted average remaining service period, in years, for the Time Vested Units is 3.2 years.

***Performance Vested Units***

Beginning in 2022, certain employees, directors, and advisors have been granted Performance Vested Units in Brightway Parent LLC. Performance Vested units vest when certain investment return thresholds have been achieved upon the occurrence of a liquidity event. In 2022, 1,481,978 Performance Vested Units were issued with grant date fair value per unit of \$2.44; none were vested or forfeited. As of December 31, 2022, the weighted average remaining service period, in years, for the Performance Vested Units was 2.4 years.

In 2023, 463,500 Performance Vested Units were issued with a weighted average grant date fair value per unit of \$0.75, 1,070,308 Performance Vested Units were forfeited with weighted average grant date fair value of \$2.44. As of December 31, 2023, 875,170 Performance Vested Units were outstanding with weighted average grant date fair value per unit of \$1.46. The weighted average remaining service period, in years, for the Performance Vested Units was 4.1 years.

In 2024, 997,500 Performance Vested Units were issued with a weighted average grant date fair value per unit of \$0.37, 408,356 Performance Vested Units were forfeited with weighted average grant date fair value of \$2.44. As of December 31, 2024, 1,464,314 Performance Vested Units were outstanding with weighted average grant date fair value per unit of \$0.45. The weighted average remaining service period, in years, for the Performance Vested Units was 3.9 years.

The fair value of these grants was determined using the Black-Scholes option pricing model with the following assumptions and ranges:

	<b>2024</b>		
	<b>Restricted Common Units</b>	<b>Time Vested Units</b>	<b>Performance Vested Units</b>
Time to Maturity (years)	2	2	2
Volatility	30%	30%	30%
Risk Free Rate	4.2%	4.2%	4.2%
Dividend Yield	0%	0%	0%

	<b>2023</b>		
	<b>Restricted Common Units</b>	<b>Time Vested Units</b>	<b>Performance Vested Units</b>
Time to Maturity (years)	2.96	2.96	2.96
Volatility	40%	40%	40%
Risk Free Rate	4%	4%	4%
Dividend Yield	0%	0%	0%

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As of December 31, 2024, the total unrecognized compensation expense for Restricted Common Units, Time Vested Units and Performance Vested Units are \$1,144, \$975 and \$653, respectively. The recognized compensation expense for 2024 was \$74.

**Note 13 – Employee Benefit Plans and Long-Term Incentives**

*Defined Contribution Plan*

The Company offers a defined contribution retirement plan, the Members 401(k) Advantage Plan (the “Plan”), to all eligible employees, based on a minimum of service hours in a year. Under the Plan, eligible employees may contribute a percentage of their compensation, subject to certain limitations. Further, the Plan authorizes the Company to make a discretionary matching contribution, which has historically equaled 100% of each eligible employee’s contribution of up to 3% of their compensation, and 50% of the next 2% of their compensation. The Company recognized expenses related to the discretionary matching contributions in the amount of \$527 and \$438 in 2024 and 2023, respectively. Matching contributions are made throughout the year, and therefore there were no Company contributions accrued as of December 31, 2024.

**Note 14 – Fair Value Measurements**

Accounting standards establish a three-tier fair value hierarchy that priorities the inputs used in measuring the fair value as follows:

*Level 1.* Observative inputs such as quotes prices for identical assets in active markets;

*Level 2.* Inputs other than quoted prices for identical assets in active markets, that are observable either directly or indirectly; and

*Level 3.* Unobservable inputs in which there is little or no market data, which requires the use of valuation techniques and the development of assumptions.

The level in the fair value hierarchy within the fair value measurement is classified and is determined based on the lowest level of input that is significant to the fair value measure in its entirety.

The fair value of the Company’s Long-term debt is based on secondary market indicators and is categorized in level 2 of the fair value hierarchy.

The carrying amount of financial assets and liabilities reported on the Consolidated Statements of Financial Position for Cash and cash equivalents, Commissions and fees receivable - net, Notes receivable, net, Other assets, and Accounts payable and Accrued liabilities approximate fair value because of the short-term duration of these instruments.

***Contingent Consideration***

Any contingent consideration arising upon an acquisition of a franchisee’s book of business is initially recorded as a component of the total consideration of acquisition at fair value with an offsetting liability in non-current accounts payable and accrued liabilities in the Consolidated Statements of Financial Position. The fair value of these contingent consideration obligations is based on the present value of the future expected payments to be made to the sellers of the acquired book of businesses in accordance with the provisions outlined in the respective purchase agreements, which is a Level 3 fair value measurement. In determining fair value, the Company estimates cash payments based on management’s financial projections of the performance of each acquired business relating to the formula specified by each purchase agreement.

During 2023, the Company engaged a 3rd party consulting company to perform advisory services to assist the Company in optimizing its franchise sales efforts. As part of the arrangement, the Company agreed to pay a fee that consists of two components: (1) current fixed fees of \$250 and long-term fixed fees of \$1,750; (2) a performance-based variable fee that is contingent upon the number of new policies in force for franchise units added from January 1, 2024, to December 31, 2030, and changes in fair value of the Company. As of December 31, 2024, and 2023, the Company estimated the contingent liability for the performance based variable fee to be \$0 and \$230.

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(Amounts presented in \$000s, unless otherwise stated)

***Liabilities Measured at Fair Value on a Recurring Basis***

The following fair value hierarchy table presents information about the Company’s liabilities measured at fair value on a recurring basis as of December 31, 2024, and 2023

	<b>As of December 31, 2024</b>		
	<b>Quoted Prices in Active Markets for Identical Assets (Level 1)</b>	<b>Significant Other Observable Inputs (Level 2)</b>	<b>Significant Unobservable Inputs (Level 3)</b>
Contingent purchase consideration	-	-	301
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 301</b>

	<b>As of December 31, 2023</b>		
	<b>Quoted Prices in Active Markets for Identical Assets (Level 1)</b>	<b>Significant Other Observable Inputs (Level 2)</b>	<b>Significant Unobservable Inputs (Level 3)</b>
Contingent liability	\$ -	\$ -	\$ 230
Contingent purchase consideration	-	-	417
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 647</b>

The following is a reconciliation of the beginning and ending balances for the Level 3 liabilities measured at fair value:

	<b>Contingent purchase Consideration</b>	
<b>Balance as of December 31, 2022</b>	<b>\$</b>	<b>712</b>
Cash paid		(391)
Change in Contingent Consideration		96
Contingent Liability		230
<b>Balance as of December 31, 2023</b>	<b>\$</b>	<b>647</b>
Change in contingent consideration		585
Cash paid		(701)
Change in contingent liability		(230)
<b>Balance as of December 31, 2024</b>	<b>\$</b>	<b>301</b>

**Note 15 – Commitments and Contingencies**

***Litigation***

From time to time the Company may be subject to claims and litigation. As of December 31, 2024, and as of the date of this report, the Company is not a party to material litigation.

***Errors and Omissions and Business Accommodations***

As an insurance broker, the Company has the potential for Errors and Omissions (“E&O”) risk if an insurance carrier with which the Company placed coverage denies coverage for a claim or pays less than the insured believes is the full amount owed. As a result, the Company from time to time seeks to resolve early in the process, through a commercial

**BRIGHTWAY HOLDINGS, LLC 2024 CONSOLIDATED FINANCIAL STATEMENTS**  
(Amounts presented in \$000s, unless otherwise stated)

accommodation, certain matters to limit the economic exposure and reputational risk, including potential legal fees, created by a disagreement between a carrier and the insured.

The Company purchases insurance to provide protection from E&O liabilities that may arise during the ordinary course of business. As of December 31, 2024, our E&O insurance provides aggregate coverage for E&O losses up to \$30,000 in excess of a \$75 retention per claim. The Company maintains self-insurance reserves for the Company's retained portion of the E&O exposure that is not insured. The Company periodically determines a range of possible reserve levels using the best available information that relies heavily on projecting historical claims data into the future.

The reserve for these and other non-E&O claims and business accommodations in the Consolidated Statements of Financial Position was \$89 and \$80 as of December 31, 2024, and 2023. The Company recognized \$102 and \$158 E&O expense in 2024 and 2023, respectively. The historical claim and commercial accommodation data used to project the current reserve levels may not be indicative of future claim activity. Thus, the reserve levels could change in the future as more information becomes known, which could materially impact the amounts reported and disclosed herein.

***Commitment***

We have entered into contracts with various service providers for future services. The expected cash outlays for these future services, based on outstanding contractual terms, follow:

(in thousands)	<b>Monitoring Services</b>		<b>Total</b>	
2025	\$	2,117	\$	2,117
2026		2,117		2,117
2027		2,117		2,117
2028		2,117		2,117
2029		2,117		2,117
<b>Total Payments</b>	\$	<u>10,585</u>	\$	<u>10,585</u>

**Note 16 – Related Parties**

The Company has entered into various transactions and agreements with certain affiliates and related parties.

***Growth Curve Capital, L.P.***

Growth Curve Capital, L.P., and its subsidiaries (collectively, "Growth Curve") own the controlling stake of the outstanding units of Brightway Parent, LLC. Growth Curve provides advisory and management services to the Company. In exchange for these services, we have recognized \$1,237 of expense in 2024 and 2023.

Growth Curve has voluntarily deferred settlement of these fees. As of December 31, 2024, and 2023, outstanding fees payable to Growth Curve were \$2,485 and \$2,529, respectively.

We reimburse employees of Growth Curve for travel and sundry expenses incurred for their board service and advisory work. In 2024 and 2023, we reimbursed Growth Curve \$256 and \$246, respectively, for such expenses.

***Brightway Founders***

David Miller and Michael Miller, "Founders" of Brightway, continue to serve on the Company's Board. Founders indirectly own a minority stake of the outstanding units of Brightway Parent, LLC. In exchange for their service, we have recognized \$880 of expense in 2024 and 2023. As of December 31, 2024, and 2023, \$1,923 and \$1,043, respectively, were recorded in Long-term liability, other in the Statements of Financial Position.

Separately, the Founders own the office building from which we lease our headquarters. We recognized \$1,077 and \$1,237 of lease expense in 2024 and 2023, respectively, for our headquarters lease.

**EXHIBIT B:**  
**FRANCHISE AGREEMENT**

**BRIGHTWAY INSURANCE, LLC FRANCHISE AGREEMENT**  
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**Exhibits**

Exhibit 1: Guaranty of Franchisee’s Undertakings

Exhibit 2: Data Sheet and Acknowledgements

Exhibit 3: Special Stipulations

Exhibit 4: Site Selection Addendum

Exhibit 5: Spousal Confidentiality and Non-Competition Agreement

Exhibit 6: Conditional Assignment of Franchisee’s Telephone Numbers, Facsimile Numbers and Domain Names

Exhibit 7: Electronic Funds Transfer and Deposit Authorization

Exhibit 8: Privacy and Data Security

## FRANCHISE AGREEMENT



**BRIGHTWAY INSURANCE, LLC**  
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Jacksonville, Florida 32256  
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This **BRIGHTWAY INSURANCE, LLC FRANCHISE AGREEMENT** (the “**Agreement**”) is made and entered into as of \_\_\_\_\_ (the “**Effective Date**”), by and between **BRIGHTWAY INSURANCE, LLC**, a Florida limited liability company with an address at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256 (“**Brightway**”), and \_\_\_\_\_, a \_\_\_\_\_ with an address at \_\_\_\_\_ (“**Franchisee**”). The majority owner of Franchisee shall be recognized as the “**Controlling Interest**” of Franchisee, as set forth in **Exhibit 2**.

### Recitals

- a) Brightway owns or has the right to license certain trade names, trademarks, service marks and/or indicia of origin identified in Item 13 of Brightway’s current form of franchise disclosure document, as well as such other marks as may be designated by Brightway (the “**Licensed Marks**”), the distinctiveness and value of which are acknowledged by Franchisee.
- b) In connection therewith, Brightway is engaged in the business of licensing others the right to use the Licensed Marks to operate Brightway Insurance agencies (individually referred to as a “**Brightway Location**” and collectively referred to as “**System Locations**”) that primarily engage in the business of selling, procuring and servicing property and casualty insurance policies, but that may also offer certain other insurance products and services to their clients.
- c) Brightway has also developed a unique system for the establishment and operation of System Locations, which system includes, but is not limited to, assistance in site evaluation, marketing, advertising, sales and promotional techniques, training, data analytics, customer service, accounting and record-keeping methods, and other matters relating to the operation and promotion of System Locations (the “**Brightway System**”), all of which are designed to enhance the reputation and goodwill of the System Locations.
- d) Franchisee has investigated and become familiar with the Brightway System, and desires, within the terms and conditions set forth herein, to undertake the obligation to: (i) obtain a license to establish and operate a Brightway Location at a location approved by Brightway; (ii) use the Licensed Marks and the Brightway System in connection with the operation of the Brightway Location; and (iii) derive the business benefits of the Brightway System. Brightway is willing, within the terms and conditions set forth herein, to license Franchisee the right to operate a Brightway Location leveraging the Brightway System.

NOW, THEREFORE, for and in consideration of the above Recitals, the mutual promises and covenants set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Brightway and Franchisee agree as follows:

## 1. Definitions

**“Affiliate”** shall mean, with respect to any entity, any natural person or firm, corporation, partnership, limited liability company, association, trust or other entity which controls, is controlled by, or is under common control with, the subject entity; a natural person or entity which controls an Affiliate under the foregoing shall also be deemed to be an Affiliate of such entity. For purposes hereof, the term “control” shall mean the possession, directly or indirectly, of the power to direct or cause the direction of the management and policies of any such entity, or the power to veto major policy decisions of any such entity, whether through the ownership of voting securities, by contract, or otherwise.

**“Agent of Record”** or **“AOR”** shall mean the person or entity designated on a Contracted Company’s records as the agent or representative of a specific Policy and the owner of all commissions paid thereon.

**“Brightway Sales Commissions”** shall mean commissions paid by the Contracted Companies to Brightway. The parties acknowledge and agree that the Brightway Sales Commissions are based upon Commissionable Premiums.

**“Brightway Sales Commissions Paid to Franchisee”** shall mean commissions paid by the Contracted Companies to Brightway and due to Franchisee for the sale or renewal of a specific policy.

**“Brightway Technology Specifications”** shall mean Brightway’s prescribed technology that suits the unique needs of System Locations and thereby is now a key feature of the Brightway System. The components that make up Brightway Technology Specifications are subject to change at any time at Brightway’s discretion.

**“Brightway Web Presence”** shall mean Brightway’s web presence in its entirety including, without limitation, Brightway’s corporate sites, the Brightway Location’s sites, the sites of other System Locations, and any Brightway-related social media presence.

**“Client Account”** shall mean any person who, or an entity that, has considered purchasing a Policy, is currently a customer, or has previously purchased a Policy from Brightway through any System Location. All Client Accounts shall be owned exclusively by Brightway, and not by Franchisee.

**“Client Account information”** shall mean any and all information, including financial information and data, associated with a Client Account.

**“Commissionable Premiums”** shall mean that portion of the gross premiums upon which each Contracted Company will pay Brightway the Brightway Sales Commissions.

**“Confidential Information”** shall mean Brightway’s proprietary and confidential information relating to the Brightway System and the development and operation of System Locations, including, but not limited to: (i) site selection criteria for System Locations and plans and specifications for the development of System Locations; (ii) sales, marketing and advertising programs and techniques for System Locations; (iii) information about

Contracted Companies, other suppliers, and knowledge of specifications and pricing for authorized products, supplies and equipment; (iv) methods of management of System Locations; (v) Brightway Technology Specifications and other information regarding computer systems and software programs, including the Internet-based Agency Management System; (vi) the Confidential Operating Manual; (vii) lists of Client Accounts and client prospects; (viii) policy expiration lists, and (ix) all other Client Account records, documents and Client Account Information.

**“Confidential Operating Manual”** shall mean Brightway’s proprietary document containing policies and procedures for operation of the Brightway Location, as Brightway may change from time to time in its sole discretion.

**“Contracted Companies”** shall mean: (i) insurance companies issuing, brokering, selling or making a market for Policies, which have a current contract with Brightway; and (ii) any other company with which Brightway may contract with in the future to provide products and services available for sale through System Locations or through Brightway.

**“Controlling Interest”** shall mean the individual with ownership of at least fifty-one percent (51%) of the outstanding capital stock or other equity interests in Franchisee. A “Primary Contact” (defined below) must be named by Franchisee and specified in **Exhibit 2**. In instances in which there is no Controlling Interest (no one person with 51% ownership), references to Controlling Interest in this Agreement will refer to Franchisee’s Primary Contact.

**“Designated Agency Principal”** or **“DAP”** shall mean the person specified in **Exhibit 2** of this Agreement, who shall be an individual appointed by Franchisee, who: (i) has been licensed by all applicable governmental and other regulatory authorities; (ii) successfully completes all of the training required pursuant to the terms of this Agreement; and (iii) is approved in writing by Brightway. Designated Agency Principal can have an ownership interest in Franchisee but is not required to do so. Designated Agency Principal must execute **Exhibit N** to the Franchise Disclosure Document, unless otherwise required to execute **Exhibit 1** to this Agreement. Designated Agency Principal must dedicate his/her full time and best efforts to the sales and operations of the Brightway Location. Any Designated Agency Principal that ceases to manage the Brightway Location for any reason must be replaced by a qualified replacement that completes Brightway’s required DAP training within thirty (30) days, and failure to replace a Designated Agency Principal within this timeframe shall be considered a default of this Agreement without any further opportunity to cure.

**“Franchise Disclosure Document”** shall mean Brightway’s legal document presented to prospective buyers of franchises in the pre-sale disclosure process, as required by the Federal Trade Commission’s Franchise Rule.

**“Guarantors”** shall mean those persons executing the Guaranty of Franchisee’s Undertaking attached to this Agreement as **Exhibit 1**.

**“Insurance Services”** shall include, but are not limited to, the sale, renewal, service or delivery of insurance policies, insurance brokering services, and other insurance products and services.

**“New Business”** shall mean the first term of a Policy sold in connection with the operation of the Brightway Location. If an existing Policy is moved from one Contracted Company to another Contracted Company (whether such move is made at the request of the policyholder or at the suggestion of Franchisee), this is considered

“Renewal Business” and not “New Business.” The term “New Business” may be further modified or supplemented from time to time in the Confidential Operating Manual.

“**Office Specifications**” shall mean Brightway’s required office layout, including but not limited to signage, furniture, and fixtures.

“**Policy**” or “**Policies**” shall include, but are not limited to, any and all insurance policies, services, coverages or products associated therewith sold, renewed, serviced or delivered by Franchisee or Brightway to any person or entity.

“**Premises**” shall mean a Brightway-approved establishment located at the address listed in **Exhibit 2** hereto, and shall include the real estate, furniture, fixture and equipment, together with all appurtenances thereto and all easements, entrances, exits, rights of ingress and egress thereto and any improvements thereon.

“**Primary Contact**” shall mean that person identified in **Exhibit 2** to this Agreement, who shall be at all times during the term of this Agreement Brightway’s primary point of contact for any business matters relating to the Brightway Location. This person has the authority to make all business decisions on behalf of Franchisee. Primary Contact must execute **Exhibit 1** to this Agreement, unless Primary Contact does not have any ownership stake in Franchisee, in which case Primary Contact must execute **Exhibit N** to the Franchise Disclosure Document.

“**Renewal Business**” shall mean all subsequent/renewal terms of a Policy sold in connection with the operation of the Brightway Location; provided, however, that the term “Renewal Business” may be modified or supplemented from time to time in the Confidential Operating Manual.

“**Staff**” shall refer to the individuals referenced in this contract and by the Confidential Operating Manual necessary to successfully operate the Brightway Location.

“**Transfer Fee**” shall mean the amounts due for eligible transfers as outlined in Section 13 of this Agreement.

## 2. Grant of Franchise

- a) **Grant.** Subject to all of the terms and conditions herein, Brightway grants to Franchisee the nonexclusive right to use the Licensed Marks (in the manner prescribed from time to time by Brightway) and, in connection therewith, to operate a Brightway Location solely at the approved Premises. Except for the operation of the Brightway Location, Franchisee may not conduct or operate any other business at the Premises and may not relocate the Brightway Location without Brightway’s prior written consent, as described in Section 6(b)(xiii) below.
- b) **No Right to Operate Additional Locations.** Franchisee acknowledges and agrees that the foregoing grant relates solely to the Premises and the Brightway Location located thereon and affords Franchisee no right to construct or operate any additional expanded or modified facilities on the Premises, nor any right to construct or operate another Brightway Location at any location other than the Premises. Franchisee must obtain Brightway’s written permission before opening any additional Brightway Locations, which, if granted, Brightway will condition upon: (i) Franchisee’s construction and buildout of the additional location in accordance with Brightway’s then-current standards; (ii) Franchisee’s designation of a Designated Agency Principal who has successfully completed Brightway’s initial training program to manage the location; (iii) Franchisee’s execution of a franchise agreement in Brightway’s then-current form and payment of Brightway’s then-current initial franchise fee (as applicable); and (iv)

Franchisee’s purchase of all supplies, equipment, inventory, signage and other materials required to open the additional location. Nothing in this Agreement grants Franchisee any rights to own additional Brightway Locations.

- c) **Non-Exclusivity of Grant.** Franchisee expressly acknowledges and agrees that its rights are nonexclusive. Further, Franchisee agrees that Brightway may itself own and operate Brightway Locations and grant others the right to use the Licensed Marks and to own and operate Brightway Locations, as well as any business not using the Licensed Marks, at any location other than the Premises.
- d) **Reserved Rights.** Franchisee expressly acknowledges and agrees that Brightway and Brightway’s Affiliates shall have the right, at Brightway’s sole discretion, to: (i) directly operate, or grant other persons the right to operate, Brightway Locations anywhere, including in Franchisee’s immediate geographic area; (ii) promote, sell and distribute anywhere services and products authorized for sale at Brightway Locations under trademarks and service marks other than the Licensed Marks through similar or dissimilar channels of distribution anywhere, including in Franchisee’s immediate geographic area; (iii) promote, offer, sell, distribute and license the services and products authorized for sale at Brightway Locations as well as ancillary services and products under the Licensed Marks through dissimilar channels of distribution (i.e., other than the operation of a Brightway Location), including over the Internet, through direct mail and wholesale activities, and pursuant to conditions Brightway deems appropriate anywhere, including in Franchisee’s immediate geographic area; (iv) acquire businesses that are the same as or similar to Franchisee’s Brightway Location or other Brightway Locations and to operate, or grant others the right to operate such businesses anywhere, including in Franchisee’s immediate geographic area, and to be acquired by any third party which operates, or grants others the right to operate, businesses that are the same as or similar to Franchisee’s Brightway Location or other Brightway Locations, anywhere, including in Franchisee’s immediate geographic area; and (v) advertise, market, and promote the Brightway System and Brightway Locations generally, including on the Internet and social media (or any other existing or future form of one or more electronic commerce or electronic networking) and to create, operate, maintain and modify, or discontinue the use of websites using the Licensed Marks. Nothing in this Agreement provides Franchisee with the right to conduct any of the foregoing activities nor to share in the revenue generated by any of these activities.
- e) **Minimum Performance Requirements.** The rights granted by Brightway under this Agreement are dependent on Franchisee’s achievement of the following minimum performance requirements (the “Minimum Performance Requirement”) during the respective periods (each a “Period”) described below:

Period	Minimum Performance Requirement
First 12 months commencing as of the Effective Date of the Franchise Agreement	50 New Business Policies Sold
Each 12 months period thereafter, for the remainder of the term of the Franchise Agreement	100 New Business Policies Sold

Franchisee acknowledges and agrees that the Minimum Performance Requirements do not constitute financial performance representations, and that Brightway does not warrant or guaranty that Franchisee will achieve the Minimum Performance Requirements in any given year.

Franchisee’s failure to meet the Minimum Performance Requirement during a Period shall constitute a breach of this Agreement and Brightway may, but is not required to, immediately terminate this Agreement upon written notice.

### 3. Term and Renewal

- a) **Initial Term.** This Agreement shall commence on the Effective Date and shall terminate five (5) years after the Effective Date (the “**Initial Term**”), unless previously terminated pursuant to the terms hereof.
- b) **Renewal.** If Franchisee is not in default under this Agreement, and if Franchisee has the right to continue to occupy the Premises, Franchisee may renew this Agreement for successive renewal terms of five (5) years each (each referred to as a “**Renewal Term**”). Franchisee shall exercise the option to seek renewal by giving Brightway written Notice of Franchisee’s election to renew not less than six (6) months nor more than twelve (12) months prior to the expiration of the Initial Term or applicable Renewal Term. In the event Franchisee exercises the option to renew, then at least thirty (30) days prior to the expiration of the Initial Term and each Renewal Term, as applicable, Franchisee shall comply with Brightway’s then-current terms and conditions for granting renewal franchises, which shall include, but is not limited to: (i) execution of Brightway’s then-current form of franchise agreement, the terms of which may materially differ from this Agreement (without the requirement for the payment of an additional Initial Fee), (ii) execution of a general release, in a form satisfactory to Brightway, of any and all claims against Brightway and its Affiliates and their officers, directors, attorneys, shareholders and employees; (iii) Franchisee must not be in default of any provision of this Agreement, including provisions governing monetary obligations; (iv) Franchisee demonstrates a right to operate the Brightway Location at the Premises for the duration of the Renewal Term; and (v) Franchisee must refurbish the Brightway Location to conform to Brightway’s then-current Office Specifications and Brightway Technology Specifications within the timeframes prescribed by Brightway.

### 4. Initial Fee Payable by Franchisee

In consideration of the execution of this Agreement, Franchisee agrees to pay Brightway an initial fee in the amount set forth in **Exhibit 2** to this Agreement (the “**Initial Fee**”), which shall be paid in full on or before the Effective Date. A portion of the Initial Fee may be financed pursuant to the Promissory Note included as Exhibit F of the Franchise Disclosure Document. Upon execution of this Agreement by all parties, the Initial Fee shall be nonrefundable and deemed fully earned upon payment in consideration of administrative and other expenses Brightway incurs in granting the franchise, as well as for Brightway’s lost or deferred opportunity to franchise others. The Initial Fee will primarily be used to offset a portion of Brightway’s internal pre-opening costs related to site selection and buildout, training, marketing and public relations.

### 5. Brightway’s Obligations

- a) **Prior to Commencing Operations of Brightway Location.** Brightway (or its designee) shall, to the extent Brightway deems appropriate at Brightway’s sole discretion, provide Franchisee with the following assistance:
  - i. **Location Approval.** Brightway may assist, to the extent it determines necessary in its sole discretion, with respect to site evaluation, preliminary plans and layouts for the Brightway Location.
  - ii. **Fixtures/Furnishings.** Brightway shall provide information concerning sources of required signage, equipment, fixtures, furnishings, improvements and other products and services necessary in connection with the buildout and operation of the Brightway Location.
  - iii. **Initial Training Program.** Brightway shall provide such initial business planning and training as Brightway determines necessary, which may include, without limitation, training related to business planning, financial modeling, goal setting, insurance products, sales and marketing,

sales processing, management systems, office procedures, Brightway Technology Specifications and other computer software or systems, and other matters as Brightway deems necessary and appropriate. All training materials are proprietary and confidential and may not be used for any purpose other than providing Staff training. Such training shall be conducted exclusively by Brightway or its designee remotely via an intranet or other online portal or, if provided at a physical location, shall be held at Brightway's corporate offices, the Premises, or such other site designated by Brightway or its designee. Notwithstanding the foregoing:

- 1) Brightway's initial training program shall be provided to Franchisee and/or Franchisee's Designated Agency Principal, at no cost to Franchisee. All Staff are required to undertake Brightway's training program and Franchisee shall be required to pay Brightway's then-current new hire fee for each additional trainee that does not attend initial training at the same time as Franchisee, which shall be set forth in the Confidential Operating Manual and is subject to change from time to time at Brightway's sole discretion. Thereafter, Brightway shall be permitted to charge Franchisee a reasonable additional training fee for any training sessions provided to any of Franchisee's Staff, whether such training sessions are required by Brightway or requested by Franchisee. Such additional training fees shall be set forth by Brightway in the Confidential Operating Manual. If established, Brightway reserves the right to increase the additional training fee upon thirty (30) days' notice to Franchisee; however, Brightway will not increase the additional training fee by more than Five Hundred Dollars (\$500) per trainee per day during any single year.
  - 2) Franchisee shall, with regard to all training, pay all of its and its Staff's costs incurred to attend such training, such as travel, room, board, wages and living expenses (if applicable).
  - 3) Franchisee shall thereafter comply with Brightway's then-current training requirements, which Brightway may change from time to time in its sole discretion, as set forth in the Confidential Operating Manual or otherwise in writing.
- iv. **Access to Proprietary Materials.** Brightway may make available to Franchisee certain proprietary materials as Brightway deems appropriate, and such materials may be amended from time to time.
  - v. **Brightway Technology Specifications.** Brightway shall make available to Franchisee information about all technology that may be required by Brightway to be used by Franchisee in the operation of the Brightway Location, including, but not limited to Brightway Technology Specifications and information about other technology and programs, which may be updated or modified by Brightway from time to time during the term of this Agreement. Any such programs shall remain the property of Brightway and shall be loaned to Franchisee only for the term of this Agreement.
  - vi. **Web Presence.** Brightway shall provide access to, and inclusion in, the Brightway Web Presence as described in the Confidential Operating Manual.
  - vii. **Commencing Operations of the Brightway Location.** Brightway shall provide such assistance as Brightway determines necessary with respect to commencing operations of the Brightway Location in the form that Brightway, at its sole discretion, deems appropriate.
- b) **After Commencing Operations of the Brightway Location.** Brightway (or its designee) shall, to the extent Brightway deems appropriate at Brightway's sole discretion, provide Franchisee with the following assistance:

- i. **Agency Standards.** Brightway reserves the right to establish, and to require Franchisee to maintain, certain standards of quality, appearance and service at the Brightway Location, thereby maintaining the public image and reputation of the Brightway System and the demand for the products and services provided thereunder. Further, Brightway reserves the right to conduct periodic inspections of the Brightway Location Premises and its operations.
- ii. **Marketing Support.** Brightway may provide periodic assistance in local advertising and marketing, to the extent Brightway determines necessary in its sole discretion.
- iii. **Business Consulting.** Brightway may provide periodic individual or group coaching in the operation of a Brightway Location by any means Brightway deems appropriate, which may include advice concerning the operation of a Brightway Location, advice and guidance with respect to new and improved methods of operation or business procedures and processes developed by Brightway, and advice regarding the use of the Confidential Operating Manual, management materials, promotional materials, advertising formats and Licensed Marks.
- iv. **Group Purchasing.** Brightway may provide Franchisee with the opportunity to participate in group purchasing programs for equipment, supplies, and insurance that Brightway may, from time to time, use, develop, sponsor or provide, all upon such terms and conditions as may be determined solely by Brightway.

c) **General**

- i. **Access to Contracted Companies.** Brightway shall use its commercially reasonable best efforts to provide Franchisee with access to, and the opportunity to write insurance business for, the Contracted Companies; provided, however, that Brightway shall not be required to undertake such efforts with regard to any insurance business for which Franchisee's Staff is not properly licensed or sufficiently trained, as determined in Brightway's sole discretion. Brightway shall have the sole discretion to determine which Contracted Companies to provide Franchisee with access to, as well as which lines of business Franchisee may write with the Contracted Companies, and Franchisee acknowledges that not all Franchisees will have access to the same Contracted Companies and/or lines of business.
- ii. **Engagement Center.** Brightway shall provide Franchisee with access to Brightway's "Engagement Center," which provides service and support to Client Accounts generated by Franchisee and other System Locations.
- iii. **Policy Documentation.** Brightway shall provide services, to the extent Brightway deems necessary at its sole discretion, with respect to accounting for, and processing of, all applications for Policies and all Policies issued, renewed, endorsed, changed, serviced, delivered or canceled on behalf of Client Accounts generated by Franchisee.
- iv. **Errors & Omissions Insurance.** Subject to the prior approval of the Contracted Company involved, Brightway shall endorse Brightway's Errors & Omissions (E&O) insurance policy to provide such insurance coverage for Franchisee and Staff as appropriate. Brightway may designate a specific provider for Franchisee's E&O coverage. Brightway shall calculate Franchisee's share of the Errors & Omissions insurance policy premium in a reasonable manner and shall deduct such premium share from the compensation Franchisee is entitled to receive pursuant to the terms of Section 8(e) below. Franchisee shall provide Brightway with copies of the Errors & Omissions documents that Brightway deems necessary for documentation purposes. Franchisee may be required to participate in Errors & Omissions loss control seminars from time to time at the request of Brightway. In the event Franchisee fails to participate in such seminars, Franchisee may be assessed an additional amount for Errors & Omissions coverage. Franchisee shall be responsible for the payment of all deductibles payable on Errors

- & Omissions claims against (or arising as a result of the actions or failure to act of) Franchisee or any of its officers, directors, shareholders, Staff, other employees or independent contractors.
- v. **Access to Client Records.** Upon written request, Brightway shall provide Franchisee with Client Account Information generated by Franchisee, including statements and other information received from Contracted Companies relating to such Client Accounts. Such Client Account Information shall be provided in a form and manner as Brightway determines.
  - vi. **Communication About Brightway Location.** Franchisee agrees that Brightway may rely on statements, representations, requests, instructions, commitments and agreements (without verification or confirmation of the same) of Franchisee's Designated Agency Principal, Primary Contact, owners, officers, directors, employees, Staff or independent contractors as if the same had been made or delivered to Brightway by Franchisee unless and until written instructions limiting Brightway's right to rely on such statements, representations, requests, instructions, commitments and agreements have been provided by Franchisee and received by Brightway. In all of its communications and written notices to Franchisee, Brightway shall be entitled to communicate solely with Franchisee's Primary Contact and shall have no obligation to communicate or provide such Notices to any of Franchisee's other owners, officers, directors, employees, Staff or independent contractors.

## 6. Franchisee's Obligations

Brightway shall establish and Franchisee shall maintain standards of quality, appearance and operation for its Brightway Location. For the purpose of giving distinctiveness to the Licensed Marks, enhancing the public image and reputation of businesses operating in the Brightway System, and for the purpose of increasing the demand for Insurance Services provided by Brightway Locations and Brightway, Franchisee agrees to operate its Brightway Location in strict conformity with Brightway's standards and all rules, regulations and policies that are by their terms mandatory, including, without limitation, those contained in the Confidential Operating Manual. Without limiting the foregoing, Franchisee also agrees as follows:

- a) **Prior to Commencing Operations.** Before commencing operation of Franchisee's Brightway Location, Franchisee shall, at its expense, comply with the pre-opening obligations set forth below.
  - i. **Proposed Site.** Franchisee must obtain Brightway's written approval of a proposed site for the operation of the Brightway Location, which shall comply with such site criteria as Brightway may prescribe from time to time. If Brightway has not approved the final site for Franchisee's Brightway Location as of the date Franchisee signs this Agreement, the parties shall enter into the Site Selection Addendum attached as **Exhibit 4** to this Agreement, the terms of which shall govern the parties' site selection obligations, which shall vary as follows depending on the type of Brightway Location Franchisee shall operate. Franchisee must operate the Brightway Location from a site that meets Brightway's then-current site selection criteria.
  - ii. **Plans and Specifications.** Franchisee must submit to Brightway all preliminary and final plans and specifications (including all changes and modifications) with respect to the proposed Brightway Location, which must be approved in writing by Brightway but shall be prepared at Franchisee's sole cost. Franchisee shall follow instructions provided by Brightway and promptly submit required photographs, descriptions and costs. Franchisee will then be advised, in writing, of any changes necessary to make the site compliant with Brightway's then-current standards. Modifications may not be made to such plans without Brightway's prior written consent.

- iii. **Permits and Certifications.** Franchisee must provide Brightway with copies of all permits and certifications as may be required for the lawful operation of the Brightway Location, together with copies of any building inspection reports and certifications from all governmental authorities having jurisdiction over the Premises and its operations; Franchisee is responsible for ensuring that all necessary permits have been obtained and that all requirements for construction and operation have been met.
- iv. **Lease Agreement.** Franchisee must provide Brightway with a copy of any proposed lease agreement within five (5) days of execution, which must also be approved by Brightway prior to signing and shall provide Brightway the right to enter the Premises to make any modifications necessary to protect the Licensed Marks. If Franchisee will be operating from traditional retail space (as determined by Brightway in its sole discretion), Franchisee must also provide Brightway a Collateral Assignment of Lease in the form substantially the same as that attached to the Franchise Disclosure Document as Exhibit K and executed by Franchisee and the lessor of the Premises, providing Brightway notice of Franchisee's default under the lease, a right to cure such default, and the right to assume the lease and to sublease or assign the lease to another Brightway System franchisee.
- v. **Fixtures and Furnishings.** Franchisee must obtain and install, at Franchisee's expense, all fixtures, furnishings, and equipment, as may be required by Brightway, which must meet the specifications of the approved site layout and plan, as well as all other such items as Brightway may prescribe from time to time; and Franchisee must refrain from installing, or permitting to be installed, on or about or in connection with the Premises or the Brightway Location, any such item not meeting Brightway's standards and specifications.
- vi. **Agency Signage.** Subject to compliance with applicable laws and regulations, Franchisee shall acquire all signage, as required by Brightway, for use at or in connection with the Brightway Location. All signage must conform to the Brightway System signage specifications and must be submitted to Brightway for approval prior to purchase and installation.
- vii. **Telephone Number.** Franchisee must obtain a new telephone number and telephone listing at Franchisee's expense to be used exclusively in connection with Franchisee's operation of the Brightway Location. Upon the expiration, transfer or termination of this Agreement for any reason, Franchisee shall terminate Franchisee's use of such telephone number and listing and assign same to Brightway or Brightway's designee. Franchisee must execute the Conditional Assignment of Franchisee's Telephone Numbers, Facsimile Numbers, and Domain Names attached as **Exhibit 6** to this Agreement.
- viii. **Completion of Buildout.** Franchisee shall complete or arrange for the completion of the construction of the Brightway Location at each Premises in accordance with the approved site and building plans. Franchisee shall secure for Brightway and its agents the right to inspect the construction of the Brightway Location at any reasonable time. Franchisee shall correct, upon request and at Franchisee's expense, any deviation from the approved site layout and plan, and shall furnish to Brightway a copy of proof that the Brightway Location was built in accordance with the approved final plans and specifications and in compliance with all applicable laws, including the Americans With Disabilities Act, and obtain Brightway's approval of the completed construction prior to opening all or any part of the Brightway Location for business.
- ix. **Completion of Business Planning and Training.** Prior to commencing operations, Franchisee or Franchisee's Designated Agency Principal must successfully complete Brightway's initial

training program and must meet Brightway's then-current qualifications for: (i) the sale of Insurance Services; and (ii) agency management.

- x. **Required Licenses.** No later than ninety (90) days after the Effective Date of this Agreement, Franchisee and Franchisee's staff must submit complete and accurate applications for all licenses and certifications necessary to operate the Brightway Location. Upon request, Franchisee shall provide Brightway with proof of compliance with this Section 6(a)(x). Failure to comply with this section shall be material default of this Agreement, and Brightway has the right to terminate this Agreement if Brightway provides Franchisee with Notice of any default hereunder and such default remains uncured for a period of fifteen (15) days following receipt of such Notice by Franchisee.
- xi. **Authorization to Open.** The Brightway Location may commence operations only after receipt of written authorization to do so by Brightway, which authorization will not be unreasonably withheld provided Franchisee meets all of the conditions set forth in this Section 6(a). Franchisee must commence operation of the Brightway Location no later than one hundred and eighty (180) days after the Effective Date of this Agreement.

#### b) Ongoing Compliance

- i. **Maintaining Agency Standards.** Franchisee shall make such repairs and replacements to the Premises and the Brightway Location as Brightway may require in order to maintain Brightway's standards.
- ii. **Exclusive Use of the Premises.** Franchisee agrees to use the Premises solely for the operation of the Brightway Location.
- iii. **Appearance of the Store.** Franchisee agrees to maintain the Premises, and all fixtures, furnishings, signs and equipment thereon, in conformity with Brightway's then-current standards at all times during the term of this Agreement, and to make such repairs and replacements thereto as Brightway may require.
- iv. **Maintaining Brightway Standards.** Franchisee agrees to operate the Brightway Location in conformity with such methods, standards and specifications as Brightway may from time to time prescribe in its Confidential Operating Manual, as it may be amended by Brightway, to ensure that Brightway's required degree of quality, service and image is maintained, and Franchisee shall refrain from operating in any manner that adversely reflects on Brightway's name, goodwill, or Licensed Marks.
- v. **Maintaining Licenses and Other Required Documentation.** Franchisee and Franchisee's Staff must acquire and maintain all necessary licenses and certifications and other required documentation as outlined by applicable governmental and other regulatory authorities, and must complete all continuing education requirements necessary to maintain such licenses and certifications.
- vi. **Premises Upkeep.** Franchisee shall ensure that the Brightway Location is maintained at all times to the highest standards of cleanliness, repair, order and overall condition, including, without limitation, such periodic repainting of the exterior and interior of the Brightway Location as well as the diligent maintenance and repairs to (or replacement of) all fixtures, furnishings, signs and equipment as Brightway may from time to time direct. Such requirements are critical to maintaining brand standards and preserving the professional image of the Brightway Location. Franchisee shall not make any structural improvements to the Brightway Location or the Premises without Brightway's prior approval. Franchisee agrees that, in order to maintain a modern, progressive, sanitary and uniform image, Brightway shall have the right, at any time and from time to time, to require Franchisee to

- perform such remodeling, repairs, replacements and redecoration in and upon the Premises as well as all equipment, furnishings and signage used by Franchisee, as Brightway shall deem necessary and practical to bring the Premises up to the then-current standards of new System Locations that are comparable to the Brightway Location. Further, Franchisee must maintain in sufficient supply, and use at all times, products, materials, and supplies that conform with Brightway's then-current standards and specifications, and Franchisee must refrain from using non-conforming items without Brightway's prior written consent.
- vii. **Vendor Payments.** Franchisee shall pay all of Franchisee's vendors and suppliers on a prompt and timely basis, and at Franchisee shall at all times comply with the terms and conditions of any agreements (whether oral or written) between Franchisee and such vendors and suppliers.
- viii. **Business Hours.** Unless otherwise specifically approved by Brightway, the Brightway Location shall be open for the conduct of business at such times and for the minimum number of hours specified by Brightway in the Confidential Operating Manual, as it may be amended from time to time or, if different, for such hours as may be required by the terms of any lease of the Premises. Franchisee shall at all times operate the Brightway Location diligently so as to maximize the revenues and profits therefrom.
- ix. **Staffing.** Franchisee agrees that the Brightway Location shall be operated by the number and type of Staff as required by Brightway in the Confidential Operating Manual, and that all Staff must meet Brightway's then-current training standards. Further, all Staff must comply with then-current Brightway policies and procedures in performing their duties for the Brightway Location, including but not limited to those set forth in the Confidential Operating Manual. In the event that any of the required Staff resigns or is otherwise terminated from the Brightway Location, Franchisee shall hire a replacement within thirty (30) days. The hiring of certain Staff members may require the written approval of Brightway, as set forth in the Confidential Operating Manual or otherwise in writing.
- x. **Additional Training.** Subsequent to the date the Brightway Location commences operation, and at any time during the term of this Agreement, Brightway shall have the right to require that Franchisee and/or Staff attend and complete, to Brightway's satisfaction, any and all additional training deemed necessary or appropriate by Brightway at its discretion. Brightway reserves the right to charge a reasonable fee in connection with such additional training. Brightway may also require that Franchisee attend its annual convention or any other mandatory conventions or meetings, and to pay for their expenses in connection with such conventions, meetings, and other additional training described in this Section. Brightway reserves the right to charge Franchisee a fee for each attendee of any mandatory convention or meeting. If established, Brightway reserves the right to increase the fee associated with such convention or meeting upon thirty (30) days' notice to Franchisee; however, Brightway will not increase the fee by more than Five Hundred Dollars (\$500) during any single year.
- xi. **Responding to Customer Inquiries.** Franchisee shall respond promptly to customer inquiries and complaints and shall take such other steps as may be required to ensure positive customer relations. Franchisee shall also respond promptly to inquiries or communications from the Contracted Companies or from Brightway's home office service team and shall otherwise follow Brightway's code of conduct and customer response policies set forth in the Confidential Operating Manual.
- xii. **Deviation of Specifications.** Because complete and detailed uniformity under many varying conditions may not be possible or practical, and in order to remain competitive and respond

to new technologies, customer needs and market conditions, Brightway specifically reserves the right and privilege, at its sole discretion and as it may deem in the best interests of all concerned in any specific instance, to vary standards for any Brightway Location based upon the peculiarities of a particular site or circumstance, density of population, business potential, existing business practices or any other conditions that Brightway deems to be of importance to the successful operation of such Brightway Location. Franchisee shall have no recourse against Brightway on account of any variation from standard specifications and practices granted to any other franchisee and shall not be entitled to require Brightway to grant Franchisee a like or similar variation hereunder.

- xiii. **Relocating the Brightway Location.** Franchisee may not relocate the Brightway Location without Brightway's prior written consent. If Franchisee cannot continue to occupy the Premises for any reason, Franchisee must first obtain Brightway's prior written consent to relocate and then must relocate the Brightway Location to a mutually acceptable Premises to complete the unexpired portion of the term of this Agreement. Brightway's consent to any relocation shall be conditioned on Franchisee's satisfaction of all requirements set forth in this Section 6 (as supplemented by the Confidential Operating Manual). If Brightway grants Franchisee the right to relocate for any exigent reason, Franchisee must notify Brightway of Franchisee's intention to relocate, and open for business at the new Premises within thirty (30) days of closing business at Franchisee's existing Premises. All signage and all other items containing the Licensed Marks must be completely removed from the prior Premises at Franchisee's expense.
- xiv. **Maintaining Technology Specifications.** Franchisee shall ensure that the computer system and telephone system acquired and used by the Brightway Location must be a system then-authorized for use by Brightway, and Franchisee shall be required to pay an ongoing fee for such computer system and telephone system services in such amount and in the manner directed by Brightway (such fees and related fees will generally be classified as Franchisee Shared Expenses as described in Section 8(e) below). Upon Brightway's request, Franchisee agrees to promptly acquire, install, update or replace any equipment designated by Brightway, including telephone systems, computer hardware or computer software, and to otherwise comply with the Brightway Technology Specifications, as they may be amended from time to time.

## 7. Additional Franchisee Obligations

In addition to its obligations set forth elsewhere in this Agreement, Franchisee hereby agrees to the following:

- a) **Insurance Agency Activities.** In the operation of the Brightway Location, Franchisee shall carry out the customary activities of an insurance agent selling Insurance Services and Policies offered by the Contracted Companies through Brightway. Such activities include, but are not limited to, prospecting, soliciting, selling and providing service to prospects and existing Client Accounts. Franchisee shall only do business under the name "Brightway Insurance" and the unique agency name approved by Brightway. Franchisee shall file all fictitious name registrations as required by Brightway or the Contracted Companies. Under no circumstances shall any business be conducted at the Brightway Location unless such business is under the direct supervision of Staff who meets the qualifications set forth in the Confidential Operating Manual. Franchisee shall bear any and all costs and expenses associated with the operation of the Brightway Location, including, but not limited to, rent, common

area maintenance, utilities, salaries, wages, benefits, advertising, postage, furniture, fixtures, equipment, inventory and supplies, insurance, taxes and other administrative expenses.

- b) **Maintain Exclusivity to Brightway and the Contracted Companies.** Franchisee and Franchisee's Staff shall not be licensed as an agent, solicitor, representative or broker for any insurance company or business other than Brightway and the Contracted Companies that have appointed the Brightway Location as a representative, and Franchisee will not directly or indirectly apply for coverages or place any insurance whatsoever with or through any insurance company or act as agent, representative, or broker thereof, other than Brightway and the Contracted Companies, unless authorized and directed to do so by Brightway in writing. Franchisee acknowledges and expressly agrees that Brightway, at its sole discretion and along with its Contracted Companies' approval, shall decide: (i) which Contracted Companies the Brightway Location may use; and (ii) which lines of insurance business and specific Policy types Franchisee's Staff may sell with such Contracted Companies. Upon request, Brightway shall provide Franchisee with a written list of the Contracted Companies, lines of business and Policy types that have been approved for use and sale at the Brightway Location, and Staff shall use commercially reasonable efforts to sell insurance products and services for the Contracted Companies, lines of business, and Policy types authorized by Brightway. Brightway shall provide Franchisee with Notice of any changes made by Brightway to such list from time to time, and Franchisee and Staff shall immediately cease selling any discontinued Policies and cease using any discontinued Contracted Companies. Staff shall abide by and conform to the conditions and limits of authority for binding that are set forth by Brightway and/or the Contracted Companies. Upon Brightway's request, Staff shall execute any acknowledgements, contracts and agreements required by the Contracted Companies to permit Staff to represent the Contracted Companies.
- c) **Approved Vendors.** With respect to the general operation of the Brightway Location, Franchisee agrees to purchase various products and services, which may include certain signs, furnishings, supplies, fixtures, computer hardware and software, insurance brokerage services, technology services, and other products and services, from Brightway or from approved or designated third-party suppliers as Brightway shall specify, from time to time, in the Confidential Operating Manual and otherwise in writing. Franchisee hereby acknowledges that Brightway, Brightway's Affiliates and/or a third party may be one of several, or the only, approved supplier of any item. Franchisee further acknowledges and agrees that Brightway and/or Brightway's Affiliates have the right to realize a profit on any items that Brightway, Brightway's Affiliates or Brightway's approved suppliers supply to Franchisee, including but not limited to any contingency programs implemented by the Contracted Companies.
- d) **Non-Approved Vendors.** In the event Franchisee wishes to purchase any unapproved items or any approved items from an unapproved supplier, Franchisee must provide Brightway the name, address and telephone number of the proposed supplier, a description of the item Franchisee wishes to purchase, the purchase price of the item, and any other information required by Brightway. Brightway will provide Franchisee, upon reasonable request, the criteria used by Brightway to evaluate unapproved suppliers. If Brightway incurs any costs in connection with evaluating an unapproved item or supplier at Franchisee's request, or supplying information, art or other materials to the unapproved supplier, Franchisee or the supplier must reimburse Brightway for Brightway's reasonable costs, regardless of whether Brightway subsequently approves the item or supplier. Brightway will notify Franchisee of approval or disapproval within fifteen (15) business days of receiving all requested information and its failure to do so will be deemed a disapproval. Nothing in the foregoing shall be construed to require Brightway to approve any particular supplier. Brightway may revoke Brightway's approval of particular products or suppliers at any time in the event Brightway determines, at Brightway's sole discretion, that such products or suppliers no longer meet Brightway's standards. Upon receipt of written notice of such revocation, Franchisee must cease purchasing products from such supplier. Franchisee must use

products purchased from approved suppliers solely in connection with the operation of Franchisee's Brightway Location and not for any competitive business purpose.

- e) **Maintaining Required Hardware and Software.** Franchisee shall obtain (via purchase or lease), license, install and maintain all hardware and software that may be required to meet the Brightway Technology Specifications and other computer hardware or software required by Brightway from time to time, if any. Franchisee shall only use Brightway's designated vendor(s) (which may be Brightway or its Affiliate) with respect to the acquisition and installation of such hardware and software. Franchisee shall not sell, lease or authorize the use of such programs and software to anyone else. Franchisee shall not configure, program or change any such programs or software. Franchisee can only access Client Account Information through the Agency Management System via the Internet, and Franchisee may not move any Client Account Information off of the Agency Management System without Brightway's prior written consent. Franchisee shall have the sole and complete responsibility for: (i) the acquisition, operation, maintenance, and upgrading of any computer hardware and software used in connection with operation of the Brightway Location; and (ii) any and all consequences that may arise if the computer hardware and software is not properly maintained, operated, and upgraded. Brightway has the right to require Franchisee to enter into a separate maintenance agreement for computer hardware and software. Franchisee agrees to release, defend, indemnify, and hold Brightway and its Affiliates, and their respective owners, directors, officers, agents, employees, and shareholders harmless from and against, and promptly to reimburse such indemnitees for, all claims, actions, proceedings, damages, costs, expenses and other losses and liabilities, consequently, directly or indirectly incurred (including without limitation attorneys' and paralegals' fees, court costs and costs of investigation) by Franchisee and its Affiliates, and their respective directors, officers, agents, shareholders, employees and independent contractors as a result of, arising out of, or connected with an interruption in Internet services or from any unauthorized use of or access to Client Account Information through the Internet. The provisions of this subsection shall continue in full force and effect subsequent to and notwithstanding the termination, expiration or non-renewal of this Agreement for any reason. Franchisee must obtain Internet access that meets the minimum speeds and other requirements set forth in the Brightway Technology Specifications.
- f) **Web Presence.** Brightway seeks to protect its brand by regulating the online presence of the Brightway Location. The Brightway brand includes but is not limited to the use of the Licensed Marks, the names of any Staff including Franchisee's name, the Premises location or any other information that could be identified with the Brightway Location and/or the operation thereof. Brightway has established the Brightway Web Presence, which provides information about the Brightway System and the Insurance Services offered by Brightway Locations. Brightway shall have sole discretion and control over the Brightway Web Presence and any other Internet websites Brightway may in the future create (including timing, design, content and continuation). Brightway also reserves the right to establish individual websites for each of the Brightway Location locations and to select a domain name, or URL, for each site. Franchisee expressly acknowledges that Brightway owns all URLs and content on any such sites. If such a site is established and Brightway permits Franchisee to develop site content, all site content and revisions must receive prior written approval from Brightway before being implemented. If Franchisee is provided with a URL by Brightway, Franchisee agrees to use only this URL exclusively on any materials used to market the Brightway Location, including but not limited to business cards, brochures, banners, emails and other marketing materials. Franchisee agrees to not establish any other URL in conjunction with the operation or marketing of its Brightway Location. Use of any unapproved marketing materials or any materials containing a URL other than the URL provided by Brightway will be considered a breach of this Agreement.

- g) **Internet Presence Only as Assigned.** Except as approved in advance in writing by Brightway, Franchisee must not establish or maintain a separate website, domain name, URL, splash page, profile or other presence on the Internet, or otherwise advertise on the Internet or any other public computer network in connection with the Brightway Location, including any profile on any social media platform including, but not limited to Facebook, LinkedIn, Instagram, YouTube or any other social media and/or networking site. If such approval is granted by Brightway, Franchisee must: (i) establish and operate such website or social media page in accordance with Brightway System standards and any other policies Brightway designates in the Confidential Operating Manual or otherwise in writing; (ii) use any templates that Brightway provides to Franchisee to create and/or modify such site(s) or page(s); and (iii) make any and all updates required by Brightway from time to time, including the revision or removal of disallowed content.
- h) **Ownership of URLs.** Franchisee acknowledges that Brightway and/or Brightway's Affiliates are the lawful, rightful and sole owners of the Internet domain name www.brightway.com, the specific domain name associated with Franchisee's Brightway Location, as well as any other Internet domain names registered by Brightway and its Affiliates, and unconditionally disclaims any ownership interest in such domain names and any Internet domain names colorably similar thereto. Except as approved in advance in writing by Brightway, Franchisee agrees not to register any Internet domain name or social media and/or networking website of any kind that contains words used in or similar to any brand name owned by Brightway or Brightway's Affiliates or any abbreviation, acronym, phonetic variation or visual variation of those words.
- i) **Customer Data and Data Security.** Franchisee must comply with Brightway's standards and policies related to privacy and data security/cybersecurity. This includes, but is not limited to, updating hardware and software when required and taking any actions that are necessary to ensure that the Brightway Location is compliant with all Payment Card Industry Data Security Standards (PCI DSS) requirements. Franchisee must also comply with all relevant statutory and regulatory requirements, including but not limited to taking all steps required to protect consumers' Nonpublic Personal Information (NPI). Franchisee further agrees to the terms of Exhibit 8, which may be updated by Brightway from time to time, in its sole discretion.
- j) **Licenses and Approved Activity.** Franchisee shall secure and keep in effect for all Staff any required licenses and shall not provide any Insurance Services with regard to any type of insurance or investments: (i) which have not been approved by Brightway; or (ii) for which Franchisee is not licensed by the appropriate insurance, securities or other regulatory authorities. Franchisee and Staff must have all applicable licenses and approvals for Franchisee to be entitled to the compensation it is to be paid under this Agreement.
- k) **Additional Staff.** Franchisee shall hire or engage, and retain, competent and qualified personnel for the sale, renewal, service and delivery of Policies and to serve as a point of contact with all Client Accounts. Brightway shall be entitled to approve or disapprove any application for Franchisee's Designated Agency Principal at its sole discretion. Franchisee shall also submit to Brightway an application (in a form approved by Brightway) for any licensed individuals Franchisee wishes to hire or contract, demonstrating that such individuals hold the necessary licenses.
- l) **Authorized Products and Services.** Franchisee must offer for sale only those products and services that Brightway prescribes, and only in accordance with the requirements of this Agreement and the procedures set forth in the Confidential Operating Manual. Franchisee acknowledges and agrees that the commissions for the sale of those products and services that Brightway may authorize during the term of this Agreement may differ from how Franchisee is currently compensated. Brightway may also require Franchisee, at Franchisee's cost, to participate in additional training, obtain additional licenses and/or meet additional qualifications to offer other products and/or services.

- m) **Client Account Ownership and Transitioning any Existing Clients.** All Client Accounts shall be the exclusive property of Brightway, and not of Franchisee. All lists of Client Accounts and prospects, Policy expiration lists and other records of the Client Accounts shall be the exclusive property of Brightway, and not of Franchisee. On or before the Effective Date of this Agreement, Franchisee shall, subject to the approval of Brightway and the Contracted Companies involved, change the Agent of Record for all Franchisee's existing customer accounts (if any) to Brightway, and all such customer accounts shall be deemed Client Accounts for purposes of this Agreement. After the Effective Date, Franchisee shall process all applications for Policies exclusively through the facilities of Brightway. Franchisee shall make Brightway the Agent of Record for all Policies sold, renewed, serviced or delivered through Franchisee with an effective date for coverage after the Effective Date, unless prior written approval is obtained from Brightway.
- n) **Payment of Funds/Forwarding of Communications.** All funds and/or correspondence, notices or other communications coming into the possession of Franchisee and relating to all Client Accounts and all prospective clients shall be paid or delivered, respectively, to Brightway in the timeframe defined in the Confidential Operating Manual or otherwise in writing. In the event funds and/or correspondence are not paid or delivered to Brightway as aforesaid, they shall, nevertheless, be considered property and funds of Brightway, and shall be deemed to be held in trust by Franchisee on behalf of Brightway. Brightway shall have a first lien on all compensation due or which may become due to Franchisee hereunder to the extent of all unpaid funds due to Brightway, and Brightway may deduct such funds from Franchisee's compensation under Section 8(e) of this Agreement.
- o) **Delivery of Policy Applications.** Franchisee shall provide Brightway with all Policy applications and all other records or documents originated, received or processed by Franchisee related to Client Accounts or the Brightway Location in the timeframe defined in the Confidential Operating Manual or otherwise upon request. Franchisee acknowledges the importance of complete and prompt transmittal of all such records and documents. Franchisee must enter all Policies into the Agency Management System within the timeframes set forth by Brightway in the Confidential Operating Manual or otherwise in writing.
- p) **Compliance with Laws and Contracted Company Requirements.** Franchisee shall be responsible for providing Brightway with any information regarding Franchisee, Staff, and Franchisee's owners, officers, employees and independent contractors, which may be required by Brightway to fulfill requests from any governmental or regulatory bodies or agencies, or any Contracted Companies. Franchisee shall be solely responsible for ensuring that Franchisee, Staff, and Franchisee's owners, officers, employees and independent contractors comply with all federal, state, local and Contracted Company requirements, including, but not limited to sales practices, education and licensing requirements. Franchisee shall provide evidence satisfactory to Brightway that Franchisee, Staff, and Franchisee's owners, officers, employees and independent contractors have complied with such requirements. If Franchisee does not comply with the terms of this subsection, it shall be grounds for immediate termination of this Agreement.
- q) **Best Efforts.** Franchisee shall use Franchisee's full time and best efforts in operating the Brightway Location and in recommending, promoting and encouraging patronage of all System Locations, which specifically includes the requirements that: (i) the Brightway Location remains open for the designated hours of business; (ii) Franchisee actively manages and supervises the Designated Agency Principal; and (iii) Designated Agency Principal devotes his/her full time and best efforts to the Brightway Location and actively supervises Franchisee's Staff and any other employees of the Brightway Location. Franchisee agrees to refrain from any business or advertising practice that may be injurious to the Brightway Location or the goodwill associated with the Licensed Marks and Brightway System.
- r) **Reporting Legal or Regulatory Issues.** Franchisee shall fully report to Brightway any policyholder-related legal or regulatory issues such as potential or actual Errors & Omissions claims, insurance department

or other regulatory complaints, or legal summons and/or subpoenas, in writing within two (2) days of the date that Franchisee is aware of any such issue. Franchisee shall not make any written or verbal comments or responses regarding said issues without Brightway's express permission. Franchisee acknowledges and agrees that Brightway shall coordinate and control responses to all such issues. Franchisee shall also notify Brightway, in writing, within two (2) days of the commencement of any action, suit or proceeding or the issuance of any order, suit or proceeding of any court, agency or other governmental body, including the receipt of any subpoena, notice or citation, which may adversely affect the operation or financial condition of Franchisee or the Brightway Location.

- s) **Financial Reports.** Franchisee shall provide Brightway with the type of financial reports specified by Brightway in the form specified by Brightway in the Confidential Operating Manual or otherwise in writing; the type of reports Brightway requires and the frequency with which they must be provided may change at any time at Brightway's sole discretion. This may include but is not limited to the following: (i) a monthly or quarterly balance sheet and income statement, in a format specified by Brightway; (ii) annual financial reports and operating statements in the form Brightway specifies and in accordance with Brightway's prescribed chart of accounts, within a certain time period after the close of each calendar year as required in writing by Brightway; (iii) state and local sales tax returns or reports and federal, state and local income tax returns for each year in which the Brightway Location operated, within a certain time period after their timely completion; and (iv) such other reports as Brightway may from time to time require, in the form and on the timeline Brightway prescribes. Franchisee's fiscal year must be the calendar year. Franchisee acknowledges and agrees that Brightway may use any information reported to Brightway to prepare and develop financial performance representations for the Brightway System in Brightway's Franchise Disclosure Document or other documents. To help Franchisee in recording and keeping accurate and detailed financial records for reports and tax returns, Brightway, at Brightway's discretion, may specify the form in which the business records are to be maintained, and provide a uniform set of business records for Franchisee to use. Brightway shall have full access to all of Franchisee's data, system, and related information by means of direct access, whether in person, or by telephone/modem installed and maintained at Franchisee's sole expense.
- t) **Maintaining GAAP Financial Records.** Franchisee shall, in accordance with Generally Accepted Accounting Principles, maintain full and complete books and records, accounts, data, licenses, contracts and invoices that shall accurately reflect all particulars relating to the conduct of the Brightway Location, and such statistical and other information or records as Brightway may require, and shall keep all such information for not less than seven (7) years, even if this Agreement is no longer in effect. The aforementioned books and records of the Brightway Location shall be kept at the Premises or at such other place as the parties may hereafter mutually approve. Brightway or Brightway's designees have the right to inspect and/or audit Franchisee's business records at any time during normal business hours, to determine whether Franchisee is operating in compliance with the terms of this Agreement and the Confidential Operating Manual. Upon Brightway's request, Franchisee shall furnish Brightway with complete copies of the books and records described in this paragraph, as well as any state or federal income tax returns covering the operation of the Brightway Location, all of which Franchisee shall certify as true and correct.
- u) **Maintaining Working Capital.** Franchisee must at all times maintain such working capital as may be reasonably necessary to enable Franchisee to properly and fully carry out and perform all of Franchisee's duties, obligations and responsibilities hereunder and to operate the Brightway Location in a businesslike, proper and efficient manner.
- v) **Franchisee's Staff and Ongoing Compliance.** The duties and obligations of Franchisee set forth in this Agreement apply to Franchisee and Staff, as well as Franchisee's owners, officers, directors, employees and independent contractors. In as much as this Agreement is between Franchisee and Brightway,

Franchisee is responsible for the compliance of Staff and Franchisee's owners, officers, directors, employees and independent contractors with the terms of this Agreement and any rules and procedures adopted from time to time by Brightway, whether such rules and procedures are contained in the Confidential Operating Manual or otherwise. Franchisee agrees that it is fully responsible for the acts and omissions of Staff and Franchisee's owners, officers, directors, employees and independent contractors.

- w) **Client Account Information.** Brightway may independently access financial information and data associated with Client Accounts that is produced by or otherwise located on Franchisee's computer hardware and software ("**Client Account Information**"). Brightway controls the use of Client Accounts related to the Brightway Location and Franchisee will only use the Client Account Information as a processor as necessary to operate the Brightway Location for the term of this Agreement unless Franchisee otherwise obtains Brightway's prior written approval. Franchisee cannot sell, transfer or otherwise share Client Account Information to or with any third party unless Franchisee obtains Brightway's prior written approval or the third party is a service provider bound to substantially similar obligations as Franchisee and Franchisee remains liable for the third party's use of such Client Account Information. Brightway will comply with all directives and terms in the Confidential Operating Manual respecting Franchisee's use of the Client Account Information. Franchisee shall allow Brightway to audit Franchisee's records to confirm compliance with Client Account restrictions. Franchisee is solely responsible for protecting Client Account Information from cyber-attacks or unauthorized access. Franchisee must comply with all applicable federal, state and local laws and regulations concerning the storage, handling, use and protection of Client Account Information. In addition, Franchisee must comply with any data protection and breach response policies established by Brightway and must not use or disclose Client Account Information in a manner that would cause Brightway to be in violation of the published privacy policy. Franchisee must notify Brightway immediately of any actual or suspected data breach or cyber-attack relating to the Brightway Location or Client Accounts. Franchisee shall not use the Client Accounts for any purpose other than the operation of the Brightway Location. There are no contractual limitations on Brightway's right to access the information and data.

## 8. Compensation and Other Fees

This Section covers compensation and other fees paid by Brightway to Franchisee in the course of transacting the sale of Policies through Contracted Companies and otherwise operating the Brightway Location.

- a) **New Business.** Except as set forth below, Brightway shall pay Franchisee the percentage of all Brightway Sales Commissions received on all New Business from Client Accounts generated by Franchisee set forth in Exhibit 2 to this Agreement, and Brightway shall be entitled to retain the remaining balance of all Brightway Sales Commissions received on New Business, as set forth in Exhibit 2 to this Agreement.
- b) **Renewal Business.** Except as set forth below, Brightway shall pay Franchisee the percentage of all Brightway Sales Commissions received on all Renewal Business from Client Accounts generated by Franchisee set forth in Exhibit 2 to this Agreement, and Brightway shall be entitled to retain the remaining balance of all Brightway Sales Commissions received on Renewal Business, as set forth in Exhibit 2 to this Agreement.
- c) **Policy and Agency Fees.** To the extent Brightway authorizes and as permitted in certain states, policy fees, agency fees or other similar fees may be assessed to Franchisee's customers; in such event, Brightway shall have the right to pay or not pay Franchisee any portion of these fees at its sole discretion.
- d) **When New and Renewal Payments Stop.** Notwithstanding the foregoing, Brightway's obligation to pay Brightway Sales Commissions to Franchisee shall cease immediately after the date of the transfer,

termination, expiration or non-renewal of this Agreement, and, if Franchisee is eligible, shall be replaced by Brightway's payment obligations set forth in Section 17 of this Agreement.

- e) **Shared Expenses.** Notwithstanding the foregoing, Brightway shall be permitted to deduct from such payments to Franchisee expenses borne or paid by Brightway which relate to the conduct of System Locations and all other amounts owed to Brightway under this Agreement, including costs related to indemnification (the "**Franchisee Shared Expenses**"), as outlined in the Confidential Operating Manual or this Agreement. Franchisee's portion of the aforementioned costs and expenses shall be determined by Brightway in good faith, and such determination may be based, solely or partially, upon the expenses incurred by Brightway and/or the then-current fair market value of the items provided to Franchisee and other System Locations. The Franchisee Shared Expenses will change from time to time, as set forth in the Confidential Operating Manual; however, any increase to the Franchisee Shared Expenses will be limited to fifteen percent (15%) annually for each fee, unless such increase is directly tied to a price increase imposed by the applicable third-party vendor. In addition to the aforementioned Franchisee Shared Expenses, Brightway shall also be permitted to deduct from such payments to Franchisee: (i) the costs and expenses incurred by Brightway (including, but not limited to, Brightway's reasonable internal labor and administrative costs) as a result of Franchisee's failure to conduct its Brightway Location in compliance with Brightway's procedures and standards of operation provided to Franchisee pursuant to the Confidential Operating Manual or as otherwise communicated by Brightway to Franchisee from time to time; and (ii) any payments made in good faith by Brightway to vendors or suppliers of Franchisee in order to cure Franchisee's failure to timely make such payments.
- f) **Payments Are Made Electronically.** Brightway shall pay Franchisee by electronic funds transfer to an account specified by Franchisee in the Electronic Funds Withdrawal and Deposit Authorization attached hereto as **Exhibit 7**, which shall effectuate Brightway's ability to deposit and withdraw funds from such bank account via electronic funds transfer. Brightway shall pay Franchisee the amounts to which it is entitled under Sections 8(a) and 8(b), less the Franchisee Shared Expenses described in Section 8(e) (and any other setoff amounts permitted under this Agreement), on or about the fifth (5<sup>th</sup>) business day of each calendar month ("Commission Run"). In addition, on or about the fifth (5<sup>th</sup>) business day of each calendar month, Brightway shall send Franchisee an e-mail including a statement containing a detailed calculation of the amounts paid to Franchisee pursuant to the terms of this Section 8. Such statement shall be in a form prescribed by Brightway and may change from time-to-time. Upon written Notice to Franchisee, Brightway may change the date(s) on or about which the electronic funds transfers are made and the statements are forwarded, as well as the interval at which Brightway Sales Commissions are distributed.
- g) **Policies for Which Payment Will Not Be Made.** Notwithstanding the foregoing, Franchisee shall not be entitled to receive the compensation set forth in Sections 8(a) and 8(b) on any Policies which are sold by Franchisee in violation of the terms of Sections 6 or 7 of this Agreement.
- h) **National Account Customers.** Brightway may enter into certain national account agreements with affinity partners or others (each, a "National Account"), pursuant to which Brightway will receive insurance sales leads and potential customer information which Brightway may distribute to qualified Franchisees. Franchisee acknowledges that Brightway may be required to pay National Accounts certain fees, and that payment of these fees may be included in Franchisee Shared Expenses. Franchisee shall comply with any National Account requirements and participate in any National Account marketing programs prescribed by Brightway.

## 9. Licensed Marks

- a) **Brightway Owns the Licensed Marks.** Franchisee expressly acknowledges that Brightway owns all right, title, and interest in and to the Licensed Marks and Brightway System. Franchisee agrees not to represent in any manner that Franchisee has acquired any ownership rights in the Licensed Marks. Franchisee agrees not to use any of the Licensed Marks or any marks, names or indicia which are or may be confusingly similar to the Licensed Marks except as authorized in this Agreement or as otherwise authorized by Brightway in writing. Franchisee further acknowledges and agrees that any and all goodwill associated with the Brightway System and/or the Licensed Marks (including all future distinguishing characteristics, improvements and additions to or associated with the Brightway System) shall be Brightway's property and shall inure directly and exclusively to the benefit of Brightway and that, upon the transfer, termination, expiration or non-renewal of this Agreement for any reason, no monetary amount shall be assigned as attributable to any goodwill associated with Franchisee's use of the Licensed Marks. The license of the Licensed Marks granted to Franchisee hereunder is nonexclusive and Brightway retains the rights, among others: (i) to use the Licensed Marks itself in connection with selling products and services; (ii) to grant other licenses for the Licensed Marks; and (iii) to develop and establish other products, services or systems using the Licensed Marks, similar proprietary marks, or any other proprietary marks, and to grant licenses thereto without providing any rights therein to Franchisee.
- b) **Unauthorized Use of Licensed Marks.** Franchisee understands and agrees that any use of the Licensed Marks other than as expressly authorized by Brightway, without Brightway's prior written consent, will constitute an infringement of Brightway's rights therein and that the right to use the Licensed Marks granted herein does not extend beyond the transfer, termination, expiration or non-renewal of this Agreement. Franchisee expressly covenants that, during the term of this Agreement and thereafter, Franchisee shall not, directly or indirectly, commit any act of infringement or contest or aid others in contesting the validity of Brightway's right to use the Licensed Marks, or take any other action in derogation thereof. Franchisee shall use the Licensed Marks only for the benefit and operation of the Brightway Location and only at the Premises and in approved marketing materials. Franchisee agrees that it will not take any action that will bring disrepute to or otherwise damage the goodwill associated with the Licensed Marks.
- c) **Litigation Related to the Licensed Marks.** In the event of any litigation relating to Franchisee's use of the Licensed Marks, Franchisee shall execute any and all documents and do such acts as may, in Brightway's opinion, be necessary to carry out such defense or prosecution including, without limitation, becoming a nominal party to any legal action. If Brightway, in Brightway's sole discretion, determines that Franchisee has used the Licensed Marks in accordance with this Agreement, Brightway shall bear the cost of such defense or prosecution, including the cost of any judgment or settlement. If Brightway, in Brightway's sole discretion, determines that Franchisee has not used the Licensed Marks in accordance with this Agreement, Franchisee shall bear the cost of such defense or prosecution, including the cost of any judgment or settlement. Franchisee shall promptly notify Brightway of any claim, demand or cause of action that Brightway may have based upon or arising from any unauthorized attempt by any person or legal entity to use the Licensed Marks, any colorable variation thereof, or any other mark, name or indicia in which Brightway has or claims a proprietary interest. Franchisee shall help Brightway, upon request and at Brightway's expense, in taking such action, if any, as Brightway may deem appropriate to halt such activities, but shall take no action nor incur any expenses on Brightway's behalf without Brightway's prior written approval. If Brightway undertakes the defense or prosecution of any litigation relating to the Licensed Marks, which Brightway has the right though not the obligation to do,

Franchisee agrees to execute any and all documents and to do such acts and things as may, in the opinion of Brightway's legal counsel, be reasonably necessary to carry out such defense or prosecution.

- d) **Franchisee's Use of the Marks.** Franchisee further agrees and covenants to: (i) operate and advertise only under the names or marks designated by Brightway; (ii) adopt and use the Licensed Marks solely in the manner prescribed by Brightway (including, but not limited to, the specific fonts and/or colors prescribed by Brightway); (iii) refrain from using the Licensed Marks to perform any activity or to incur any obligation or indebtedness in such a manner as may, in any way, subject Brightway to liability therefore; (iv) refrain from using the Licensed Marks or any designation confusingly similar thereto in any entity name without Brightway's express authorization, (v) observe all laws with respect to the registration of trade names and assumed or fictitious names, to include in any application therefore a statement that Franchisee's use of the Licensed Marks is limited by the terms of this Agreement, and to provide Brightway with a copy of any such application and other registration documents; and (vi) observe such requirements with respect to trademark and service mark registrations and copyright notices as Brightway may, from time to time, require, including, without limitation, affixing "SM," "TM," or ®, adjacent to all such Licensed Marks in any and all uses thereof, and to use such other appropriate notice of ownership, registration and copyright as Brightway may require. Franchisee may not use the Licensed Marks in connection with the offer or sale of any services or products which Brightway has not authorized for use in connection with the Brightway System. Franchisee may not use the Licensed Marks as part of Franchisee's corporate or other legal name. Franchisee's corporate name and all fictitious names under which Franchisee proposes to do business must be approved by Brightway in writing before use. Franchisee must use Franchisee's corporate or limited liability company name as well as the "D/B/A" name or trade name that is reasonably approved by Brightway.
- e) **New, Modified or Replacement Marks.** Brightway reserves the right, at its sole discretion, to designate one or more new, modified or replacement Licensed Marks for use by Brightway Locations and to require the use by Franchisee of any such new, modified or replacement Licensed Marks in addition to or in lieu of any previously designated Licensed Marks. Any expenses or costs associated with the use by Franchisee of any such new, modified or replacement Licensed Marks shall be the sole responsibility of Franchisee. Franchisee shall discontinue using all Licensed Marks which Brightway has notified Franchisee, in writing, have been modified or discontinued within ten (10) days of receiving written notice and shall promptly begin using such additional, modified or substituted Licensed Marks.
- f) **Use of Other Marks.** Except as authorized by Brightway in writing, Franchisee shall not use any other marks in the marketing, advertising, or operation of the Brightway Location. Further, Franchisee shall not use any names, URLs, tag lines or any other moniker in any way relating to the operation of the Brightway Location, other than those provided or approved by Brightway.

## 10. Confidential Operating Manual and Confidential Information

- a) **Confidential Operating Manual on Loan to Franchisee.** To protect the reputation and goodwill of the System Locations operating under the Brightway System, and to maintain standards of operation under the Licensed Marks, Franchisee shall operate its Brightway Location in accordance with various written instructions and confidential manuals (hereinafter and previously referred to as the "**Confidential Operating Manual**"), including such amendments thereto, as Brightway may publish from time to time, all of which Franchisee acknowledges belong solely to Brightway and shall be on loan from Brightway to Franchisee during the term of this Agreement. When any provision in this Agreement requires that Franchisee comply with any standard, specification or requirement of Brightway, unless otherwise indicated, such standard, specification or requirement shall be such as is set forth in this Agreement or

as may, from time to time, be set forth by Brightway in the Confidential Operating Manual or in other writings.

- b) **Confidential Operating Manual Modifications.** Franchisee acknowledges and agrees that Brightway may, from time to time, revise the contents of the Confidential Operating Manual and implement new or different requirements for the operation of the Brightway Location, and Franchisee expressly agrees to promptly comply with all such changed requirements provided that such requirements shall also be applied in a reasonably nondiscriminatory manner to comparable businesses operated under the Brightway System by other System Locations. The implementation of such requirements may require the expenditure of reasonable sums of money by Franchisee.
- c) **Most Current Version of the Confidential Operating Manual.** Franchisee shall at all times ensure that it is using the most current and up-to-date version of the Confidential Operating Manual, which shall be uploaded to the file location designated by Brightway. In the event of any dispute as to the contents thereof, the terms and dates of the master copy maintained by Brightway at its principal place of business shall be controlling.
- d) **Nondisclosure of Confidential Information.** Franchisee acknowledges that the Confidential Operating Manual contains Confidential Information and that all other manuals, materials, goods and information that Franchisee receives from Brightway that are designated confidential will be treated as Confidential Information. All Confidential Information is proprietary and a trade secret of Brightway. Franchisee shall not use or disclose any Confidential Information in an unauthorized manner, and Franchisee expressly acknowledges that the unauthorized use or disclosure of Brightway's Confidential Information or trade secrets will cause irreparable injury to Brightway and that damages are not an adequate remedy. Accordingly, Franchisee will: (i) not acquire any interest in the Confidential Information; (ii) not use the Confidential Information in any other business or capacity; (iii) exert its best efforts to maintain the confidentiality of the Confidential Information during and after the term of this Agreement (including limiting access to Confidential Information by Franchisee's employees and representatives to a need-to-know basis); (iv) not make unauthorized copies of, or extracts from, any portion of the Confidential Information disclosed in written or other tangible form; and (v) adopt and implement all reasonable procedures prescribed from time to time by Brightway to prevent unauthorized use or disclosure thereof by Franchisee, Staff, and Franchisee's officers and other employees, including the use of nondisclosure clauses in agreements with all such persons.
- e) **Maintaining Positive Goodwill.** Franchisee agrees that Franchisee will not at any time make any false, misleading, disparaging or uncomplimentary statements or remarks about Brightway, other System Locations, or any of Brightway's officers, directors, shareholders, employees or affiliated entities or persons, or the Brightway System, with the intent to harm the status, reputation, goodwill or business of such entities or persons, or of the Brightway System.
- f) **New Concepts.** If Franchisee, Franchisee's employees, or principals, develop any new concept, process or improvement in the operation or promotion of the Brightway Location, Franchisee will promptly notify Brightway, and provide Brightway with all of the information necessary to implement the improvement, without any compensation. Any such concept, process or improvement will become Brightway's sole property and Brightway will be the sole owner of all patents, patent applications, trademarks, copyrights and other intellectual property rights related thereto. Franchisee and Franchisee's principals and agents hereby assign to Brightway any rights they may have or acquire therein, including the right to modify such concept, process or improvement, and otherwise waive and/or release all rights of restraint and moral rights therein and thereto. Franchisee and Franchisee's principals and agents agree to assist Brightway in obtaining and enforcing the intellectual property rights to any such concept, process or improvement in any and all countries and further agree to execute and provide Brightway with all necessary documentations for obtaining and enforcing such rights.

Franchisee and Franchisee's principals and agents hereby irrevocably designate and appoint Brightway as Franchisee's agent and attorney-in-fact to execute and file any such documentation and to do all other lawful acts to further the prosecution and issuance of patents or other intellectual property rights related to any such concept, process or improvement. In the event that the foregoing provisions of this Section are found to be invalid or otherwise unenforceable, Franchisee and Franchisee's principals and agents hereby grant to Brightway a worldwide, perpetual, non-exclusive, fully-paid license to use and sublicense the use of the concept, process or improvement to the extent such use or sublicense would, absent this Agreement, directly or indirectly infringe Franchisee's rights therein.

## 11. Marketing and Advertising

Recognizing the value of standardized advertising and marketing programs to the furtherance of the goodwill and public image of the Brightway System, and in order to execute such programs in an effective and consistent manner, the parties agree as follows:

- a) **Local Advertising Materials.** At its discretion and from time to time, Brightway may provide Franchisee with local advertising and marketing materials, including without limitation, merchandising materials, sales aids, special promotions and similar advertising, and Brightway reserves the right to charge a reasonable price for providing such materials.
- b) **Advertising Requirements.** Franchisee is required to:
  - i. **List Brightway Location in Local and Online Directories.** Obtain listings of the Brightway Location, at Franchisee's expense, in appropriate business directories and publications (both Internet and non-Internet based), and engage in appropriate Internet strategies designed to drive business to its Brightway Location, all as specified from time to time by Brightway;
  - ii. **Maintain Required Promotional Materials.** At Franchisee's expense, obtain and maintain any special promotional materials of the kind and size as Brightway may from time to time require for comparable System Locations;
  - iii. **Use Approved Business Stationery.** At Franchisee's expense, use pre-approved vendors to print and maintain business cards, stationery, letterhead, and any required forms that are pre-approved by Brightway; and
  - iv. **Use Phone Numbers and Internet Addresses.** Include in all advertising any phone numbers or Internet addresses required by Brightway.
- c) **All Promotional/Marketing/Advertising Materials Must be Pre-Approved.** Franchisee shall submit to Brightway for its prior approval samples of all advertising, promotional or marketing materials to be used by Franchisee that has not been prepared or previously approved by Brightway. If Brightway does not approve of Franchisee's proposed advertising materials in writing within thirty (30) days of receipt, the proposed advertising materials shall be deemed rejected, unless Brightway subsequently conveys otherwise in writing.
- d) **Advertising Fund.** Brightway reserves the right to establish an advertising and marketing fund (the "Advertising Fund") for the common benefit of System Locations. Franchisee may be required to participate in and contribute monthly to the Advertising Fund, in the manner Brightway prescribes, and in an amount specified by Brightway at the time such Advertising Fund is created. The amount of the Advertising Fund contributions shall be no more than three percent (3%) of Brightway Sales Commissions Paid to Franchisee (the "Advertising Fee"). If Brightway requires Franchisee to contribute to the Advertising Fund, the Advertising Fee shall be deducted from payments to Franchisee in the same manner as the Franchisee Shared Expenses, as specified in Section 8(e) of this Agreement. Brightway

has the right to require that an advertising cooperative and/or franchisee advisory council be formed, changed, dissolved or merged.

- i. **Brightway's Use of Advertising Fund.** Brightway will use Advertising Fund contributions, at Brightway's sole discretion, to develop, produce and distribute national, regional and/or local advertising and to create advertising materials and public relations programs which promote, in Brightway's sole judgment, the services offered by System Locations. Brightway has the sole right to determine contributions to and expenditures from the Advertising Fund, or any other advertising program, and sole authority to determine, without limitation, the selection of the advertising materials and programs; provided, however, that Brightway will make a good faith effort to expend Advertising Fund contributions in the general best interests of the Brightway System on a national, regional or local basis. Brightway may use the Advertising Fund to satisfy any and all costs of maintaining, administering, directing, preparing, and producing advertising, including the cost of preparing and producing television, radio, magazine and newspaper advertising campaigns, the cost of direct mail and outdoor billboard advertising, the cost of public relations activities and advertising agencies, the cost of developing and maintaining an Internet website and other online advertising/marketing, and personnel and other departmental costs for advertising that Brightway internally administers or prepares. Franchisee acknowledges that not all System Franchisee's will benefit directly or on a pro-rata basis from such expenditures. While Brightway does not anticipate that any part of the Advertising Fund contributions will be used for advertising that is principally a solicitation for the sale of franchises, Brightway reserves the right to use the Advertising Fund for public relations or building recognition of the Brightway brand and to include a notation in any advertisement indicating "Franchises Available."
- ii. **Surveys.** In the interest of continually improving the products and services Brightway offers, Brightway may periodically conduct customer surveys, customer interviews, and other similar initiatives ("**Surveys**"). The cost of such programs will be borne by the Advertising Fund. The cost of these programs may be charged directly to Franchisee if Franchisee's results from a Survey fall below system-established minimum standards for such Surveys.
- iii. **Reimbursement of Reasonable Costs and Overhead.** Brightway has the right to reimburse itself from the Advertising Fund contributions for such reasonable costs and overhead, if any, including salaries, as Brightway may incur in activities reasonably related to the direction and implementation of the Advertising Fund.
- iv. **Brightway's Contribution to the Fund.** Brightway's contribution to the Advertising Fund for subsequent company-owned or Affiliate-owned units will be equal to that provided for in Brightway's Franchise Disclosure Document in the year that the Advertising Fund is implemented. Should the advertising contribution for the System decrease at any time, Brightway has the right to reduce Brightway's contribution from company-owned and Affiliate-owned units to the rate specified for franchised locations.
- v. **Advertising Fund Statements.** Upon Franchisee's request, Brightway will make available within one hundred and twenty (120) days of the end of the fiscal year, a statement of contributions and expenditures for the Advertising Fund. The Advertising Fund is not required to be independently audited. Although Brightway anticipates that all Advertising Fund contributions will be spent in the fiscal year they accrue, if Brightway does not spend all Advertising Fund contributions by the end of each fiscal year, the remaining amounts may be carried over to be expended during the next fiscal year.

- e) **Local Advertising Requirement.** In addition to the Advertising Fund contributions described above, Brightway reserves the right to require Franchisee to spend a certain amount every month, which shall be no more than three percent (3%) of Brightway Sales Commissions Paid to Franchisee, on local advertising and promotion in accordance with an annual plan approved by Brightway and in accordance with Brightway's standards and specifications (the "**Local Advertising Requirement**"). Franchisee must spend the Local Advertisement Requirement as Brightway prescribes in the Confidential Operating Manual or otherwise in writing, which may include, without limitation, requirements for placing a certain number and/or type(s) of media advertisements. In the event the Local Advertising Requirement is implemented, Franchisee acknowledges and agrees that Franchisee's Local Advertising Requirement must be expended regardless of the amounts spent by other System Locations on local advertising. Franchisee may spend any additional sums Franchisee wishes on local advertising. Franchisee must use only such advertising and promotional materials as have been previously approved by Brightway, as described in Section 11(c) above. In the event the Local Advertising Requirement is implemented, Franchisee will submit to Brightway an annual plan for Franchisee's expenditure of Franchisee's local marketing budget, which Brightway must approve in writing. Franchisee must send Brightway proof of these expenditures within fifteen (15) days of the end of each quarter.
- f) **Opening Advertising Program.** Brightway strongly recommends that Franchisee conduct an opening advertising program to promote the opening of Franchisee's Brightway Location during the first sixty (60) days following Franchisee's soft opening. If Franchisee elects to conduct such advertising, Brightway and Franchisee shall work together to determine an appropriate program during the time period following the execution of this Agreement and prior to Franchisee's opening. All advertising must be approved by Brightway in writing prior to publication, as described in Section 11(c) above.
- g) **Co-op Advertising and Other Marketing Programs.** Brightway will have the right, in its discretion, to designate any geographical area for purposes of establishing a regional advertising and promotional cooperative ("Cooperative"), and to determine whether a Cooperative is applicable to the Brightway Location. If a Cooperative is established applicable to the Brightway Location, Franchisee must participate in the Cooperative. Cooperative contributions will be credited towards the Local Advertising Requirement. Cooperative contributions will not exceed the maximum Local Advertising Requirement unless a majority of the Cooperative votes to increase the required Cooperative contributions. If implemented, the following provisions will apply to each Cooperative:
- i. Each Cooperative will be organized and governed in a form and manner, and will commence operation on a date, approved in advance by Brightway;
  - ii. Each Cooperative will be organized for the exclusive purpose of administering regional advertising programs and developing, subject to Brightway's approval, standardized advertising materials for use by the members in local advertising;
  - iii. No promotional or advertising plans or materials may be used by a Cooperative or furnished to its members without Brightway's prior approval. All such plans and materials must be submitted to Brightway in accordance with Section 11(c);
  - iv. Cooperative activities will be determined by a majority vote of the member franchisees in the Cooperative;
  - v. Each member franchisee must submit to the Cooperative, no later than the tenth (10<sup>th</sup>) of each calendar month, for the preceding calendar month, its respective contribution as provided in this Agreement together with such other statements or reports as Brightway may require or as may be required by the Cooperative with Brightway's approval; and
  - vi. Brightway may grant to Franchisee or any other franchisee an exemption from participating in a Cooperative at its sole discretion, upon a written request stating the reasons supporting such exemption. Brightway's decision concerning such request for exemption will be final.

- h) **Requirement to Use Only Brightway-Assigned Website and URL.** Franchisee will not develop, create, generate, own, license, lease or use in any manner any computer medium or electronic medium (including any Internet home page, e-mail address, website, social media page, bulletin board, newsgroup or other Internet-related medium) which in any way uses or displays, in whole or part, the Licensed Marks, or any words, slogans, symbols, logos, designs or terms confusingly similar thereto, or which relates to the Brightway Location in any way, without Brightway's express prior written consent, and then only in such manner and in accordance with such procedures and policies as Brightway may establish from time to time. Without limiting the generality of the foregoing, Franchisee will not cause, permit or allow any of the Licensed Marks, or any words, slogans, symbols, logos, designs or terms confusingly similar thereto, to be used or displayed in whole or part: (i) as, or as a part of, an Internet domain name or URL; (ii) on or in connection with Facebook, Instagram, LinkedIn or any other social media platform; or (iii) on or in connection with any Internet home page, website, message board, chat group, blog, meta-tag (or the comparable identifier in any future technology) or other Internet-related activity, without Brightway's express prior written consent, and then only in such manner and in accordance with such procedures and policies as Brightway may establish from time to time. All Brightway Location business conducted via the Internet as aforesaid shall be done only through the assigned Brightway Website, URL and Brightway Web Presence.
- i) **Marketing Representatives Must be Pre-Approved.** Franchisee shall not employ or engage any person to act as a representative of Franchisee in connection with local promotion of the Brightway Location in any public media without the prior written approval of Brightway. Any and all signs, equipment, supplies or materials purchased, leased or licensed by Franchisee must meet the standards specified by Brightway in the Confidential Operating Manual or otherwise in writing.
- j) **Displays at the Premises.** If required by Brightway, Franchisee shall, in such form and manner as may be specified, notify the public that Franchisee is operating the Brightway Location as an independently owned franchisee of Brightway, and shall identify its business location in the manner specified by Brightway in the Confidential Operating Manual.

## 12. Covenants

During the Term of this Agreement, Franchisee and all Guarantors executing that Guaranty of Franchisee's Undertakings attached hereto as **Exhibit 1** (the "**Guaranty**"), as well as all parents, children, spouses, and siblings of Franchisee and all Guarantors, as applicable (collectively, the "**Covenantors**"), each individually covenant:

- a) **In-Term Non-Compete.** Not to engage, directly or indirectly, for themselves or through, on behalf of, or in conjunction with any other person or entity, as an owner, operator, employee, producer, agent, manager, consultant, or broker, or to otherwise have any interest in any property and casualty insurance and/or life insurance-related business other than as an authorized owner of a Brightway Location; provided, however, that Covenantors shall not be prohibited hereby from owning equity securities of any insurance agency, whose shares are publicly traded on a stock exchange or on the over-the-counter market so long as a Covenantor's ownership interest represents two percent (2%) or less of the total number of outstanding shares of such business.
- b) **Post-Term Non-Compete.** In the event this Agreement is terminated, expires and is not renewed, or if Franchisee assigns or transfers its interest herein to any person or business organization (except pursuant to Section 13(f) hereof), then for a period of two (2) years after such termination, expiration and non-renewal, or Transfer, not to: (i) engage, directly or indirectly, for themselves or through, on behalf of, or in conjunction with any other person or entity, as an owner, employee, producer, manager, consultant, or broker, or otherwise have any interest in any business that is competing in whole or in part with Brightway by granting franchises or licenses to operate insurance agencies anywhere in the

United States; or (ii) engage, directly or indirectly, for themselves or through, on behalf of, or in conjunction with any other person, partnership or corporation, as an owner, operator, employee, producer, agent, manager, consultant, or broker, or otherwise have any interest in any property and casualty insurance and/or life insurance-related business at or within a twenty (20)-mile radius of the former Premises or any other franchisee-owned or company-owned Brightway Location that is in operation at the time this Agreement is terminated, expires and is not renewed, or transferred, other than as an authorized owner of another Brightway Location. It is understood and agreed that the purpose of this covenant is not to deprive Covenantor of a means of livelihood and will not do so, but is rather to protect the goodwill and interests of Brightway and the Brightway System.

- c) **In-Term Non-Solicitation of Customers.** Franchisee shall not knowingly, during the term of this Agreement, for any competitive purpose whatsoever, directly or indirectly solicit a prospect, customer or client for any competitive purpose, or accept an order from a prospect, customer or client: (i) of Brightway or any Brightway Location; (ii) to whom Brightway or any other Brightway Location has submitted a bid or quotation; or (iii) that has previously been a customer or client of Brightway or any other Brightway Location in the preceding twenty-four (24) months.
- d) **Post-Term Non-Solicitation of Customers.** Franchisee shall not knowingly, for a two (2) year period following the termination, expiration and non-renewal, or Transfer of this Agreement, for any competitive purpose whatsoever, directly or indirectly solicit a prospect, customer or client for any competitive purpose, or accept an order from a prospect, customer or client: (i) of Brightway or any Brightway Location as of the date of such termination, expiration, non-renewal or Transfer; (ii) to whom Brightway or any Brightway Location, as of the date of such expiration, termination, non-renewal or Transfer, has submitted a bid or quotation; or (iii) that has previously been a customer or client of Brightway or any Brightway Location at any time during the twenty-four (24) months immediately preceding such expiration, termination, non-renewal or Transfer.
- e) **Maintain Confidentiality; Staff Confidentiality Agreements.** During the term of this Agreement and thereafter, not to communicate, directly or indirectly, nor to divulge to or use for their benefit or the benefit of any other person or legal entity, any trade secrets that are proprietary to Brightway or any information, knowledge or know-how deemed Confidential Information under this Agreement, except as expressly permitted by Brightway in writing. Furthermore, in the event of any termination, expiration, non-renewal or Transfer of this Agreement, Covenantors must permanently cease all use of Brightway's Confidential Information, trade secrets, methods of operation or any proprietary components of the Brightway System. Any download, transmission or retention by Franchisee or any Covenantor of any of Brightway's Confidential Information, including without limitation any prospect or customer information, following the termination, expiration, non-renewal or Transfer of this Agreement, shall be considered a violation of this covenant. The protection granted hereunder shall be in addition to and not in lieu of all other protections for such trade secrets and Confidential Information as may otherwise be afforded in law or in equity. Franchisee's Staff as designated by Brightway must execute and comply with Brightway's prescribed form of Confidentiality and Non-Competition Agreement (or an agreement in substantially the same form). Brightway shall be a third-party beneficiary of such agreement, and Franchisee shall not amend, modify or terminate any such agreement without Brightway's prior written consent.
- f) **Covenants are Independent of Other Covenants or Provisions of This Agreement.** The parties agree that each of the foregoing covenants shall be construed as independent of any other covenant or provision of this Agreement, and shall, where applicable, survive the termination, expiration, non-renewal or Transfer of this Agreement for any reason. Should any part of one or more of these restrictions be found to be unenforceable by virtue of its scope in terms of area, business activity prohibited or length of time, and should such part be capable of being made enforceable by reduction

of any or all such restrictions, Franchisee and Brightway agree that the same shall be enforced to the fullest extent permissible under the law. In addition, Brightway may unilaterally, at any time and at its sole discretion, revise any of the covenants in this Section so as to reduce the obligations of Covenantors hereunder. The running of any period of time specified in this Section shall be tolled and suspended for any period of time in which a Covenantor is in violation of any restrictive covenant. Franchisee further expressly agrees that the existence of any claim it may have against Brightway, whether or not arising from this Agreement, shall not constitute a defense to the enforcement by Brightway of the covenants set forth in this Section.

### 13. Transfer and Assignment

- a) **Brightway's Right to Transfer.** This Agreement and all rights and duties hereunder may be freely assigned or transferred by Brightway, in whole or in part, without Franchisee's consent, to any person or legal entity that agrees to assume Brightway's obligations hereunder, including a competitor of Brightway, and shall be binding upon and inure to the benefit of Brightway's successors and assigns including, without limitation, any entity which acquires all or a portion of the capital stock of Brightway or any entity resulting from or participating in a merger, consolidation or reorganization in which Brightway is involved, and to which Brightway's rights and duties hereunder (in whole or in part), are assigned or transferred.
- b) **Transfers Require Prior Written Approval.** Franchisee understands and acknowledges that the rights and duties created by this Agreement are personal to Franchisee, and that Brightway has granted Franchisee this franchise in reliance on many factors, including, without limitation, the individual or collective character, skill, aptitude and business and financial capacity of Franchisee. Accordingly, neither Franchisee nor any person owning any direct or indirect equity interest therein, shall directly or indirectly sell, assign, transfer, convey, give away, pledge, mortgage or otherwise encumber any interest in: (i) this Agreement or any portion or aspect thereof; (ii) the Brightway Location; (iii) the Premises; or (iv) any equity or voting interest in Franchisee; nor permit the Brightway Location to be operated, managed, directed or controlled, directly or indirectly, by any person other than the Designated Agency Principal (any such act or event is referred to as a "**Transfer**") without the prior written approval of Brightway, which may be withheld at Brightway's sole discretion, as described more fully in this Section 13. Any such purported Transfer occurring by operation of law or otherwise, including any Transfer by a trustee in bankruptcy, without Brightway's prior written consent, shall be a material default of this Agreement, but the transferor shall remain obligated under this Agreement until released by Brightway, or until this Agreement is terminated and all post-term obligations set forth in this Agreement are fulfilled.
- c) **Brightway's Right of First Refusal in the Event of Any Transfer.** If Franchisee proposes to transfer either this Agreement, any equity interest in Franchisee, all or substantially all of the assets used in connection with the Brightway Location, or any interest in Franchisee's lease to any third party (other than to a wholly owned entity as set forth in Section 13(f) below), Franchisee shall first offer to sell such interest to Brightway on the same terms and conditions as offered by such third party. Franchisee shall obtain from the third party and provide Brightway a statement in writing, signed by the third party and Franchisee, of the terms of the offer ("**Letter of Intent**"). If Brightway elects not to accept the offer within a thirty (30) day period, Franchisee shall have a period not to exceed sixty (60) days to complete the transfer described in the Letter of Intent subject to the conditions for approval set forth in Section 13(e) below. Franchisee shall effect no other sale or transfer as contemplated under the Letter of Intent without first complying with this Section 13(c). Any material change in the terms of the Letter of Intent shall be deemed a new proposal subject to Brightway's right of first refusal. So long as Franchisee has

obtained Brightway's prior written consent, which shall not be unreasonably withheld, a transfer to an existing partner or shareholder, or a transfer as a result of the death, disability or incapacitation of a shareholder or partner, in accordance with the provisions set forth in this Section 13, is not subject to Brightway's first right of refusal.

- d) **Franchisee's Incapacitation.** In the event of Franchisee's death, disability or incapacitation (or the death, disability or incapacitation of Franchisee's shareholders, members, partners or personal guarantors), Franchisee's legal representative or Franchisee's partner's or guarantor's respective legal representative, as applicable, shall have the right to continue the operation of the Brightway Location as the Franchisee under this Agreement if: (i) within forty-five (45) days from the date of death, disability or incapacity (the "**45-Day Period**"), such person has obtained Brightway's prior written approval and has executed Brightway's then-current form of franchise agreement for a new five (5) year term, or has furnished a personal guaranty of any partnership, corporate or limited liability company Franchisee's obligations to Brightway and Brightway's Affiliates; and (ii) such person successfully completes Brightway's training program (which Brightway will provide at Brightway's then-current tuition rate). Such assignment by operation of law will not be deemed in violation of this Agreement, provided such heirs or legatees accept the conditions imposed by the franchise agreement and are acceptable to Brightway. Brightway is under no obligation to operate the Brightway Location or incur any obligation on behalf of any incapacitated Franchisee, during or after the 45-Day Period. If necessary, Franchisee (or Franchisee's legal representative, as applicable) shall appoint a previously approved acting interim manager to operate the Brightway Location during the 45-Day Period. In the event of Franchisee's death, disability, or incapacitation, Brightway may (but is not required to) operate the Brightway Location on Franchisee's behalf and at Franchisee's expense for such period of time (and under such terms and conditions) as Brightway determines, including paying out the assets and/or revenues of the Brightway Location to cover any or all past, current and/or future obligations (including any amounts owed to Brightway and/or any Affiliate) in such priorities as Brightway determines from time-to-time at Brightway's sole and absolute discretion. In such a situation, Brightway may pay itself a reasonable amount to reimburse Brightway for Brightway's management services and other costs. Brightway may obtain approval of a court or arbitrator for any such arrangements, the attorneys' fees and other costs incurred in connection with obtaining such approval to be charged against the assets or revenues of the Brightway Location. Franchisee (or Franchisee's estate) will indemnify Brightway against any costs or liabilities incurred by it in connection with, or related in any way to, the operation of the Brightway Location as described herein.
- e) **Consent to Transfer.** Franchisee understands and acknowledges the vital importance of the performance of Franchisee to the market position and overall image of Brightway. Franchisee also recognizes that there are many subjective factors that comprise the process by which Brightway selects a suitable Brightway System franchisee. As of the effective date of the proposed Transfer, Brightway must have forwarded to Franchisee its approval, granted in its Reasonable Business Judgment, of the proposed Transfer to the proposed transferee, in accordance with the provisions of this Section 13. The consent of Brightway to any Transfer by Franchisee shall remain a subjective determination and shall include, but not be limited to, the following conditions:
- i. **Transferee Must be Approved.** The proposed transferee is a person or entity that meets Brightway's then-current standards of qualification for similar Brightway System franchisees, including, without limitation, that transferee: (i) is properly licensed by all governmental and other regulatory agencies and organizations; (ii) meets Brightway's managerial and business standards then in effect for similarly situated Brightway franchisees; (iii) possesses a good moral character, business reputation, and satisfactory credit rating; (iv) is not a competitor of Brightway; (v) will comply with all training and other requirements of Brightway; and (vi) has the

- aptitude and ability to operate the Brightway Location (as may be evidenced by prior related business experience or otherwise).
- ii. **Terms are Commercially Reasonable.** The proposed Transfer is at a price and upon such terms and conditions as Brightway shall deem commercially reasonable.
  - iii. **Franchisee's Obligations are Satisfied.** As of the effective date of the proposed Transfer, all obligations of Franchisee under this Agreement, and under any other agreements between Franchisee or its Affiliates and Brightway, are fully satisfied.
  - iv. **Transferee Obligations are Satisfied.** As of the effective date of the proposed Transfer, all obligations of the proposed transferee or its Affiliates to Brightway under all agreements of any kind between the proposed transferee or its Affiliates and Brightway are fully satisfied.
  - v. **Requirements for Transfer.** In addition to the foregoing, the requirements for all such Transfers under this Section are as follows:
    - a. Franchisee or the proposed transferee must request that Brightway provide the prospective transferee with Brightway's current form of Franchise Disclosure Document, and a receipt for such document shall be delivered to Brightway; provided, however, Brightway shall not be liable for any representations other than those contained in such Franchise Disclosure Document.
    - b. The proposed transferee must execute Brightway's then-current form of franchise agreement, which may contain terms and conditions substantially different from those in this Agreement, for a full five (5) year initial term.
    - c. In the event of a transfer/sale/change of a majority of equity interests (51% or greater) of Franchisee, or a transfer/sale/change that results in a change in the Controlling Interest of Franchisee, and except as provided in Section 13(k) below, the proposed transferee shall pay Brightway a Transfer Fee in an amount equal to the then-current Initial Fee being paid to Brightway by new franchisees.
    - d. In the event of a transfer under Section 13(f) below or transfers that solely consist of a transfer/sale change of a minority of equity interests of Franchisee and without a change in Controlling Interest, the Transfer Fee shall equal two thousand five-hundred dollars (\$2,500). Similarly, Brightway reserves the right to reduce the Transfer Fee described in Section 13(e)(vi)(c) above to two thousand five-hundred dollars (\$2,500) in the event the following conditions are met: (i) the Transfer involves a minority owner of Franchisee purchasing the equity interests of the majority owner of Franchisee; (ii) the minority owner must have had an active working role as a producer of the Brightway Location for a period of at least five (5) years preceding the date of the Transfer; and (iii) Franchisee must have paid a full lump sum Initial Fee to Brightway in connection with the original purchase or acquisition of the Brightway Location.
    - e. Franchisee and the transferee must execute Brightway's prescribed form of consent to transfer agreement, which shall include a general release in a form satisfactory to Brightway, of any and all claims against Brightway, its Affiliates and their officers, directors, attorneys, shareholders, and employees, in their corporate and individual capacities.
    - f. The transferee and its personnel must complete, to Brightway's satisfaction, the initial training then required by Brightway.
    - g. Franchisee must purchase an Errors & Omissions "Tail Policy" from a provider designated by Brightway that is reasonably satisfactory to Brightway, as determined by Brightway in its sole discretion.

- f) **One-time Transfer to Legal Entity Wholly Owned by Individual Franchisee.** Notwithstanding Section 13(e) of this Agreement, it is understood and agreed that if Franchisee is an individual, he/she may assign this Agreement, the Brightway Location, and Franchisee's rights and obligations hereunder on one occasion to a legal entity organized and wholly-owned by Franchisee for that purpose only. Brightway shall be given advanced written Notice of such assignment to review the terms thereof, and, upon entering into Brightway's prescribed form of Consent to Transfer Agreement, such legal entity shall have all of the rights and obligations of Franchisee under this Agreement, and the term "Franchisee" as used herein shall refer to such legal entity. Such assignment shall in no way affect the obligations hereunder of the individual originally designated as "Franchisee" hereunder, who shall remain fully bound by and responsible for the performance of all such obligations, jointly and severally with such legal entity, and shall enter into the Guaranty attached as **Exhibit 1** to this Agreement. Such legal entity shall at no time engage in any business or activities other than the exercise of the rights herein granted to Franchisee and the performance of its obligations as Franchisee hereunder. Any such assignment completed under this Section 13(f) will not be subject to Brightway's right of first refusal set forth in Section 13(c) hereof. The Transfer Fee imposed in connection with a transfer under this Section 13(f) will be two thousand five-hundred dollars (\$2,500).
- g) **Brightway's Consent to Transfer.** Brightway's consent to a Transfer of any interest in Franchisee granted herein shall not constitute a waiver of any claims it may have against the transferring party, nor shall it be deemed a waiver of Brightway's right to demand exact compliance with any of the terms of this Agreement by the transferee.
- h) **Assignment of Interests.** Brightway will not require approval of the assignment or hypothecation of all or any part of the assets of the Brightway Location or the stock or other interests in Franchisee, excluding Franchisee's rights under this Agreement or the franchise granted hereunder, to a bank or other lending institution as collateral security for loans made directly to or for the benefit of the Brightway Location. However, Brightway's approval will be required for any proposed assignment or hypothecation of this Agreement or the franchise granted hereunder if such an assignment/hypothecation would permit any transfer or assignment of this Agreement or the franchise granted hereunder without compliance by the transferee or assignee with the provisions of Section 13 hereof.
- i) **Restriction on Franchisee Stock.** If Franchisee is a corporation or other business entity, all certificates representing shares or other equity interests in Franchisee, whether already or hereafter issued by Franchisee, shall, from and after the date hereof, bear a legend sufficient under applicable law to constitute notice of the restrictions on such stock contained in this Agreement and to allow such restrictions to be enforceable. Such legend shall appear in substantially the following form: "The sale, transfer, pledge or hypothecation of this stock is restricted pursuant to the terms of a Franchise Agreement dated \_\_\_\_\_, 20\_\_, by and between Brightway Insurance, LLC, a Florida limited liability company, and the issuer of these shares."
- j) **Right to Compensation Following Transfer.** The parties expressly acknowledge and agree that in the event Brightway, at its sole discretion, consents to a Transfer pursuant to the terms of this Section 13 (other than a Transfer pursuant to Section 13(f), 13(h), or a transfer of a minority interest in Franchisee), then all of the transferor's rights to compensation under this Agreement, including but not limited to Post-Term Extended Earnings described in Section 17, shall immediately cease and all such rights shall revert to Brightway on the effective date of the Transfer.
- k) **Gifting the Franchise.** Notwithstanding the provisions of this Section 13, in the event of a Transfer meeting all of the other requirements of this Section 13, pursuant to which: (i) the transferor Franchisee and its owners and Affiliates receive no direct or indirect financial remuneration or benefit from the proposed transferee in connection with the Transfer (as would be the case with a gift of the entire Brightway Location to a family member or a key employee); (ii) in the case of a Transfer of the equity

interests of the existing Franchisee, no owner of the Franchisee's existing equity interests retains any direct or indirect equity interest in such entity or any right to future compensation from such entity (and is not granted any such direct or indirect equity interests in the future); and (iii) Franchisee expressly waives all of its rights, in writing, to any Post-Term Extended Earnings as defined in Section 17, then:

- i. No Transfer Fee shall be payable to Brightway by the transferee; and
  - ii. Notwithstanding anything to the contrary in Section 13(j), the transferee shall be entitled to receive both: (i) all of the transferor Franchisee's rights under Section 8 of this Agreement to a portion of Brightway Sales Commissions on Renewal Business for Policies in effect prior to the date of Transfer; and (ii) all of the compensation specified in Section 8 of this Agreement for policies which take effect after the date of Transfer; provided, however, that at least five (5) days prior to the consummation of any such Transfer, the transferor Franchisee must provide Brightway with complete copies of all agreements and other transaction documents to be executed or delivered by the transferor Franchisee and the proposed transferee in connection with the Transfer.
- l) **Following the Gifting of a Franchise.** In the event of any Transfer made in compliance with the requirements of Section 13(k), then for a period of three (3) years following the date of the Transfer: (i) the transferor Franchisee and its owners and Affiliates shall submit to Brightway, on an annual basis (by no later than May 15<sup>th</sup> of each year), a copy of their U.S. federal tax returns for the applicable year; and (ii) upon reasonable advance notice to the transferor Franchisee, the transferor Franchisee and its owners and Affiliates shall accord to Brightway, its accountants, attorneys and agents, the right to examine or inspect the financial books and records of the transferor Franchisee and its owners and Affiliates for the purpose of determining whether the transferor Franchisee or its owners or Affiliates received any direct or indirect financial remuneration or benefit from the transferee in connection with the Transfer (or, in connection with the Transfer of Franchisee's equity interests, retained or subsequently obtained any direct or indirect equity interests in Franchisee). In the event that Brightway determines that the transferor Franchisee or its owners or Affiliates received, at any time, any direct or indirect financial remuneration or benefit from the transferee in connection with the Transfer (or, in connection with the Transfer of Franchisee's equity interests, retained or subsequently obtained any direct or indirect equity interests in Franchisee), the transferor Franchisee or its owners shall, within thirty (30) days of receiving Notice from Brightway of such determination, pay to Brightway a sum equal to one hundred and twenty-five percent (125%) of the Transfer Fee to which Brightway would have otherwise been entitled to receive from the transferee pursuant to the terms of Section 13(e).

#### 14. Additional Representations and Warranties

- a) **Duly Organized.** Franchisee, if a registered business entity, warrants and represents that it is duly organized, existing and in good standing under the laws of the state in which it was organized and/or incorporated.
- b) **Agreement Doesn't Violate Other Obligations to Third Parties.** Franchisee represents and warrants that the execution of this Agreement, the operation of the Franchisee's Brightway Location, and the performance of all of the terms and conditions of this Agreement by Franchisee, Staff and Franchisee's owners, officers, directors, and employees will not and shall not violate the terms of any contractual, legal or other obligations with any third party.
- c) **All Applicable Licensing Laws/Regulations Must be Followed.** Franchisee represents and warrants that Staff and Franchisee's owners, officers, directors, employees or independent contractors that are required to be duly and fully licensed by any regulatory organization, governmental agency or any Contracted Company shall be, at all times during the term of this Agreement, duly and fully licensed and

appointed as insurance agents under Brightway's master licenses and appointments as required by Brightway, and shall have and maintain all other required licenses, registrations, and authorities to sell, renew, service or deliver Policies in any state in which Franchisee sells, renews, services or delivers such Policies.

- d) **Notify Brightway of Any and All Litigation.** Franchisee shall immediately notify Brightway of any and all litigation to which Franchisee or any of Franchisee's Affiliates, Staff, owners, directors, officers, employees or independent contractors may become a party, whether as plaintiff or defendant, and represents and warrants that no such litigation is now pending.
- e) **Notify Brightway of Any and All Investigations.** Franchisee shall notify Brightway of any and all investigations of or hearings related to Franchisee or any of Franchisee's Affiliates, Staff, owners, directors, officers, employees or independent contractors that are conducted by any regulatory organization, governmental agency, or Contracted Company, and represents and warrants that no such investigations or hearings are now pending.
- f) **Authority to Enter Into this Agreement.** If a corporation or other business entity, Franchisee represents and warrants that Franchisee has taken all necessary action, including but not limited to binding resolutions/actions of all of its managers, directors and/or shareholders, to enter into this Agreement and to carry out the terms and conditions set forth herein.
- g) **Adherence to Anti-Terrorism Laws.** Franchisee certifies that neither Franchisee, nor Franchisee's owners, Staff or anyone associated with Franchisee is listed in the Annex to Executive Order 13224 (the "Annex"). Franchisee agrees not to hire or have any dealings with a person listed in the Annex. Franchisee certifies that Franchisee has no knowledge or information that, if generally known, would result in Franchisee, Franchisee's owners, Staff, or anyone associated with Franchisee being listed in the Annex. Franchisee agrees to comply with and assist Brightway to the fullest extent possible in Brightway's efforts to comply with the Anti-Terrorism Laws (as defined below). In connection with such compliance, Franchisee certifies, represents, and warrants that none of Franchisee's property or interests are subject to being "blocked" under any of the Anti-Terrorism Laws and that Franchisee and Franchisee's owners or principals are not otherwise in violation of any of the Anti-Terrorism Laws. Franchisee is solely responsible for ascertaining what actions must be taken by Franchisee to comply with all such Anti-Terrorism Laws, and Franchisee specifically acknowledges and agrees that Franchisee's indemnification responsibilities as provided in Section 20(b) of this Agreement pertain to Franchisee's obligations under this Section 14(g). Any misrepresentation by Franchisee under this Section or any violation of the Anti-Terrorism Laws by Franchisee, Franchisee's owners, principals or employees shall constitute grounds for immediate termination of this Agreement in accordance with the terms of Section 15(b)(xix). As used herein, "Anti-Terrorism Laws" means Executive Order 13224 issued by the President of the United States, the Terrorism Sanctions Regulations (Title 31, Part 595 of the U.S. Code of Federal Regulations), the Foreign Terrorist Organizations Sanctions Regulations (Title 31, Part 597 of the U.S. Code of Federal Regulations), the Cuban Assets Control Regulations (Title 31, Part 515 of the U.S. Code of Federal Regulations), the USA PATRIOT Act, and all other present and future federal, state and local laws, ordinances, regulations, policies lists and any other requirements of any governmental authority (including without limitation, the United States Department of Treasury Office of Foreign Assets Control) addressing or in any way relating to terrorist acts and acts of war.

## 15. Default and Termination

- a) **Automatic Termination.** This Agreement shall automatically terminate without notice or an opportunity to cure upon the occurrence of any of the following:

- i. **Voluntary Bankruptcy.** If Franchisee or any Guarantor makes an assignment for the benefit of creditors, files a voluntary petition in bankruptcy, is adjudicated bankrupt or insolvent, files or acquiesces in the filing of a petition seeking reorganization or arrangement under any federal or state bankruptcy or insolvency law, or consents to or acquiesces in the appointment of a trustee or receiver for Franchisee or the Brightway Location.
  - ii. **Involuntary Bankruptcy.** If proceedings are commenced to have Franchisee or any Guarantor adjudicated bankrupt or to seek Franchisee's reorganization under any state or federal bankruptcy or insolvency law, and such proceedings are not dismissed within sixty (60) days, or a trustee or receiver is appointed for Franchisee or the Brightway Location without Franchisee's consent, and the appointment is not vacated within sixty (60) days.
  - iii. **Unauthorized Transfer.** If Franchisee purports to sell, transfer or otherwise dispose of the franchise or any interest in Franchisee or the Brightway Location in violation of Section 13 hereof.
- b) **With Notice and Without Opportunity to Cure.** Brightway has the right to terminate this Agreement upon notice without providing Franchisee an opportunity to cure upon the occurrence of any of the following:
- i. **Criminal Acts.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors are convicted of or plead guilty or no contest to a felony, or take part in any criminal misconduct relevant to the operation of Franchisee's Brightway Location.
  - ii. **Fraud.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors commit any fraud, whether or not directly related to the operation of the Brightway Location.
  - iii. **Misrepresentation.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors make any misrepresentation or omission in connection with Franchisee's franchise application, including but not limited to any financial misrepresentation.
  - iv. **Failure to Complete Training.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors do not successfully complete training as described in Section 5(a)(iii).
  - v. **Repeated Breaches.** If Brightway sends Franchisee two (2) or more written notices to cure pursuant to Sections 15(b), (c) or 15(d) hereof in any twelve (12)-month period, whether or not the defaults are similar and whether or not they are cured.
  - vi. **Breach of Other Agreements.** If Franchisee or Franchisee's affiliates, owners, officers, directors, employees, Staff or independent contractors materially breach any other agreement with Brightway or any of Brightway's Affiliates, or threaten any material breach of any such agreement, or the lease for the Brightway Location, and fail to cure such breach within any permitted period for cure.
  - vii. **Misuse of the Licensed Marks or Confidential Information.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors violate any provision hereof pertaining to Licensed Marks or Confidential Information or misuse the Licensed Marks or Confidential Information, including but not limited to any action that brings disrepute or damages the goodwill of the Licensed Marks.
  - viii. **Violation of Health or Safety Law.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors violate any health, safety or sanitation law, ordinance or regulation, or operate the Brightway Location in a manner that presents a health or safety hazard to any customers or the general public.
  - ix. **Violation of In-term Restrictive Covenant.** If any Covenantor violates any of the in-term restrictive covenants set forth in Section 12 of this Agreement.
  - x. **Liens.** If a levy of writ of attachment or execution or any other lien is placed against Franchisee or any of Franchisee's assets, which is not released or bonded against within thirty (30) days.

- xi. **Insolvency.** If Franchisee or Controlling Interest becomes insolvent.
- xii. **Abandonment.** If Franchisee, Franchisee’s owners or Designated Agency Principal voluntarily or otherwise abandons the Brightway Location. The term “abandon” includes any conduct which indicates a desire or intent to discontinue the operation of the Brightway Location at the Premises on a full-time basis in accordance with the terms of this Agreement, and shall apply in any event Franchisee fails to (a) operate the Brightway Location as a System Location for a period of two (2) or more consecutive days without Brightway’s prior written approval, (b) produce any new business for a period of two (2) or more consecutive months, or (c) log into Brightway systems for a period of at least one (1) month.
- xiii. **Unauthorized Products or Services.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors offer any unauthorized and unapproved products or services at or from the Brightway Location or representing the Brightway Location at any other location.
- xiv. **Unauthorized Contracted Company Appointment.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors sell or attempt to sell a Policy on behalf of an insurance carrier that is not an approved Contracted Company, or if Franchisee’s owners, officers, directors, employees, Staff or independent contractors secure or attempt to secure an appointment with an insurance carrier that is not an approved Contracted Company.
- xv. **Failure to Maintain Insurance.** If Franchisee fails to maintain the required insurance or to repay Brightway for insurance paid for by it, or otherwise fails to adhere to the requirements of Section 18.
- xvi. **Violation of Insurance Law or Government Actions.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors violate any laws or regulations related to the insurance industry, or if there is any governmental or other regulatory action taken against Franchisee resulting from Franchisee’s operation of the Brightway Location in a manner that is not authorized by Brightway.
- xvii. **Misuse of Assets or Information.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors use the assets of the Brightway Location or the assets of customers of the Brightway Location or Brightway for personal use, including any misuse of a customer’s identifying information.
- xviii. **Anti-Terrorist Activities.** If Franchisee fails to comply with the provisions of Section 14(g) of this Agreement.
- xix. **Unauthorized Relocation.** If Franchisee relocates the Brightway Location without Brightway’s prior written approval and consent.
- xx. **Contracted Companies.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors cause Brightway to lose its contract with any of the Contracted Companies, or otherwise materially harms Brightway’s relationship with any of the Contracted Companies.
- xxi. **Other Conduct Reflecting Adversely on System.** If Franchisee’s owners, officers, directors, employees, Staff or independent contractors conduct themselves in a manner that, although not criminal, reflects adversely on the Brightway System, the Licensed Marks, or the products and services offered through the System.
- xxii. **Failure to Open.** If Franchisee fails to commence operations of the Brightway Location within the time prescribed in Section 6(a)(xi) of this Agreement.
- xxiii. **Proprietary Software.** If Franchisee misuses or makes unauthorized use of any proprietary software Brightway developed for use within the Brightway System.

- xxiv. **Failure to Replace DAP.** If Franchisee's Designated Principal ceases management of the Brightway Location for any reason and Franchisee fails to designate a qualified replacement Designated Agency Principal that completes all required training within thirty (30) days.
- xxv. **Failure to Meet Minimum Performance Requirements.** If Franchisee fails to meet the Minimum Performance Requirement set forth in Section 2(e) of this Agreement.
- c) **Upon 15 Days' Notice to Cure.** Brightway has the right to terminate this Agreement if Brightway provides Franchisee with Notice of any of the following defaults, and such default remains uncured for a period of fifteen (15) days following receipt of such Notice:
  - i. **Nonpayment.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors fail to pay, as and when due, any sums owed to Brightway, any of Brightway's Affiliates, or any of Brightway's suppliers or vendors.
  - ii. **Endorsement of Checks.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors fail to immediately endorse and deliver to Brightway any payments due to Brightway from any third party that is erroneously made to Franchisee, or fail to deposit customer payments in the designated bank account within the timeframe designated in the Confidential Operating Manual.
  - iii. **Interruption of Service.** If Franchisee fails to maintain the prescribed months, days or hours of operation at the Brightway Location, as described in the Confidential Operating Manual.
  - iv. **Failure to Personally Supervise Business Operations or Employ Adequate Personnel.** If Franchisee or Designated Agency Principal fail to, at all times, personally supervise day-to-day operation of the Brightway Location, or if Franchisee fails to, at all times, employ a sufficient number of qualified, competent personnel as Brightway requires. If such staffing requirements change, it is Franchisee's responsibility to comply with the then-current requirements.
  - v. **Quality Control.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors fail to maintain the strict quality controls reasonably required by this Agreement or the Confidential Operating Manual.
  - vi. **Licenses and Permits.** If Franchisee fails to procure or maintain any licenses, certifications, or permits necessary for the operation of the Brightway Location.
  - vii. **Using Unauthorized Vendors.** If Franchisee's owners, officers, directors, employees, Staff or independent contractors order or purchase supplies, signs, furnishings, fixtures, telephones, computer hardware or software, marketing materials or any other equipment or materials used in connection with the Brightway Location from any unapproved supplier, vendor or company.
  - viii. **Failure to Submit Financial Reports.** If Franchisee fails to submit timely and accurate financial reports using Brightway's designated chart of accounts for any reporting period.
- d) **Upon 30 Days' Notice to Cure.** Brightway has the right to terminate this Agreement if Brightway provides Franchisee with Notice that Franchisee or Franchisee's owners, officers, directors, employees, Staff or independent contractors have failed to perform or comply with any one or more of the other terms or conditions of this Agreement, the Confidential Operating Manual, or any ancillary agreements between Franchisee and Brightway or Brightway's Affiliates, and such default remains uncured for a period of thirty (30) days following receipt of such Notice.
- e) **Step-In Rights.** In addition to Brightway's right to terminate this Agreement, and not in lieu of such right, or any other rights Brightway may have against Franchisee, upon a failure to cure any default within the applicable time period (if any), Brightway has the right, but not the obligation, to enter the Brightway Location Premises and exercise complete authority with respect to the operation of the Brightway Location until such time that Brightway determines, at its sole discretion, that the default has been cured and Franchisee is otherwise in compliance with this Agreement. In the event Brightway exercises the rights described in this Section, Franchisee must reimburse Brightway for all reasonable

costs and overhead, if any, incurred in connection with its operation of the Brightway Location including, without limitation, costs of personnel for supervising and staffing the Brightway Location and their travel and lodging accommodations. If Brightway undertakes to operate the Brightway Location pursuant to this Section, Franchisee agrees to indemnify and hold Brightway (and Brightway's representatives and employees) harmless from and against any fines, claims, suits or proceedings which may arise out of Brightway's operation of the Brightway Location.

- f) **Non-Waiver.** Brightway's delay in exercising or failing to exercise any right or remedy under this Agreement or Brightway's acceptance of any late or partial payment due hereunder shall not constitute a waiver of any of Brightway's rights or remedies against Franchisee.
- g) **Notice.** In the event that Franchisee claims that Brightway has failed to meet any obligation under this Agreement, Franchisee shall provide Brightway with written Notice of such claim within one (1) year of its occurrence, specifically enumerating all alleged deficiencies and providing Brightway with an opportunity to cure, which shall in no event be less than thirty (30) days from the date of receipt of such Notice by Brightway from Franchisee. Failure to give such Notice shall constitute a waiver of any such alleged default.

## 16. Post-Term Rights and Obligations

- a) **Franchisee's Obligations.** Upon termination of this Agreement, regardless of the cause, or upon expiration and non-renewal or Transfer of this Agreement (other than a Transfer made pursuant to Section 13(f) or a transfer of a minority interest in Franchisee), Franchisee must, at Franchisee's cost and expense:
  - i. **Cease All Operations.** Cease immediately all operations under this Agreement;
  - ii. **Pay Outstanding Debt.** Pay Brightway immediately all unpaid fees and pay Brightway, Brightway's Affiliates, and Brightway's suppliers and vendors, all other monies owed;
  - iii. **Discontinue Use of Licensed Marks.** Immediately discontinue the use of the Licensed Marks, and promptly surrender all stationery, printed matter, advertising materials and other items containing the Licensed Marks and all items which are a part of the trade dress of the Brightway System, as Brightway directs;
  - iv. **Discontinue Use of Proprietary Materials.** Delete or destroy any locally saved copies of Brightway property including but not limited to the Confidential Operating Manual, customer lists, and all other proprietary materials and Confidential Information Brightway loaned to Franchisee, and immediately and permanently cease use of such information and materials (for purposes of clarification, this shall include Franchisee taking all steps necessary to authorize Brightway to wipe the laptops or other computers used in connection with the Brightway Location);
  - v. **Discontinue and Redirect All Listings.** Immediately cease using all telephone numbers and online and offline listings used in connection with the operation of the Brightway Location and direct the telephone company and any online or offline directory or other services to transfer all such numbers and listings to Brightway or Brightway's designee pursuant to the Conditional Assignment of Franchisee's Telephone Numbers, Facsimile Numbers, and Domain Names attached hereto as **Exhibit 6** or, if Brightway directs, to disconnect the numbers;
  - vi. **Remove All Signage.** Franchisee does hereby grant in favor of Brightway a lien upon all exterior signs or other signage bearing any Licensed Marks which are to be displayed on the exterior of the Premises, and, in the event of any termination, expiration and non-renewal, or Transfer of this Agreement, Franchisee agrees to immediately remove such signage bearing any of the Licensed Marks from the Premises. If Franchisee fails to make such alterations within five (5)

- days after termination, expiration and non-renewal, or Transfer of this Agreement, Franchisee agrees that Brightway or its designated agents may enter upon the Premises at any time to make such alterations, at Franchisee's sole risk and expense, without liability for trespass;
- vii. **Cease Identifying as Brightway.** Cease to hold itself out as Brightway's franchisee, agency owner, or as otherwise being affiliated with Brightway in any fashion or form;
  - viii. **Cease Using Trade Name.** Take such action as shall be necessary to amend or cancel any assumed name, business name or equivalent registration that contains any trade name or other Licensed Mark Brightway licensed to Franchisee, and furnish Brightway satisfactory evidence of Franchisee's compliance with this obligation within thirty (30) calendar days after the termination, expiration and non-renewal, or Transfer of this Agreement;
  - ix. **Allow Brightway to Perform Final Inspection of Books.** Permit Brightway to make final inspection of Franchisee's financial records, books, and other accounting records at any time within twenty-four (24) months of the effective date of termination, expiration and non-renewal, or Transfer;
  - x. **Comply with Post-Termination Covenants.** Comply with the post-termination covenants set forth in Section 12 and any other applicable Section of this Agreement, all of which shall survive the termination, expiration and non-renewal, or Transfer of this Agreement;
  - xi. **Cease Using Methods.** Cease to use in advertising or in any other manner any methods, procedures or techniques associated with Brightway or the Brightway System;
  - xii. **Perform all Offboarding Duties.** Execute from time to time any necessary papers, documents, and assurances to effectuate the intent of this Section 16, and otherwise comply with Brightway's offboarding process;
  - xiii. **Surrender Customer Information.** Promptly turn over all lists and information Franchisee may have about former, existing, or potential customers;
  - xiv. **Forward Correspondence.** Set up mail forwarding from the former Brightway Location as directed by Brightway;
  - xv. **Obtain E&O Tail Policy.** Obtain an Errors & Omissions Tail Policy from a provider designated by Brightway, at Franchisee's expense and for a period of three (3) years following the date of termination, expiration and non-renewal, or Transfer;
  - xvi. **Vacate Premises.** Immediately vacate the Premises upon receipt of written notice from Brightway, or if Brightway exercises Brightway's rights pursuant to a Collateral Assignment of Lease; and
  - xvii. **Execute a General Release.** Execute a general release in a form satisfactory to Brightway, of any and all claims against Brightway, its Affiliates and their officers, directors, attorneys, shareholders, and employees, in their corporate and individual capacities.
- b) **Power of Attorney.** Franchisee hereby irrevocably appoints Brightway as Franchisee's attorney-in-fact to execute in Franchisee's name and on Franchisee's behalf all documents necessary to discontinue Franchisee's use of the Licensed Marks and Confidential Information, or to otherwise effectuate the obligations set forth in Section 16(a) above.
  - c) **Option to Purchase Personal Property.** Upon the termination or expiration of this Agreement, Brightway or Brightway's designee shall also have the option, but not the obligation, to purchase any personal property used in connection with the operation of Franchisee's Brightway Location, by providing Franchisee written notice of Brightway's election within sixty (60) calendar days after such termination or expiration and paying Franchisee the book value for such personal property within sixty (60) calendar days of such notice. For purposes of this paragraph, "book value" means the amount Franchisee actually paid for the personal property less depreciation (calculated by using the straight-line depreciation method on a five (5) year depreciation schedule irrespective of the depreciation method

or schedule Franchisee uses for accounting purposes). Notwithstanding the foregoing, to the extent that Brightway exercises Brightway's right to purchase any personal property that is subject to a lease or financing agreement, the purchase price of such personal property shall equal the amount of Franchisee's remaining obligations under the lease or financing agreement, as applicable. Brightway shall be entitled to offset the purchase price by the amount of money owed by Franchisee to Brightway for any payments necessary to acquire clear title to property or for any other amounts owed under this Agreement. If Brightway exercises Brightway's option to purchase, pending the closing of such purchase, Brightway has the right to appoint a manager to maintain operation of the Brightway Location, or Brightway may require that Franchisee close the Brightway Location during such period without removing any assets. Franchisee is required to maintain in force all insurance policies required under this Agreement until the date of such closing. Brightway has the unrestricted right to assign this option to purchase personal property of the Brightway Location. Brightway will be entitled to all customary warranties and representations in connection with Brightway's purchase of Franchisee's property, including, without limitation, representations and warranties as to ownership and condition of and title to the property; liens and encumbrances on the property; validity of contracts and agreements; and liabilities affecting the property, contingent or otherwise. Brightway may exclude from the personal property purchased hereunder cash or its equivalent and any equipment, signs, inventory, materials and supplies that are not reasonably necessary (in function or quality) to the operation of the Brightway Location, or that Brightway has not approved as meeting standards for the Brightway Location.

- d) **Damages, Costs, and Expenses.** In the event of termination for any default by Franchisee, Franchisee shall promptly pay to Brightway all damages, costs and expenses, including reasonable attorneys' fees, incurred by Brightway as a result of the default, including but not limited to any costs incurred by Brightway in curing said default on Franchisee's behalf, which obligation shall give rise to and remain, until paid in full, a lien in favor of Brightway against any and all of Franchisee's personal property, furnishings, equipment, signs, fixtures and inventory related to the operation of the Brightway Location.

## 17. Post-Term Extended Earnings

- a) **Eligibility for Post-Term Extended Earnings.** In the event Franchisee is eligible but elects to not renew this Agreement pursuant to Section 3(b), then Franchisee may be entitled to receive certain post-termination compensation from Brightway, which compensation is referred to herein as "**Post-Term Extended Earnings.**" Post-Term Extended Earnings can only be earned when Franchisee is eligible but elects not to renew this Agreement, and Franchisee acknowledges and agrees that any right to receive Post-Term Extended Earnings automatically becomes null and void in the event of a Transfer or gift of the Brightway Location, or in the event Brightway terminates this Agreement for cause. In order to be entitled to receive Post-Term Extended Earnings, Franchisee's Brightway Location must have generated greater than twenty thousand dollars (\$20,000) in Brightway Sales Commissions Paid to Franchisee during the twelve (12) months of operation preceding the expiration date of this Agreement.
- b) **Calculating Post-Term Extended Earnings.** The total Post-Term Extended Earnings payable to Franchisee shall be an amount equal to one hundred and fifty percent (150%) of that portion of the Brightway Sales Commissions Paid to Franchisee pursuant to this Agreement on account of Renewal Business during the twelve (12) months immediately preceding the non-renewal of this Agreement.
- c) **When Post-Term Extended Earnings are Paid.** Franchisee's Post-Term Extended Earnings shall be paid by Brightway to Franchisee in twenty-four (24) monthly installments, commencing with the first month following the effective date of expiration and non-renewal of this Agreement, and shall be payable via electronic funds transfer to an account designated in writing by Franchisee.

- d) **Brightway to Provide Calculations.** Within ten (10) days of the expiration and non-renewal of this Agreement, Brightway shall provide Franchisee with written Notice of its calculations (together with such supporting documentation as Brightway deems appropriate) of Franchisee’s Post-Term Extended Earnings and the monthly payments to be made to Franchisee pursuant to this Section, and the first twelve (12) payments shall be in equal amounts and shall equal fifty percent (50%) of the total Post-Term Extended Earnings, as determined based on this initial calculation.
- e) **First Recalculation.** One (1) year following the date of the expiration and non-renewal of this Agreement, Brightway shall recalculate the total Post-Term Extended Earnings for the purposes of determining the final twelve (12) payments, and Brightway shall have the right to reduce the total Post-Term Extended Earnings payable to Franchisee by an amount equal to that portion of the total Post-Term Extended Earnings attributable to commissions paid on any Policy or Client Account which does not renew in the one (1) year following the expiration and non-renewal of this Agreement. Franchisee expressly acknowledges that Brightway will not be responsible for any Policies or Client Accounts that fail to renew, regardless of the reason for non-renewal.
- f) **Second Recalculation.** Furthermore, one (1) year following the date of expiration and non-renewal of this Agreement, Brightway shall perform an additional recalculation of the Post-Term Extended Earnings payable to Franchisee for the purpose of taking into account the Renewal Business for Client Accounts generated by Franchisee that were considered New Business during the twelve (12) months immediately preceding expiration and non-renewal, as well as changes in premium. The recalculated total Post-Term Extended Earnings shall be an amount equal to one hundred and fifty percent (150%) of the portion of the Brightway Sales Commissions that would have been paid to Franchisee pursuant to this Agreement on Renewal Business for Client Accounts generated by Franchisee during the twelve (12) months immediately following the expiration and non-renewal of this Agreement. The amounts payable to Franchisee during installment period months thirteen (13) through twenty-four (24) shall then be revised to reflect twelve (12) equal payments based on the recalculated total Post-Term Extended Earnings divided by the twenty-four (24) month installment period.
  - i. **Example:** The Brightway Sales Commissions Paid to Franchisee on account of Renewal Business during the 12 months immediately preceding the expiration and non-renewal of this Agreement by Franchisee is \$600,000. To calculate Post-Term Extended Earnings, this amount (\$600,000) is multiplied by 150% to arrive at \$900,000, which is then divided by 24 to determine the amount of monthly payments for the first 12 months, which would be \$37,500. After 12 months, after performing the recalculations described in Sections 17(e) and 17(f) above, the adjusted amount of Brightway Sales Commissions Paid to Franchisee on account of Renewal Business could be \$620,000 (taking into account rate increases, book maturity and retention). That amount is then multiplied by 150% to arrive at \$930,000, which is then divided by 24 to determine the amount of monthly payments for months 13-24, which would be \$38,750.

First Calculation of Post-Term Extended Earnings

	<b>New Business</b>	<b>Renewal Business</b>
Commissions Paid in 12 Months Preceding Expiration and Non-renewal	\$100,000	\$600,000
Post-Term Extended Earnings Calculation Gross Up	n/a	150%
Post-Term Extended Earnings		\$900,000

Amount of Each Installment Payment 1 through 12		\$37,500
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Re-calculation of Post-Term Extended Earnings

	New Business	Renewal Business
Commissions That Would Have Been Paid	n/a	\$620,000
Post-Term Extended Earnings Calculation Gross Up	n/a	150%
Post-Term Extended Earnings		\$930,000
Amount of Each Installment Payment 13 through 24		\$38,750

- g) **When Post-Term Extended Earnings Terminate.** Notwithstanding the foregoing, all of Franchisee’s rights to receive the Post-Term Extended Earnings shall immediately terminate, upon written Notice from Brightway, in the event Franchisee fails to comply with: (i) any of the post-term obligations set forth in Section 16 of this Agreement; (ii) any of the post-term covenants set forth in Section 12 of this Agreement; or (iii) any of the confidentiality or non-disclosure provisions set forth in this Agreement.

**18. Insurance**

- a) **Required Insurance Policies.** Subject to applicable law and eligibility requirements, Franchisee shall, at its expense, no later than the date of commencement of the business contemplated by this Agreement, procure and maintain in full force and effect throughout the term of this Agreement: (i) a standard Business Owners Policy providing coverage for Franchisee’s Brightway Location, Premises and operation with liability limits of not less than \$1,000,000/\$1,000,000; (ii) a Workers Compensation Policy with liability limits of not less than \$500,000/\$500,000; (iii) an Employment Practices Liability Policy providing coverage for Franchisee with liability limits of not less than \$500,000/\$500,000; and (iv) any other types of policies that Brightway determines necessary for the operation of the Brightway Location, as communicated in the Confidential Operating Manual or otherwise in writing. Franchisee agrees to carry such insurance as may be required by the lease of the Premises or by any of Franchisee’s lenders or equipment lessors. All insurance policies shall: (1) be issued by an insurance carrier(s) acceptable to Brightway; (2) name Brightway and its designees and assignees as an additional insured on a primary and non-contributory basis; (3) contain a waiver of the insurance company’s right of subrogation against Brightway; and (4) contain the minimum insurance coverage Brightway designates. The types and amounts of insurance to be acquired and maintained by Franchisee may be modified as provided in the Confidential Operating Manual or otherwise in writing by Brightway.
- b) **Certificates of Insurance on File with Brightway.** Franchisee shall make timely delivery of certificates of all required insurance to Brightway, each of which shall contain a statement by the insurer that the policy will not be cancelled, materially altered, terminated, or expire on its own terms without at least thirty (30) days’ prior written Notice to Brightway.
- c) **Franchisee’s Liability to Brightway.** The procurement and maintenance of such insurance shall not relieve Franchisee of any liability to Brightway under any indemnification requirement set forth in this Agreement.
- d) **Brightway’s Option to Force Place.** If Franchisee fails to comply with the minimum insurance requirements set forth herein, Brightway has the right to obtain such insurance and keep the same in

force and effect and Franchisee shall pay Brightway, on demand, the premium cost thereof and administrative costs of eighteen percent (18%) in connection with Brightway obtaining the insurance.

## 19. Taxes, Permits, Indebtedness, Compliance with Laws

- a) **Franchisee Responsible for Timely Payment of all Taxes Due.** Franchisee shall promptly pay when due any and all federal, state and local taxes, including without limitation unemployment and sales taxes, levied or assessed with respect to any services or products furnished, used or licensed pursuant to this Agreement, and all accounts or other indebtedness of every kind incurred by Franchisee in the operation of the Brightway Location. Franchisee agrees to indemnify Brightway in the event that Brightway is held responsible for these taxes.
- b) **Compliance with Laws, Rules and Regulations Required.** Franchisee shall comply with all applicable federal, state and local laws, rules and regulations. Franchisee shall also timely obtain any and all permits, certificates and licenses for the full and proper conduct of the Brightway Location. Franchisee and Designated Agency Principal will have sole authority and control over the day-to-day operations of the Brightway Location and Franchisee's employees. Franchisee agrees to be solely responsible for all employment decisions and to comply with all state, federal, and local hiring laws applicable to the Brightway Location, including without limitation, those related to hiring, firing, training, wage and hour requirements, compensation, promotion, record-keeping, supervision, and discipline of employees, paid or unpaid, full or part-time. At no time will Franchisee or Franchisee's employees be deemed to be employees of Brightway.
- c) **Franchisee Responsible for All Debts and Obligations.** Franchisee hereby expressly covenants and agrees to accept full and sole responsibility for any and all debts and obligations incurred in the operation of its Brightway Location.

## 20. Independent Contractor and Indemnification

- a) **Independent Contractor Relationship.** It is understood and agreed that Franchisee is an independent contractor and is in no way authorized to make any contract, warranty or representation or to create any obligation on behalf of Brightway except as expressly authorized under this Agreement. Nothing in this Agreement is intended by the parties hereto to create a fiduciary relationship between them or to designate Franchisee as a legal representative, subsidiary, joint venturer, partner, employee, tenant or servant of Brightway for any purpose whatsoever. In all dealings with third parties including, without limitation, employees, suppliers and customers, Franchisee shall disclose in an appropriate manner acceptable to Brightway that it is an independent contractor licensed by Brightway to use the Licensed Marks and operate the Brightway Location. Franchisee shall be responsible for payment of its own federal income taxes, Social Security, Medicare and such other taxes and liabilities assessed or levied against Franchisee by virtue of this Agreement and the sums received by Franchisee pursuant to this Agreement. Franchisee shall have the discretion to determine the time, place and manner of soliciting and servicing clients and otherwise carrying out its obligations hereunder, subject to the limitations set forth herein, the requirements of the Contracted Companies, and Brightway's requirement to maintain high ethical standards and quality customer service in order to maintain the goodwill associated with the Licensed Marks. Nothing in this Agreement authorizes Franchisee to make any contract, agreement, warranty, or representation on Brightway's behalf, or to incur any debt or other obligation in Brightway's name; and Brightway shall in no event assume liability for, or be deemed liable hereunder as a result of, any such action; nor shall Brightway be liable by reason of any of Franchisee's acts or omissions in the operation of the Brightway Location or for any claim or judgment arising therefrom against Franchisee

or Brightway. Neither this Agreement nor Brightway's course of conduct is intended, nor may anything in this Agreement (nor Brightway's course of conduct) be construed to state or imply, that Brightway is the employer of Franchisee or Franchisee's employees and/or independent contractors.

- b) **Indemnification.** Franchisee agrees to protect, defend, indemnify, and hold Brightway and its Affiliates, and their respective directors, officers, employees, agents, attorneys and shareholders ("**Brightway Indemnitees**") jointly and severally harmless from and against, and promptly to reimburse Brightway Indemnitees for, all claims, actions, proceedings, damages, costs, expenses and other losses and liabilities consequently, directly or indirectly incurred (including without limitation reasonable attorneys' and paralegals' fees, court costs and costs of investigation) as a result of, arising out of, or connected with (i) Franchisee's breach of any of the covenants, representations, warranties or terms of this Agreement; (ii) the use of the Licensed Marks or Brightway's other proprietary materials in an unauthorized manner; (iii) Franchisee's operation of the Brightway Location; (iv) any professional or other negligence on the part of Franchisee or its Affiliates, or any of their respective directors, officers, agents, shareholders, employees, contractors, subcontractors, servants, licensees or invitees; (v) the transfer of any interest in this Agreement or the Brightway Location in any manner not in accordance with this Agreement; (vi) the infringement, alleged infringement, or any other violation or alleged violation by Franchisee or any of Franchisee's Staff of any patent, mark or copyright or other proprietary right owned or controlled by third parties; (vii) libel, slander or any other form of defamation of Brightway, the Brightway System, any franchisee operating under the Brightway System, or any Brightway affinity partner, by Franchisee or by any of Franchisee's Staff; or (viii) any incident, death, injury or damage to any person or property occurring in, on or about the Premises. Brightway shall have the right to defend or settle any such claim against it in such manner as Brightway deems appropriate, at its sole discretion; provided, however, that such an undertaking by Brightway shall, in no manner or form, diminish Franchisee's and each of Franchisee's Staff's obligations to indemnify the Brightway Indemnitees and to hold them harmless.
- c) **Survivability.** The provisions of this Section 20 shall continue in full force and effect subsequent to and notwithstanding the termination, expiration, non-renewal or Transfer of this Agreement for any reason.

## 21. Written Approvals, Waivers, Forms of Agreement and Amendment

- a) **Written Request for Brightway's Approval.** Whenever this Agreement requires, or Franchisee desires to obtain, Brightway's approval, Franchisee shall make a timely written request. Unless a different time period is specified in this Agreement, Brightway shall respond with its approval or disapproval within fifteen (15) days of receipt of such request. If Brightway has not specifically approved a request within such fifteen (15) day period, such failure to respond shall be deemed a disapproval of any such request.
- b) **Non-Waiver.** No failure of Brightway to exercise any power reserved to it by this Agreement and no custom or practice of the parties at variance with the terms hereof shall constitute a waiver of Brightway's right to demand exact compliance with any of the terms herein. No waiver or approval by Brightway of any particular breach or default by Franchisee, nor any delay, forbearance or omission by Brightway to act or give Notice of default or to exercise any power or right arising by reason of such default hereunder, nor acceptance by Brightway of any payments due hereunder shall be considered a waiver or approval by Brightway of any preceding or subsequent breach or default by Franchisee of any term, covenant or condition of this Agreement.
- c) **Agreements May Vary.** No warranty or representation is made by Brightway that all franchise agreements issued by Brightway before or after the Effective Date do or will contain terms substantially similar to those contained in this Agreement. Further, Franchisee recognizes and agrees that Brightway may, in its Reasonable Business Judgment, due to local business conditions or otherwise, waive or

modify comparable provisions of other franchise agreements heretofore or hereafter granted to other Brightway System franchisees in a non-uniform manner.

- d) **Amendment.** This Agreement may not be modified except by a written document signed by both parties; provided, however, that Franchisee expressly acknowledges that Brightway may unilaterally modify the Confidential Operating Manual from time to time in its sole discretion.

## 22. Enforcement

- a) **Brightway's Access to Franchisee's Brightway Location and Records.** To ensure Franchisee's compliance with this Agreement, and to enable Brightway to carry out its obligations under this Agreement, Franchisee agrees that Brightway and its designated agents shall be permitted full and complete access during business hours, without notice, to inspect (and copy, if Brightway so desires) the Premises and the Brightway Location and all records relating thereto including, but not limited to, records relating to Franchisee's prospective clients, Client Accounts, suppliers, employees, agents and independent contractors. Franchisee agrees to render such assistance as may reasonably be requested by Brightway and its designated agents, and to take such steps as may be necessary to immediately correct any deficiencies detected during such an inspection upon the request of Brightway or its designated agents. Brightway shall also have access to Franchisee's Brightway-owned email at any time. Brightway also has the right to require Franchisee to provide information that is necessary to prohibit any act or omission by Franchisee or its employees that constitutes a violation of any applicable law or regulation, or that is necessary to comply with a complaint or investigation from any governmental or regulatory body or from a Contracted Company.
- b) **Temporary or Permanent Injunctions.** Brightway or its designee shall be entitled to obtain, without bond, temporary and permanent injunctions, and orders of specific performance, in order to enforce any restrictive covenants in this Agreement, the provisions of this Agreement relating to Franchisee's use of the Licensed Marks, or the obligations of Franchisee upon termination, expiration and non-renewal, or Transfer of this Agreement, or to prohibit any act or omission by Franchisee or its employees that constitutes a violation of any applicable law or regulation, that is dishonest or misleading to prospective or current customers or Contracted Companies, that constitutes a danger to other Brightway System franchisees, employees, customers or the public, or that may impair the goodwill associated with the Licensed Marks. If injunctive relief is granted, Franchisee's only remedy will be the court's dissolution of the injunctive relief. If the injunctive relief was wrongfully issued, Franchisee expressly waives all claims for damages Franchisee incurred as a result of the wrongful issuance.

## 23. Notices

- a) **Notices in Writing, How to Deliver.** Each party giving or making any notice, request, demand or other communication (each, a "Notice") pursuant to this Agreement shall: (i) give the Notice in writing, and (ii) use one of the following methods of delivery, each of which for purposes of this Agreement is a writing: (A) personal delivery, (B) registered or certified mail, return receipt requested and postage prepaid, (C) nationally recognized overnight courier, with all fees prepaid, (D) facsimile, or (E) e-mail.

- b) **Notices to Brightway.** Each party giving a Notice shall address the Notice to the appropriate person at the receiving party. Notices to Brightway shall be addressed to Brightway at the address listed below:

Brightway Insurance, LLC  
5011 Gate Parkway, Building 200, Suite 200  
Jacksonville, Florida 32256  
Attention: Compliance Department  
E-mail: Compliance@brightway.com

- c) **Notices to Others.** Notices to Franchisee shall be sent to the address(es) specified in **Exhibit 2** to this Agreement. Any party may change any address to which Notice is to be given to it by giving effective Notice as provided herein of such change of address.
- d) **Effective Notice Requirements.** Except as may be provided elsewhere in this Agreement, a Notice is effective only if the party giving or making the Notice has complied with this Section 23 and if the addressee has received the Notice. A Notice is deemed to have been received as follows:
- i. If a Notice is delivered in person, or sent by registered or certified mail, or nationally recognized overnight courier, upon receipt as indicated by the date on the signed receipt.
  - ii. If a Notice is sent by facsimile, upon receipt by the party giving the Notice of an acknowledgement or transmission report generated by the machine from which the facsimile was sent indicating that the facsimile was sent in its entirety to the addressee's facsimile number.
  - iii. If a Notice is sent by e-mail, upon receipt by the party giving the Notice of: (A) any form of electronically-generated acknowledgement that the e-mail was received by the addressee, or (B) any return communications from the addressee indicating that they received the e-mail.
  - iv. If the addressee rejects or otherwise refuses to accept the Notice, or if the Notice cannot be delivered because of a change in address for which no Notice was given, then upon the rejection, refusal or inability to deliver.

#### 24. Governing Law and Dispute Resolution

- a) **Agreement Governed by Florida Law.** This Agreement is accepted by Brightway in the State of Florida and shall be governed by and construed in accordance with the laws of the State of Florida, which laws shall prevail in the event of any conflict of laws.
- b) **Internal Dispute Resolution.** The parties hereto agree that it is in their best interest to resolve disputes between them in an orderly fashion and in a consistent manner. Therefore, Franchisee must first bring any claim or dispute between Franchisee and Brightway to Brightway's President or CEO, after providing Notice as set forth in Section 23 above. Franchisee must exhaust this internal dispute resolution procedure before Franchisee may bring Franchisee's dispute before a third party. This agreement to first attempt resolution of disputes internally shall survive termination or expiration of this Agreement.
- c) **Non-Binding Mediation Following Internal Dispute Resolution.** At Brightway's option, all claims or disputes between Franchisee and Brightway or its Affiliates arising out of, or in any way relating to, this Agreement or any other agreement by and between Franchisee and Brightway or its Affiliates, or any of the parties' respective rights and obligations arising from such agreement, which are not first resolved through the internal dispute resolution procedure set forth in Section 24(b) above, must be submitted first to non-binding mediation, in Duval County, Florida, under the auspices of the American Arbitration Association ("AAA"), in accordance with AAA's Commercial Mediation Rules then in effect. Before commencing any action against Brightway or its Affiliates with respect to any such claim or dispute,

Franchisee must submit a notice to Brightway, which specifies, in detail, the precise nature and grounds of such claim or dispute. Brightway will have a period of thirty (30) days following receipt of such notice within which to notify Franchisee as to whether Brightway or its Affiliates elects to exercise its option to submit such claim or dispute to mediation. Franchisee may not commence any action against Brightway or its Affiliates with respect to any such claim or dispute in any court unless Brightway fails to exercise its option to submit such claim or dispute to mediation, or such mediation proceedings have been terminated either: (i) as the result of a written declaration of the mediator that further mediation efforts are not worthwhile; or (ii) as a result of a written declaration by Brightway. Brightway's right to mediation, as set forth herein, may be specifically enforced by Brightway. Each party shall bear its own cost of mediation and Brightway and Franchisee shall share mediation costs equally. This agreement to mediate shall survive any termination or expiration of this Agreement. The parties shall not be required to first attempt to mediate a controversy, dispute, or claim through mediation as set forth in this Section if such controversy, dispute, or claim concerns an allegation that a party has violated (or threatens to violate, or poses an imminent risk of violating): (i) any federally protected intellectual property rights related to the Licensed Marks, the Brightway System, or any Confidential Information; or (ii) any of the restrictive covenants contained in this Agreement. The parties agree that there will be no class action mediation.

- d) **Jurisdiction and Venue.** Franchisee consents and agrees that venue shall be proper in any of the following courts in all lawsuits relating to or arising out of this Agreement and hereby waives any defense it may have of improper venue in any such lawsuits filed in these courts: (i) the state court of the county in which Brightway has its principal place of business (presently, Duval County, Florida); and (ii) the federal court nearest to Brightway's principal place of business (presently, the United States District Court for the Middle District of Florida). All lawsuits filed by Franchisee against Brightway relating to or arising out of this Agreement shall be required to be filed exclusively in one of these courts; provided, however, that if none of these courts has subject-matter jurisdiction over such a lawsuit, such lawsuit may be filed in any court having such subject matter jurisdiction if in-personam jurisdiction and venue in such court are otherwise proper. Lawsuits filed by Brightway against Franchisee may be filed in any of the courts named in this subsection or in any court in which jurisdiction and venue are proper. The parties agree that all proceedings will be conducted on an individual, not a class-wide basis, and that any proceeding between Franchisee, Guarantors, and Brightway or its affiliates or employees may not be consolidated with any other proceeding between Brightway and any other person or entity.
- e) **Service of Process.** In all lawsuits relating to or arising out of the Agreement, Franchisee consents and agrees that it may be served with process outside the State of Florida in the same manner as service may be made within the State of Florida by any person authorized to make service by the laws of the state, territory, possession or country in which service is made, and Franchisee hereby waives any defense it may have of insufficiency of service of process relating to such service. Such methods of service shall not be the exclusive methods of service available in such lawsuits and shall be available in addition to any other method of service allowed by law.
- f) **Timeframe in Which Action May Be Brought.** Franchisee further agrees that no cause of action arising out of or under this Agreement may be maintained by Franchisee against Brightway unless brought before the expiration of one (1) year after the act, transaction or occurrence upon which such action is based or the expiration of one (1) year after the Franchisee becomes aware of facts or circumstances reasonably indicating that Franchisee may have a claim against Brightway hereunder, whichever occurs sooner, and that any action not brought within this period shall be barred as a claim, counterclaim, defense, or set-off. Franchisee hereby waives the right to obtain any remedy based on alleged fraud, misrepresentation, or deceit by Brightway, including, without limitation, rescission of this Agreement, in any mediation, judicial, or other adjudicatory proceeding arising hereunder, except upon a ground

expressly provided in this Agreement, or pursuant to any right granted by any applicable statute expressly regulating the sale of franchises, or any regulation or rules promulgated thereunder.

- g) **Notice of Violation or Breach.** As a condition precedent to commencing an action for damages or for violation or breach of this Agreement, Franchisee must notify Brightway within thirty (30) days after the occurrence of the violation or breach, and failure to timely give such notice shall preclude any claim for damages.
- h) **Third Party Beneficiaries.** Brightway's Affiliates, officers, directors, shareholders, agents and/or employees are express third-party beneficiaries of the provisions of this Agreement, including the mediation provision set forth above in Section 24(c), each having authority to specifically enforce the right to mediate claims asserted against such person(s) by Franchisee.
- i) **Right to Certain Claims Waived.** Franchisee hereby waives to the fullest extent permitted by law any right to or claim for any punitive, exemplary, incidental, indirect, special or consequential damages (including, without limitation, lost profits) against Brightway arising out of any cause whatsoever (whether such cause be based in contract, negligence, strict liability, other tort or otherwise) and agrees that in the event of a dispute, Franchisee's recovery is limited to actual damages. If any other term of this Agreement is found or determined to be unconscionable or unenforceable for any reason, the foregoing provisions shall continue in full force and effect, including, without limitation, the waiver of any right to claim any consequential damages.
- j) **Brightway Solely Responsible.** Franchisee agrees that fulfillment of any and all of Brightway's obligations written in this Agreement or based on any oral communications which may be ruled to be binding in a court of law shall be Brightway's sole responsibility and none of Brightway's agents, representatives, employees, nor any individuals associated with Brightway's franchise company shall be personally liable to Franchisee for any reason.
- k) **Rights Waived to Trial by Jury.** TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE PARTIES HEREBY KNOWINGLY, VOLUNTARILY AND INTENTIONALLY WAIVE ANY RIGHT THEY MAY HAVE TO A TRIAL BY JURY IN RESPECT TO ANY LITIGATION ARISING OUT OF, UNDER, OR IN CONNECTION WITH THIS AGREEMENT AND ANY OTHER AGREEMENTS EXECUTED OR CONTEMPLATED TO BE EXECUTED IN CONNECTION HEREWITH, OR ARISING OUT OF, UNDER, OR IN CONNECTION WITH ANY COURSE OF CONDUCT, COURSE OF DEALING, STATEMENTS (VERBAL OR WRITTEN) OR ACTION OF ANY PARTY IN CONNECTION WITH THIS AGREEMENT.

## 25. Miscellaneous

- a) **Severability.** In case any covenant, condition, term or provision contained in this Agreement shall be held to be invalid, illegal, or unenforceable in any respect, in whole or in part, by judgment, order or decree of any court or other judicial tribunal of competent jurisdiction, the validity of the remaining covenants, conditions, terms and provisions contained in this Agreement, and the validity of the remaining part of any term or provision held to be partially invalid, illegal or unenforceable, shall in no way be affected, prejudiced, or disturbed thereby. Franchisee understands and acknowledges that Brightway shall have the right, at its sole discretion, on a temporary or permanent basis, to reduce the scope of any covenant or provision of this Agreement binding upon Franchisee, or any portion hereof, without Franchisee's consent, effective immediately upon receipt by Franchisee of written Notice thereof, and Franchisee agrees that it will comply forthwith with any covenant as so modified, which shall be fully enforceable.
- b) **Agreement May Be Executed in Two or More Counterparts; Electronic Signatures Permitted.** To facilitate the execution of this Agreement by geographically separated parties, it may be executed in two (2) or more counterparts, all of which shall constitute one and the same instrument. The execution

by one party of any counterpart shall be sufficient execution by that party whether or not the same counterpart has been executed by any other party. This Agreement shall become effective when each party has signed at least one counterpart. An electronically-signed copy of this Agreement delivered by email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

- c) **Headings and Captions for Reference Only.** The headings and captions contained herein are for the purposes of convenience and reference only and are not to be construed as a part of this Agreement. The parties agree that each section of this Agreement shall be construed independently of any other section or provision of this Agreement.
- d) **Provisions Survive Agreement.** All provisions of this Agreement which, by their nature, must survive the termination or expiration of this Agreement in order to give effect thereto, are hereby deemed to survive the termination or expiration of this Agreement for any reason.
- e) **Parties Agree to Sign Additional Documents When Necessary.** Each of the parties hereto agrees that they shall sign such additional and supplemental documents as may be necessary pursuant to the terms of this Agreement when requested to do so by any party to this Agreement.
- f) **Franchisee Understands Agreement.** Franchisee represents and warrants to Brightway that it: (i) understands fully the terms of this Agreement (including all of its Exhibits) and the consequences of the execution and delivery of this Agreement; (ii) has been afforded an opportunity to have this Agreement reviewed by, and to discuss this Agreement and any other document executed in connection herewith with such attorneys and other persons as Franchisee may wish; and (iii) has entered into this Agreement and executed and delivered all documents in connection herewith of its own free will and accord and without threat, duress or other coercion of any kind by any person or entity. The parties hereto acknowledge and agree that neither this Agreement nor the other documents executed pursuant hereto shall be construed more favorably in favor of one than the other based upon which party drafted the same.
- g) **Terms are Binding.** The terms and conditions of this Agreement shall be binding upon the assigns, creditors, transferees or successors in interest of the parties to this Agreement, whether by operation of law or otherwise.
- h) **Time is of the Essence.** Time is of the essence of this Agreement and each covenant and condition contained herein.
- i) **Exhibits and Schedules are Incorporated.** The terms of all Exhibits and any schedules to this Agreement are hereby incorporated into this Agreement by this reference.
- j) **Payment of Attorneys' Fees.** In the event any litigation or controversy arises out of or in connection with this Agreement between the parties hereto, the prevailing party shall be entitled to recover from the other party or parties all reasonable attorneys' and paralegals' fees, expenses and suit costs, including those associated with any appellate or post-judgment collection proceedings.
- k) **Force Majeure.** Neither party shall be liable for failure to perform any of its obligations under this Agreement during any period in which such party cannot perform due to fire, flood, or other natural disaster or act of God, war or other national emergency, terrorism, embargo, riot, strike, the intervention of any governmental authority, communications line failures, power failures or other causes beyond the reasonable control of the parties (but specifically excluding therefrom general economic conditions or the economy in general as a cause); provided, however: (i) such delay or failure could not have been prevented by reasonable precautions by that party; and (ii) that the party so delayed must promptly notify the other party of such delay and undertake all efforts that are reasonable under the circumstances to resume performance of its obligations hereunder as soon as feasible.
- l) **Brightway Entitled to Setoff.** Brightway shall be entitled to set off against any amounts it owes to Franchisee, any amounts Franchisee owes to Brightway or to any Brightway Affiliate (whether pursuant

to this Agreement, or any other agreement with Brightway or any Brightway Affiliate), consistent with applicable law.

- m) **This Agreement May have Special Stipulations.** Attached hereto as **Exhibit 3** is a listing of all “Special Stipulations” and other agreements between the parties which, to the extent they are in conflict with any other provisions of this Agreement, shall control.
- n) **Brightway May Make Changes to the Brightway System.** Brightway may from time to time add to, amend, modify, delete or enhance any portion of the Brightway System (including any of the Licensed Marks) as may be necessary in Brightway’s Reasonable Business Judgment (defined in Section 25(o) below) to change, maintain or enhance the reputation, efficiency, competitiveness and/or quality of the Brightway System, or to adapt it to new conditions or technology, or to better serve the public. Franchisee, at its expense, will promptly and fully comply with all such additions or modifications reasonably designated as applicable to then-existing System Locations similarly situated.
- o) **Reasonable Business Judgment Definition.** Brightway agrees to use Reasonable Business Judgment in the exercise of its rights, obligations and discretion under this Agreement, except where otherwise indicated in this Agreement. “**Reasonable Business Judgment**” shall mean that Brightway’s determination shall prevail even in cases where other alternatives are also reasonable so long as Brightway is intending to benefit or is acting in a way that could benefit the Brightway System by enhancing the value of the Licensed Marks, promoting Brightway System uniformity, increasing customer satisfaction, maintaining positive relationships with Contracted Companies or other suppliers, or minimizing possible brand or location confusion. Brightway shall not be required to consider Franchisee’s particular economic or other circumstances when exercising its Reasonable Business Judgment. At no time is Franchisee or any third party (including, but not limited to any third party acting as a trier of fact) entitled to substitute Franchisee’s or its judgment for a judgment that has been made by or on behalf of Brightway and that meets the definition of Reasonable Business Judgment, in recognition of the fact that the long-term goals of a franchise system, and the long-term interests of both Brightway and all Brightway System franchisees, taken together, require that Brightway have the latitude to exercise Reasonable Business Judgment.
- p) **Entire Agreement.** This Agreement (together with all its exhibits) constitutes the entire agreement of the parties hereto regarding the subject matter of this Agreement, and terminates and supersedes any prior agreement between the parties, oral or written. Nothing in this Agreement or in any related agreement, however, is intended to disclaim the representations Brightway made in the Franchise Disclosure Document furnished to Franchisee.
- q) **Terms May be Plural, Singular, Male, Female or Gender Neutral.** Reference to terms defined herein shall include the plural or singular forms of such terms and the male, female, or neutral gender thereof, as appropriate.
- r) **Terms that Refer to the Entire Agreement.** The use of the words “herein,” “thereof,” “hereof,” “hereinafter,” “hereinabove” and other words of similar import shall be deemed to refer to this Agreement as a whole and not to a specific section, subsection or paragraph thereof.
- s) **Brightway May Be Assisted by Others in Fulfilling this Agreement.** In rendering the services it is to provide to Franchisee hereunder, Brightway shall have the right, at its sole discretion, to be assisted by third parties, and, accordingly, some or all of the services which Brightway undertakes to provide under this Agreement may be delegated to or provided by such third parties.

***Signatures appear on the following page.***

**IN WITNESS WHEREOF**, the parties hereto, intending to be legally bound, have duly executed and delivered this Agreement the date and year first written above.

**BRIGHTWAY:**

**BRIGHTWAY INSURANCE, LLC,**  
a Florida limited liability company

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

**FRANCHISEE:**

\_\_\_\_\_,  
a \_\_\_\_\_

By: \_\_\_\_\_

## **Exhibit 1: Guaranty of Franchisee's Undertakings**

## Guaranty of Franchisee's Undertakings

In consideration of, and as an inducement to, the execution of the Brightway Insurance, LLC Franchise Agreement ("**Franchise Agreement**") dated as of \_\_\_\_\_, by and between Brightway Insurance, LLC ("**Brightway**") and \_\_\_\_\_ ("**Franchisee**"), each of the undersigned hereby guarantees unto Brightway that Franchisee will perform during the term of the Franchise Agreement each and every obligation, covenant, payment, agreement and undertaking on the part of Franchisee contained and set forth in this Guaranty or the Franchise Agreement, and that Franchisee's representations and warranties in the Franchise Agreement are true and correct.

Brightway, its successors and assigns, may from time to time, without notice to the undersigned: (i) resort to the undersigned for payment of any of the liabilities of Franchisee owed to Brightway or Brightway's vendors or the Contracted Companies, or other amounts owed under the Franchise Agreement (the "**Liabilities**"), whether or not it or its successors have resorted to any property securing any of the Liabilities or proceeded against any other of the undersigned or any party or parties primarily or secondarily liable on any of the Liabilities; (ii) release or compromise any Liability of any of the undersigned hereunder or any Liability of any party or parties primarily or secondarily liable on any of the Liabilities; and (iii) extend, renew or credit any of the Liabilities for any period (whether or not longer than the original period), or alter, amend or exchange any of the Liabilities.

While each of the undersigned is bound by all of Franchisee's obligations set forth in the Franchise Agreement, each of the undersigned specifically agrees to individually comply with and abide by the provisions contained in Sections 10 and 12 of the Franchise Agreement related to confidential information, restrictive covenants and non-solicitation, as well as the provisions in the Franchise Agreement relating to transfers and to Brightway's trade names, trademarks, service marks and/or indicia of origin, to the same extent as and for the same period of time as Franchisee is required to comply with and abide by such covenants and provisions. These obligations of the undersigned shall survive any termination, transfer, expiration or non-renewal of the Franchise Agreement or this Guaranty.

Each of the undersigned further waives presentment, demand, notice of dishonor, protest, nonpayment and all other notices whatsoever, including without limitation notice of acceptance hereof, notice of all contracts and commitments, notice of the existence or creation of any Liabilities under the foregoing Franchise Agreement and of the amount and terms thereof and notice of all defaults, disputes or controversies between Franchisee and Brightway resulting from such Franchise Agreement or otherwise, and the settlement, compromise or adjustment thereof.

This Guaranty shall be deemed to have been made in and is governed by the laws of the State of Florida and shall be governed by and construed in accordance with the laws thereof, which laws shall prevail in the event of any conflict of laws.

Each of the undersigned further agrees that any disputes arising under this Guaranty will be governed by each of the dispute resolution provisions set forth in Section 24 of the Franchise Agreement.

In the event any litigation or controversy arises out of or in connection with this Guaranty between the parties hereto, the prevailing party shall be entitled to recover from the other party or parties all reasonable attorneys' and paralegals' fees, expenses and suit costs, including those associated with any appellate or post-judgment collection proceedings.

If more than one person has executed this Guaranty, the term "the undersigned," as used herein shall refer to each such person, and the liability of each of the undersigned hereunder shall be joint and several and primary.

**IN WITNESS WHEREOF**, the parties hereto, intending to be legally bound hereby, have duly executed and delivered this Guaranty the date and year first written above.

**GUARANTORS:**

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**SPOUSES:**

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## **Exhibit 2: Data Sheet and Acknowledgements**

### Data Sheet and Acknowledgements

RE: FRANCHISE AGREEMENT BETWEEN BRIGHTWAY INSURANCE, LLC (“BRIGHTWAY”) and \_\_\_\_\_ (“FRANCHISEE”) DATED \_\_\_\_\_ (THE “FRANCHISE AGREEMENT”)

#### DATA SHEET

**Type of Brightway Location.** The Franchise Agreement shall govern the operation of a(n):

- New Agency**                       **Existing Agency (Renewal Agreement)**
- 

#### New Agency

**Initial Franchise Fee:** Twenty-Five Thousand Dollars (\$25,000) if paid in lump sum, or Thirty-Five Thousand Dollars (\$35,000) if a portion is financed by Brightway. If financed, Ten Thousand Dollars (\$10,000) will be paid upon execution of this Franchise Agreement. See Franchise Disclosure Document for financing terms.

**Franchise Fee Forgiveness Program:** We currently offer a Franchise Fee Forgiveness Program where, if you sell at least five hundred (500) New Business policies in your first year of operations, have at least three (3) products at the end of your first year of operations, and meet our then-current quality standards, we will: (i) refund you Fifteen Thousand Dollars (\$15,000) if you paid the Initial Franchise Fee in full, or (ii) fully waive the finance portion of the Initial Franchise Fee, if you financed the Initial Franchise Fee. We reserve the right to alter or discontinue the Franchise Fee Forgiveness Program at any time.

**Brightway Sales Commission – New Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee eighty percent (80%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining twenty percent (20%).

**Brightway Sales Commissions – Renewal Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee fifty percent (50%) of all Brightway Sales Commissions received on all Renewal Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining fifty percent (50%).

Franchisee may qualify for enhanced New Business commissions by meeting all of the following conditions:

- 1) **Production.** The Brightway Location must have at least Three Million Dollars (\$3,000,000) in annualized premium or one-thousand and five hundred (1,500) policies in force.
- 2) **Staffing.** The Brightway Location must have at least three (3) producers that have been actively selling insurance for at least ninety (90) days and who have each sold an average of at least one (1) policy per week during the previous ninety (90) day period. The Designated Agency Principal can qualify as one (1) of these producers.
- 3) **Quality.** The Brightway Location must meet Brightway’s then-current minimum quality standards, as Brightway may determine and revise from time to time.
- 4) **Agency Score.** The Brightway Location must achieve a minimum score across several agency growth and performance metrics under Brightway’s agency scoring system, as Brightway may determine and revise from time to time.

Once Franchisee meets the conditions described above, then no later than ninety (90) days after meeting these conditions, Franchisee's Brightway Sales Commissions on all New Business policies shall be as follows:

**Brightway Sales Commission – New Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee eighty-five percent (85%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining fifteen percent (15%).

Franchisee's right to retain such enhanced commissions will be evaluated on a calendar-year basis.

**Existing Agency (Renewal Agreement)**

**Retail Agency Commission Level**

**Brightway Sales Commission – New Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee eighty five percent (85%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining fifteen percent (15%).

**Brightway Sales Commissions – Renewal Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee fifty-five percent (55%) of all Brightway Sales Commissions received on all Renewal Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining forty-five percent (45%).

**Office Agency - Enhanced Commission Level**

**Brightway Sales Commission – New Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee eighty percent (80%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining twenty percent (20%).

**Brightway Sales Commissions – Renewal Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee fifty percent (50%) of all Brightway Sales Commissions received on all Renewal Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining fifty percent (50%).

**Office Agency - Standard Commission Level**

**Brightway Sales Commission – New Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee sixty percent (60%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining forty percent (40%).

**Brightway Sales Commissions – Renewal Business:** Subject to Section 8 of the Franchise Agreement, Brightway shall pay Franchisee fifty percent (50%) of all Brightway Sales Commissions received on all Renewal Business from Client Accounts generated by Franchisee, and Brightway shall be entitled to retain the remaining fifty percent (50%).

If the Brightway Location is paid either "Office Agency Commission Level" listed above, Franchisee may qualify for enhanced commissions under the same terms as a New Agency as stated above in this Data Sheet.

Furthermore, as this is a renewal Franchise Agreement, there will be no fee charged in connection with the execution of the Franchise Agreement, and all Sections in the Franchise Agreement regarding Brightway’s initial training program are hereby deleted. If there are any additional conditions to renewal, they shall be stated below:

Additional Renewal Conditions: n/a

**FRANCHISEE ACKNOWLEDGEMENTS**

1. **Form of Legal Entity/Ownership.** Franchisee hereby acknowledges that Franchisee is a(n) (check one):

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> individual  | <input type="checkbox"/> corporation                         |
| <input type="checkbox"/> partnership | <input type="checkbox"/> limited liability company           |
| <input type="checkbox"/> trust       | <input type="checkbox"/> other business form _____(describe) |

If Franchisee is not an individual, Franchisee hereby warrants and represents that the following persons own, either legally or beneficially, all of the equity interests in Franchisee, and each such person shall execute the Guaranty attached as **Exhibit 1** to the Franchise Agreement and be considered a Guarantor under the Franchise Agreement:

Name, Address, Telephone Number, and Email	Percentage of Interest Owned

Franchisee represents and warrants that the spouse of any person listed above shall execute the Guaranty attached as **Exhibit 1**.

2. **Designation of Primary Contact.** The following person shall be deemed the Franchisee’s “Primary Contact” under the terms of the Franchise Agreement (this person has the authority to make all business decisions on behalf of Franchisee and may or may not have an ownership stake in Franchisee):

\_\_\_\_\_

3. **Designation of Controlling Interest.** The following person has a majority equity interest in Franchisee and will be deemed the Franchisee’s Controlling Interest under the terms of the Franchise Agreement:

\_\_\_\_\_

4. **Designation of Designated Agency Principal (DAP).** Franchisee hereby designates the following person as its Designated Agency Principal under the terms of the Franchise Agreement:

\_\_\_\_\_

*In the event the Designated Agency Principal has not been identified and approved by Brightway as of the effective date of the Franchise Agreement, this Section shall be left blank and, once the Designated Agency Principal has been so identified and approved by Brightway in writing, Franchisee and Designated Agency Principal shall enter into Brightway’s prescribed form of addendum.*

5. **Location of Premises.** The physical location of the Premises shall be:

\_\_\_\_\_

*In the event the final Premises has not been identified and approved by Brightway as of the effective date of the Franchise Agreement, this Section shall be left blank and the parties will enter into the Site Selection Addendum attached as **Exhibit 4** to the Franchise Agreement, the terms of which shall govern the parties’ site selection obligations. The Premises must be approved by Brightway in writing, in accordance with the terms set forth in the Franchise Agreement and the Site Selection Addendum.*

6. **Notices Information.** For purposes of Section 23 of the Franchise Agreement, the following shall be the contact information for providing Notices to Franchisee (provide street addresses only, no P.O. Boxes):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the address listed above is different from the address of the Premises, whether or not the location of the Premises has been identified in Section 6 above, Franchisee hereby agrees that Brightway may also provide Notice to Franchisee at the Premises, in addition to the address listed above. Franchisee may change the

address(es) to which Notice is to be given to the foregoing by giving written Notice of such change to Brightway as provided in Section 23 of the Franchise Agreement. Franchisee hereby acknowledges that Brightway is relying on these representations as a material basis for entering into the Franchise Agreement, and that the information set forth above is true and correct.

**BRIGHTWAY:**

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

**FRANCHISEE:**

By: \_\_\_\_\_

### **Exhibit 3: Special Stipulations**

## Special Stipulations

RE: FRANCHISE AGREEMENT BY AND BETWEEN BRIGHTWAY INSURANCE, LLC (“BRIGHTWAY”) AND \_\_\_\_\_ (“FRANCHISEE”), DATED \_\_\_\_\_ (THE “FRANCHISE AGREEMENT”).

Terms defined in the Franchise Agreement and not defined in these Special Stipulations have the meaning set forth in the Franchise Agreement.

The parties acknowledge that a material term of these Special Stipulations and the consideration therefore is that the terms of these Special Stipulations shall be held in the strictest confidence. The parties shall maintain the strict confidentiality of the terms of these Special Stipulations except on a need-to-know basis to their attorneys or as directed by a court of law with jurisdiction over the subject matter of these Special Stipulations.

To the extent of any conflict between the following and the provisions of the Franchise Agreement referenced above, the following Special Stipulations shall control:

### **BRIGHTWAY:**

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

### **FRANCHISEE:**

By: \_\_\_\_\_

## Exhibit 4: Site Selection Addendum

## Site Selection Addendum

Brightway Insurance, LLC (“Brightway”) and \_\_\_\_\_ (“Franchisee”), have entered into a franchise agreement (the “Franchise Agreement”) dated \_\_\_\_\_ and desire to supplement its terms regarding the parties’ site selection obligations thereunder, as set forth below. The parties therefore agree as follows:

1. Within six (6) months after the effective date of the Franchise Agreement, Franchisee must obtain a site, at Franchisee’s expense, and thereafter open the business franchised under the Franchise Agreement at such site (the “Brightway Location”), which Brightway will approve as hereinafter provided. Brightway shall, in its sole discretion, determine and notify Franchisee whether a proposed location meets Brightway’s then-current minimum requirements.
2. Except as set forth in this Section 2, Franchisee’s failure to obtain any site for the Brightway Location and open the Brightway Location within the time period required in Paragraph 1 will constitute a default under the Franchise Agreement (as set forth therein) and this Site Selection Addendum. Time is of the essence.
3. Prior to Franchisee’s acquisition by lease or purchase of any space for the Brightway Location, Franchisee must submit to Brightway, in the form Brightway specifies, a completed site review form, such other information or materials as Brightway may reasonably require, and a letter of intent or other evidence satisfactory to Brightway which confirms Franchisee’s favorable prospects for obtaining the proposed site. Recognizing that time is of the essence, Franchisee must submit a proposed site, together with the information and materials required by this Paragraph 3, to Brightway for Brightway’s approval within ninety (90) days after execution of this Site Selection Addendum. Brightway will have twenty-one (21) days after receipt of such information and materials from Franchisee to conduct an evaluation of the site to determine whether it can be conformed to Brightway’s then-current Office Specifications. Brightway will notify Franchisee of its approval or disapproval of the proposed site within the twenty-one (21) day period. Approval will be granted by Brightway at its sole discretion. No proposed site will be deemed approved unless Brightway has expressly approved it in writing.
4. Brightway will furnish to Franchisee such site selection guidelines, Office Specifications and consultation as Brightway deems advisable as part of Brightway’s evaluation of Franchisee’s request for site approval.
5. If Franchisee will be occupying the Brightway Location’s Premises under a lease, Franchisee must, prior to the execution of the lease, submit the lease to Brightway for Brightway’s written approval. Brightway’s approval of the lease may be conditioned upon Franchisee’s execution of a Collateral Assignment of Lease in the form Brightway prescribes (see Exhibit K to the Franchise Disclosure Document) and the inclusion of the following terms and conditions:
  - (a) That the lessor consents to Franchisee’s use of such Licensed Marks and initial signage as Brightway may prescribe for the Brightway Location;
  - (b) That the entire Premises may only be used for the operation of the Brightway Location pursuant to Brightway’s standards and specifications;
  - (c) That Franchisee be prohibited from subleasing or assigning all or any part of Franchisee’s occupancy rights without Brightway’s prior written consent;
  - (d) That Franchisee provide to Brightway copies of any and all notices of default given to Franchisee under the lease;

(e) That Brightway has the right to enter the Premises to make modifications necessary to protect the Licensed Marks or the Brightway System or to cure any default under the Franchise Agreement or under the lease; and

(f) That Brightway (or Brightway's designee) has the option, upon default, expiration, or termination of the Franchise Agreement or lease, and upon notice to the Franchisee, to assume all of Franchisee's rights under the lease terms, including the right to assign or sublease.

6. Franchisee must furnish Brightway with a copy of any executed lease within five (5) days after execution thereof.

7. After Brightway has approved a site for the Brightway Location in writing and Franchisee has acquired the site pursuant to the terms of the Franchise Agreement and this Site Selection Addendum, the site will constitute the Premises referenced in the Franchise Agreement and described in Exhibit 2 to the Franchise Agreement.

8. Franchisee hereby acknowledges and agrees that Brightway's approval of a site does not constitute an assurance, representation or warranty of any kind, express or implied, as to the suitability of the site for the Brightway Location or for any other purpose. Brightway's approval of the site indicates only that Brightway believes the site complies with acceptable minimum criteria established by Brightway solely for Brightway's purposes as of the time of the evaluation. Both parties to this Site Selection Addendum acknowledge the application of criteria that have been effective with respect to other sites and premises may not be predictive of potential for all sites and that, subsequent to Brightway's approval of a site, demographic and/or economic factors, such as competition from other similar businesses, included in or excluded from Brightway's criteria could change thereby altering the potential of a site. Such factors are unpredictable and are beyond Brightway's control. Brightway will not be responsible for the failure of a site approved by Brightway to meet Franchisee's expectations as to revenue or operational criteria. Franchisee further acknowledges and agrees that Franchisee's selection of the site for its Brightway Location is based on Franchisee's own independent investigation of the suitability of the site.

9. This Site Selection Addendum constitutes an integral part of the Franchise Agreement between the parties hereto, and terms of this Site Selection Addendum will be controlling with respect to the subject matter hereof. Except as modified or supplemented by this Site Selection Addendum, the terms of the Franchise Agreement are hereby ratified and confirmed.

*Signatures on following page*

IN WITNESS WHEREOF, and intending to be legally bound, the parties hereto have duly executed this Site Selection Addendum.

**BRIGHTWAY:**

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

**FRANCHISEE:**

By: \_\_\_\_\_

## **Exhibit 5: Spousal Confidentiality and Non-Competition Agreement**

**CONFIDENTIALITY AND NON-COMPETITION AGREEMENT  
(for Spouse of Franchisee)**

In consideration of my being the spouse of \_\_\_\_\_ (“Owner”), the principal owner of \_\_\_\_\_ (“Franchisee”), and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, I hereby acknowledge and agree that:

1. Pursuant to a Franchise Agreement dated \_\_\_\_\_ (the “Franchise Agreement”), Franchisee has acquired the right and franchise from Brightway Insurance, LLC (“Brightway”) to establish and operate a Brightway insurance agency (the “Agency Business”) and the right to use in the operation of the Agency Business Brightway’s trade names, service marks, trademarks, logos, emblems, and indicia of origin (the “Licensed Marks”), as they may be changed, improved and further developed from time to time in Brightway’s sole discretion, only at the following authorized and approved location once established (the “Premises”).

2. Brightway, as the result of the expenditure of time, skill, effort and resources has developed and owns a distinctive format and system (the “Brightway System”) relating to the establishment and operation of Agency Business, in the business of selling, servicing and delivering property and casualty insurance policies to clients. Brightway possesses certain proprietary and confidential information relating to the operation of the System, which includes certain proprietary trade secrets, methods, techniques, formats, specifications, systems, procedures, methods of business practices and management, sales and promotional techniques and knowledge of, and experience in, the operation of the Agency Business (the “Confidential Information”). I acknowledge that certain information regarding customers, including (i) lists of Client Accounts, including current customer and prospective customer names and addresses; (ii) customer purchasing histories; and (iii) rates charged to customers (subsections (i)-(iii) collectively “Customer Lists”) also constitute Brightway’s trade secrets and Confidential Information.

3. Any and all information, knowledge, know-how, and techniques which Brightway specifically designates as confidential shall be deemed to be Confidential Information for purposes of this Agreement.

4. As the spouse of Owner, Brightway, Franchisee or Owner may disclose Brightway’s trade secrets and Confidential Information to me during the term of the Franchise Agreement.

5. I will not acquire any interest in the Confidential Information, and I acknowledge that any duplication of the Confidential Information for any use outside the System would constitute an unfair method of competition.

6. The Confidential Information is proprietary, involves trade secrets of Brightway, and is disclosed to me solely on the condition that I agree, and I do hereby agree, that I shall hold in strict confidence all Confidential Information and all other information designated by Brightway as confidential. This agreement to not disclose any of Brightway’s Confidential Information will continue to stay in full force and effect after the date of termination, expiration, or nonrenewal of the Franchise Agreement, or the separation or termination of my marriage to Owner, unless I can demonstrate that such information has become generally known or easily accessible other than by the breach of an obligation of Franchisee or Owner under the Franchise Agreement. For the remainder of this agreement, the earlier of (1) the date of termination, expiration, or nonrenewal of the Franchise Agreement, or (2) the date of separation or termination of my marriage to Owner, will be referred to as the “Termination Date”.

7. Except as otherwise approved in writing by Brightway, I shall not, during the term of the Franchise Agreement, engage, directly or indirectly, as an owner, operator, employee, producer, agent, manager, consultant, broker, or otherwise have any interest in any insurance-related business other than as an authorized owner of a Brightway System Agency; and I covenant, for a period of two (2) years following the Termination Date, not to engage, directly or indirectly, as an owner, operator, employee, producer, agent, manager, consultant, broker, or otherwise have any interest in:

7.1 in any business that is competing in whole or in part with Brightway by granting franchises or licenses to operate insurance agencies; or

7.2 in any insurance-related business at or within a twenty (20)-mile radius of the former Premises or any other franchisee-owned or company-owned Brightway Agency that is in operation at the time this Agreement is terminated, expires, or is not renewed, other than as an authorized owner of another Brightway System Agency.

8. I agree that I will not knowingly, up until the Termination Date and for a two (2) year period thereafter: (i) directly or indirectly solicit for employment, for Franchisee or for another, any of the employees of Brightway or any Brightway System Agency employed at the Termination Date or within ninety (90) days preceding such Termination Date; or (ii) directly or indirectly solicit a prospect, customer or client, or accept an order from a prospect, customer or client (1) of Brightway or any Brightway System Agency as of the Termination Date, or (2) to whom Brightway or any Brightway System Agency, as of such Termination Date, has submitted a bid or quotation, or (3) that has previously been a customer or client of Brightway or any Brightway System Agency at any time during the twenty-four (24) months immediately preceding such Termination Date.

9. I agree that each of the foregoing covenants shall be construed as independent of any other covenant or provision of this Agreement. If all or any portion of a covenant in this Agreement is held unreasonable or unenforceable by a court or agency having valid jurisdiction in an unappealed final decision to which Brightway is a party, I expressly agree to be bound by any lesser covenant subsumed within the terms of such covenant that imposes the maximum duty permitted by law, as if the resulting covenant were separately stated in and made a part of this Agreement.

10. I understand and acknowledge that Brightway shall have the right, in its sole discretion, to reduce the scope of any covenant set forth in this Agreement, or any portion thereof, without my consent, effective immediately upon receipt by me of written notice thereof; and I agree to comply forthwith with any covenant as so modified.

11. Brightway is a third-party beneficiary of this Agreement and may enforce it, solely and/or jointly with the Franchisee. I am aware that my violation of this Agreement will cause Brightway and the Franchisee irreparable harm; therefore, I acknowledge and agree that the Franchisee and/or Brightway may apply for the issuance of an injunction preventing me from violating this Agreement, and I agree to pay the Franchisee and Brightway all the costs it/they incur(s), including, without limitation, legal fees and expenses, if this Agreement is enforced against me. Due to the importance of this Agreement to the Franchisee and Brightway, any claim I have against the Franchisee or Brightway is a separate matter and does not entitle me to violate, or justify any violation of this Agreement.

12. This Agreement shall be construed under the laws of the State of Florida. The only way this Agreement can be changed is in writing signed by both the Franchisee and Brightway.

By: \_\_\_\_\_

Date: \_\_\_\_\_

**ACKNOWLEDGED BY FRANCHISEE:**

By: \_\_\_\_\_

**Exhibit 6: Conditional Assignment of Telephone Numbers, Facsimile Numbers and Domain Names**

**Conditional Assignment of Telephone Numbers, Facsimile Numbers and Domain Names**

\_\_\_\_\_ (“Franchisee”), in exchange for valuable consideration provided by Brightway Insurance, LLC (“Brightway”) in connection with the execution of a franchise agreement by and between Franchisee and Brightway dated \_\_\_\_\_ (the “Franchise Agreement”), hereby:

1. Conditionally assigns to Brightway all current and future telephone numbers, cell phone numbers, fax numbers, domain names, URLs, and all online and offline listings including, but not limited to, telephone book, Google, LinkedIn, Facebook, and any other social media or other online listings used by Franchisee in the operation of its Brightway Location governed by the Franchise Agreement.
2. This Conditional Assignment will become effective automatically upon termination, expiration and non-renewal, or transfer of the Franchise Agreement for any reason.
3. Franchisee agrees to pay the telephone company and any online or offline listing providers on or before the effective date of termination, expiration and non-renewal, or transfer, all amounts owed for the use of the telephone numbers and listings described above. Franchisee further agrees to indemnify Brightway for any sums Brightway must pay the telephone company and/or online and offline listing providers to effectuate this Conditional Assignment, and Franchisee agrees to fully cooperate with the telephone company or listing provider and Brightway in effectuating this Conditional Assignment.
4. Franchisee hereby appoints Brightway as its attorney-in-fact to execute and file any such documentation and to do all other lawful acts as are necessary to effectuate the foregoing.

**BRIGHTWAY:**

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

**FRANCHISEE:**

By: \_\_\_\_\_

**Exhibit 7: Electronic Funds Withdrawal and Deposit Authorization**

**Electronic Funds Withdrawal and Deposit Authorization**

Bank Name: \_\_\_\_\_

ABA#: \_\_\_\_\_

Acct. No.: \_\_\_\_\_

Acct. Name: \_\_\_\_\_

In connection with the execution of the franchise agreement between \_\_\_\_\_ (“Franchisee”) and Brightway Insurance, LLC (“Brightway”) dated \_\_\_\_\_ (the “Franchise Agreement”), Franchisee hereby authorizes Brightway or its designee to deposit Franchisee’s percentage of Brightway Sales Commissions Paid to Franchisee, less the Franchisee Shared Expenses and any other setoff amounts permitted under the Franchise Agreement, into the above-referenced bank account, electronically or otherwise, with respect to the Brightway Location governed by the Franchise Agreement. Such deposits will occur on or about the second (2nd) business day of each calendar month, or on such other schedule as Brightway will specify in writing. Brightway is also authorized to withdraw funds from the above-referenced account, electronically or otherwise, if any Brightway Sales Commissions Paid to Franchisee do not cover any amounts due to Brightway. This authorization will remain in full force and effect until terminated in writing by Brightway. Franchisee will provide Brightway, in conjunction with this authorization, a voided check from the above-referenced account.

**AGREED:**

**FRANCHISEE**

By: \_\_\_\_\_

## **Exhibit 8: Privacy and Data Security**

### **1. Purpose**

The parties acknowledge that their relationship involves the collection, use, disclosure, and safeguarding of Personal Information subject to privacy and data protection laws (“Applicable Privacy Laws”), including the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act (“CCPA”) and nonpublic Personal Information subject to the Gramm Leach Bliley Act (“GLBA”) and implementing regulations.

### **2. Definitions**

“Customer Information” means any information relating to an identified or identifiable individual collected or processed in connection with insurance products or services.

“GLBA Covered Information” means Nonpublic Personal Information as defined under GLBA.

“Personal Information” has the meaning set forth under Applicable Privacy Laws.

“Centralized Systems” means Brightway provided platforms including Fusion which is separately licensed to Franchisee, databases, technology tools, and shared operational services.

### **3. GLBA**

#### **3.1 Franchisee Obligations**

Franchisee acknowledges and agrees that, as the licensed insurance agent and primary customer facing entity, Franchisee is responsible for:

- a. Establishing and maintaining the customer relationship for purposes of GLBA;
- b. Complying with all GLBA privacy notices provided by Brightway to customers;
- c. Complying with GLBA limitations on disclosure of GLBA Covered Information; and
- d. Training Franchisee personnel with access to GLBA Covered Information.

#### **3.2 Brightway Obligations**

Brightway acknowledges and agrees that, as a financial institution subject to GLBA, it is responsible for:

- a. Maintaining a written information security program that complies with the GLBA Safeguards Rule;
- b. Implementing reasonable administrative, technical, and physical safeguards for GLBA Covered Information within Brightway’s custody or control;
- c. Conducting periodic risk assessments for Centralized Systems;
- d. Providing all required initial, annual, and revised GLBA privacy notices to customers on behalf of Franchisee; and

e. Overseeing service providers that process GLBA Covered Information on Brightway's behalf.

### **3.3 Shared GLBA Obligations**

Each party shall:

- a. Use GLBA Covered Information solely for lawful insurance and servicing purposes;
- b. Promptly notify the other party of any actual or reasonably suspected unauthorized access or disclosure of GLBA Covered Information; and
- c. Cooperate with regulatory examinations or investigations relating to GLBA compliance, to the extent permitted by law.

## **4, CCPA and other Applicable Privacy Laws**

### **4.1 Service Provider Processing**

With respect to Personal Information processed within the Centralized Systems, Franchisee acts as a "Service Provider" and "Processor" on behalf of Brightway as those terms are defined under Applicable Privacy Laws.

In such contexts, Franchisee shall:

- a. Process Personal Information solely to perform services specified under this Agreement;
- b. Not sell or share Personal Information;
- c. Not retain, use, or disclose Personal Information for any purpose other than providing such services;
- d. Not combine Personal Information with Personal Information obtained from other sources, except as permitted by Applicable Privacy Laws; and
- e. Implement reasonable security procedures appropriate to the nature of the information.

Franchisee shall reasonably assist Brightway in responding to verified consumer rights requests under Applicable Privacy Laws to the extent such requests relate to Personal Information processed within the Centralized Systems.

### **4.2 Independent Business Processing**

With respect to Customer Information collected in connection with the sale, issuance, servicing, renewal, or administration of insurance policies ("Insurance Customer Information"), the parties acknowledge that:

- a. Brightway is the agent of record and primary holder of the customer relationship for insurance policies, and determines the purposes and means of processing Insurance Customer Information for policy administration, servicing, renewals, compliance, and regulatory reporting;
- b. Franchisee is authorized to collect and use Insurance Customer Information to originate, bind, and sell insurance policies and to operate its franchise agency, subject to this Agreement and applicable law;

c. Franchisee is not acting as a service provider or processor with respect to the origination and sale of insurance policies, but does process Insurance Customer Information within Brightway Centralized Systems and renewal workflows on Brightway's behalf following policy issuance; and

d. Each party remains independently responsible for compliance with Applicable Privacy Laws and GLBA, with respect to the Personal Information it controls or is legally responsible for processing.

#### **5. No Sale or Sharing of Personal Information**

The parties expressly acknowledge and agree that:

a. No monetary or other valuable consideration is exchanged for Personal Information disclosed between the parties; and

b. Any disclosure of Personal Information between Brightway and Franchisee is made solely for insurance operations, servicing, compliance, or reporting purposes and is not intended to constitute a "sale" or "sharing" as those terms are defined under Applicable Privacy Laws.

#### **6. Information Security and Incident Response**

Each party shall:

a. Maintain reasonable administrative, technical, and physical safeguards appropriate to the nature of the Personal Information it processes;

b. Promptly notify the other party of any data security incident involving Personal Information that may affect shared customers, as required by applicable law; and

c. Cooperate in investigation, remediation, and notification efforts, with responsibility allocated based on the systems or operations giving rise to the incident.

#### **7. Survival**

The obligations under this Exhibit shall survive termination or expiration of this Agreement for so long as either party retains Customer Information.

**EXHIBIT C:**

**SAMPLE TERMINATION AND RELEASE AGREEMENT**

## SAMPLE TERMINATION AND RELEASE AGREEMENT

**THIS TERMINATION AND RELEASE AGREEMENT** (the "Agreement") is made and entered into as of this \_\_\_\_\_, by and between: (i) Brightway Insurance, LLC, a Florida limited liability company with an address at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256 ("Brightway"); (ii) \_\_\_\_\_ ("Franchisee"); and (iii) \_\_\_\_\_ ("Guarantor").

### BACKGROUND

A. On or about \_\_\_\_\_, Brightway and Franchisee entered into a franchise agreement (the "Franchise Agreement"), pursuant to which Brightway licensed Franchisee the right and obligation to operate a Brightway Insurance franchise, utilizing certain of Brightway's intellectual property, at the following address: \_\_\_\_\_ (the "Brightway Location").

B. Contemporaneous with the execution of the Franchise Agreement, Guarantor executed the personal guaranty attached to the Franchise Agreement pursuant to which he/she personally guaranteed Franchisee's obligations under the Franchise Agreement ("Personal Guaranty").

C. The parties hereto desire to memorialize the termination of the Franchise Agreement and provide for certain releases in connection with such termination, and desire to set forth herein their mutual agreements regarding such matters.

### AGREEMENT

**NOW, THEREFORE**, in consideration of the foregoing recitals and the mutual promises, commitments and understandings contained herein, the parties agree as follows:

1. **Recitals; Definition.** The parties hereby acknowledge and agree that the aforementioned recitals are true and correct and that such recitals, together with the definitions set forth therein and in the preamble, are hereby incorporated into this Agreement by this reference. Capitalized terms not defined herein shall have the meanings set forth in the Franchise Agreement.

2. **Termination of Franchise Agreement.** Subject to the terms and conditions of the Franchise Agreement, the Franchise Agreement, Personal Guaranty, and all in-term rights and obligations arising from or related to the Franchise Agreement and Personal Guaranty, respectively, are hereby terminated, effective as of the date of this Agreement. Notwithstanding the foregoing, the parties acknowledge and agree that those provisions of the Franchise Agreement and Personal Guaranty, which by their terms or by their nature are intended to survive the termination of such agreement, shall remain in full force and effect as provided in the Franchise Agreement and Personal Guaranty and shall not be affected by this Agreement (including, but not limited to the post-term obligations set forth in Section 16 of the Franchise Agreement, as well as Franchisee's and Guarantor's post-termination covenants and obligations relating to confidential information, non-competition, and indemnification).

3. **Acknowledgment Regarding E&O Coverage.** Franchisee and Guarantor expressly acknowledge that Brightway has required that Franchisee and Guarantor obtain a three-year errors & omissions tail policy for the Brightway Location, and that Brightway provided Franchisee and Guarantor with the information and opportunity to obtain such a policy. Accordingly, Franchisee and Guarantor hereby agree to protect, defend,

indemnify, and hold Brightway and Brightway's affiliates, directors, officers, agents, attorneys and shareholders ("Brightway Indemnitees"), harmless from and against, and promptly to reimburse such Brightway Indemnitees for, all claims, actions, proceedings, damages, costs, expenses and other losses and liabilities, consequently, directly or indirectly incurred (including without limitation reasonable attorneys' and paralegals' fees, court costs and costs of investigation) as a result of, arising out of, or connected with Franchisee's and Guarantor's failure to obtain the required errors & omissions tail policy described herein.

4. **Releases by Franchisee and Guarantor.** Upon execution of this Agreement, Franchisee and Guarantor, for themselves and all persons and entities claiming by, through or under any of them, hereby release, acquit, and forever discharge Brightway and its present and former officers, employees, shareholders, directors, agents, servants, representatives, affiliates, parents, subsidiaries, franchisees, licensees, successors and assigns (the "Brightway Releasees") from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorneys' fees, actions or causes of action whatsoever, whether known or unknown, which Franchisee and Guarantor, by themselves or on behalf of, or in conjunction with any other person, persons, partnership or corporation, have, had, or might claim to have against the Brightway Releasees through the date of this Agreement, including, but not limited to, those arising out of or related to: (i) the offer, sale, and operation of the Brightway Location; (ii) the parties' respective rights or obligations under the Franchise Agreement, Personal Guaranty or any other agreement between the parties; and (iii) any and all rights, obligations or claims under any state franchise regulations or franchise relationship laws. Franchisee and Guarantor warrant and represent that they have not assigned or otherwise transferred any claim or cause of action released by this Agreement. The release described in this Section does not apply with respect to claims arising under the Washington Franchise Protection Act, RCW 19.100, and the rules adopted thereunder.

5. **Release of Franchisee and Guarantor.** Except as otherwise provided for in this Agreement, and upon Franchisee's full compliance with the obligations set forth herein, Brightway, for itself and all persons and entities claiming by, through or under it, hereby releases, acquits and forever discharges Franchisee and its principals, employees, agents, servants, representatives, affiliates, successors and assigns, including Guarantor (the "Franchisee Releasees"), from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorneys' fees, actions or causes of action whatsoever, whether known or unknown, which it, by itself, on behalf of, or in conjunction with any other person, persons, partnership or corporation, has, had or claims to have against the Franchisee Releasees, arising out of or related to the offer, sale and operation of the Brightway Location, and the parties' rights or obligations under the Franchise Agreement or Personal Guaranty. Specifically excepted from this release are any and all claims asserted against Brightway or any of its present and former officers, employees, shareholders, directors, agents, servants, representatives, affiliates, successors or assigns (the "Indemnified Parties") by any third party, which claims arise out of or relate to the Franchise Agreement, Personal Guaranty, or Franchisee's or Guarantor's ownership or operation of the Brightway Location. Franchisee and Guarantor agree to indemnify and hold the Indemnified Parties harmless from any and all losses, damages, liabilities, claims, costs, expenses, or judgments, including reasonable attorneys' fees, incurred in connection with such claims. The release described in this Section does not apply with respect to claims arising under the Washington Franchise Protection Act, RCW 19.100, and the rules adopted thereunder.

6. **Confidentiality.** Franchisee and Guarantor shall not reveal or disclose (or permit others to reveal or disclose) the existence of this Agreement, or the terms hereof, to any other person, firm, corporation, company, or entity now or at any time in the future unless Brightway consents to such disclosure in writing; provided, however, that Franchisee or Guarantor may disclose the terms of this Agreement to their auditors,

accountants, tax advisors and/or legal counsel only to the extent required for professional advice from those sources.

**7. Non-Disparagement and Non-Interference.**

(a) Franchisee and Guarantor agree that they will not make any false, misleading, disparaging or uncomplimentary statements or remarks about Brightway, or any of Brightway's respective officers, directors, shareholders, employees or affiliated entities or persons, with the intent to harm the status, reputation, goodwill or business of such entities or persons.

(b) Franchisee and Guarantor agree that they will not at any time, directly or indirectly, interfere or attempt to interfere with or disrupt the business relationship between Brightway and Brightway's shareholders, franchisees, carriers, clients, customers or accounts, prospective clients or customers, or persons using the services of Brightway or doing business with Brightway, with such prohibited behavior to include, but not be limited to, using Brightway's internal data in a damaging or derogatory manner that would potentially damage Brightway's relationship with its shareholders, franchisees, carriers, clients, customers or accounts.

**8. Severability.** In case any covenant, condition, term or provision contained in this Agreement shall be held to be invalid, illegal, or unenforceable in any respect, in whole or in part, by judgment, order or decree of any court or other judicial tribunal of competent jurisdiction, the validity of the remaining covenants, conditions, terms and provisions contained in this Agreement, and the validity of the remaining part of any term or provision held to be partially invalid, illegal or unenforceable, shall in no way be affected, prejudiced, or disturbed thereby.

**9. Waiver or Modification.** No waiver or modification of this Agreement or of any covenant, condition or limitation herein contained shall be valid unless in writing and duly executed by the party to be charged therewith. Furthermore, no evidence of any waiver or modification shall be offered or received in evidence in any proceeding or litigation between the parties arising out of or affecting this Agreement, or the rights or obligations of any party hereunder, unless such waiver or modification is in writing and duly executed as aforesaid. The provisions of this Section may not be waived except as herein set forth.

**10. Entire Agreement.** This Agreement, the Franchise Agreement, and the Personal Guaranty constitute the entire agreement of the parties hereto with respect to the subject matter of this Agreement and supersede any and all previous agreements between the parties, whether written or oral, with respect to such subject matter.

**11. Applicable Law, Binding Effect and Venue.** This Agreement shall be construed and regulated under and by the laws of the State of Florida and shall inure to the benefit of and be binding upon the parties hereto and their heirs, personal representatives, successors and assigns. Venue for any action related to or arising out of this Agreement shall be in the state or federal court in or nearest to Duval County, Florida.

**12. Attorneys' Fees.** In the event any litigation or controversy arises out of or in connection with this Agreement between the parties hereto, the prevailing party shall be entitled to recover from the other party or parties all reasonable attorneys' and paralegals' fees, expenses and suit costs, including those associated with any appellate or post-judgment collection proceedings.

13. **Further Assurances.** Each of the parties hereto agree that they shall sign such additional and supplemental documents as may be necessary to implement the transactions contemplated pursuant to this Agreement when requested to do so by any party to this Agreement.

14. **Multiple Copies or Counterparts of Agreement; E-Signature.** The original and one or more copies of this Agreement may be executed by one or more of the parties hereto. In such event, all of such executed copies shall have the same force and effect as the executed original and all of such counterparts taken together shall have the effect of a fully executed original. An electronically-signed copy of this Agreement delivered by email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

**IN WITNESS WHEREOF**, the parties hereto, intending to be legally bound hereby, have duly executed and delivered this Agreement the date and year first written above.

**BRIGHTWAY:**

By: \_\_\_\_\_  
Nick Clements, Chief Executive Officer

**FRANCHISEE:**

By: \_\_\_\_\_

**GUARANTOR:**

\_\_\_\_\_

**EXHIBIT D:**

**TABLE OF CONTENTS OF CONFIDENTIAL OPERATING MANUAL**

# CONFIDENTIAL OPERATING MANUAL (COM)



Published by Brightway Insurance, LLC

Brightway Insurance  
PO Box 5700  
Jacksonville, FL 32247  
1-904-764-9554

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# Brightway Tech COM

This document outlines the policies and minimum technology requirements laid out by Brightway Insurance for your Brightway franchise.

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**EXHIBIT E:**

**LIST OF BRIGHTWAY LOCATIONS AND BRIGHTWAY LOCATIONS THAT LEFT THE SYSTEM**

<b>Brightway Locations as of December 31, 2025</b>					
<b>Agency Owner</b>	<b>Mailing Street</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>	<b>Phone</b>
James Anderson	2020 E. Prince Rd.	Tucson	AZ	85719	(520) 777-1368
Brian Crumbaker	3129 Tiger Run Ct Ste 203	Carlsbad	CA	92010	(760) 517-3363
Osama Khoury	10646 Zelzah Ave. #202	Granada Hills	CA	91344	(818) 698-3080
Sabrina Lee	4200 Trabuco Rd, Ste 216	Irvine	CA	92620	(949) 396-1070
Andrea Dodson	7308 State Highway 49, Ste E2	Lotus	CA	95651	(530) 883-8866
Aida Keledzhyan	13615 Victory Blvd #107	Van Nuys	CA	91401	(818) 732-4200
Robert Scheibe	380 Perry St. Ste 250	Castle Rock	CO	80104	(303) 623-1997
Jennifer Kolk	3210 E Woodmen Rd Ste 210	Colorado Springs	CO	80920	(719) 599-3600
Adam Primrose	4783 Farmingdale Dr Ste 222	Colorado Springs	CO	80918	(719) 888-6680
Wendy Fast	6 S Tejon St Ste 460	Colorado Springs	CO	80903	(719) 895-1222
Ashley Doebbeling	3675 S. College Avenue, Suite 20	Ft. Collins	CO	80525	(970) 829-8440
Clay Reiser	5245 Ronald Reagan Blvd, Ste 2	Johnstown	CO	80534	(970) 829-0090
Averee Heidenreich	13984 W Bowles Ave Ste 200	Littleton	CO	80127	(303) 948-5405
Tavia Forrest	92 Weston St, Unit 28	Hartford	CT	06120	(860) 321-5101
Nicholas Ward	14862 Main Street	Alachua	FL	32615	(352) 240-7500
Sherri Webb	13800 Tech City Cir Ste 316	Alachua	FL	32615	(386) 297-4101
James McKinney	235 N Westmonte Dr Ofc 128	Altamonte	FL	32714	(407) 512-5044
Juan Rosario	1741 Ocoee Apopka Rd., Ofc 116	Apopka	FL	32703	(407) 214-5472
Roberto Meza	5072 Annunciation Cir Ste 233	Ave Maria	FL	34142	(954) 368-0401
Jadonis Martell	415 E Main St Ste 209	Bartow	FL	33830	(813) 564-0340
Ryan M. Loucks	7999 N Federal Hwy Ste 401	Boca Raton	FL	33487	(561) 414-2413
Eric Rand	10055 Yamato Road, Suite 404	Boca Raton	FL	33498	(561) 372-3100
Jacob Freedman	6601 Park of Commerce Blvd Ste 12-108	Boca Raton	FL	33487	(561) 896-0290
David Bishop	170 East Boca Raton Road Suite 3	Boca Raton	FL	33432	(561) 361-5610

Sam Kassar	3531 Bonita Bay Blvd, Suite 200	Bonita Springs	FL	34134	(239) 676-8199
Ahmed Abdeldayem	2400 High Ridge Rd, Ste 100 Unit 2	Boynton Beach	FL	33426	(561) 228-8487
James Mastrogiacommo	12361 Hagen Ranch Road Suite 501	Boynton Beach	FL	33437	(561) 424-2800
Chris Dillon	924 7th Ave E.	Bradenton	FL	34208	(941) 900-4441
Laura Barker	31089 Cortez Blvd	Brooksville	FL	34602	(352) 549-8577
Ashley Burbank-Boyles	17086 Cortez Blvd	Brooksville	FL	34601	(352) 204-9559
Eric Seuffert	814 SW Pine Island Rd, Ste 207	Cape Coral	FL	33991	(239) 214-0055
Lauren Mamouzelos	19321 US Highway 19 N. Ste 310, Ofc 1	Clearwater	FL	33764	(727) 335-4020
Giancarlo Perez	12185 Sheridan Street	Cooper City	FL	33026	(954) 652-2400
Tony Debs	6915 Red Road Suite 209	Coral Gables	FL	33143	(305) 668-7070
Matt Grundweg	10240 West Sample Road Suite A	Coral Springs	FL	33065	(954) 617-2600
Christina Greene	15000 Citrus Country Dr, Ste 205	Dade City	FL	33523	(352) 327-3471
Patrick McMahon	5400 South University Drive Suite 604	Davie	FL	33328	(954) 615-4500
David Pojero	9 Dogwood Trl	Debary	FL	32713	(386) 624-6934
Javier Gonzalez	1991 Industrial Dr, Ste 108	Deland	FL	32724	(386) 267-0527
Dorcas Lucien	229 SE 2nd Ave Ste 7	Delray Beach	FL	33483	(561) 782-0010
Leonardo Garcia	8180 NW 36th St Ste 308	Doral	FL	33166	(305) 433-5464
Kevin Feuser	3631 South Access Road	Englewood	FL	34224	(941) 474-3456
Richard Dorrian	19970 South Tamiami Trail, Suite 104	Estero	FL	33928	(239) 280-5480
Joshua Bolinger	23160 Fashion Dr Ste 217-12	Estero	FL	33928	(239) 236-2226
Ben Stephens	5472 First Coast Hwy Ste 12	Fernandina Beach	FL	32034	(904) 712-6300
Michael Tarzia	960185 Gateway Blvd Unit 107	Fernandina Beach	FL	32034	(904) 491-7622
David Leinecker	5000 US Highway 17 Suite 14	Fleming Island	FL	32003	(904) 278-7749
Ray Sacchieri	533 NE 3rd Ave, Ste 3	Fort Lauderdale	FL	33301	(954) 519-5244

Debbie Hubicki	4391 Colonial Blvd Suite 103	Fort Myers	FL	33966	(239) 931-5390
Tyler Smith	9230 Daniels Parkway Unit 2	Fort Myers	FL	33912	(239) 603-8200
Debbie Dellinger	8660 College Parkway Suite 300	Ft Myers	FL	33919	(239) 466-8050
Kristy Moffat	9127 SW 52nd Avenue Suite D-103	Gainesville	FL	32608	(352) 519-1900
Brandon Bascelli	423 North Street	Green Cove Springs	FL	32043	(904) 297-7970
Grace Arkalji	6187 NW 167th St Ste H31-B	Hialeah	FL	33015	(786) 656-0680
Vincent Zanfini	10750 SE Federal Hwy	Hobe Sound	FL	33455	(772) 212-0318
Steve Bennett	1004 US Highway 19 Suite 103	Holiday	FL	34691	(727) 722-9400
Hillary Schor	4000 Hollywood Blvd Ste 555-S Ofc 559	Hollywood	FL	33021	(561) 465-8888
Terry Bryan P Romain	1946 Tyler St, Ste 14	Hollywood	FL	33020	(754) 778-7060
Jessica Wilson	5335 S. Suncoast Blvd	Homosassa	FL	34446	(352) 565-7698
Jodi Rankin	660 Commerce Center Drive Unit 125	Jacksonville	FL	32225	(904) 345-5600
Thai Nguyen	3780 Kori Rd Ste 6	Jacksonville	FL	32257	(904) 527-3029
Bobby Raymond	3041 Monument Rd Ste 2	Jacksonville	FL	32225	(904) 517-5900
Matthew Carlucci Jr	3535 Hendricks Avenue	Jacksonville	FL	32207	(904) 399-1000
Daniel Miller	2104 Park Street	Jacksonville	FL	32204	(904) 854-4555
Daniel Roney	4372 Southside Blvd Suite 205	Jacksonville	FL	32216	(904) 565-8370
Michelle Jeralds	10250 Normandy Blvd #501	Jacksonville	FL	32221	(904) 378-3003
James Pihl	3003 Claire Ln, Suite 401	Jacksonville	FL	32223	(904) 262-2886
Calvin Copeland	6316 San Juan Ave Ste 53	Jacksonville	FL	32210	(904) 680-0340
Tommy Bailey	4110 Southpoint Blvd Ste 241	Jacksonville	FL	32216	(904) 727-0710
Ross Komarinetz	873 Donald Ross Road	Juno Beach	FL	33408	(561) 425-6228
Tom Noyes	250 Central Blvd Ste 105	Jupiter	FL	33458	(561) 277-9908
Alexis De Jorge	1631 E Vine St, Ste H	Kissimmee	FL	34744	(407) 449-1880

Michael Pikora	917 Emmett St, Ste A	Kissimmee	FL	34741	(407) 852-7476
Luis Neves	1004 Plaza Dr Ste 102	Kissimmee	FL	34743	(407) 955-9100
Miguel Pagan	4543 Pleasant Hill Rd, Ste F	Kissimmee	FL	34759	(407) 974-3130
Jennifer Dittman	159 Parliament Loop, Ste 1001	Lake Mary	FL	32746	(321) 363-5500
Patrick Calabrese	8461 Lake Worth Rd, Ste 234	Lake Worth	FL	33467	(561) 473-4700
Charlene Rodriguez	231 N. Kentucky Avenue, Suite 216	Lakeland	FL	33801	(863) 644-7711
Michael Hatmaker	7210 Ulmerton Road Suite I	Largo	FL	33771	(727) 451-7700
Kris Allan	895 Fox Valley Drive, Suite 109	Longwood	FL	32779	(321) 280-5200
Heather Hill	1527 Dale Mabry Highway, Suite 100	Lutz	FL	33548	(813) 403-5600
Tavares Horne	2867 Caledonia St	Marianna	FL	32448	(850) 633-3460
Teresa M. Parks	7025 N Wickham Road Suite 106	Melbourne	FL	32940	(321) 428-0600
Mary Hixon	2201 Dairy Road, Ste A-101	Melbourne	FL	32904	(321) 308-6134
Alexis Acosta	6801 NW 77th Ave, Ste W307A	Miami	FL	33166	(305) 395-5066
Reynaldo Obregon	13155 SW 134th St, Ste 120	Miami	FL	33186	(786) 471-0111
John Egusquiza	9960 SW 40th St., Ste A	Miami	FL	33165	(305) 615-1423
Caridad Saavedra	6303 Waterford District Dr., Ste 400 Ofc 467	Miami	FL	33126	(305) 916-4042
Jacqueline Howard	18191 NW 68 Avenue, Suite 222	Miami Lakes	FL	33015	(305) 676-6762
Jace Howard	2755 Blanding Blvd. Ste 110	Middleburg	FL	32068	(904) 291-4663
Stephen Cowherd	14 Swimming Pen Dr. Suite 2	Middleburg	FL	32068	(904) 469-1900
Dana Lepre	6109 Highway 90	Milton	FL	32570	(850) 824-4163
Vanessa Nunez	7971 Riviera Blvd, Unit 310	Miramar	FL	33023	(786) 677-4020
Sam Kassar	3960 Radio Rd #111	Naples	FL	34104	(239) 301-3818
Tyler Smith	1205 Piper Blvd, Suite 202	Naples	FL	34110	(239) 300-9332
Ana Gissela Patiño	12435 Collier Blvd, Suite 102	Naples	FL	34116	(239) 344-9434

Leyanis Gaspar	5664 Strand Ct Ste A-1	Naples	FL	34110	(239) 351-1511
Michael Champer	1415 Panther Ln Ste 152	Naples	FL	34109	(239) 963-2070
Eric Sewell	7552 Navarre Pkwy, Unit 25, Ofc 2	Navarre	FL	32566	(850) 634-0545
Dominic X Miller	1552 Atlantic Blvd	Neptune Beach	FL	32266	(904) 372-2900
Erica Grubbs	4138 Rowan Rd	New Port Richey	FL	34653	(727) 315-0707
Daniel Dotter	5509 Grand Blvd Ste 202	New Port Richey	FL	34652	(727) 478-3080
Ana Paulino	4355 Hancock Bridge Pkwy	North Fort Myers	FL	33903	(239) 689-7766
Tarchan Ramgulam	2424 W Oakland Park Blvd Ste 117	Oakland Park	FL	33311	(954) 246-4447
Kevin Bland	1112 NE 36th Avenue	Ocala	FL	34470	(352) 694-2886
Leticia Rodriguez	101 W Silver Star Rd Ste 20	Ocoee	FL	34761	(407) 554-5003
Matthew McAfee & Seana McAfee	1844 Park Avenue	Orange Park	FL	32073	(904) 269-1616
Anne Miller	1855 Wells Rd, Ste 3B	Orange Park	FL	32073	(904) 895-4050
Derrick Vance	3505 Lake Lynda Dr Ste 200, Ofc 259	Orlando	FL	32817	(407) 603-0202
George Nichols	2750 Taylor Avenue, Ste A-16	Orlando	FL	32806	(407) 897-6860
Michael Lublin	4700 Millenia Blvd, Ste 500, Ofc 5094	Orlando	FL	32839	(407) 816-3161
Simon Puleo	122 W Pine St, Ste 300, Ofc 353	Orlando	FL	32801	(407) 337-6095
Maria Canela	7726 Winegard Rd 2nd FL Ste 49	Orlando	FL	32809	(407) 214-2647
Flavio Vieira de Melo	5401 S Kirkman Rd Ste 242	Orlando	FL	32819	(689) 220-4441
Gustavo Rangel	6000 Metrowest Blvd, Ste 116	Orlando	FL	32835	(689) 205-8899
Arturo Garcia	8529 Southpark Cir Ste 420-A	Orlando	FL	32819	(407) 347-4839
Daniela Gomez	6900 Tavistock Lakes Blvd, Suite 441	Orlando	FL	32827	(407) 749-0301
Brandon Lester	570 Memorial Circle, Ste 325	Ormond Beach	FL	32174	(386) 400-5144
Nicolas Zurita	606 S Tamiami Trl Ste 5	Osprey	FL	34229	(941) 263-3685
John Canonico	864 Executive Dr Ste 1B	Oviedo	FL	32765	(321) 441-2225
Cyndiana DeJesus	3200 Dixie Hwy NE Unit 7	Palm Bay	FL	32905	(321) 257-4045

Douglas Duryea	8936 North Military Trail	Palm Beach Gardens	FL	33410	(561) 727-3300
Rhoda Murphy	4550 Donald Ross Road Suite I-110	Palm Beach Gardens	FL	33418	(561) 598-6300
Ashley Casey	55 Plaza Drive Suite 5	Palm Coast	FL	32137	(386) 597-8200
Janet Harrington	31962 U.S. Highway 19 North	Palm Harbor	FL	34684	(727) 789-2200
Jason White	17651 Panama City Beach Pkwy Ste 1	Panama City Beach	FL	32413	(850) 630-4020
Lucas Aloisi	6600 Parkside Drive Unit 6680	Parkland	FL	33067	(954) 800-8300
Jorge Valdivieso	17515 Pines Blvd	Pembroke Pines	FL	33029	(954) 374-5200
Ryan Barrett	8928 Taft Street	Pembroke Pines	FL	33024	(954) 374-5100
Christopher Schmidt	4303 Spanish Trl, Ste B	Pensacola	FL	32504	(850) 289-0500
Austin Van Norman	8180 Pensacola Blvd Ste 216	Pensacola	FL	32534	(850) 391-3460
Robert Friedman	186 N Palafox St Ste 204	Pensacola	FL	32502	(850) 760-0046
Christine Bonde	6850 Park Blvd	Pinellas Park	FL	33781	(727) 828-8700
John Borgatti	110 E Reynolds St Ste 804	Plant City	FL	33563	(656) 233-6363
Stephanie Dor	901 E Sample Rd Ste G Ofc 2	Pompano Beach	FL	33064	(954) 676-4526
Christopher R. Holker	2641 E Atlantic Blvd Ste 311	Pompano Beach	FL	33062	(954) 736-5030
Scott Helfer	360 Town Plaza Ave #320	Ponte Vedra	FL	32081	(904) 567-2222
Billy Wagner	111-C Solana Rd.	Ponte Vedra Beach	FL	32082	(904) 280-4102
Robert Diaz	2495 Caring Way, Ste D	Port Charlotte	FL	33952	(941) 867-6757
Jennifer Dittman	6709 Ridge Rd Ste 308	Port Richey	FL	34668	(727) 493-0918
Misty Moody	9198 S. US Highway 1	Port Saint Lucie	FL	34952	(772) 874-3103
James (Jim) Cincotta	1214 SW Gatlin Blvd Unit 101	Port St Lucie	FL	34953	(772) 273-4676
Vincent A Zanfini	1662 Bayshore Blvd	Port St Lucie	FL	34984	(772) 204-9668
Patricia Colon	7410 S. US Highway 1, Ste 404	Port St. Lucie	FL	34952	(772) 469-2759
Susan De Loche	1899 Murrell Road Suite 136	Rockledge	FL	32955	(321) 338-4300
Preston Holder	5815 Highway 1, Ste 2	Rockledge	FL	32955	(321) 710-2090
Jessica Marie Wilson	500 Main St, Suite L	Safety Harbor	FL	34695	(727) 316-5004
John Lopez	7301 SW 57th Ct Ste 550-A	South Miami	FL	33143	(305) 564-3055

	108 Sea Grove Main St				
Ashley Casey	Suite B	St Augustine	FL	32080	(904) 217-7547
Michael Ryan	2801 N 3rd St Unit B	St Augustine	FL	32084	(904) 217-7496
George Sterner	1451 E Irlo Bronson Mem Hwy	St Cloud	FL	34771	(407) 891-9361
Steven Daniel Sands	110 Roberts Village Ct, Ste 1001	St Johns	FL	32259	(904) 999-3250
Paula Rhoden	7440 US Highway 1 North Suite 102	St. Augustine	FL	32095	(904) 260-6811
Chris Hundley	319 W. Town Place, Ste 21, Ofc 1	St. Augustine	FL	32092	(904) 456-8774
Donna Bavier	1515 County Road 210 West Suite 103	St. Johns	FL	32259	(904) 823-3699
Christina Sayamphone	3909 Central Ave Ste A	St. Petersburg	FL	33713	(727) 748-1070
Vincent A Zanfini	1728 SE Indian Street	Stuart	FL	34997	(772) 872-7800
Ryan Collins	1361 Sawgrass Corporate PKWY STE 200	Sunrise	FL	33323	(954) 743-5960
Lionel Paris	8358 W Oakland Park Blvd Ste 202G	Sunrise	FL	33351	(954) 910-3130
Antonio Duval	10001 NW 50th St Ste 203G	Sunrise	FL	33351	(754) 581-8050
Martha Augustin	4600 W Commercial Blvd, Ste 6A	Tamarac	FL	33319	(954) 910-3080
Paul Lattibeaudaire	8400 N University Drive, Suite 206	Tamarac	FL	33321	(954) 628-4030
Rich Saltzman	13909 N. Dale Mabry Highway Suite 104	Tampa	FL	33618	(727) 581-4200
Scott McKay	1515 South Dale Mabry Highway Suite 104	Tampa	FL	33629	(813) 999-4444
Brittany Miron	13361 N 56th St, Ste D	Tampa	FL	33617	(813) 819-0380
Jeffrey Terry	238 E. Davis Blvd. #218	Tampa	FL	33606	(813) 467-8822
Ronnie Oats	1211 Tech Blvd, Suite 160	Tampa	FL	33619	(813) 822-5030
Demian Abdelshaheid	39934 US Hightway 19 N Ste A	Tarpon Springs	FL	34689	(727) 213-2930
Stephanie Richardson	614 N Sinclair Ave Ste A	Tavares	FL	32778	(352) 260-0418
Tom Noyes	308 Tequesta Drive, Suite 9	Tequesta	FL	33469	(772) 408-4498
Denton Yorkirons	323 S Washington Ave, Ste 15	Titusville	FL	32796	(321) 754-1788

Sandy Supanik	10710 State Road 54 Suite 102	Trinity	FL	34655	(727) 375-1110
Zach Chittum	2925 Cardinal Drive, Ste D	Vero Beach	FL	32963	(772) 874-3243
Bill Thomas	12794 Forest Hill Blvd Ste 15A	Wellington	FL	33414	(561) 331-6652
Hasan Mehedi	1850 Forest Hill Blvd Suite 109A	West Palm Beach	FL	33406	(561) 649-8000
Marielys Marquez	1601 Belvedere Rd E-300 Ste 5	West Palm Beach	FL	33406	(561) 331-4744
Sujei Sanchez	6500 S Dixie Hwy, Ste E	West Palm Beach	FL	33405	(561) 461-0101
Diana Lee	1500 Weston Rd, Ste 200-13	Weston	FL	33326	(754) 946-5040
Jemima Jean-Gilles	9100 Conroy Windermere Rd Ste 200 Ofc 251	Windermere	FL	34786	(407) 710-1909
Craig Bailey	150 3rd St SW Ste 203	Winter Haven	FL	33880	(863) 614-1300
Franco Girem	228 N Park Ave Ste G	Winter Park	FL	32789	(407) 813-2010
Michael Tarzia	57 Homegrown Way Unit 201	Yulee	FL	32097	(904) 696-6789
Suresh Radhakrishnan	100 N Point Ctr E, Ste 125, Ofc 274	Alpharetta	GA	30022	(470) 408-5688
Vimal Patel	11675 Rainwater Dr, Ste 170	Alpharetta	GA	30009	(404) 885-8814
Matthew Malloy	100 Hartsfield Center Pkwy, Ste 525	Atlanta	GA	30354	(678) 546-0100
Nick Luppino	9 St. Andrews Ct., Ste 201	Brunswick	GA	31520	(912) 662-0240
Kacee Smith	115 E Main St, A1B Ste 212	Buford	GA	30518	(706) 750-0401
Curtis Caldwell	351-B Dahlonga Street	Cumming	GA	30040	(470) 281-9600
Flor Comeau	1080 Historic 441 Hwy, Ste D-1	Demorest	GA	30535	(706) 534-1779
Laura Bollier	125 TownPark Dr Ste 300 Ofc 69	Kennesaw	GA	30144	(470) 826-6090
Charles Savage	2993 Sandy Plains Rd Ste 225-C	Marietta	GA	30066	(770) 371-1070
Yanira Salamanca	413 W Montgomery Cross Rd, Ste 302	Savannah	GA	31406	(912) 387-0517
Quincy Vinson	5471 Memorial Dr. Ste M-5	Stone Mountain	GA	30083	(470) 870-6500
Kurt J Lease	2395 Tech Drive Ste. 5B	Bettendorf	IA	52722	(563) 594-6628

Hope Hall	1110 Dina Ct Ste A	Hiawatha	IA	52233	(319) 343-1710
Crystal Colocho	1961 Grand Ave, Ste B	West Des Moines	IA	50265	(515) 644-5616
William Thompson	859 South Yellowstone Hwy, Suite 1201	Rexburg	ID	83440	(208) 563-6030
Joe Janicki	160 E Main Street	Lake Zurich	IL	60047	(847) 807-3200
Matthew Robert Nadelhoffer	28W530 Batavia Rd, Suite 202	Warrenville	IL	60555	(630) 581-8881
Jason Kocher	554 Pit Road Ofc 6	Brownsburg	IN	46112	(317) 548-5352
George Burkley	216 N Main Street	Goshen	IN	46526	(574) 359-7710
Coleman Lovelace	608 Main St Ste D	Jasper	IN	47546	(812) 482-5533
John Scott	7520 Perkins Rd, Suite 285	Baton Rouge	LA	70808	(225) 412-9970
Dathan Chauvin	11756 S Harrells Ferry Rd, Ste A	Baton Rouge	LA	70816	(225) 296-9922
Christie Mangipano	70325 Hwy 1077 Ste 300 B	Covington	LA	70433	(985) 796-2400
Alvin Bourque	907 E. Weber Street	Gonzales	LA	70737	(225) 330-8470
Christopher Schmidt	260 Hickory Avenue	Harahan	LA	70123	(504) 930-4460
Byron Lee	1901 Manhattan Blvd Ofc 226	Harvey	LA	70058	(504) 208-9010
Thomas Wilson Smith III	568 Belle Terre Blvd., Ste B	La Place	LA	70068	(985) 322-1177
Jack Vaccarella	1318 Camellia Blvd Ste 221	Lafayette	LA	70508	(337) 236-4245
John ONiell	112 Rue Beauregard	Lafayette	LA	70503	(337) 339-9603
Jimmy Thomas	194 Williamsburg St.	Lake Charles	LA	70605	(337) 205-0151
Joseph D. Bohrer	1421 N Causeway Blvd Unit 203	Metairie	LA	70001	(985) 275-0750
Ben Rodriguez	7115 Dominican St	New Orleans	LA	70118	(504) 603-0900
Chad Combetta	201 St. Charles Ave, Suite 2500	New Orleans	LA	70170	(504) 393-2090
Thomas Kyle McFarlain	616 W. Main St, Ste B	Ville Platte	LA	70586	(337) 236-4295
Rodney Welch	610 Cypress St	West Monroe	LA	71291	(318) 654-7756
Michele Robicheaux	107 Centre Sarcelle Blvd, Suite 707	Youngsville	LA	70592	(337) 347-7170
Rodney Chance	77 Pond St.	Sharon	MA	02067	(781) 859-4422
John Capozzi	11022 Nicholas Ln Ste 7B	Berlin	MD	21811	(856) 204-0384
Bryan Lambert	3023 Henry St.	Muskegon	MI	49441	(231) 769-2700

Sara Shunk	2330 Auburn Rd Ste 4	Shelby Township	MI	48317	(586) 840-2070
Monica Bahri-Jijika	13854 Lakeside Cir, Ste 213	Sterling Heights	MI	48313	(586) 329-6025
Tracey Luye	1353 Jeffco Blvd	Arnold	MO	63010	(636) 282-5055
Ken Oberlohr	1936 Broadway St Ste B	Cape Girardeau	MO	63701	(573) 335-5822
Gary Silverman	17600 Chesterfield Airport Rd Ste 204	Chesterfield	MO	63005	(636) 422-3260
James Oddo	1522 S Glenstone Ave Ste A	Springfield	MO	65804	(417) 530-4644
Adam Zierenberg	470 St Peters Howell Rd Ste 105	St Charles	MO	63304	(314) 800-0605
Tim Silver	470 St. Peters Howell Rd., Suite 105	St. Charles	MO	63304	(636) 733-0030
Phuong Hoang	9962 Lin Ferry Dr Ste 203	St. Louis	MO	63123	(314) 798-9098
Dennis Gurley	22611 Hwy 63, Ste B	Moss Point	MS	39562	(228) 299-3686
Armand Edwards	980 S Eshman Ave	West Point	MS	39773	(662) 368-6284
Gene S. Kropfelder	507 Woodlawn St	Belmont	NC	28012	(704) 566-0400
Charlie Bourgeois	3440 Toringdon Way, Ste 205, Ofc 210	Charlotte	NC	28277	(704) 885-5900
Jasmine Walker	2315 W Arbors Dr, Ste 200, Ofc 1	Charlotte	NC	28262	(980) 285-3307
Amy Jo Briley	604 N Main St. Suite B	Fuquay-Varina	NC	27526	(919) 893-4411
Krishna Kishore Sanga	1004 N Main St Ste A	High Point	NC	27262	(336) 510-6688
Brooke Marin	9820 Northcross Center Ct, Ste 184	Huntersville	NC	28078	(980) 443-6200
Vincent Zanfini	106 Commerce Center Loop Ste C	Mooresville	NC	28117	(704) 269-7297
James Duncan Osborne	7511 Mourning Dove Rd, Ste 104-A	Raleigh	NC	27615	(919) 589-3881
Maz Ganim	5561 McNeely Dr., Unit 203	Raleigh	NC	27612	(919) 443-3300
Dimitri Apostle	102-B Waxhaw Professional Park Drive	Waxhaw	NC	28173	(704) 218-6000
Morris Levy	1209 Culbreth Dr Ste 233	Wilmington	NC	28405	(910) 222-3633
(Jacqueline) Danielle Arnesen	250 W. 1st St, Ste 117	Winston Salem	NC	27101	(743) 249-8080
Neha Singla	2520 St. Rose Parkway, Suite 108-F	Henderson	NV	89074	(702) 577-1400
Michael Dolin	175 Community Drive, Suite 128	Great Neck	NY	11030	(646) 593-8100
John Reardon	115 Broadhollow Rd Ste 375 Unit 8	Melville	NY	11747	(631) 865-5870

Leslie Redler-Cohen	70 East Sunrise Highway Suite 500	Valley Stream	NY	11581	(516) 613-5010
Julio D Ramirez	280 Mamaroneck Ave, Ste 307A	White Plains	NY	10605	(914) 919-9332
Gregory Schindler	4166 Dayton Xenia Rd	Beavercreek	OH	45432	(937) 865-2500
Bryan Rush	1902 Portage Trl	Cuyahoga Falls	OH	44223	(330) 777-7727
Brandon White	5460 Franklin St, Ste 100, Ofc A	Hilliard	OH	43026	(380) 260-4141
Joel Daria	4660 Cemetery Rd	Hilliard	OH	43026	(614) 468-8180
Douglas Thomas	724 Youngstown Warren Rd., Ste 11	Niles	OH	44446	(330) 639-2575
Daniel Alvarez	9139 E Market St, Unit B	Warren	OH	44484	(330) 572-4685
Brandi Leigh Ruple	27600 S Hwy 125, Ste 2B	Afton	OK	74331	(918) 525-4368
Ray Sacchieri	1880 E. Veterans Memorial HWY	Blanchard	OK	73010	(405) 253-5741
David D. Pickel	400 South Elm Pl. Suite G1	Broken Arrow	OK	74012	(918) 872-0880
Dirk Catron	300 NW 61st St Ste 105	Oklahoma City	OK	73118	(405) 529-0156
Dawnita Pierce	10001 S. Pennsylvania Ave, Ste 100	Oklahoma City	OK	73159	(405) 876-7040
Eli Drost	1860 NE 4th St, Ste 500	Bend	OR	97701	(541) 241-7752
Mike Fruin	210 Oakway Rd.	Eugene	OR	97401	(541) 653-8008
Christopher Patterson	4451 Brownridge Terrace #205	Medford	OR	97504	(541) 702-1122
Mehrez Soui	196 W Ashland St Ste 312	Doylestown	PA	18901	(610) 627-5222
Pashupati Timsina Sharma	95 Shannon Dr, Ste 101B	Harrisburg	PA	17112	(717) 346-8090
James Mastrogiacomo	102 Buckwalter Parkway, Suite 3Z	Bluffton	SC	29910	(843) 480-9933
Brandon Jamison	1122 Lady St OFC 257	Columbia	SC	29201	(803) 743-4448
Hoa Van Le	1201 Carolina Place Dr, Ste J	Fort Mill	SC	29708	(803) 971-7070
Jennifer McKenzie	426 West Coleman Blvd Unit F	Mt. Pleasant	SC	29464	(843) 408-4554
Dave Fuentes	2025 Ebenezer Rd, Suite J-5	Rock Hill	SC	29732	(803) 787-0800
Clay Reiser	12019 North Radio Station Road, Suite E	Seneca	SC	29678	(864) 900-5115
Tara Chellis	700 Nexton Square Dr, Ste 259	Summerville	SC	29486	(843) 848-8100
Barry Fraley	1012 16th Ave NW Ste 125	Surfside Beach	SC	29575	(843) 941-7788

Ethan Wood	1616 Westgate Cir Ste 234	Brentwood	TN	37027	(615) 236-2600
Bill Andersen	2129 West St. #214	Germantown	TN	38138	(901) 878-3244
Timothy Walters	7009 Asheville Hwy	Knoxville	TN	37924	(423) 417-2070
Amanda Hunt	1232 1st Ave	Lawrenceburg	TN	38464	(931) 253-7176
Tony Bryson	102 E Main St, Ste C	Lebanon	TN	37087	(615) 234-6519
Martin Fugate	2771 Highway 11 E Ste 9	Lenoir City	TN	37772	(865) 562-3400
Benjamin R. Young	4419 Loop 322	Abilene	TX	79602	(325) 899-3384
Sam Stewart	13706 Research Blvd, Ste 308	Austin	TX	78750	(512) 612-9012
Jeronimo Carrillo	8911 N Capital of Texas Hwy Bldg 4 Ste 4200 Pmb 244	Austin	TX	78759	(512) 549-4494
Justin Glenn	7703 Brodie Lane, Ste A-2	Austin	TX	78745	(512) 617-9165
Juanita Alonzo	3733 North Josey Lane, Suite 113	Carrollton	TX	75007	(214) 507-7880
Jesse Gil	5325 Yorktown Blvd Ste 103	Corpus Christi	TX	78413	(361) 730-1363
Peter Linke	17194 Preston Road, Suite 210	Dallas	TX	75248	(972) 584-1286
Egan Schroeter	408 Veterans Blvd	Del Rio	TX	78840	(830) 638-6216
Dayna Grunor	3201 Teasley Ln Ste 305	Denton	TX	76210	(940) 387-3618
Maria Chavez	5640 Montana Ave Ste C1	El Paso	TX	79925	(915) 296-7311
Alejandra Kristyna Cheda	5044 Doniphan Dr Bldg B Ste 400	El Paso	TX	79932	(915) 600-7500
Za Hre Thang	2201 Spinks Rd Ste 291	Flower Mound	TX	75022	(469) 453-4500
Johnnell Worthen	100 W Broad Street, Ste E	Forney	TX	75126	(214) 764-9060
Tyson Rochelle	4500 Mercantile Plaza Dr, Suite 300	Fort Worth	TX	76137	(817) 756-5001
Norma Wilkins	6136 Frisco Square Blvd Ste 400 Ofc 487	Frisco	TX	75034	(972) 232-2296
Shanquilla Akujobi	3635 Broadway Blvd, Ste B-2	Garland	TX	75043	(469) 453-8881
VeinTwain Herron	601 Quail Valley Dr, Ste 18	Georgetown	TX	78626	(512) 772-2900
Jose Ruben Tamayo Fernandez	5211 FM 1960 Road West, Suite E	Houston	TX	77069	(346) 980-4880
Ana Villafana	4660 Beechnut St Ste 102	Houston	TX	77096	(713) 729-3700
Biju George	14229 Main St	Houston	TX	77035	(832) 678-7200

Neward Phan	2500 Wilcrest Dr, Ste 300, Ofc 45	Houston	TX	77042	(832) 482-0998
Samuel Johnson	635 West 19th St, Ste 250	Houston	TX	77008	(832) 648-7576
Phuong Kim Huynh	11828 Bellaire Blvd, Ste 105C	Houston	TX	77072	(281) 654-8300
Michelle Aguiluz	616 FM 1960 Rd W, Ste 200-I	Houston	TX	77090	(832) 476-9500
Jeffrey Chicoine	1306 Simmons Ave	Jourdanton	TX	78026	(830) 769-4300
Amy Hebert	25807 Westheimer Pkwy Ste 324	Katy	TX	77494	(832) 810-0303
Rair Barraez	21732 Provincial Blvd Ste 160A	Katy	TX	77450	(832) 476-9966
Leticia Marino	5614 1st Street	Katy	TX	77493	(281) 817-4540
Matthew Zissler	1202 Lakeway Dr Ste 9C	Lakeway	TX	78734	(512) 436-0770
Ana Becerra	1019 San Bernardo Ave, Ste 3	Laredo	TX	78040	(956) 679-3105
Kevin Beierschmitt	10210 Frankford Avenue, Suite 120	Lubbock	TX	79424	(806) 517-2100
Jenifer Books	33130 Magnolia Circle, Ste A-2	Magnolia	TX	77354	(281) 872-6304
Cary Hafer	6110 Sienna Ranch Rd, Ste 103D	Missouri City	TX	77459	(281) 975-2131
Jesse Cruz	2225 County Road 90, Ste 201-C	Pearland	TX	77584	(346) 355-6611
Sivachidambaram Govindarajan	6832 Coit Road, Suite 270A	Plano	TX	75023	(469) 814-8199
Thy Phan	500 E Arapaho Rd STE 103	Richardson	TX	75081	(972) 865-7242
Suma Frix	1100 W Campbell Rd Ste 200-3	Richardson	TX	75080	(469) 833-3030
Ebony Williams	24200 Via Mazzini Way Ste 301 Ofc 303	Richmond	TX	77406	(346) 771-1207
Jorge Mario Ortiz	8315 FM 723 Rd, Ste 21	Richmond	TX	77406	(832) 631-6690
Timothy Cypert	801 N Goliad St	Rockwall	TX	75087	(469) 447-7507
Fernando Rizo	1380 Pantheon Way Ste 200	San Antonio	TX	78232	(210) 610-7496
Myriam Mellen	4900 Broadway, Ste 250	San Antonio	TX	78209	(210) 864-2070
Marjorie Toussaint	8000 W Interstate 10, Suite 670	San Antonio	TX	78230	(210) 469-4050
Robert Lowry	3555 Rayford Rd, Suite 40	Spring	TX	77386	(281) 466-4377
Aaron S. McCready	54 Sugar Creek Center Blvd, Suite 200	Sugar Land	TX	77478	(832) 532-8179
Billy Nash	19901 Southwest Fwy Ste 243	Sugar Land	TX	77479	(832) 592-1011

Yesenia Vela	1020 14th St N, Ste A	Texas City	TX	77590	(409) 247-2125
Amber Smith	3700 Standridge Dr, Ste 107	The Colony	TX	75056	(945) 297-1514
Marcela Guzman	4576 Research Forest Dr. Ste 200, Ofc 204	The Woodlands	TX	77381	(713) 581-1200
Karen Scherer	1316 N Main St	Weatherford	TX	76086	(817) 550-6373
Maegan Lunte	601 Sanden Blvd Ste 103	Wylie	TX	75098	(214) 453-1262
Shakir Ahmed Shukor	715 E 3900 S, Ste. 200B	Millcreek	UT	84107	(801) 436-8095
Scott M. Smith	2909 S Washington Blvd Ste 219	Ogden	UT	84401	(801) 804-5045
Carmen Gordon	275 N 500 W Ste A Ofc 2	Provo	UT	84601	(385) 343-5588
Ginny Schwank	16401 Harrowgate Rd	Chester	VA	23831	(804) 554-3030
Jonathan Lewis Sargent	11815 Fountain Way, Ste 300 Ofc 350	Newport News	VA	23606	(757) 493-6800
Farley R Perkins	739 High St, Ste 124	Portsmouth	VA	23704	(757) 271-6655
Cory Woolford	313 Laskin Rd Ste 103 Ofc 2	Virginia Beach	VA	23451	(757) 275-0658
Leiby De Jesus	13923 Minnieville Rd Ste A	Woodbridge	VA	22193	(571) 800-0802
John Mays	600 Prestige Park Dr, Ste B1, Ofc 4	Hurricane	WV	25526	(304) 814-2509

Franchise Agreements Signed but Location Unopened as of December 31, 2025					
Agency Owner	City	State	Zip Code	Phone	
Charles Windham	Troy	AL	36081	(334) 451-3475	
Alex Stickley	Costa Mesa	CA	92626	(714) 929-1668	
Michael Rivera	Aurora	CO	80016	(724) 856 3349	
David Head	Broomfield	CO	80021	(720) 240-7281	
Christopher Lukasiewicz	Wilmington	DE	19808	(302) 685-5184	
Sean Mazzola	Bonita Springs	FL	34135	(239) 235-4060	
Yevgeniy Khaytin	Brandon	FL	33511	(813) 219-1912	
Raymond Roth	Cape Coral	FL	33914	(239) 980-2526	
Francisco Diaz	Hialeah	FL	33016	(305) 564-1526	
Tracy Watts	Melbourne	FL	32934	(321) 221-4370	
Alexander Pagola	Miami	FL	33176	(305) 395-3067	
Vera Beaujardin	Naples	FL	34116	(239) 544-4205	
Sarang Chauhan	Orlando	FL	32819	(321) 319-4136	
Deatrice Nelson	Panama City	FL	32401	(850) 692-8687	
Kurt Wienants	Stuart	FL	34994	(786) 319-9457	
Wallace Belo	Winter Garden	FL	34787	(786) 589-7203	
Josh Smith	Jefferson	GA	30549	(706) 988-0001	

Terrence Butler	Belleville	IL	63336	(618) 589-2111
Jared Leek	Fort Scott	KS	66701	(620) 712-8822
Christa Lytle	Friendsville	MD	21531	(301) 463-4060
Nahid Hammad	Dearborn Heights	MI	48127	(313) 752-2000
Devon Arnold-Gamble	Farmington Hills	MI	48331	(248) 230-8460
Deon Benito	Petoskey	MI	49770	(231) 547-0792
Nadija Halilovic	Arnold	MO	63010	(314) 934-3552
Michael Ramsey	Blue Springs	MO	64015	(816) 690-2390
Ryan Borland	Cottleville	MO	63304	(636) 216-2460
Perry Li	Olivette	MO	63132	(636) 579-1888
Anthony Rodriguez-Levicchi	Caldwell	NJ	07006	(908) 633-1327
Michael Thompson	Marlton	NJ	08053	(215) 870-2326
Jennifer Minniti	Sewell	NJ	08080	(856) 245-7485
Alicia Wiltshire	Millerton	NY	12546	(631) 875-9784
Joan Kaminsky	Lancaster	OH	43130	(740) 503-4004
Anthony Zampirri	Feasterville	PA	19053	(215) 371-4448
Ryan Vaughn	Kingsport	TN	37663	(615) 428-2969
Kenny Kelly	Carrollton	TX	75006	(972) 999-2058
Susan Ledbetter	Denton	TX	76266	(940) 278-0921
Curtis Parker	Dickinson	TX	77539	(832) 669-4481
Binod Baniya	Euless	TX	76040	(817) 768-9023
Phoebe Nguyen	Houston	TX	77042	(346) 326 7761
Troy Williams	Pearland	TX	77581	(281) 485-0833
Omprakash Subramanian	Plano	TX	75024	(972) 645-7365
Justin Weber	Port Neches	TX	77651	(409) 226-3240
Vannara Krang	Richardson	TX	75081	(469) 342-3581
Todd Frantz	Falls Church	VA	22042	(540) 685-1530
Monica Allen West	Smithfield	VA	23430	(757) 765-2102
Jeffrey Lurie	Suffolk	VA	23435	(757) 271-9042

Franchisees that Left the System in 2025			
Agency Owner	City	State	Phone
Holly Anne Luky	Flagstaff	AZ	(928) 225-2222
Danielle Bloss-Burdick	Glendale	AZ	(602) 806-7060
Blayne Byron McCurdy	Phoenix	AZ	(602) 898-6090
Irene Lin	Baldwin Park	CA	(626) 889-6644
Lisa Saul	Lakewood	CA	(562) 383-7100
Janie Walker	Colorado	CO	(719) 888-5302
Matthew Harper	Westminster	CO	(303) 268-0699
Christopher Butler	Shelton	CT	(203) 989-4880
James Owens	Altamonte	FL	(407) 289-1090
Charles Shoemaker	Boca Raton	FL	(561) 486-6040
Aquila Oliveira	Boca Raton	FL	(203) 424-9978
Cici Lu	Champions Gate	FL	(407) 337-5775

Jose Candelario	Cocoa Beach	FL	(321) 280-2500
Andrei Byfield	Coral Springs	FL	(954) 715-7273
Patrick Gunther	Fort Myers	FL	(239) 379-8014
Kevan Sanjana	Gainesville	FL	(352) 260-0088
Joanne Scott	Hollywood	FL	(954) 344-4060
Jeff Stoneking	Jacksonville	FL	(904) 538-0411
Rajeev Parmar	Jacksonville	FL	(904) 892-5511
Lisa Arnold	Melbourne	FL	(321) 265-4555
Duckencia Chauvet	North Miami	FL	(786) 528-8648
Ruth Esperon	Orlando	FL	(689) 204-2100
Youshan Zhao	Orlando	FL	(407) 985-4433
Steven A. Ward	Port Charlotte	FL	(239) 330-6585
Gregory Schindler	Sarasota	FL	(941) 921-9092
Ken Toney	South Daytona	FL	(386) 253-3969
David Edward Lego	St. Augustine	FL	(904) 217-7624
Joseph Craig	St. Petersburg	FL	(727) 228-3111
Emmanuel Guerrier	Tallahassee	FL	(850) 208-3210
Rich Saltzman	Tampa	FL	(813) 381-5498
Lisa Dozier	Tampa	FL	(813) 819-0050
Dustin Secor	Tampa	FL	(813) 939-4038
Walter Eugene Raysick	Tampa	FL	(813) 544-0667
Wizeth Stecconi	Venice	FL	(941) 867-4800
Lizabeth Krus	Winter Springs	FL	(407) 710-0630
Torey Bryant	Atlanta	GA	(404) 595-2101
Lauren Summers	Atlanta	GA	(470) 947-3000
Jose Mariscal	Round Lake	IL	(847) 807-8388
Carlos Semanate	Worth	IL	(708) 852-5575
Michael Thomas Barton	Indianapolis	IN	(737) 402-7200
Bradley Frye	Indianapolis	IN	(317) 940-5752
Laura LeBlanc	Hammond	LA	(985) 602-9998
Kirt Arnold	Hammond	LA	(985) 304-8007
Joanna Randall	Slidell	LA	(985) 214-4433
Cheryl Isaac	Worcester	MA	(508) 964-8188
Aaron Murphy Fannon	Havre De Grace	MD	(667) 567-0135
Ghada Mustapha	Dearborn	MI	(313) 416-9060
Kevin Dodson	Taylor	MI	(734) 519-5550
Jason Crowder	Barco	NC	(252) 751-5969
Raj Ghimire	Cary	NC	(919) 764-1999
Miriam Abad	Charlotte	NC	(980) 242-5400
Carla D.Bluit	Greensboro	NC	(336) 664-8400
Brett Harms	Wilmington	NC	(910) 518-5635
Christina Iacangelo	Reno	NV	(775) 902-2333
Carmen Rivas	Buffalo	NY	(716) 303-0020
Sirinun Kumparatana	Glen Cove	NY	(516) 620-1500

Stalyn Orellana	Patchogue	NY	(631) 935-9030
Jessica Williams	Gahanna	OH	(380) 266-0090
Bryan Wilson	Springfield	OH	(937) 910-0444
Belinda Gail O'Neil	Cordell	OK	(580) 203-5020
Karen Rose	Chadds Ford	PA	(267) 996-3733
Mike Patel	Greenville	SC	(864) 900-5165
April Dunning	Jackson	TN	(731) 595-4974
Demetrius Smith	Memphis	TN	(901) 450-4546
Chris Perkins	Houston	TX	(713) 234-0080
Karla Vasquez	Houston	TX	(281) 809-4010
Nicole Guerra	New Braunfels	TX	(830) 549-1697
Richard L. Gibson	Richardson	TX	(214) 224-9444
Susan Hildreth	Southlake	TX	(682) 235-0070
StacyAnn Alisia Minott	Norfolk	VA	(757) 271-4444
Fran Fogarty	Warsaw	VA	(804) 653-7060

**EXHIBIT F:**  
**INITIAL FEE NOTE**

**PROMISSORY NOTE AND GUARANTY**

**Date of Note:** \_\_\_\_\_

**Principal Amount:** **Twenty-Five Thousand Dollars (\$25,000)**

**Maturity Date:** **The earlier of the 2<sup>nd</sup> business day of the month following the earlier of the termination or non-renewal of the Franchise Agreement, or the date of the first Commission Run in the fifty-ninth (59<sup>th</sup>) month after the first payment hereunder is due.**

**Interest Rate:** **No interest shall accrue on the Principal Amount**

**Maker:** \_\_\_\_\_, a \_\_\_\_\_

**Payee:** **Brightway Insurance, LLC, a Florida limited liability company**

**Payee's Address:** **5011 Gate Parkway, Building 200, Suite 200  
Jacksonville, Florida 32256**

**FOR VALUE RECEIVED**, Maker hereby covenants and promises to pay to the order of Payee, or to Payee's successors or assigns, at Payee's Address, or at such other place as Payee may designate to Maker in writing from time to time, in legal tender of the United States of America in immediately available funds, the Principal Amount which shall be due and payable in full on the Maturity Date.

No interest shall accrue on the Principal Amount.

Maker may prepay the entire outstanding Principal Amount balance of this Note, without penalty, at any time. Maker may make a partial prepayment no more than one (1) time every three hundred sixty-five (365) days. Partial prepayments shall reduce the total quantity of monthly payments, but shall not delay any upcoming payments or reduce the amount payable each month. In addition to the foregoing, in the event that Maker makes a single payment under the Note in the amount of \$15,000 on or before the date the first payment is due pursuant to the terms hereof, then all of Maker's obligations under this Note shall be deemed to have been satisfied in full by Maker as of the date of such payment, and the Note shall be terminated effectively as of such date.

Any amount which is not paid within five (5) calendar days after the date on which it is due and payable will be subject to a late fee equal to five percent (5%) of such overdue amount.

On the earlier of (a) the termination or expiration and non-renewal of the Franchise Agreement, or (b) any transfer or assignment of the Franchise Agreement to a third party, if the assignee does not also assume this Note, the aggregate unpaid Principal Amount and all other amounts payable under this Note shall be due and payable on the earlier of: (i) the 2<sup>nd</sup> business day of the month immediately following the termination or expiration of the Franchise Agreement, or (ii) the effective date of any transfer of the Franchise Agreement that does not include an assignment of this Note. In the event payment is governed by this paragraph, the foregoing shall constitute the Maturity Date.

If not due earlier pursuant to the preceding paragraph, the Principal Amount shall be due and payable as follows: Beginning on the later of (a) the date of the first Commission Run (as such term is defined in Section 8 of the Franchise Agreement) in the thirteenth (13<sup>th</sup>) month after Maker commences operation of the Brightway Location governed by the Franchise Agreement, or (b) the date of the first Commission Run in the month following the Date of Note, and continuing every month thereafter for fifty nine (59) consecutive months (60 monthly payments total), Maker shall remit to payee an amount equal to four-hundred and sixteen dollars and sixty-seven cents (\$416.67) per month. In the event payment is governed by this paragraph, the Maturity Date shall be the date of the first Commission Run in the fifty-ninth (59<sup>th</sup>) month after the first payment hereunder is due. All amounts outstanding under this Note shall be due and payable on the applicable Maturity Date.

DOCUMENTARY STAMP TAXES IN THE AMOUNT OF \$\_\_\_\_\_ HAVE BEEN PAID TO THE FLORIDA DEPARTMENT OF REVENUE IN CONNECTION WITH THE INDEBTEDNESS EVIDENCED BY THIS PROMISSORY NOTE. [OR – THIS PROMISSORY NOTE WAS MADE, EXECUTED, DELIVERED AND ACCEPTED OUTSIDE THE STATE OF FLORIDA AND ACCORDINGLY NO FLORIDA DOCUMENTARY STAMP TAXES ARE DUE AND OWING IN CONNECTION THEREWITH]

This Note is also executed and delivered in connection with that certain Franchise Agreement by and among Maker and Payee dated as of the same date of this Note (the “Franchise Agreement”) and is subject to the terms and conditions thereof.

The occurrence of any one or more of the following events shall constitute an “Event of Default” under this Note:

(a) The failure by Maker to pay, when due, any principal or other monetary amounts due under this Note, the Franchise Agreement or any other franchise or other agreement between Payee and Maker or Maker’s affiliates; or

(b) The failure of Maker to perform or observe, in a prompt and timely manner, any obligation, term, provision, covenant or agreement contained in this Note, the Franchise Agreement or any other franchise or other agreement between Payee and Maker or Maker’s affiliates.

Upon the occurrence of an Event of Default, all of the then-outstanding balance of the Principal Amount and any accrued late fees shall, at the option of Payee, then become due and payable immediately without presentment, demand or notice of any kind. Failure to exercise this option shall not constitute a waiver of the right to exercise the same in the event of any subsequent Event of Default.

Upon the occurrence of an Event of Default, Payee shall also be entitled to set off any amounts Maker owes to Payee under the terms of this Note against any amounts Payee owes to Maker or its affiliates under the Franchise Agreement (or any other franchise or other agreement between Payee and Maker or its affiliates).

No act of omission or commission of Payee, including specifically any failure to exercise any right, remedy or recourse, shall be a waiver of any right, remedy or recourse unless in a writing executed by Payee, and then only to the extent specifically recited therein. A waiver or release with reference to one event shall not be construed as continuing, as a bar to, or as a waiver or release of any subsequent right, remedy or recourse as to any subsequent event.

Time is of the essence in this Note. In the event of any default hereunder, Maker further agrees that Maker shall pay all costs of collection and enforcement of this Note, including all costs, expenses and attorneys' fees for any hearing, trial, retrial, rehearing or appeals.

This Note may not be changed, altered, modified, or terminated orally, but only by an agreement or discharge in writing signed or delivered by Payee, including without limitation any replacement Schedule I delivered by Payee to Maker pursuant to the terms of this Note.

Maker hereby waives presentment, protest and notice of dishonor and further agrees to all extensions and renewals of this Note as Payee may, in its discretion, grant, and does further waive the right to receive any and all other notices as may be required under applicable law.

The persons executing this Note on behalf of entities acknowledge their authority to do so. Maker represents and warrants that no third-party consent is required for delivery or execution of this Note.

Maker's obligations hereunder shall not be assigned by Maker without the consent of Payee. This Note shall bind Maker and its permitted successors and assigns. If this Note is transferred by Payee, a new note of like tenor, date and maturity shall be issued to the transferee upon the surrender hereof for cancellation.

This Note shall be subject to and governed by the laws of the State of Florida, without regard to such state's choice of law provisions. Maker hereby irrevocably consents to the jurisdiction and venue of the courts in Duval County, Florida and of any federal court located in the Middle District of Florida in connection with any action or proceeding arising out of or relating to this Note or a default of this Note.

If any provision of this Note is deemed illegal under any state or federal law, then such provision shall not be considered part of this Note and the remainder of this note shall not be affected.

Maker hereby waives any right to a trial by jury in any civil action arising out of, or based upon, this Note.

In consideration of Payee entering into this Note, Maker, for itself and all persons and entities claiming by, through, or under it, releases, acquits and forever discharges Payee and its present and former officers, employees, shareholders, directors, agents, servants, representatives, affiliates, successors, and assigns (the "Payee Releasees") from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorneys' fees, actions or causes of action whatsoever, whether known or unknown, which Maker, by itself, on behalf of, or in conjunction with any other person, persons, or entity, have, had or claim to have against the Payee Releasees arising out of or related to the offer or sale of the Franchise Agreement, and the operation of any franchised Brightway Insurance location owned by Maker or its affiliates.

**TO SECURE PAYMENT, MAKER IRREVOCABLY AUTHORIZES ANY ATTORNEY OF ANY COURT OF RECORD TO APPEAR FOR MAKER IN SUCH COURT AT ANY TIME AFTER THE PAYMENT DEADLINE AND CONFESS A JUDGMENT WITHOUT PROCESS IN FAVOR OF PAYEE FOR SUCH AMOUNT AS MAY APPEAR TO BE UNPAID, TOGETHER WITH THE COSTS AND REASONABLE ATTORNEYS' FEES AMOUNTING TO THE GREATER OF TWO THOUSAND DOLLARS (\$2,000) OR TEN PERCENT (10%) OF THE UNPAID BALANCE THEN DUE UNDER THIS NOTE. MAKER WAIVES AND RELEASES PAYEE FROM ALL ERRORS IN SUCH PROCEEDINGS, AND CONSENTS TO THE IMMEDIATE EXECUTION UPON ANY SUCH JUDGMENT, AND RATIFIES AND CONFIRMS ALL THAT THE ATTORNEY MAY DO BY VIRTUE OF SUCH JUDGMENT. MAKER WAIVES AND RELEASES, TO THE EXTENT PERMITTED BY LAW, ALL BENEFIT AND RELIEF FROM ANY AND ALL APPRAISEMENT, STAY, OR EXEMPTION**

**LAWS OF ANY STATE, NOW AND IN THE FUTURE ENACTED. PAYEE'S RIGHT TO ENTER JUDGMENT BY CONFESSION SHALL NOT BE EXHAUSTED BY THE ENTRY OF SUCH JUDGMENT, AND PAYEE SHALL HAVE THE RIGHT TO ENTER SUCCESSIVE JUDGMENTS PURSUANT TO THIS NOTE.**

**I HAVE READ THE ABOVE NOTE AND UNDERSTAND ITS TERMS. I WOULD NOT SIGN THIS NOTE IF I DID NOT UNDERSTAND AND AGREE TO BE BOUND BY ITS TERMS.**

**MAKER:**

By: \_\_\_\_\_

Date: \_\_\_\_\_

## GUARANTY OF PAYMENT AND PERFORMANCE

For value received and intending to be legally bound, the undersigned do each hereby jointly and severally guarantee the payment of the foregoing Promissory Note made by \_\_\_\_\_ (the "Maker"), for the benefit of Brightway Insurance, LLC, a Florida limited liability company, dated as of \_\_\_\_\_ (the "Note"), in the original principal amount of Twenty-Five Thousand Dollars (\$25,000) and all extensions or renewals thereof and all sums payable under or by virtue thereof, including, without limitation, all amounts of principal and all expenses (including attorneys' fees and costs) incurred in the collection thereof, the enforcement of rights thereunder and hereof, and further, waives presentment, demand, notice of dishonor, protest and all other notices whatsoever to the fullest extent permitted by law.

This Guaranty shall bind the undersigned and their respective successors, heirs, executors and administrators, irrespective of the lack of any advance notice or consent of the undersigned, for their obligations hereunder. This Guaranty shall be continuing, absolute, unconditional and irrevocable. This Guaranty is a guaranty of prompt payment and performance (and not merely a guaranty of collection). The holder of the Note shall not be obligated to first enforce or resort to any other remedies it may have for the payment of any indebtedness covered by this Guaranty before the undersigned shall become liable hereunder. The undersigned hereby consent and agree that: (i) the undersigned may be sued by the holder of the Note with or without joining the Maker of the Note, and without first or contemporaneously suing the Maker or otherwise seeking or proceeding to collect from the Maker; and (ii) the payment of the Note, or any of the liabilities of the Maker thereof, may be extended or the Note renewed any number of times and for any period without notice.

If any part of this Guaranty shall be adjudged invalid or not enforceable, then such partial invalidity or unenforceability shall not cause the remainder of this Guaranty to be or to become invalid or unenforceable, and if a provision hereof is held invalid or unenforceable in one or more of its applications, the parties hereto agree that said provisions shall remain in effect in all valid or enforceable applications that are severable from the invalid or unenforceable applications.

None of the terms and provisions of this Guaranty shall be waived, altered or amended except by a writing, duly signed by an appropriate representative of the holder of the Note and by the undersigned. The use of the singular herein may also refer to the plural, and vice versa, and the use of the neuter or any gender shall be applicable to any other gender or the neuter. If more than one person has executed this Guaranty, the term "the undersigned," as used herein shall refer to each such person and the liability of each of the undersigned hereunder shall be joint and several and primary.

IN WITNESS WHEREOF, each of the undersigned certifies that he or she has read and understands the foregoing Note and this Guaranty; is capable and empowered to sign this Guaranty; and has hereunder voluntarily executed this Guaranty as of \_\_\_\_\_.

### GUARANTORS:

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**EXHIBIT G:**  
**STATE SPECIFIC ADDENDA**

**BRIGHTWAY INSURANCE, LLC**  
**CALIFORNIA ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

1. Neither the franchisor nor any person in Item 2 of the Disclosure Document is subject to any currently effective order of any national securities association or national securities exchange as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling such person from membership in that association or exchange.
2. The California Franchise Investment Law requires that a copy of all proposed agreements relating to the sale of the franchise be delivered together with the Disclosure Document.
3. The Franchise Agreement requires non-binding mediation and then litigation. The non-binding mediation and then litigation will occur at a site chosen by the mediators/court with the costs being borne by each party except where a party fails to comply with the mediation/litigation provisions of the Franchise Agreement, in which case, that party shall be liable to the other party for all costs and attorneys' fees incurred by the other party to enforce the mediation/litigation provision.
4. The following paragraphs are added at the end of Item 17 of the Disclosure Document:

A. Termination and Non-Renewal:

California Business and Professional Code Sections 20000 through 20043 provide rights to franchisees concerning termination or non-renewal of a franchise. If the Franchise Agreement contains any provision that is inconsistent with the law, the law, as amended from time to time, will control.

B. Post Termination Non-Competition Covenants:

Any non-competition and non-solicitation agreement containing a covenant not to compete that extends beyond the termination/expiration of the franchise may not be enforceable under California law.

C. Termination upon Insolvency, Bankruptcy or Reorganization:

Where the Franchise Agreement provides for termination upon insolvency, bankruptcy or reorganization, such a provision might not be enforceable under California Law.

D. Material Modifications:

Section 31125 of the Franchise Investment Law requires us to give you a Disclosure Document approved by the Commissioner of the Department of Financial Protection and Innovation before we ask you to consider a material modification of your Franchise Agreement.

E. Non-Competition Covenant:

A contract which restrains a former franchisee from engaging in a lawful trade or business is to that extent void under California Business and Professions Code Section 16600.

F. General Release:

You must sign a general release if you renew or transfer your franchise. California Corporations Code Section 31512 voids a waiver of your rights under the Franchise Investment Law (California Corporations Code Sections 31000 through 31516). Business and Professions Code Section 20010 voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).

5. The following paragraph is added at the end of Item 19 of the disclosure document:

**NOTICE REQUIRED BY THE STATE OF CALIFORNIA**

The financial performance representations do not reflect the costs of sales, operating expenses or other costs or expenses that must be deducted from the gross revenue or gross sales 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 franchised business. Agency Owners or former Agency Owners, listed in the Disclosure Document, may be one source of this information.

6. OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION AT [www.dfpi.ca.gov](http://www.dfpi.ca.gov).
7. The highest interest rate allowed in California is 10% annually.
8. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**BRIGHTWAY INSURANCE, LLC  
CALIFORNIA ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF CALIFORNIA ARE HEREBY AMENDED AS FOLLOWS:**

1. Section 31125 of the California Corporation Code requires the Franchisor to give you a Disclosure Document, in a form and containing such information as the Commissioner may by rule or order require, prior to solicitation of a proposed material modification of an existing franchise.
2. California Business and Professions Code Sections 20000 through 20043 provide rights to the Agency Owner concerning termination or non-renewal of a franchise. If the Franchise Agreement contains a provision that is inconsistent with the law, the law will control.
3. The Franchise Agreement provides for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C.A. Sec 101 et seq.).
4. The Franchise Agreement contains a covenant not to compete which extends beyond the termination of the franchise. This may not be enforceable under California law.
5. The Franchise Agreement requires non-binding mediation followed by litigation in Duval County, Florida. This provision may not be enforceable under California law.
6. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**ILLINOIS ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

**NOTICE TO PROSPECTIVE AGENCY OWNERS IN THE STATE OF ILLINOIS**

Illinois law governs the Franchise Agreement.

In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois.

Your rights upon Termination and Non-Renewal are set forth in Sections 19 and 20 of the Illinois Franchise Disclosure Act.

In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act or any other law of Illinois is void.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on behalf of the franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**BRIGHTWAY INSURANCE, LLC  
ILLINOIS ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF ILLINOIS ARE HEREBY AMENDED AS FOLLOWS:**

1. Illinois law governs the Franchise Agreement.
2. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of Illinois is void. However, a franchise may provide for arbitration to take place outside of Illinois.
3. Your rights upon Termination and Non-Renewal are set forth in sections 19 and 20 of the Illinois Franchise Disclosure Act.
4. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act or any other law of Illinois is void.
5. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on behalf of the franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**INDIANA ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF INDIANA ARE HEREBY AMENDED AS FOLLOWS:**

1. Any agreement executed in and operative within the State of Indiana shall be governed by applicable Indiana franchise laws and the right of any Agency Owner to institute a civil action or initiate mediation proceedings within the State of Indiana shall not be deemed to have been abridged in any form or manner by any provisions contained in this Franchise Agreement.
2. In compliance with Indiana Code Section 12-2-2.7-1(9), any provisions in this Franchise Agreement relating to non-competition upon the termination or non-renewal of the Franchise Agreement shall be construed in accordance with Indiana Code Section 23-2-2.7-1(9).
3. Indiana Code Section 23-2-2.7-1(10) prohibits the choice of an exclusive forum other than Indiana.
4. Indiana Code Section 23-2.2.7-1(10) prohibits the limitation of litigation. The Indiana Secretary of State has interpreted this section to prohibit provisions in contracts regarding liquidated damages. Accordingly, any provisions in the Franchise Agreement regarding liquidated damages may not be enforceable.
5. In compliance with Indiana Code Section 23-2-2.7-1(10), any inference contained in the Franchise Agreement to the effect that the Franchisor “is entitled” to injunctive relief shall, when applicable to a Franchise Agreement executed in and operative within the State of Indiana, hereby be deleted, understood to mean and replaced by the words “may seek.”
6. Indiana Code Sections 23-2-2.5 and 23-2-2.7 supersede the choice of law clauses of the Franchise Agreement.
7. Indiana Code Section 23-2.2.7-1 makes it unlawful for a franchisor to terminate a franchise without good cause or to refuse to renew a franchise on bad faith.
8. In compliance with Indiana Code Section 23-2-2.7-1(5), any requirement that the Agency Owner must execute a release upon termination of the Franchise Agreement shall not be mandatory and is hereby made discretionary. However, Agency Owner shall execute all other documents necessary to fully rescind all agreements between the parties under the Franchise Agreement.
9. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

***Signatures Appear on the Following Page.***

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**MARYLAND ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

1. Item 17(c) of the Disclosure Document shall be amended as follows:

The general release required as a condition of the renewal of an existing franchise by an Agency Owner shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

2. Item 17(m) of the Disclosure Document shall be amended as follows:

The general release required as a condition of the sale or assignment/transfer of an existing franchise by an Agency Owner shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

4. Item 17(v) and 17(w) of the Disclosure Document shall be amended as follows:

Despite the provisions of Item 17, the Agency Owner may sue in the State of Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.

5. Item 17 of the Disclosure Document shall be amended as follows:

Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

6. The Disclosure Document shall be amended as follows:

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Disclosure Document.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC  
MARYLAND ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED WITH RESIDENTS OF MARYLAND OR FRANCHISES TO BE OPERATING WITHIN THE STATE OF MARYLAND ARE HEREBY AMENDED AS FOLLOWS:**

1. Despite anything to the contrary contained in the Franchise Agreement, the general release required as a condition of renewal, sale, or assignment/transfer of an existing franchise by an Agency Owner shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
2. Despite the provisions of Section 24 of the Franchise Agreement, the Agency Owner may sue in the State of Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
3. All representations requiring prospective franchisees to assent to a release, estoppel or waiver of liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.
4. The provisions in the Franchise Agreement providing for termination upon bankruptcy of the Agency Owner may not be enforceable under federal bankruptcy law (11 U.S.C. § 101 et seq.).
5. Despite the provisions of Section 24(f) of the Franchise Agreement, any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.
6. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**MICHIGAN ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

**NOTICE TO PROSPECTIVE FRANCHISEES IN THE STATE OF MICHIGAN**

**THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES FOUND IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.**

(A) A prohibition on the right of a franchisee to join an association of franchisees.

(B) A requirement that a franchisee assent to release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a Franchise Agreement, from settling any and all claims.

(C) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the Franchise Agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.

(D) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures and furnishings not reasonably required in the conduct of the franchise business are subject to compensation. This subsection applies only if: (1) the term of the franchise is less than 5 years and (2) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise, or the franchisee does not receive at least 6 months advance notice of the franchisor's intent not to renew the franchise.

(E) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.

(F) A provision requiring that mediation or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of mediation, to conduct mediation at a location outside this state.

(G) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:

(1) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.

(2) The fact that the proposed transferee is a competitor of the franchisor or subfranchisor.

(3) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

(4) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the Franchise Agreement existing at the time of the proposed transfer.

(H) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provision of the Franchise Agreement and has failed to cure the breach in the manner provided in subdivision (C).

(I) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

**THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.**

ANY QUESTIONS REGARDING THIS NOTICE SHOULD BE ADDRESSED TO:  
DEPARTMENT OF ATTORNEY GENERAL  
CONSUMER PROTECTION DIVISION  
670 LAW BUILDING, 525 W. OTTAWA STREET  
LANSING, MICHIGAN 48913  
Telephone (517) 373-7117

## **NOTICE TO PROSPECTIVE AGENCY OWNERS IN THE STATE OF MINNESOTA**

With respect to franchises governed by Minnesota law, the Franchisor will comply with Minn. Stat. Sec. 80c. 14, Subds. 3, 4 and 5 which require, except in certain specified cases, that an Agency Owner be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the Franchise Agreement.

Notwithstanding anything to the contrary in the Franchise Agreement, pursuant to Minn. Stat. Sec. 80C.21 and Minn. Rule Part 2860.4400J, the Franchisor is prohibited from requiring litigation to be conducted outside Minnesota. In addition, nothing in the disclosure document or agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

Notwithstanding anything contained in the Franchise Agreement to the contrary, the Franchisor shall protect the Agency Owner's right to use the trademarks, service marks, trade names, logotypes, symbols, and other commercial symbols belonging to the Franchisor and which the Agency Owner has been permitted to use under the Franchise Agreement.

No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

**BRIGHTWAY INSURANCE, LLC**  
**MINNESOTA ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF MINNESOTA ARE HEREBY AMENDED AS FOLLOWS:**

1. Notwithstanding anything contained in the Franchise Agreement to the contrary, the Franchisor shall protect the Agency Owner's right to use the trademarks, service marks, trade names, logotypes, symbols, and other commercial symbols belonging to the Franchisor and which the Agency Owner has been permitted to use under the Franchise Agreement.
2. With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80c. 14, Subds. 3, 4 and 5 which require, except in certain specified cases, that an Agency Owner be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the Franchise Agreement.
3. Any reference contained in the Franchise Agreement to the effect that the Franchisor "is entitled" to injunctive relief, or any imputation that the Agency Owner can waive any rights under any law shall, in any Franchise Agreement entered into in the State of Minnesota be deleted and replaced with the words, "may seek."
4. Notwithstanding anything to the contrary in the Franchise Agreement, pursuant to Minn. Stat. Sec. 80C.21 and Minn. Rule Part 2860.4400J, the Franchisor is prohibited from requiring litigation to be conducted outside Minnesota. In addition, nothing in the Disclosure Document or agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
5. With respect to franchises governed by Minnesota law, Franchisor will comply with Minn. Rule 2860.4400D which prohibits a franchisor from requiring an Agency Owner to assent to a general release as a requirement to renew or extend.
6. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

***Signatures Appear on the Following Page.***

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**NEW YORK ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

In recognition of the requirements of the New York General Business Law, Article 33, and of the Codes, Rules, and Regulations of the State of New York, Title 13, Chapter VII, Section 200.2 the Franchise Disclosure Document for Brightway Insurance, LLC for use in the State of New York shall be amended as follows:

1. The following information is added to the cover page of the Franchise Disclosure Document:

INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT A OR YOUR PUBLIC LIBRARY FOR SOURCES OF INFORMATION. REGISTRATION OF THIS FRANCHISE BY NEW YORK STATE DOES NOT MEAN THAT NEW YORK STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT. IF YOU LEARN THAT ANYTHING IN THE FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND NEW YORK STATE DEPARTMENT OF LAW, BUREAU OF INVESTOR PROTECTION AND SECURITIES, 28 LIBERTY STREET, 21ST FLOOR, NEW YORK, NEW YORK 10005. THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE FRANCHISE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS FRANCHISE DISCLOSURE DOCUMENT.

2. Item 3 shall be supplemented by the following:

Except as provided herein, neither we, our predecessor, nor any person identified in Item 2 or an affiliate offering franchises under our principal trademark has an administrative, criminal or civil action pending against that person alleging: a felony; a violation of a franchise, antitrust or securities law; fraud, embezzlement, fraudulent conversion, misappropriation of property; unfair or deceptive practices or comparable civil or misdemeanor allegations. In addition, neither we, our predecessor, nor any person identified in Item 2 or an affiliate offering franchises under our principal trademark has any pending actions against them, other than routine litigation incidental to the business, which are significant in the context of the number of franchisees and the size, nature or financial condition of the franchise system or its business operations.

Except as provided herein, neither we, our predecessor, nor any person identified in Item 2 or an affiliate offering franchises under our principal trademark has been convicted of a felony or pleaded *nolo contendere* to a felony charge or, within the 10 year period immediately preceding the application for registration, has been convicted of or pleaded *nolo contendere* to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud or securities law; fraud, embezzlement, fraudulent conversion or misappropriation of property, or unfair or deceptive practices or comparable allegations.

Except as provided herein, neither we, our predecessor, any person identified in Item 2 or an affiliate offering franchises under our principal trademark is subject to a currently effective injunctive or restrictive order or decree relating to the franchise, or under a federal, state or Canadian franchise, securities, antitrust, trade regulation or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency; or is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities and Exchange Act of 1934, suspending or expelling such person from membership in such association or exchange; or is subject to a currently effective injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

3. Item 4 shall be supplemented by the following:

During the 10-year period immediately before the application for registration, neither we nor our affiliate, any predecessor, current officers or general partner has: (a) filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code; (b) obtained a discharge of its debts under the bankruptcy code; or (c) was a principal officer of a company or a general partner in a partnership that either filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code or that obtained a discharge of its debts under the U.S. Bankruptcy Code during or within 1 year after our officer or general partner held this position in the company or partnership.

4. Item 5 shall be supplemented by the following:

The initial franchise fee constitutes part of our general operating funds and will be used as such in our discretion.

5. The following is added to the end of the "Summary" sections of Item 17(c), titled "Requirements for franchisee to renew or extend," and Item 17(m), entitled "Conditions for franchisor approval of transfer":

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Sections 687.4 and 687.5 be satisfied.

6. Item 17, the Summary Column opposite Provision D, shall be amended to also state the following:

The franchisee may terminate the agreement on any grounds available by law.

7. Item 17, the Summary Column opposite Provision J, shall be amended to also state the following:

However, no assignment will be made except to an assignee, who in good faith and judgment of the franchisor, is willing and financially able to assume the franchisor's obligations under the franchise agreement.

8. Item 17, the Summary Column opposite Provision V and W, shall be amended to also state the following:

The foregoing Choice of Law should not be considered a waiver of any right conferred upon the franchisor or the franchisee by the General Business Law of the State of New York, Article 33.

9. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC  
NEW YORK ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF NEW YORK ARE HEREBY AMENDED AS FOLLOWS:**

The foregoing choice of law should not be considered a waiver of any right conferred upon Franchisor or upon Agency Owner by the General Business Law of the State of New York, Article 33.

No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**NORTH DAKOTA ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

For franchises and Agency Owners subject to the North Dakota Franchise Investment Law, the following information supersedes on supplements, as the case maybe, the corresponding disclosures in the main body of the text of the Brightway Insurance, LLC Franchise Disclosure Document.

1. Item 17 is amended by the addition of the following language to the original language that appears therein:
  - (a) Covenants not to compete upon termination or expiration of a Franchise Agreement are generally unenforceable in North Dakota, except in certain instances as provided by law.
  - (b) Any provision in the Franchise Agreement which designates jurisdiction or venue or requires the Agency Owner to agree to jurisdiction or venue in a forum outside of North Dakota is void with respect to any cause of action which is otherwise enforceable in North Dakota. As such, each provision providing that the jurisdiction or venue is outside of North Dakota is deleted.
  - (c) Any provision in the Franchise Agreement which requires an Agency Owner to waive his or her right to a jury trial has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
  - (d) Any provision requiring an Agency Owner to sign a general release upon renewal of the Franchise Agreement has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
  - (e) Any provision in the Franchise Agreement requiring an Agency Owner to agree to the mediation of disputes at a location that is remote from the site of the Agency Owner's business has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. Accordingly, the site of mediation or litigation will be agreeable to all parties and may not be remote from Agency Owner's place of business.
  - (f) Apart from civil liability as set forth in Section 51-19-12 of the N.D.C.C., which is limited to violations of the North Dakota Franchise Investment Law (registration and fraud), the liability of the franchisor to an Agency Owner is based largely on contract law. Despite the fact that those provisions are not contained in the franchise investment law, those provisions contain substantive rights intended to be afforded to North Dakota residents and it is unfair to franchise investors to require them to waive their rights under North Dakota Law. As such, any provision in the Franchise Agreement that requires Agency Owner to waive those substantive rights shall be void.

- (g) Any provision in the Franchise Agreement requiring that the Franchise Agreement be construed according to the laws of a state other than North Dakota are unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. As such, the Franchise Agreement shall be governed by North Dakota law.
  - (h) Any provision in the Franchise Agreement requiring an Agency Owner to consent to termination or liquidated damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
  - (i) Any provision in the Franchise Agreement requiring an Agency Owner to consent to a waiver of exemplary and punitive damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
2. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

**BRIGHTWAY INSURANCE, LLC**  
**NORTH DAKOTA ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF NORTH DAKOTA ARE HEREBY AMENDED AS FOLLOWS:**

1. Covenants not to compete upon termination or expiration of a Franchise Agreement are generally unenforceable in North Dakota, except in certain instances as provided by law.
2. Any provision in the Franchise Agreement which designates jurisdiction or venue or requires the Agency Owner to agree to jurisdiction or venue in a forum outside of North Dakota is void with respect to any cause of action which is otherwise enforceable in North Dakota. As such, each provision providing that the jurisdiction or venue is outside of North Dakota is deleted.
3. Any provision in the Franchise Agreement which requires an Agency Owner to waive his or her right to a jury trial has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
4. Any provision requiring an Agency Owner to sign a general release upon renewal of the Franchise Agreement has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
5. Any provision in the Franchise Agreement requiring an Agency Owner to agree to the mediation of disputes at a location that is remote from the site of the Agency Owner's business has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. Accordingly, the site of mediation or litigation will be agreeable to all parties and may not be remote from Agency Owner's place of business.
6. Apart from civil liability as set forth in Section 51-19-12 of the N.D.C.C., which is limited to violations of the North Dakota Franchise Investment Law (registration and fraud), the liability of the franchisor to an Agency Owner is based largely on contract law. Despite the fact that those provisions are not contained in the franchise investment law, those provisions contain substantive rights intended to be afforded to North Dakota residents and it is unfair to franchise investors to require them to waive their rights under North Dakota Law.
7. Any provision in the Franchise Agreement requiring that the Franchise Agreement be construed according to the laws of a state other than North Dakota are unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
8. Any provision in the Franchise Agreement requiring an Agency Owner to consent to termination or liquidated damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

9. Any provision in the Franchise Agreement requiring an Agency Owner to consent to a waiver of exemplary and punitive damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.
  
10. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**RHODE ISLAND ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

For franchises subject to the Rhode Island statutes and regulations, the following information supersedes or supplements, as the case may be, the corresponding disclosures in the main body of the text of the Brightway Insurance, LLC Franchise Disclosure Document.

Item 17:

1. §19-28.1-14 of the Rhode Island Franchise Investment Act provides that “A provision in the Franchise Agreement restricting jurisdiction or venue to a forum outside this state or requiring the application of the laws of another state is void with respect to a claim otherwise enforceable under this Act.”
2. The Rhode Island Franchise Investment Act requires a franchisor to deliver a copy of a disclosure document reflecting all material changes together with a copy of all proposed agreements relating to the sale of the franchise at the earlier of: (i) the prospective Agency Owner’s first personal business meeting with the franchisor which is held for the purpose of discussing the sale or possible sale of the franchise, or (ii) ten business days prior to the execution of an agreement or payment of any consideration relating to the franchise relationship.
3. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

**BRIGHTWAY INSURANCE, LLC  
RHODE ISLAND ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF RHODE ISLAND ARE HEREBY AMENDED AS FOLLOWS:**

1. Pursuant to the Rhode Island Franchise Investment Act, the choice of jurisdiction and venue provisions of this Franchise Agreement shall be governed by Section 19-28.1-14 of the Act.
2. Pursuant to Section 19-28.1-15 of the Act, any condition, stipulation or provision in the Franchise Agreement requiring an Agency Owner to waive compliance with or relieving a person of a duty of liability imposed by or a right provided by this Act or a rule or order under this Act is void. An acknowledgment provision, disclaimer or integration clause or a provision having a similar effect in the Franchise Agreement does not negate or act to remove from judicial review any statement, misrepresentations or action that would violate this Act or a rule or order under this Act. This section shall not affect the settlement of disputes, claims or civil lawsuits arising or brought under this Act.
3. No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**SOUTH DAKOTA ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF SOUTH DAKOTA ARE HEREBY AMENDED AS FOLLOWS:**

Neither Brightway Insurance, LLC nor any person identified in Item 2 has any material arbitration proceeding pending, or has during the 10-year period immediately preceding the date of this Disclosure Document been a party to concluded material arbitration proceedings. Although the Franchise Agreement requires all mediation/litigation proceedings to be held nearest to Brightway’s principal place of business, the site of any mediation/litigation initiated pursuant to the Franchise Agreement will be at a site mutually agreed upon by you and us.

We may not terminate the Franchise Agreement for a breach, for failure to meet performance and quality standards and/or for failure to make royalty payments unless you receive thirty (30) days prior written notice from us and you are provided with an opportunity to cure the defaults. Covenants not to compete upon termination or expiration of the Franchise Agreement are generally unenforceable in the State of South Dakota. The laws of the State of South Dakota will govern matters pertaining to franchise registration, employment, covenants not to compete, and other matters of local concern; but as to contractual and all other matters, the Franchise Agreement will be subject to the applications, construction, enforcement and interpretation under the governing law of Florida.

Any provision in the Franchise Agreement restricting jurisdiction or venue to a forum outside of the State of South Dakota or requiring the application of the laws of another state is void with respect to a claim otherwise enforceable under the South Dakota Franchise Act. Any provision that provides that the parties waive their right to claim punitive, exemplary, incidental, indirect, special or consequential damages may not be enforceable under South Dakota law.

No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**VIRGINIA ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document for Brightway Insurance, LLC for use in the Commonwealth of Virginia shall be amended as follows:

Additional Disclosure: The following statements are added to Item 17:

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any ground for default or termination stated in the Franchise Agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

The following two sections apply to any Franchise Agreement entered into after June 30, 2026:

Under subsection D of § 13.1-559 of the Virginia Retail Franchising Act, for all franchises located in Virginia, the franchise contract or agreement offered or entered into pursuant to terms of this chapter shall be governed by the laws of the Commonwealth of Virginia.

Under subdivision A 4 of § 13.1-563 of the Virginia Retail Franchising Act (“Act”), it is unlawful to offer or enter into a franchise agreement that restricts the right of a franchisee to engage in the business of offering, selling, or distributing goods or services at retail after termination or expiration of the franchise agreement. However, subsection B of § 13.1-563 of the Act provides that if a franchisee sells a franchise at a mutually agreed upon price to a third party or back to the franchisor, such sale may include a term restricting the right of such franchisee to engage in the business of offering, selling, or distributing goods or services at retail for a period of no more than two years after such sale.

**BRIGHTWAY INSURANCE, LLC**  
**WASHINGTON ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT, THE FRANCHISE**  
**AGREEMENT, AND ALL RELATED AGREEMENTS**

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. **Conflict of Laws.** In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.
2. **Franchisee Bill of Rights.** RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.
3. **Site of Arbitration, Mediation, and/or Litigation.** In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. **General Release.** A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).
5. **Statute of Limitations and Waiver of Jury Trial.** Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
6. **Transfer Fees.** Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

7. **Termination by Franchisee.** The franchisee may terminate the franchise agreement under any grounds permitted under state law.
8. **Certain Buy-Back Provisions.** Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.
9. **Fair and Reasonable Pricing.** Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).
10. **Waiver of Exemplary & Punitive Damages.** RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).
11. **Franchisor's Business Judgment.** Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.
12. **Indemnification.** Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.
13. **Attorneys' Fees.** If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.
14. **Noncompetition Covenants.** Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. **Nonsolicitation Agreements.** RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.
  
16. **Questionnaires and Acknowledgments.** No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
  
17. **Prohibitions on Communicating with Regulators.** Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).
  
18. **Advisory Regarding Franchise Brokers.** Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**BRIGHTWAY INSURANCE, LLC**  
**WISCONSIN ADDENDUM TO THE FRANCHISE DISCLOSURE DOCUMENT**

**NOTICE TO PROSPECTIVE AGENCY OWNERS IN THE STATE OF WISCONSIN**

IN THE STATE OF WISCONSIN CHAPTER 135 OF THE WISCONSIN FAIR DEALERSHIP LAW GOVERNS THIS AGREEMENT. YOU MAY WANT TO REVIEW THIS LAW.

For franchises and Agency Owners subject to the Wisconsin Fair Dealership Law, the following information supersedes or supplements, as the case may be, the corresponding disclosures in the main body of the text of the Brightway Insurance, LLC Wisconsin Franchise Disclosure Document.

Item 17

For Wisconsin Agency Owners, Ch. 135, Stats., the Wisconsin Fair Dealership Law, supersedes any provisions of the Franchise Agreement or a related contract between Franchisor and Agency Owner inconsistent with the Law.

Exhibit I

No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

**BRIGHTWAY INSURANCE, LLC  
WISCONSIN ADDENDUM TO THE FRANCHISE AGREEMENT**

**ALL FRANCHISE AGREEMENTS EXECUTED IN AND OPERATIVE WITHIN THE STATE OF WISCONSIN ARE HEREBY AMENDED AS FOLLOWS:**

The Franchisor and Agency Owner hereby acknowledge that the Franchise Agreement shall be governed by The Wisconsin Fair Dealership Law (Wisconsin Statutes, 1979-1980, Title XIV-A, Chapter 135, Sections 135.01 through 135.07) which makes it unlawful for a franchisor to terminate, cancel or fail to renew a franchise without good cause, as well as providing other protections and rights to the Agency Owner. To the extent anything in the Franchise Agreement is contrary to the laws in the State of Wisconsin, said laws shall prevail.

No statement, questionnaire, or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including, fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed with the franchise.

The undersigned hereby acknowledge and agree that this addendum is hereby made part of and incorporated into the foregoing Franchise Agreement.

**BRIGHTWAY INSURANCE, LLC**

**AGENCY OWNER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**EXHIBIT H:**

**LIST OF STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS**

**LIST OF STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS**

Listed here are the names, addresses and telephone numbers of the state agencies having responsibility for franchising disclosure/registration laws and for service of process. We may not yet be registered to sell franchises in any or all of these states. If a state is not listed, we have not appointed an agent for service of process in that state in connection with the requirements of the franchise laws. There may be states in addition to those listed below in which we have appointed an agent for service of process. There also may be additional agents appointed in some of the states listed.

Agent for Service of Process in All Other States:

**Brightway Insurance, LLC**  
 5011 Gate Parkway, Building 200, Suite 200  
 Jacksonville, Florida 32256

<b>State</b>	<b>State Agency</b>	<b>Agent for Service of Process</b>
CALIFORNIA	California Commissioner Department of Financial Protection and Innovation: 320 West 4th Street, Suite 750 Los Angeles, CA 90013 (213) 576-7500 Toll Free (866) 275-2677  651 Bannon Street, Suite 300 Sacramento, CA 95811 (916) 327-7585  1350 Front Street San Diego, CA 92101 (619) 525-4233  One Sansome St., #600 San Francisco, California 94104 (415) 972-8559	California Commissioner of the Department of Financial Protection and Innovation
CONNECTICUT	State of Connecticut Department of Banking Securities & Business Investments Division 260 Constitution Plaza Hartford, CT 06103-1800 (860) 240-8230	Banking Commissioner
HAWAII	Business Registration Division Department of Commerce and Consumer Affairs 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722	Commissioner of Securities State of Hawaii 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722
ILLINOIS	Franchise Bureau Office of the Attorney General 500 South Second Street Springfield, Illinois 62706 (217) 782-4465	Illinois Attorney General
INDIANA	Indiana Secretary of State Securities Division, E-111	Indiana Secretary of State 201 State House

	302 Washington Street Indianapolis, Indiana 46204 (317) 232-6681	200 West Washington Street Indianapolis, Indiana 46204 (317) 232-6531
MARYLAND	Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2021 (410) 576-6360	Maryland Securities Commissioner
MICHIGAN	Consumer Protection Division Michigan Department of Attorney General 525 W. Ottawa Street, G. Mennen Williams Building, 1st Floor Lansing, Michigan 48933 (517) 373-7117	Corporations Division Bureau of Commercial Services Department of Labor and Economic Growth P.O. Box 30054 Lansing, Michigan 48909
MINNESOTA	Minnesota Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101-2198 (651) 539-1600	Minnesota Commissioner of Commerce
NEW YORK	Officer of the New York Attorney General Investor Protection Bureau Franchise Section 28 Liberty Street, 21st Floor New York, NY 10005 (212) 416-8236 (phone)	Attention: New York Secretary of State New York Department of State One Commerce Plaza 99 Washington Avenue, 6 <sup>th</sup> Floor Albany, NY 12231-0001 (518) 473-2492
NORTH DAKOTA	North Dakota Insurance & Securities Department State Capitol, Fifth Floor, Dept. 414 600 East Boulevard Avenue Bismarck, North Dakota 58505 (701) 328-4712	North Dakota Securities Commissioner
RHODE ISLAND	Securities Division Department of Business Regulation, Bldg 69, First Floor John O. Pastore Center 1511 Pontiac Avenue Cranston, Rhode Island 02920 (401) 462-9582	Director of Rhode Island Department of Business Regulation
SOUTH DAKOTA	Division of Insurance Securities Regulation 124 S. Euclid, Suite 104 Pierre, South Dakota 57501 (605) 773-3563	Director of South Dakota Division of Insurance
VIRGINIA	State Corporation Commission Division of Securities and Retail Franchising 1300 East Main Street, 9th Floor Richmond, Virginia 23219 (804) 371-9051	Clerk of the State Corporation Commission 1300 East Main Street, 1st Floor Richmond, Virginia 23219 (804) 371-9733
WASHINGTON	Department of Financial Institutions Securities Division P.O. Box 41200 Olympia, Washington 98504-1200 (360) 902-8760	Director, Department of Financial Institutions Securities Division 150 Israel Road S.W. Tumwater, Washington 98501-6456

WISCONSIN	Division of Securities Department of Financial Institutions 201 W. Washington Ave., 3rd Floor Madison, Wisconsin 53703 (608) 266-1064	Administrator, Division of Securities Department of Financial Institutions 201 W. Washington Ave., 3rd Floor Madison, Wisconsin 53703
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**EXHIBIT I:  
FRANCHISEE DISCLOSURE QUESTIONNAIRE**

## FRANCHISEE DISCLOSURE QUESTIONNAIRE

As you know, Brightway Insurance, LLC (“we,” “us” or “our”) and you are preparing to enter into a Franchise Agreement relating to the operation of one or more Brightway Locations.

The purpose of this Questionnaire is to determine whether any statements or promises were made to you that we have not authorized or that may be untrue, inaccurate or misleading, to be certain that you have been properly represented in this transaction, and to be certain that you understand the limitations on claims you may make by reason of the purchase and operation of your franchise.

**Do not sign or date this Questionnaire the same day as the Receipt for the Franchise Disclosure Document. Rather, you must sign and date it the same day you sign the Franchise Agreement and pay your franchise fee to us.**

**DO NOT SIGN THIS QUESTIONNAIRE IF YOU RESIDE IN, OR INTEND TO OPERATE THE FRANCHISED BUSINESS IN, ANY OF THE FOLLOWING STATES: CA, HI, MD, WA.**

Please review each of the following questions carefully and provide honest responses to each question. If you answer “No” to any of the questions below please, explain your answer where indicated below.

- Yes\_\_ No\_\_ 1. Have you received and personally reviewed the Franchise Agreement and each exhibit and schedule attached to such agreement(s)?
- Yes\_\_ No\_\_ 2. Have you received and personally reviewed the Franchise Disclosure Document (“Disclosure Document”) we provided to you?
- Yes\_\_ No\_\_ 3. Did you receive the Disclosure Document at least 14 calendar days prior to the date you executed the Franchise Agreement or paid any consideration to us?
- Yes\_\_ No\_\_ 4. Did you sign a receipt for the Disclosure Document indicating the date you received it, and return such receipt to us?
- Yes\_\_ No\_\_ 5. Do you understand all the information contained in the Disclosure Document and the Franchise Agreement?
- Yes\_\_ No\_\_ 6. Have you been given the opportunity to review the Disclosure Document and Franchise Agreement -- to the extent you deem necessary to understand the risks and benefits of operating a Brightway Insurance franchise -- with a lawyer, accountant or other professional advisor?
- Yes\_\_ No\_\_ 7. Have you reviewed the lists of franchisees contained in Disclosure Document Exhibit E and contacted as many of them as you thought necessary to discuss the benefits and risks of developing and operating a Brightway Insurance franchise?
- Yes\_\_ No\_\_ 8. Do you understand the risks of developing and operating a Brightway Insurance franchise?

- Yes\_\_ No\_\_ 9. Do you understand that carrier appetites for appointing new agents or writing new business can be affected by market forces and other external conditions, and that it may be difficult or impossible to secure carrier appointments in certain markets?
- Yes\_\_ No\_\_ 10. Do you understand we have granted you no territorial protection against us locating another Brightway Location near your Brightway Location, as stated in your Franchise Agreement?
- Yes\_\_ No\_\_ 11. Do you understand that most disputes or claims you may have arising out of or relating to the Franchise Agreement must be mediated or litigated in the courts closest to our principal executive office?
- Yes\_\_ No\_\_ 12. Do you understand that you must successfully complete our initial training course before we will allow your Brightway Location to open for business?
- Yes\_\_ No\_\_ 13. Do you confirm that no employee or other person speaking on our behalf has made any statement or promise or agreement concerning advertising, marketing, media support, marketing penetration, training, support service or assistance that is contrary to, or different from, the information contained in the Disclosure Document?

YOU UNDERSTAND THAT YOUR ANSWERS ARE IMPORTANT TO US AND THAT WE WILL RELY ON THEM. BY SIGNING THIS QUESTIONNAIRE, YOU ARE REPRESENTING THAT YOU HAVE CONSIDERED EACH QUESTION CAREFULLY AND RESPONDED TRUTHFULLY TO THE ABOVE QUESTIONS.

EXPLANATION OF ANY NEGATIVE RESPONSES [REFER TO QUESTION NUMBER AND USE ADDITIONAL PAPER IF NECESSARY]:

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Dated: \_\_\_\_\_

**FRANCHISEE:**

By: \_\_\_\_\_

**EXHIBIT J:**

**AFFIDAVIT REGARDING EXISTING CONTRACTUAL OBLIGATIONS**

**BRIGHTWAY INSURANCE, LLC**  
**AFFIDAVIT REGARDING EXISTING CONTRACTUAL OBLIGATIONS**

During the franchise sales process, I, \_\_\_\_\_, disclosed to an employee or representative of Brightway Insurance, LLC (“Brightway”) that I had previously worked in the insurance industry. Accordingly, in order to ensure that Brightway does not unknowingly facilitate a breach of an existing contractual obligation, I hereby swear and affirm, to the best of my knowledge, that my execution of a Franchise Agreement with Brightway and my operation of a Brightway Location will not and shall not violate the terms of any contractual, legal or other obligations with any third party; including, without limitation, any contractual obligations related to non-competition, non-solicitation, or carrier appointments.

\_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**EXHIBIT K:**  
**COLLATERAL ASSIGNMENT OF LEASE**

### Collateral Assignment of Lease

FOR VALUE RECEIVED, the undersigned \_\_\_\_\_, (“**Assignor**”) hereby assigns, transfers and sets over unto Brightway Insurance, LLC (“**Assignee**”) all of Assignor’s right, title and interest as tenant in, to and under that certain lease by and between Assignor and \_\_\_\_\_ (“**Landlord**”), a copy of which has been separately provided by Assignor to Assignee, (the “**Lease**”), regarding the premises located at \_\_\_\_\_ (the “**Premises**”). This Collateral Assignment of Lease is for collateral purposes only and except as specified herein, Assignee shall have no liability or obligation of any kind whatsoever arising from or in connection with this Collateral Assignment of Lease unless Assignee shall take possession of the Premises pursuant to the terms hereof and assume the obligations of Assignor thereunder.

Assignor represents and warrants to Assignee that it has full power and authority to so assign the Lease and its interest therein and that Assignor has not previously, and is not obligated to, assign or transfer any of its interest in the Lease or the Premises.

Upon a default by Assignor under the Lease or under the franchise agreement between Assignee and Assignor for the Brightway Location located at the Premises (the “**Franchise Agreement**”), or in the event of a default by Assignor under any document or instrument securing the Franchise Agreement, and subject to any cure periods as provided therein, Assignee shall have the right and is hereby empowered to take possession of the Premises, expel Assignor therefrom, and, in such event, Assignor shall have no further right, title or interest in the Lease.

Assignor agrees it will not allow or permit any surrender, termination, amendment or modification of the Lease without the prior written consent of Assignee. Throughout the term of the Franchise Agreement and any renewals thereto, Assignor agrees that it shall elect and exercise all options to extend the term of or renew the Lease not less than thirty (30) days prior to the last day that such option must be exercised, unless Assignee otherwise agrees in writing. Upon failure of Assignee to otherwise agree in writing, and upon failure of Assignor to so elect to extend or renew the Lease as stated herein, Assignor hereby appoints Assignee as its true and lawful attorney-in-fact to exercise such extension or renewal options in the name, place and stead of Assignor for the sole purpose of effecting such extension of renewal.

**ASSIGNOR:**

By: \_\_\_\_\_

Date: \_\_\_\_\_

**CONSENT AND AGREEMENT OF LANDLORD**

The undersigned Landlord under the aforementioned Lease hereby:

- (a) Agrees to notify Assignee in writing of and upon the failure of Assignor to cure any default by Assignor under the Lease;
- (b) Agrees that Assignee shall have the right, but shall not be obligated, to cure any default by Assignor under the Lease within thirty (30) days after delivery by Landlord of notice thereof in accordance with subsection (a) above;
- (c) Consents to this Collateral Assignment of Lease and agrees that if Assignee shall take possession of the Premises and confirms to Landlord the assumption of the Lease by Assignee as tenant thereunder, Landlord shall recognize Assignee as tenant under the Lease, provided that Assignee cures within such thirty (30) day period any outstanding defaults of Assignor under the Lease; and
- (d) Agrees that Assignee may further assign the Lease or its interest therein or sublet the Premises to a person or entity that is a Brightway franchisee and that is reasonably acceptable to Landlord. In the case of an assignment, Assignee shall have no further liability or obligation under the Lease as assignee, tenant or otherwise. In the case of an assignment or sublease, this Consent and Agreement of Landlord shall apply with respect to any such subsequent Brightway franchisee.

**LANDLORD:**

By: \_\_\_\_\_

Date: \_\_\_\_\_

**EXHIBIT L:**

**CONFIDENTIALITY AND NON-COMPETITION AGREEMENT**

## CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

THIS **CONFIDENTIALITY AND NON-COMPETITION AGREEMENT** ("Agreement"), made as of \_\_\_\_\_, by and between \_\_\_\_\_ ("Agency Owner"), and \_\_\_\_\_, an individual ("DAP").

### BACKGROUND

1. Pursuant to a Franchise Agreement between Brightway Insurance, LLC, a Florida limited liability company ("Franchisor"), and Agency Owner, Agency Owner was granted the right and undertook the obligation to own and operate an insurance agency utilizing certain intellectual property owned by Brightway. Such agency is primarily engaged in the business of selling, servicing and delivering property and casualty insurance policies, but may offer certain other insurance and financial services to its clients.

2. Agency Owner has engaged DAP as the "Designated Agency Principal" of Agency Owner.

3. As a result of DAP's employment by Agency Owner, DAP has had and may continue to have access to and obtain knowledge of Confidential Information and Trade Secrets (as defined below) while engaged as Designated Agency Principal of Agency Owner.

### AGREEMENT

NOW, THEREFORE, in consideration of Agency Owner's employment of DAP and DAP's resulting access to Agency Owner's Confidential Information and Trade Secrets, as well as its substantial and ongoing customer and industry relationships, DAP agrees as follows:

1. Definitions. As used herein, the following terms shall have the meanings set forth below.

(a) "Business Activities" shall mean the business conducted by Agency Owner including, but not limited to, planning, development, marketing, selling, distributing, and servicing property and casualty insurance policies, and certain other insurance and financial services to its customers, and all other activities in which Agency Owner is or is planning to be engaged.

(b) "Confidential Information" shall mean (i) the information of Agency Owner, including, but not limited to, Innovations (as defined herein), proprietary information and business matters or affairs (including, but not limited to, information relating to inventions or innovations, disclosures, processes, systems, methods, formulas, patents, patent applications, materials, research activities and plans, product cost data, contracts, forms, information concerning competitive strengths and weaknesses, prototypes, codes, forecasts, customer information (including, but not limited to, customer requirements, preferences, past purchases and other relevant data and information as well as customer personal and business contact information (including, but not limited to, name, address, email address, office/home/mobile phone numbers)), lists of referral sources, information regarding referral sources (including, but not limited to, name, address, email address, office/home/mobile phone numbers), lists of suppliers, information regarding suppliers (including, but not limited, to pricing and contract terms, name, address, email address, office/home/mobile phone numbers), pricing information (including, but not limited to, labor rates, costs of supplies, overhead costs and profit margins), employee

lists and information (including, but not limited to, employee compensation and benefit information), and computer programs, software and documents relating to any of the foregoing, regardless of the form or medium contained or stored in (including hard copy, paper materials, electronic and/or digital form media), encryption or decryption keys or information, commentary on code, as well as copies or multiple versions of each; (ii) financial information and information regarding business proposals, costs, profits, markets, sales, contracts, customer, distributor, suppliers and licensor identities, promotional methods, customer lists, customer and supplier account preferences and requirements, business plans and strategies, procedures, grant proposals, production cost data, advertising information, as well as information of a confidential or proprietary nature received from customers, suppliers, contractors, joint ventures and other collaborators); (iii) business, marketing, strategic plans, and sales and pricing information; (iv) forecasts, budgets and projections; (v) employee personnel files and compensation information; (vi) any information designated confidential or proprietary by Agency Owner; (vii) information received by Agency Owner from a third party including, without limitation, the Franchisor, under an obligation of confidentiality including copies of confidential information; and (viii) with respect to Agency Owner's employees and customers who may be individuals, all Nonpublic Personal Information (as that term is defined in 15 USC § 6809(4), or such similar information as implicated in the Gramm Leach Bliley Act or Health Insurance Portability and Accountability Act or other similar law or regulation of any federal, state, or local authority, collectively, "NPI"). Such Confidential Information shall include, for purposes of this Agreement, any such information not generally known by the public, even though such information has been disclosed to one or more third parties or Agency Owner, pursuant to confidentiality agreements, disclosure agreements or other agreements or collaborations entered into by Agency Owner. For purposes of this Agreement, the definition of Confidential Information applies equally to information acquired, learned, or disclosed prior to, simultaneously with, or after the date of this Agreement.

(c) "Innovations" shall mean all processes, improvements, inventions (whether or not protectable under patent laws and whether or not reduced to practice), works of authorship, information fixed in any tangible medium of expression (whether or not protectable under copyright laws), moral rights, mask works, trademarks, trade names, service marks, trade dress, trade secrets, know-how, ideas, designs, databases, technologies, hardware or software, original works of authorship, formulas, discoveries, patent rights (including, but not limited to, continuations, continuations-in-part and reissues), copyrights, marketing and business ideas, and all other subject matter protectable under patent, copyright, moral right, mask work, trademark, trade secret, or other laws, and any improvements or contributions to the foregoing, which: (i) relate to Agency Owner's current or contemplated business; (ii) relate to Agency Owner's actual or demonstrably anticipated research or development; (iii) result from, arise out of or relate to DAP's scope of employment with Agency Owner or work performed by DAP for Agency Owner; (iv) that are conceived, developed, or made by DAP, alone or with others, during the period of DAP's employment with Agency Owner, whether during working hours or not, and at any time after DAP ceases to be employed by Agency Owner, for any reason whatsoever, which relate in any manner to the actual or anticipated business, research, or development of Agency Owner in the case of clauses or (v) involve the use of any Agency Owner equipment, supplies, facilities, time, Trade Secrets, or Confidential Information.

(d) "Trade Secrets" shall mean information, held by one or more people, without regard to form, including, but not limited to, any formula, pattern, business data compilation, program, device, method, technique, design, diagram, drawing, invention, plan, procedure, prototype or

process, that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use, that are the subject of efforts that are reasonable under the circumstances to maintain its secrecy, and that Agency Owner or Franchisor uses in its business, including, without limitation, the following:

(i) information that in any way relates to Agency Owner's projects, services, financing management activities, financial condition, financial operations, purchasing activities, business plans and marketing activities; and

(ii) customer lists, including but not limited to, information acquired or compiled by Agency Owner regarding actual or potential customers, including their identities, their contact information, any information contained in the Agency Owner's customer relations management ("CRM") system related to the customers, their development prospects, financial information concerning their business operations, identity and services purchased from Agency Owner, and all related accounts receivable information; and

(iii) supplier and referral partner lists, including but not limited to, information acquired or compiled by Agency Owner regarding actual or potential suppliers or referral partners, including their identities, their development prospects, financial information concerning their business operations, identity and services provided to Agency Owner, and all related accounts payable information; and

(iv) information concerning or resulting from the development of internal policies, procedures, standards, management or tools; and

(v) information concerning or relating to the Agency Owner's or Franchisor's marketing and business development initiatives and strategies; and

(vi) information concerning or relating to the Agency Owner's or Franchisor's training programs including, but not limited to, program materials; and

(vii) any other information (in whatever form, including but not limited to, electronic, digital, and hard copy) as may from time to time, be designated by Agency Owner or Franchisor as "Proprietary" or a "Trade Secret."

If any of the above information is found by a court to not constitute a Trade Secret, such information shall constitute "Confidential Information" as described herein for purposes of this Agreement.

## 2. Confidential Information and Protection of Trade Secrets.

(a) No Disclosure of Confidential Information or Trade Secrets. DAP shall protect and guard, and not use for his/her own benefit or the benefit of anyone other than Agency Owner, or disclose, use, disseminate, copy, reproduce, make derivative works of, publish, communicate, reveal or divulge, directly or indirectly, any Confidential Information or Trade Secrets to any person or entity at any time or in any manner without the prior written consent of Agency Owner, except as

required in the course of employment with Agency Owner for the benefit of Agency Owner or to the Franchisor for the benefit of the Franchisor. DAP shall maintain Confidential Information and Trade Secrets in accordance with all instructions and policies of Agency Owner and the Franchisor and, in any event, not less than with the same degree of care that DAP uses with respect to his/her own private personal and confidential information, and DAP will limit the disclosure of Confidential Information and Trade Secrets on a need-to-know basis to persons and entities who have signed an agreement of nondisclosure or confidentiality and for whom DAP has been granted permission by Agency Owner or the Franchisor in the course of performing duties as an DAP of Agency Owner.

(b) Use or Disclosure. DAP shall not, while employed by Agency Owner and at any time thereafter, for any reason whatsoever, without the written consent of Agency Owner or if applicable the Franchisor, directly or indirectly, engage in, represent in any way, be connected with, furnish consulting services to, be employed by, or have any interest, whether as owner, employee, principal, partner, servant, agent, employee, representative, independent contractor, member, distributor, consultant, officer, director, shareholder, or otherwise, whether or not for compensation, in any business which through the faithful performance of his/her duties thereof could reasonably be anticipated to lead to the use or disclosure of Agency Owner's Confidential Information or Trade Secrets.

(c) Ownership and Return of Agency Owner's Property Upon End of the Employment Relationship. (i) DAP acknowledges and confirms that all Confidential Information and Trade Secrets which are conceived, developed, or made by DAP in the course of DAP's employment with Agency Owner, or disclosed to or otherwise acquired by DAP in the course of DAP's employment with Agency Owner, or are otherwise within DAP's possession, custody or control but belong to Agency Owner, shall remain the sole and exclusive property of Agency Owner; (ii) that DAP shall not retain, copy or otherwise appropriate any of such Confidential Information or Trade Secrets for DAP's own use or the use or purposes of any third party, without the prior written consent of Agency Owner or written permission of an officer of Franchisor as the case may be; (iii) that, upon the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, DAP shall promptly return all such Confidential Information and Trade Secrets, including all copies or multiple versions thereof (regardless of the form or medium contained or stored in (including hard copy, electronic or digital form), to Agency Owner according to clause (iv) of this Subsection 2(c) and, in the case of intangible information, shall continue to hold them as the confidential property of Agency Owner or the Franchisor and not disclose them, directly or indirectly, or use them for any purpose, without the prior written consent of Agency Owner or written permission of an officer of Franchisor; and (iv) at any time upon Agency Owner's request or Franchisor's request and at any time DAP's employment with Agency Owner is terminated for any reason, whether voluntarily or involuntarily, DAP shall within 48 hours of request or termination, and without requiring the written demand or request by the Agency Owner or Franchisor:

1) Inform Agency Owner of and deliver to Agency Owner all records, files, electronic data, documents, plans, reports, books, notebooks, notes, memoranda, correspondence, contracts and the like in DAP's possession, custody or control that contain any Trade Secrets or Confidential Information which DAP prepared, used, or came in contact with while employed by Agency Owner; and

2) Inform Agency Owner of and deliver to Agency Owner all records, files, electronic data, documents, plans, reports, books, notebooks, notes, memoranda,

correspondence, contracts and the like in DAP's possession, custody or control that pertain in any way to the business of Agency Owner and which DAP prepared, used, or came in contact with while employed by Agency Owner; and

3) Deliver to Agency Owner all tangible property in DAP's possession, custody or control belonging to Agency Owner or Franchisor, including, but not limited to, key cards, office keys, cell phone, pagers, personal digital assistants, external hard drives, thumb drives, zip drives, lap top computers, desk top computers, printers, fax machines, loaners, Agency Owner vehicles and all other property; and

4) Delete permanently from any electronic media in DAP's possession, custody, or control (such as computers, cell phones, hand-held devices, back-up devices, zip drives, PDAs, etc.) or to which DAP has access (such as remote e-mail exchange servers, back-up servers, off-site storage, etc.), all Agency Owner documents or electronically stored images, including writings, drawings, graphs, charts, sound recordings, images, and other data or data compilations stored in any medium from which such information can be obtained including, but not limited to, customer and supplier data (including, but not limited to, names, addresses, email addresses, office/home/mobile phone numbers); and

5) Deliver to Agency Owner a list of any documents that DAP created or is otherwise aware that are password-protected and the password(s) necessary to access such password-protected documents; and

6) Allow Agency Owner representatives to inspect DAP's Agency Owner issued and/or personal computers, thumb drives, and any other external hard drives to determine whether any of Agency Owner Trade Secrets or Confidential Information reside on said computers or drives and to remove any such Trade Secrets and/or Confidential Information; and

7) Provide Agency Owner with an affidavit, under penalty of perjury, certifying to, among other things, (i) that DAP has complied with the obligations under this Agreement during DAP's employment, (ii) that DAP will abide by DAP's obligations under this Agreement after termination of DAP's employment, (iii) that upon termination of employment or if otherwise requested by the Agency Owner, DAP has deleted any and all customer and supplier information from any electronic device in DAP's possession or control and (iv) that DAP has not maintained or retained any customer or supplier information after the termination of employment.

DAP authorizes the Agency Owner to use this Agreement as an authorization that, to the extent permitted by applicable law, it may withhold or deduct from DAP's wages, commissions, severance, or otherwise, to recover the value of Agency Owner property which DAP has returned upon the end of DAP's employment with Agency Owner.

(d) DTSA Notice. DAP acknowledges having been notified that, notwithstanding any obligations in this Agreement, pursuant to Section 7 of the Defend Trade Secrets Act of 2016 ("DTSA"), Agency Owner will not hold DAP criminally or civilly liable under any federal or state trade secret law for the disclosure of Confidential Information or Trade Secrets that is made: (i) in confidence to a federal, state, or local government official, either directly or indirectly, or to an

attorney, and (ii) solely for the purpose of reporting or investigating a suspected violation of law. Agency Owner will also not hold DAP liable for such disclosures made in a complaint or other document filed in a lawsuit or other proceeding, if such filing is made under seal. DAP also acknowledges having been notified that individuals who file a lawsuit for retaliation by an employer for reporting a suspected violation of law may disclose the Confidential Information or Trade Secret to the attorney of the individual and use the Confidential Information or Trade Secret information in the court proceeding, if the individual files any document containing the Confidential Information or Trade Secret under seal and does not disclose the Confidential Information or Trade Secret, except pursuant to court order.

### 3. Innovations.

(a) DAP shall promptly disclose to Agency Owner in writing all Innovations. DAP shall promptly disclose and deliver to Agency Owner copies of any patent, copyright, industrial design, or other application for registration, letters patent, or extension of protection filed by DAP or any third party on DAP's behalf, during DAP's employment with Agency Owner or within one year after the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, that lists or identifies DAP as an inventor or author or that, pursuant to this Section 3, is owned by or under obligation of assignment to Agency Owner.

(b) DAP shall transfer and assign, and does hereby transfer and assign, to Agency Owner all of DAP's right, title and interest in and to each Innovation covered by this Section 3. All work performed by DAP for Agency Owner shall be considered "work made for hire," and any written or tangible materials conceived or written by DAP shall be done as "work made for hire" as defined and used in the Copyright Act of 1976, 17 U.S.C. §§ 1, et seq. In the event of publication of such materials, DAP understands that since all work is "work made for hire," Agency Owner will retain and own all rights in said materials, including right of copyright and the right to make derivative works from said materials, and it is expressly agreed and understood that title in such work shall at all times be held by Agency Owner. DAP's sole right with respect to such work shall be to receive the payments mutually agreed for the services performed as an employee. DAP expressly waives any and all claims to ownership or permissions, including any rights of attribution or so-called "moral rights," of any work product created in connection with providing services to the Agency Owner or otherwise at the request of Agency Owner. As may be requested by Agency Owner from time to time, DAP agrees to take all steps reasonably necessary to assist Agency Owner in obtaining and enforcing any patent, copyright, or other protection that Agency Owner elects to obtain or enforce, in any country, for any Innovation covered by this Section 3. DAP's obligation to assist Agency Owner in obtaining and enforcing such patents, copyrights, and other protections shall continue beyond the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, but Agency Owner shall compensate DAP at a reasonable rate after the end of DAP's employment relationship with Agency Owner for the time actually spent at Agency Owner's request providing such assistance. DAP shall execute, without additional compensation, any document deemed necessary by Agency Owner to vest in it title or ownership in all Innovations covered by this Section 3. If Agency Owner is unable, after reasonable effort, to secure DAP's signature on any document needed to apply for, prosecute, or enforce any patent, copyright, or other protection in relation to any Innovation, whether because of DAP's physical or mental incapacity or for any other reason whatsoever, DAP hereby irrevocably designates and appoints Agency Owner and its duly authorized officers and agents as DAP's agent and attorney-in-fact, to act for and in DAP's behalf and stead to execute and file any such document and to do all other lawfully permitted acts to further the prosecution and

enforcement of patents, copyrights, or other protections with the same legal force and effect as if executed by DAP.

(c) Prior Intellectual Property. Prior to becoming employed by Agency Owner, DAP represents and warrants that: (i) DAP made no inventions and acquired no interest in inventions that relate in any way to Agency Owner's actual or anticipated business or research and development and that are the subject of issued patents or pending patent applications, or that might become the basis for one or more patent applications, other than those provided to Agency Owner in writing prior to execution of this Agreement, and (ii) DAP made no works and acquired no interest in works that relate in any way to Agency Owner's actual or anticipated business or research and development and that are the subject of existing copyright protection or pending applications for copyright protection, or that might become the basis for one or more applications for copyright protection, other than those provided to Agency Owner in writing prior to execution of this Agreement.

4. Confidential Information or Trade Secrets of Others.

(a) While employed by Agency Owner, DAP shall not improperly use or disclose any confidential information or trade secrets of any former or concurrent employer or other person or entity without the prior written consent of that employer, person or entity. Furthermore, while employed by Agency Owner, DAP shall not bring onto Agency Owner premises any such confidential information or trade secrets of any former or concurrent employer or other person or entity without the prior written consent of that employer, person or entity.

(b) DAP represents and warrants that DAP is not under any obligation to assign or transfer to any third party any rights to any Innovations conceived, developed, or made by DAP, alone or with others.

5. No Solicitation of Customers or Potential Customers. DAP shall not, while employed by Agency Owner and for a period of two years after the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, without the prior written consent of Agency Owner, other than for the account of Agency Owner, directly or indirectly, solicit, attempt to solicit, accept business from, or cause to be solicited any party who during the term of DAP's employment (a) was a customer of Franchisor, Agency Owner or any other Brightway Insurance agency during DAP's employment with Agency Owner, (b) was the recipient of a bid or proposal from Franchisor, Agency Owner, any other Brightway Insurance agency, or their agents, representatives, or employees within 24 months prior to the end of DAP's employment relationship with Agency Owner, or (c) that has previously been a customer or client of Franchisor, Agency Owner or any other Brightway Insurance agency, at any time during the 24 months prior to the end of DAP's employment relationship with Agency Owner.

6. Non-Competition. DAP shall not, while in DAP's position with Agency Owner, engage, directly or indirectly, as an owner, operator, employee, producer, agent, manager, consultant, broker, or otherwise have any interest in any property and casualty insurance and/or life insurance-related business other than as a Designated Agency Principal of Agency Owner; and if DAP is terminated by Agency Owner or otherwise leaves DAP's position with Agency Owner for any reason whatsoever, including but not limited to if the Franchise Agreement between Franchisor and Agency Owner is terminated, expires, or is not renewed, DAP shall not, for a period of two (2) years after such occurrence,

engage, directly or indirectly, as an owner, operator, employee, producer, agent, manager, consultant, broker, or otherwise have any interest in: (i) any business that is competing in whole or in part with Franchisor by granting franchises or licenses to operate insurance agencies; or (ii) any business engaged, directly or indirectly, in the sale of property & casualty insurance or life insurance, at or within a twenty (20) mile radius of Agency Owner or any other franchisee-owned or company-owned Brightway Insurance location that is in operation at such time, other than as an authorized owner of another Brightway Insurance location.

7. No Solicitation of Referral Sources. DAP shall not, while employed by Agency Owner and for a period of two years after the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, without the prior written consent of Agency Owner, other than for the account of Agency Owner, directly or indirectly, solicit, attempt to solicit, accept business from, or cause to be solicited any party who was a referral source to the Agency Owner during DAP's employment with Agency Owner, or was actively solicited by Agency Owner, its agents, representatives, or employees within 12 months prior to the end of DAP's employment relationship with Agency Owner.

8. No Hiring of Employees. DAP shall not, while employed by Agency Owner and for a period of two years after the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, without the prior written consent of Agency Owner, other than for the account of Agency Owner, directly or indirectly: (a) hire or employ any employee or other person associated with Agency Owner on behalf of any individual, corporation or other entity; or (b) induce or attempt to induce any employee or other person associated with Agency Owner to leave the employ of or cease doing business with Agency Owner.

9. No Inducement to Cease Doing Business with Agency Owner. DAP shall not, while employed by Agency Owner and for a period of three years after the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, without the prior written consent of Agency Owner, directly or indirectly, induce or attempt to induce any customer, supplier, insurer, referral source, association, organization, vendor or any other person or entity to cease doing business with Agency Owner.

10. LinkedIn and Social Media.

(a) In connection with any social media accounts associated as an account of Agency Owner, DAP shall, immediately following the termination of employment (e.g., during an exit interview), or at any time upon the request of the Agency Owner, but in no event later than 24 hours from termination of employment, for any reason whatsoever, or the Agency Owner's request, provide Agency Owner with the account information for electronic mail, computer networks or Internet bulletin boards, blogs, or social media, such as Facebook, LinkedIn, Instagram, or Twitter, or any other form of communication, including, but not limited to, user names, login information, password reset information, associated e-mail addresses, and passwords. Furthermore, DAP shall, immediately following the termination of employment, for any reason whatsoever, cease and desist from use of social media accounts associated with Agency Owner including, but not limited to Agency Owner's Facebook, LinkedIn, Instagram, and Twitter accounts.

(b) Immediately following the termination of employment (e.g., during an exit interview) but in no event later than 24 hours following the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, DAP shall: (a) remove any association with (i.e., "unfriend," "unconnect," or "unfollow") each employee, candidate, customer, prospective customer, referral source, or vendor of Agency Owner prior to changing his/her on-line profile and data to reflect that s/he is no longer employed by Agency Owner; and (b) remove any reference to being a current employee of or being currently associated with Agency Owner. Any failure to comply with the terms of this Section 10, in the order specified, is a material breach of the confidentiality and non-solicitation provisions of this Agreement. The use of Facebook, LinkedIn, Instagram, Twitter or other social media to contact employees, candidates, customers, prospective customers, vendors, or referral sources of Agency Owner, following the end of DAP's employment relationship with Agency Owner, for any reason whatsoever, is a material breach of the non-solicitation provisions of this Agreement.

11. Breach. The restrictions contained in this Agreement, in view of the nature of Agency Owner's business, are reasonable and necessary to protect the legitimate business interests of Agency Owner, and that any breach or threatened breach of this Agreement will cause irreparable injury to Agency Owner, that money damages shall not provide an adequate remedy, and that their enforcement would not impose a hardship or significantly impair DAP's ability to earn a livelihood. The remedy at law for any breach of the foregoing shall be inadequate, and Agency Owner shall therefore be entitled, in addition to any other relief available to it, to preliminary, temporary and permanent injunctive relief without the necessity of proving irreparable harm. If provisions of this Agreement are ever determined by a court of competent jurisdiction to exceed limitations permitted by law, then such provisions shall be reformed automatically to set forth the maximum limitations permissible by law. If DAP violates any of the restrictions contained in this Agreement, the relevant restricted period shall be extended by a period equal to the length of time from the commencement of any such violation until such time as such violation shall be deemed, by Agency Owner, to be cured. Nothing contained herein shall be considered as prohibiting Agency Owner from pursuing any other remedies available to it for such breach or threatened breach, including any recovery of damages from DAP. If DAP violates this Agreement, and the Agency Owner prevails in any enforcement action, the DAP shall be liable for any attorneys' fees and costs that Agency Owner incurs in connection with the enforcement of its rights under this Agreement. Agency Owner may provide a copy of this Agreement to any third party, for the purpose of ensuring DAP's compliance with this Agreement, in the sole discretion of Agency Owner.

12. No Disparagement. DAP shall not take any action, directly or indirectly, which is contrary to the interests of Agency Owner or make any disparaging, untrue, negative, derogatory or defamatory remarks concerning Franchisor, Agency Owner or their business practices at any time. Notwithstanding anything in this Agreement to the contrary, DAP's obligations under this Agreement including, but not limited to, DAP's confidentiality, non-disparagement, and non-cooperation obligations, shall not apply in connection with the DAP's rights to participate in any proceeding before the National Labor Relations Board, the Equal Employment Opportunity Commission or any similar state administrative agency or body. However, should DAP initiate, commence, voluntarily cooperate with or provide assistance including, but not limited to, testimony or consultative services, in any claim, lawsuit, administrative proceeding, investigation, inquiry, or similar activity, whether governmental or private, whether pending or otherwise, against or related to Agency Owner, DAP shall provide written notice to Agency Owner prior to engaging in such conduct or activity.

13. Prior Agreements. DAP represents and warrants to Agency Owner that there are no restrictions, agreements or understandings, including, but not limited to, prior covenants not to compete agreements, oral or written, to which DAP is a party or by which DAP is bound, that prevent or make unlawful or actionable DAP's execution or performance of this Agreement.

14. DAP Cooperation. DAP shall make him/herself available and cooperate in any reasonable manner in providing assistance to Agency Owner in concluding and defending any business or legal (including the defense of any claim) matters which relate to Agency Owner. DAP's obligation to assist Agency Owner shall continue beyond the end of DAP's employment relationship with Agency Owner, for any reason whatsoever; however, Agency Owner shall not be obligated to compensate DAP for said cooperation and assistance. Such cooperation shall include, but not be limited to, answering questions regarding any previous or current project DAP worked on while employed by Agency Owner so as to insure a smooth transition of responsibilities and to minimize any adverse consequences of a change in DAP's relationship with Agency Owner or otherwise as well as meeting with internal Agency Owner employees to discuss and review issues which DAP was directly or indirectly involved with during employment with Agency Owner, participating in any investigation conducted by Agency Owner either internally or by outside counsel or consultants, signing declarations or witness statements, preparing for and serving as a witness in any civil or administrative proceeding by both depositions or a witness at trial, reviewing documents and similar activities that Agency Owner deems necessary. Furthermore, DAP shall not initiate, commence, voluntarily cooperate with or provide assistance to any third party or individual in connection with any claim against Agency Owner, whether pending or otherwise, including, but not limited to, testimony or consultative services, in any claim, lawsuit, administrative proceeding, investigation, inquiry, or similar activity, whether governmental or private, without the prior written consent of Agency Owner. In the case of legal proceedings, DAP shall notify Agency Owner of any subpoena or other similar notice to give testimony or provide documentation ("Notice"), within two business days of receipt of said Notice and prior to providing any response to said Notice such that Agency Owner may have an opportunity to seek and obtain, among other things, an appropriate protective order or seek intervention in the matter.

15. Electronic Communication Systems.

(a) DAP shall not utilize for his/her personal use, any of the Agency Owner's electronic communication systems (including, but not limited to, desktop or laptop computers, facsimile machines, PDAs, telephones, cell phones, smartphones, any portable data storage devices (including, but not limited to, thumb/flash memory, hard disc drive, CDs, DVDs, disks or any other type of magnetic or optical storage device or any other device of similar function) (collectively referred to herein as "Device(s)"). DAP shall also not remove any Device from the Agency Owner's premises without the prior written consent of Agency Owner. DAP acknowledges and confirms that s/he has no expectation of privacy in the Agency Owner's electronic communication systems.

(b) DAP acknowledges and confirms that:

(i) all electronic (email/internet/world wide web ("www")) communication systems operated by Agency Owner (collectively referred to herein as "Systems"), as well as information stored, downloaded, transmitted, received, or contained in such Systems, are the property of Agency Owner. These Systems are to be used solely for job related purposes;

(ii) Agency Owner reserves and intends to exercise the right at any time to review, audit, intercept, access, and disclose all materials created, received or sent over such Systems and that DAP shall have no expectation of privacy from such access or monitoring;

(iii) the Systems shall not be used to solicit others for commercial ventures, religious or political causes, outside organizations or other non-business matters;

(iv) the Systems shall not be used to create any offensive or disruptive messages. Offensive and disruptive messages include, but are not limited to, any messages which are in contravention of Agency Owner's Non-Harassment Policy, which contain any racial or ethnic slurs or which offensively address someone's age, gender, sexual orientation, religious or political beliefs, national origin, or disability/handicap or other classification protected by applicable law;

(v) the Systems shall not be used to send (upload) or retrieve (download) copyrighted materials, trade secrets, proprietary business or financial information or similar materials without the prior written consent of Agency Owner;

(vi) all passwords or pass codes must be disclosed to Agency Owner and log-on and other passwords shall not be shared with a third party or another employee, unless requested and approved in writing by Agency Owner; and

(vii) DAP is not authorized to retrieve or read any e-mail/internet/www communication, link or message that are not sent to him/her, unless requested and approved in writing by Agency Owner.

16. Subsequent Employment. DAP shall promptly disclose, in writing to Agency Owner, the name and address of any new or subsequent business or entity DAP becomes associated with, whether as an owner, employee, principal, partner, servant, agent, representative, independent contractor, member, distributor, consultant, officer, director, shareholder, or otherwise, whether or not for compensation, including self-employment, either directly or indirectly, within the two years after DAP's employment with Agency Owner ceases. In connection with this disclosure requirement, DAP shall include, in writing, the name of DAP's direct supervisor(s); the Agency Owner reserves the right to contact these individuals for the purpose of ensuring DAP's compliance with the terms of this Agreement.

17. Miscellaneous.

(a) Indulgences, etc. Neither the failure nor any delay on the part of Agency Owner to exercise any right, remedy, power or privilege under this Agreement shall operate as a waiver thereof, nor shall any single or partial exercise of any right, remedy, power or privilege preclude any other or further exercise of the same or of any other right, remedy, power or privilege, nor shall any waiver of any right, remedy, power or privilege with respect to any occurrence be construed as a waiver of such right, remedy, power or privilege with respect to any other occurrence. No waiver shall be effective unless it is in writing and is signed by the party asserted to have granted such waiver. A valid waiver of any provision of this Agreement shall be limited to the instance specified in writing and, unless otherwise expressly stated, shall not be effective as a continuing waiver or repeal of such provision.

(b) Controlling Law. This Agreement and all questions relating to its validity, interpretation, performance and enforcement (including, without limitation, provisions concerning limitations of actions), shall be governed by and construed in accordance with the laws of the State of Florida, notwithstanding any conflict-of-laws doctrines. This Agreement shall be interpreted without the aid of any canon, custom or rule of law requiring construction against the draftsman. This Agreement shall be construed as drafted by both of DAP and Agency Owner, as parties of equivalent bargaining power, and not for or against either of them as drafter.

(c) Binding Nature of Agreement. This Agreement shall inure to the benefit of Agency Owner including any transferee of the business operation, as a going concern, in which DAP is employed and shall be binding upon DAP, DAP's heirs and personal representatives. None of the rights or obligations of DAP hereunder may be assigned or delegated. Agency Owner may assign its rights under this Agreement in whole or in part.

(d) Third Party Beneficiary. Franchisor shall be a third-party beneficiary under this Agreement for all purposes, with the independent right to enforce its terms and to protect the rights and obligations granted to Franchisor hereunder.

(d) Provisions Separable. The provisions of this Agreement are independent of and separable from each other, and no provision shall be affected or rendered invalid or unenforceable by virtue of the fact that for any reason any other or others of them may be invalid or unenforceable in whole or in part. If any provision of this Agreement is deemed invalid or unenforceable, the validity of the other provisions of this Agreement shall not be impaired. If any provision of this Agreement shall be deemed invalid as to its scope, then, notwithstanding such invalidity, such provision shall be valid to the fullest extent permitted by law, and, if any court makes such a determination, such court shall have the power to modify the duration, scope and/or area of such provision and/or to delete specific words and phrases by "blue penciling" and, in its reduced or blue penciled form, to enforce such provision to the fullest extent permitted by law.

(e) DAP Claims. The existence of any claim or cause of action by DAP against Agency Owner shall not constitute a defense to the enforcement by Agency Owner of DAP's covenants, obligations, or undertakings in this Agreement.

(f) Entire Agreement. This Agreement contains the entire understanding among the parties hereto with respect to the subject matter of this Agreement, and supersedes all prior and contemporaneous agreements and understandings, inducements or conditions, express or implied, oral or written, except as herein contained. The express terms hereof control and supersede any course of performance and/or usage of the trade inconsistent with any of the terms hereof. By the execution of this Agreement, DAP acknowledges that any such superseded understandings and agreements are terminated, and DAP disclaims any and all rights or interest that may have existed with respect thereto. Further, any representations, promises, agreements or understandings, written or oral, with regard to the terms addressed in this Agreement that are not contained in this Agreement shall be of no force or effect. This Agreement may not be modified or amended other than by an agreement in writing signed by DAP and Agency Owner. Furthermore, DAP acknowledges and confirms that any subsequent change or changes in his/her duties, compensation or benefits shall not affect the validity or scope of this

Agreement. Notwithstanding the foregoing, nothing herein shall limit the application of any generally applicable Agency Owner policy, practice, plan or the terms of any agreement, manual or handbook applicable to Agency Owner's employees generally, except to the extent the foregoing directly conflict with this Agreement, in which case the terms of this Agreement shall prevail.

(g) Section Headings. The Section headings in this Agreement are for convenience only; they form no part of this Agreement and shall not affect its interpretation.

(h) Gender, etc. Words used herein, regardless of the number and gender specifically used, shall be deemed and construed to include any other number, singular or plural, and any other gender, masculine, feminine or neuter, as the context indicates is appropriate.

(i) Jurisdiction of Courts. The exclusive legal venue for any legal action, claim, suit, dispute or matter arising out of or relating to this Agreement, or any documents to be executed pursuant to this Agreement by the parties hereto, shall be: (i) Duval County, Florida, in the event that Franchisor initiates an action under this Agreement pursuant to its third-party beneficiary rights; or (ii) the state or federal courts nearest to the premises of the business operated by Agency Owner, in all other instances.

(j) Survival. All provisions of this Agreement which by their terms survive the end of DAP's employment relationship with Agency Owner, including, but not limited to, the post-employment obligations and covenants of DAP set forth in this Agreement, shall survive the end of DAP's employment relationship with Agency Owner and shall remain in full force and effect thereafter in accordance with their terms.

(k) Advice of Counsel and Acknowledgement. DAP acknowledges that DAP has had a full and fair opportunity to seek DAP's own counsel regarding this Agreement and that DAP has so consulted or freely chosen not to seek counsel. By signing this Agreement, DAP acknowledges that DAP has read and understands this Agreement and shall abide by all its terms and conditions. DAP also acknowledges that this Agreement has not been executed in reliance upon any representation or promise except those contained herein, and that Agency Owner has made no representation or guarantee about employing DAP for a specified period of time.

(l) Waiver of Jury Trial. Any dispute arising out of or concerning this Agreement and/or any and all claims or causes of action, including statutory claims, arising out of DAP's employment, between DAP and Agency Owner during his/her employment or after the termination of said employment, shall be tried without a jury. EMPLOYEE HEREBY IRREVOCABLY EXPRESSLY AND VOLUNTARILY WAIVES HIS/HER RIGHT TO A JURY TRIAL AND DOES SO IN ORDER TO RESOLVE ANY FUTURE DISPUTES IN A MORE EFFICIENT AND COST-EFFECTIVE MANNER.

**IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed on the day and year set forth above.**

**AGENCY OWNER:**

**EMPLOYEE**

By: \_\_\_\_\_

\_\_\_\_\_

**EXHIBIT M**  
**GUARANTEE OF PERFORMANCE**

## GUARANTEE OF PERFORMANCE

For value received, Brightway Holdings, LLC, a Delaware limited liability company with a principal place of business at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256 ("Guarantor"), absolutely and unconditionally guarantees to assume the duties and obligations of Brightway Insurance, LLC, a Florida limited liability company with a principal place of business at 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256 ("Franchisor"), under its franchise registration in each state where the Brightway Insurance franchise is registered, and under the Franchise Agreement identified in its 2025 Franchise Disclosure Document issued April 30, 2026, and as that Franchise Agreement may be entered into with franchisees and amended, modified or extended from time to time. This guarantee continues until all such obligations of the Franchisor under its franchise registration and the Franchise Agreement are satisfied or until the liability of Franchisor to its franchisees under the Franchise Agreement has been completely discharged, whichever first occurs. The Guarantor is not discharged from liability if a claim by a franchisee against the Franchise remains outstanding. Notice of acceptance is waived. The Guarantor does not waive receipt of notice of default on the part of the Franchisor. This guarantee is binding on the Guarantor and its successors and assigns.

The Guarantor signs this guarantee on April 30, 2026.

### GUARANTOR:

BRIGHTWAY HOLDINGS, LLC

DocuSigned by:  
*Nick Clements*  
By: \_\_\_\_\_  
C099C9CEAD67410  
Nick Clements, CEO

**EXHIBIT N**  
**CONVERSION ADDENDUM**

**BRIGHTWAY INSURANCE, LLC**

**CONVERSION ADDENDUM TO BRIGHTWAY FRANCHISE AGREEMENT AND ADDENDUM TO  
GLOBALGREEN INSURANCE AGENCY FRANCHISE AGREEMENT**

This Conversion Addendum to the Brightway franchise agreement and addendum to the GlobalGreen franchise agreement (the "Conversion Addendum") is made and entered into as of this \_\_\_\_\_, 20\_\_ (the "Effective Date") by and between BRIGHTWAY INSURANCE, LLC ("Brightway"), EQUITY ONE FRANCHISORS, LLC ("Global"), \_\_\_\_\_ ("Franchisee"), and \_\_\_\_\_ ("Guarantors").

INTRODUCTION

A. Franchisee and Global, an affiliate of Brightway, are parties to a GlobalGreen Insurance Agency Franchise Agreement dated \_\_\_\_\_, 20\_\_, as well as any amendments or related agreements thereto (the "GlobalGreen Franchise Agreement"), pursuant to which Franchisee was granted the right to operate a GlobalGreen Insurance Agency (the "GlobalGreen Business") at the following location: \_\_\_\_\_ (the "Location").

B. Brightway and Global have offered, and Franchisee has accepted, the opportunity to convert Franchisee's location from a GlobalGreen Business to a franchised Brightway insurance agency (the "Brightway Business").

C. Contemporaneously with the execution of this Conversion Addendum, Brightway and Franchisee are entering into that certain franchise agreement (the "Brightway Franchise Agreement"), pursuant to which Brightway is granting Franchisee the right, and Franchisee is undertaking the obligation, to operate the Brightway Business at the Location. To enable Franchisee to complete the modifications necessary to convert the Location, and to facilitate Franchisee's transition from operating a GlobalGreen Business to a Brightway Business, Franchisee and Brightway desire to sign the Brightway Franchise Agreement now, with a conversion date in the future, as described below.

D. The parties desire for Franchisee to continue operating the GlobalGreen Business for the period beginning on the Effective Date and continuing until the Conversion Date (as defined below) (the "Conversion Period"). During the Conversion Period, the terms of the GlobalGreen Franchise Agreement will remain in full force and effect.

E. Subject to Franchisee's completion of the conversion requirements described below, on the Conversion Date, Franchisee and Global will enter into a mutual termination agreement in the form attached as Schedule B to this Conversion Addendum (the "GlobalGreen Termination Agreement"), pursuant to which Franchisee will no longer operate the Location as a GlobalGreen Business and will commence operating the Location as a Brightway Business, subject to the terms and conditions of the Brightway Franchise Agreement and this Conversion Addendum.

F. Brightway and Global have agreed to grant Franchisee such right of conversion, subject to Franchisee's execution of the Brightway Franchise Agreement and this Conversion Addendum.

Brightway, Global, and Franchisee desire to amend the terms of the GlobalGreen Franchise Agreement and Brightway Franchise Agreement, pursuant to the provisions stated below.

### AGREEMENTS

In consideration of the mutual covenants and agreements stated below, the parties agree as follows:

1. Construction. The background recitals are incorporated by reference as if fully set forth herein. Any capitalized term not defined within this Conversion Addendum will have the meaning given to it in the Brightway Franchise Agreement or the GlobalGreen Franchise Agreement, as applicable.

2. Conversion Date. The parties acknowledge and agree that the conversion date will be [ \_\_\_\_\_ ] (the "Conversion Date"). The parties further acknowledge and agree that Brightway may, in its sole discretion, extend the Conversion Date beyond the date set forth in the preceding sentence upon notice to Franchisee; however, any extension of the Conversion Date will not extend more than ninety (90) days beyond the initially established Conversion Date set forth above. On the Conversion Date, Franchisee, Guarantors, and Global will execute the form of mutual termination agreement attached as Schedule B to this Conversion Addendum, for the termination of the GlobalGreen Franchise Agreement (the "GlobalGreen Termination Agreement").

3. Transition to Brightway Business; Continuing Operation of the GlobalGreen Business. The parties acknowledge and agree to the following:

A. Subject to Franchisee's satisfaction of the conditions of conversion described in Schedule A to this Conversion Addendum (the "Conditions of Conversion") by the dates set forth in the Schedule A to the Conversion Addendum, Franchisee is converting the GlobalGreen Business to a Brightway Business;

B. As of the Effective Date of this Conversion Addendum, Franchisee will continue to operate its GlobalGreen Business from the Location according to the terms of the GlobalGreen Franchise Agreement, as amended by this Conversion Addendum, until (i) Franchisee's satisfaction of the Conditions of Conversion, (ii) Franchisee's, Guarantor's, and Global's execution of the GlobalGreen Termination Agreement, and (iii) the Conversion Date.

C. Franchisee may not commence operation of its business as a Brightway Business before the Conversion Date, and such commencement is conditioned on Franchisee's satisfaction of the Conditions of Conversion and Franchisee's execution of the GlobalGreen Termination Agreement (as defined below).

D. Brightway may, in its sole discretion, extend any of the deadlines set forth in Section 1 of Schedule A of this Conversion Addendum upon notice to Franchisee.

4. Failure to Satisfy Conditions of Conversion. If for any reason, Franchisee does not satisfy the Conditions of Conversion by the dates set forth in Schedule A to this Conversion Addendum, then Brightway may, in its sole discretion, terminate the Brightway Franchise Agreement immediately upon

written notice to Franchisee, without giving Franchisee an opportunity to cure. If Brightway elects to terminate the Brightway Franchise Agreement, then Franchisee and Guarantors acknowledge and agree to the following:

A. Franchisee and Guarantors will (i) will execute Brightway's prescribed form of a general release of claims in favor of Brightway and its parents and affiliates, and (ii) Franchisee and Guarantors must comply with all post-term obligations set forth in the Brightway Franchise Agreement, including, without limitation, those in Sections 12 (Non-competition and Non-solicitation) and 16 (Discontinuing use of the Licensed Marks and Proprietary Materials) of the Brightway Franchise Agreement. Notwithstanding the preceding sentence, the post-term obligations will not apply to Franchisee's operation of the GlobalGreen Business;

B. Franchisee will continue to operate the GlobalGreen Business under the terms and conditions of the GlobalGreen Franchise Agreement, as amended by the following terms:

i. Section 4(A) of the GlobalGreen Franchise Agreement is deleted in its entirety and replaced with the following:

FRANCHISEE shall pay to GLOBAL a continuing monthly royalty fee (the "Royalty Fee") of the following:

(i) For Revenue received from New Business, eighty percent (80%) of the Revenues from the prior month;

(ii) For Revenue received from Renewal Business; fifty percent (50%) of Revenue from the prior month;

For purposes of this Section 4(A) of the GlobalGreen Franchise Agreement, "New Business" shall mean the first term of a policy which is sold in connection with FRANCHISEE'S Agency and "Renewal Business" shall mean all subsequent/renewal terms of a policy which are sold in connection with FRANCHISEE'S Agency, including any policies rewritten to another Provider.

5. Termination of the GlobalGreen Franchise Agreement. On the Conversion Date, and subject to Franchisee's satisfaction of the Conditions of Conversion, Franchisee and Global will execute the GlobalGreen Termination Agreement, pursuant to which the provisions of the GlobalGreen Franchise Agreement, and any rights and obligations thereunder, will thereby terminate. Franchisee and Guarantors further acknowledge and agree that their failure to execute the GlobalGreen Termination Agreement constitutes an event of default under this Conversion Addendum, pursuant to which Brightway may immediately terminate the Brightway Franchise Agreement upon notice to Franchisee, without giving Franchisee the opportunity to cure its default. Should Brightway elect to immediately terminate the Brightway Franchise Agreement pursuant to the terms of this Section 5 of the Conversion Addendum, Franchisee acknowledges and agrees that the terms set forth in Section 4 of the Conversion Addendum will apply to its continuing operation of the GlobalGreen Business.

6. Grant of Franchise; Authorized Location. Section 2(a) of the Brightway Franchise Agreement is amended to acknowledge that the franchise is granted for the conversion of Franchisee's GlobalGreen Insurance Agency to a Brightway branded agency at the Location under the terms and conditions of the Brightway Franchise Agreement and this Conversion Addendum.

7. Initial Franchise Fee. Section 4 of the Brightway Franchise Agreement is amended to provide that the Initial Fee is waived in its entirety.

8. Proposed Site. Section 6(a)(i) of the Brightway Franchise Agreement is amended to provide that, following the Conversion Date, Franchisee is operating a Brightway Business at the Location.

9. Plans and Specifications; Fixtures and Furnishings; Agency Signage. Sections 6(a)(ii), (iv), and (v) of the Brightway Franchise Agreement are modified to provide that, in lieu of the pre-opening obligations set forth in the respective sections, Franchisee shall complete the alterations and additions set forth in Schedule A to this Conversion Addendum (the "Rebranding Requirements") at the Location on or before the date set forth in Schedule A to this Conversion Addendum. Brightway agrees to reimburse Franchisee for all reasonable out of pocket costs and expenses that Franchisee incurs in order to complete the Rebranding Requirements, provided that Franchisee completes the Rebranding Requirements by the required dates set forth in Schedule A to this Conversion Addendum.

10. Lease Agreement. Section 6(a)(iv) of the Brightway Franchise Agreement is deleted in its entirety and replaced with the following:

As of the date set forth in Section 2 Schedule A to the Conversion Addendum, Franchisee must provide Brightway with the lease agreement for the Location. If Franchisee operates the Location from a traditional retail space (as determined by Brightway in its sole discretion), Franchisee must, within thirty (30) days of the Conversion Date, use commercially reasonable efforts to provide Brightway a Collateral Assignment of Lease in the form substantially the same as that attached to the Franchise Disclosure Document as Exhibit K, and executed by Franchisee and the lessor of the Premises, providing Brightway notice of Franchisee's default under the lease, a right to cure such default, and the right to assume the lease and to sublease or assign the lease to another Brightway System franchisee.

11. Completion of Buildout. Section 6(a)(viii) of the Brightway Franchise Agreement is deleted in its entirety and replaced with the following:

Completion of Buildout. Franchisee shall complete or arrange for the completion of the Rebranding Requirements at the Brightway Location by the dates set forth in Section 1 of Schedule A to the Conversion Addendum. All Rebranding Requirements must be completed in accordance with any site and building plans provided by or approved by Brightway. Franchisee shall secure for Brightway and its agents the right to inspect the construction of the Brightway Location at any reasonable time. Franchisee shall correct, upon request and at Franchisee's expense, any deviation from the approved site layout and plan, and shall furnish to Brightway a copy of proof that the Brightway Location was built in accordance with the Remodeling Requirements, and any other approved final plans and specifications and in compliance with all applicable laws, including

the Americans With Disabilities Act, and obtain Brightway's approval of the completed Remodeling Requirements on or before the Conversion Date.

12. Completion of the Business Planning and Training. Section 6(a)(ix) of the Brightway Franchise Agreement is deleted in its entirety and replaced with the following:

Completion of Business Planning and Training. No later than the date set forth in Section 3 of Schedule A to the Conversion Addendum, Franchisee or Franchisee's Designated Agency Principal must successfully complete Brightway's initial training program and must meet Brightway's then-current qualifications for: (i) the sale of Insurance Services; and (ii) agency management.

13. Authorization to Open. The last sentence of Section 6(xi) of the Brightway Franchise Agreement is deleted in its entirety and replaced with the following: "Franchisee must commence operation of the Brightway Location on the Conversion Date."

14. Insurance Agency Activities. Section 7(a) of the Brightway Franchise Agreement is amended to provide that, as of the date set forth in Section 4 of Schedule A to the Conversion Addendum, Franchisee shall remove any reference to "GlobalGreen," "GlobalGreen Insurance Agency," or any variation thereof, that is used in any entity or fictitious name used by or associated with Franchisee.

15. Internet Presence Only as Assigned. Section 7(g) of the Brightway Franchise Agreement is amended to provide that, if Franchisee previously established or maintained a website, domain name, URL, splash page, profile, or other presence on the internet, including any profile or advertisement on any social media platform, including but not limited to Facebook, LinkedIn, Instagram, YouTube or any other social media and/or networking site (for simplicity, the "Internet Sites"), Franchisee must, as of the date set forth in Schedule A to the Conversion Addendum, remove any reference to "GlobalGreen," "GlobalGreen Insurance Agency," or any variation thereof, that may be present on any and all of the Internet Sites, and must rebrand or redirect any such Internet Sites as directed by Brightway. Franchisee acknowledges and agrees that any previously approved or permitted Internet Sites may not conform to the Brightway System Standards and that Brightway may direct Franchisee to cease use of such non-conforming Internet Sites or link such Internet Sites to Franchisee's Brightway web page.

16. Opening Advertising Program. Section 11(f) of the Brightway Franchise Agreement is deleted in its entirety; provided, however, that Franchisee must cooperate with Brightway in the rollout of any rebranding or customer communications associated with the commencement of operations of the Brightway Location.

17. Release of Claims.

A. Franchisee and Guarantors, each on behalf of themselves and their respective present and former, direct and indirect, parents, subsidiaries, affiliates, employees, officers, directors, shareholders, owners, heirs, successors, and assigns (collectively, "Franchisee Parties") hereby release, waive, and forever discharge Global and its present and former, direct and indirect, predecessors, parents, subsidiaries, affiliates, employees, officers, directors, shareholders, members, owners, agents, representatives, successors, and assigns (collectively,

“Global Parties”) of and from any and all actions, causes of action, suits, losses, liabilities, rights, debts, dues, sums of money, accounts, reckonings, obligations, costs, expenses, liens, bonds, bills, specialties, covenants, contracts, controversies, agreements, promises, variances, trespasses, damages, judgments, extents, executions, claims, and demands, of every kind and nature whatsoever, whether now known or unknown, foreseen or unforeseen, matured or unmatured, suspected or unsuspected, in law, or equity (collectively, “Claims”), which any of such Franchisee Parties ever had, now have, or hereafter can, shall, or may have against any of such Global Parties for, upon, or by reason of any matter, cause, or thing whatsoever from the beginning of time through the Effective Date of this Agreement, including, without limitation, those arising out of or relating to the GlobalGreen Franchise Agreement, the GlobalGreen Business, the offer and sale of the GlobalGreen Business, the franchise relationship between the Franchisee Parties and the Global Parties, or any other agreement entered into by and between any of the Franchisee Parties and any of the Global Parties. Franchisee and Guarantors, on behalf of the Global Parties, understand that they may later discover Claims or facts that may be different from, or in addition to, those that they or any other Franchisee Party now knows or believes to exist regarding the subject matter of the release contained in this Section 20(A), and which, if known at the time of signing this Agreement, may have materially affected this Agreement and their decision to enter into it and grant the release contained in this Section 20(A). Nevertheless, Franchisee and Guarantors, on behalf of themselves and the other Franchisee Parties, intend to fully, finally and forever settle and release all Claims that now exist, may exist, or previously existed, as set out in the release contained in this Section 20(A), whether known or unknown, foreseen or unforeseen, or suspected or unsuspected, and the release given herein is and will remain in effect as a complete release, notwithstanding the discovery or existence of such additional or different facts. The Franchisee Parties hereby waive any right or Claim that might arise as a result of such different or additional Claims or facts. As to the Brightway Franchise Agreement, the Franchisee Parties and Global Parties acknowledge and agree that the release by the Franchisee Parties does not include a release of claims (i) arising under any applicable state or federal franchise laws regulating the offer or sale of the franchise under the Brightway Franchise Agreement (including, without limitation, the FTC Rule on Franchising, 16 C.F.R. Part 436) or (ii) for fraud, misrepresentation or similar claims.

B. Franchisee and Guarantors, represent and warrant to Global as follows: (i) none of them is aware of any Claim that is not covered by the release contained in Section 20(A), (ii) none of them have assigned or transferred any of the Claims released herein to any person or entity and no person or entity has subrogated to or has any interest or rights in any Claims, and (iii) each of them has the full right, power, and authority to enter into this Agreement, to grant on behalf of itself and the other Franchisee Parties, as applicable, the releases contained herein, and to perform their obligations hereunder.

***[Include the following for individuals whose businesses are located in or who reside in California]***

C. In entering into this Conversion Addendum, Franchisee and Guarantors represent that they have had the opportunity to consult an attorney of their own choice, that the undersigned have read the terms of the GlobalGreen Franchise Agreement and this Conversion Addendum, and that the terms of the GlobalGreen Franchise Agreement and this Conversion Addendum are understood and voluntarily accepted by Franchisee and Guarantors. Franchisee

and Guarantors expressly waive all rights or benefits that they have or may have under Section 1542 of the California Civil Code, which section provides:

A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.

***[Include the following for individuals whose businesses are located in or who reside in Washington]***

C. The release in Section 20(A) shall not apply with respect to claims arising under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

18. Not Assignable. Franchisee and Guarantors acknowledge and agree that the rights granted to Franchisee under this Conversion Addendum are personal in nature and may not be assigned without Brightway's and Global's prior written consent, which Brightway and Global may withhold in their sole discretion.

19. Confidentiality. Franchisee and Guarantors agree to maintain the confidentiality of this Conversion Addendum, and further agree not to disclose this Conversion Addendum or any of its terms to any person except upon order by a court of competent jurisdiction or as required by law, or as otherwise permitted by Franchisor in writing. For purposes of clarification, this includes without limitation talking about this Conversion Addendum or any of its terms publicly, on social media, or in broadcast, print or digital media of any kind. Notwithstanding the foregoing, Franchisee may disclose this Agreement and its terms to Franchisee's accountant, attorney, and taxing authorities with the understanding that the information in this Agreement must be kept confidential.

20. Counterparts. This Conversion Addendum may be executed in any number of counterparts, all of which shall constitute one and the same agreement, and any party hereto may execute this Conversion Addendum by signing and delivering one or more counterparts.

21. Entire Agreement. The GlobalGreen Franchise Agreement, Brightway Franchise Agreement, this Conversion Addendum, and all documents referenced herein constitute the entire, full and complete agreement between the parties concerning the subject matter discussed herein and supersede any and all prior or contemporaneous negotiations, discussions, understandings or agreements, both written or oral, with respect to the subject matter discussed herein. Except as amended by this Conversion Addendum, all provisions of the GlobalGreen Franchise Agreement and Brightway Franchise Agreement will remain in full force and effect. This Conversion Addendum shall be governed by, and construed in accordance with, the governing law provided in the Brightway Franchise Agreement. All dispute resolution provisions set forth in the Brightway Franchise Agreement are hereby incorporated by reference. In the event of a conflict between the terms of the Brightway Franchise Agreement and this Conversion Addendum, the terms of this Conversion Addendum shall control, and in the event of a conflict between the terms of the GlobalGreen Franchise Agreement and this Conversion Addendum, the terms of this Conversion Addendum shall control. If any term or provision of this Conversion Addendum is invalid,

illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of this Conversion Addendum or invalidate or render unenforceable such term or provision in any other jurisdiction. This Conversion Addendum may only be modified in a writing signed by all parties.

[Signatures Appear on Following Page]

IN WITNESS WHEREOF, the parties have signed this Conversion Addendum as of the day and year first above written.

**BRIGHTWAY:**

BRIGHTWAY INSURANCE, LLC

By: \_\_\_\_\_  
Title: \_\_\_\_\_

**GLOBAL:**

EQUITY ONE FRANCHISORS, LLC

By: \_\_\_\_\_  
Title: \_\_\_\_\_

**FRANCHISEE:**

\_\_\_\_\_

By: \_\_\_\_\_  
Title: \_\_\_\_\_

**GUARANTORS:**

\_\_\_\_\_, individually

\_\_\_\_\_, individually

\_\_\_\_\_, individually

**SCHEDULE A**

**Conversion Requirements**

1. **Rebranding Requirements** (Sections 6(a)(ii), (iv), and (v) of the Brightway Franchise Agreement):

The following Rebranding Requirements must be completed no later than the respective dates set forth below:

Rebranding Requirement	Completion Date

2. **Lease Agreement** (Section 6(iv) of the Brightway Franchise Agreement):

Franchisee must provide Brightway with the lease agreement for the Location no later than [\_\_\_\_\_].

3. **Business Planning and Training** (Section 6(a)(ix) of the Brightway Franchise Agreement):

Franchisee or Franchisee’s designated Agency principal must complete the initial training program no later than [\_\_\_\_\_]

4. **Entity or Fictitious Names** (Section 7(a) of the Brightway Franchise Agreement)

Franchisee must remove any reference to “GlobalGreen,” “GlobalGreen Insurance Agency,” or any variation thereof, that is used in any entity or fictitious name used by or associated with Franchisee no later than [\_\_\_\_\_]

5. **Internet Presence** (Section 7(g) of the Brightway Franchise Agreement)

Franchisee must complete the following Internet Site requirements no later than [\_\_\_\_\_].

- [Insert details here]

6. *Additional Conversion Requirements*

Additional Requirement	Completion Date

**SCHEDULE B**

**Form of GlobalGreen Termination Agreement**

**MUTUAL TERMINATION AGREEMENT  
(FORM)**

This Mutual Termination Agreement (this “Agreement”) is made and entered into as of \_\_\_\_\_, 202\_\_ (the “Effective Date”), by and between: (i) Equity One Franchisors, LLC (“Franchisor”); (ii) \_\_\_\_\_, a \_\_\_\_\_ (“Franchisee”); and (iii) \_\_\_\_\_ and \_\_\_\_\_, residents of the State of \_\_\_\_\_ (jointly and severally, “Guarantors”).

BACKGROUND

A. Franchisor and Franchisee are parties to a franchise agreement dated \_\_\_\_\_ (the “Franchise Agreement”), pursuant to which Franchisee was granted the right and undertook the obligation to develop and operate an GlobalGreen Insurance Agency franchised business in and around \_\_\_\_\_ (the “Franchised Business”).

B. Prior to the execution of this Agreement, Franchisee and Brightway Insurance, LLC, an affiliate of Franchisor’s, entered into that certain Brightway franchise agreement (the “Brightway Agreement”), pursuant to which Franchisor is converting the Franchised Business from a GlobalGreen branded business to a Brightway branded business (the “Brand Conversion”).

C. As a condition to the Brand Conversion, the parties now wish to terminate the Franchise Agreement, subject and pursuant to the terms and conditions of this Agreement.

AGREEMENT

NOW, THEREFORE, in consideration of the premises set forth above and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Background; Definitions. The parties acknowledge and agree that the recitals above form an important part of this Agreement and are hereby incorporated by reference. Capitalized terms used and not defined in this Agreement have the respective meanings assigned to them in the Franchise Agreement.

2. Termination of the Franchise Agreement. The parties acknowledge and agree that, notwithstanding Section 2 and 3 of this Agreement, the Franchise Agreement is terminated as of the Effective Date. From and after the Effective Date, the Franchise Agreement will be of no further force or effect, and the rights and obligations of each of the parties thereunder shall terminate, except for (a) any rights and obligations of the parties that are expressly designated thereunder to survive the termination of the Franchise Agreement and (b) any other rights and obligations of the parties that come into being or effect upon the termination of the Franchise Agreement, in each case under clause (a) and clause (b), subject to the terms and conditions of this Agreement.

3. Compliance with Post-Term Obligations. Franchisee agrees and acknowledges that as of the Effective Date, Franchisee must comply with all post-termination obligations set forth in the Franchise Agreement, including, without limitation, the non-disclosure provisions set forth in Section XVII of the

Franchise Agreement, and the indemnification provisions set forth in Section XVIII of the Franchise Agreement. Notwithstanding the preceding sentence, the post-term non-compete provisions in Section XIII of the Franchise Agreement will not apply to Franchisee's continued operation of the Franchised Business as a Brightway branded business.

4. Service Agreement. Contemporaneously with the execution of the Franchise Agreement, Franchisee and Guarantors entered in that certain Service Agreement, pursuant to which Franchisee was granted the right to use certain Software in the operation of its Franchised Business. Franchisee and Guarantors acknowledge and agree that, upon the termination of the Franchise Agreement, Franchisee and Guarantors will no longer have a need to use the Software. Further, Section 6 of the Service Agreement provides that, "[i]n the event that the Franchise Agreement is terminated, Franchisee's rights under this Agreement shall be terminated immediately without notice or opportunity to cure." Therefore, Franchisee and Guarantors acknowledge and agree that the Service Agreement will terminate as of the Effective Date of this Agreement.

5. Release.

a. *Release of Franchisor.* Franchisee and Guarantors, on behalf of themselves and their respective present and former, direct and indirect, parents, subsidiaries, affiliates, employees, officers, directors, shareholders, owners, heirs, successors, and assigns (collectively, "Franchisee Parties") hereby release, waive, and forever discharge Franchisor, and its present and former, direct and indirect, parents, subsidiaries, affiliates, employees, officers, directors, shareholders, members, owners, agents, representatives, successors, and assigns (collectively, "Franchisor Parties") of and from any and all actions, causes of action, suits, losses, liabilities, rights, debts, dues, sums of money, accounts, reckonings, obligations, costs, expenses, liens, bonds, bills, specialties, covenants, contracts, controversies, agreements, promises, variances, trespasses, damages, judgments, extents, executions, claims, and demands, of every kind and nature whatsoever, whether now known or unknown, foreseen or unforeseen, matured or unmatured, suspected or unsuspected, in law, or equity (collectively, "Claims"), which any of such Franchisee Parties ever had, now have, or hereafter can, shall, or may have against any of such Franchisor Parties for, upon, or by reason of any matter, cause, or thing whatsoever from the beginning of time through the Effective Date of this Agreement, including, without limitation, those arising out of or relating to the Franchise Agreement, the Franchised Business, the offer and sale of the Franchised Business, the franchise relationship between any of the Franchisee Parties and any of the Franchisor Parties, and any other agreements (including franchise agreements) between any of the Franchisee Parties and any of the Franchisor Parties. Franchisee and Guarantors, on behalf of the Franchisee Parties, understands that they may later discover Claims or facts that may be different from, or in addition to, those that they or any other Franchisee Party now knows or believes to exist regarding the subject matter of the release contained in this Section 5(a), and which, if known at the time of signing this Agreement, may have materially affected this Agreement and their decision to enter into it and grant the release contained in this Section 5(a). Nevertheless, Franchisee and Guarantors, on behalf of themselves and the other Franchisee Parties, intend to fully, finally and forever settle and release all Claims that now exist, may exist, or previously existed, as set out in the release contained in this Section 5(a), whether known or unknown, foreseen or unforeseen, or suspected or unsuspected, and the release given herein is and will remain in effect as a complete release, notwithstanding the discovery or existence

of such additional or different facts. The Franchisee Parties hereby waive any right or Claim that might arise as a result of such different or additional Claims or facts.

b. *Representations and Warranties.* Franchisee and Guarantors represent and warrant as follows: (i) they are not aware of any Claim that is not covered by the release contained in Section 5(a), (ii) they have not assigned or transferred any of the Claims released herein to any person or entity and no person or entity has subrogated to or has any interest or rights in any Claims, and (iii) they have the full right, power, and authority to enter into this Agreement, to grant on behalf of itself and the other Franchisee Parties the releases contained herein, and to perform its obligations hereunder.

***[Include the following for individuals whose businesses are located in or who reside in California]***

C. In entering into this Agreement, Franchisee and Guarantors represent that they have had the opportunity to consult an attorney of their own choice, that the undersigned have read the terms of the Franchisee Agreement and this Agreement, and that the terms of this Franchisee Agreement and this Agreement are understood and voluntarily accepted by Franchisee and Guarantors. Franchisee and Guarantors expressly waive all rights or benefits that they have or may have under Section 1542 of the California Civil Code, which section provides:

A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.

***[Include the following for individuals whose businesses are located in or who reside in Washington]***

C. The release in Section 5(A) shall not apply with respect to claims arising under the Washington Franchise Investment Protection Act, RCW 19.100, and the rules adopted thereunder.

6. Non-Disparagement. Franchisee and Guarantors agree that, unless required to do so by legal process, none of them will make any disparaging statements or representations, either directly or indirectly, whether orally or in writing, by word or gesture, to any person or entity, about any of the Franchisor Parties, the GlobalGreen franchise system, or the GlobalGreen brand.

7. Confidentiality. Franchisee and Guarantors agree not to disclose this Agreement, any of its terms, and all communications between Franchisor and Franchisee regarding the termination of the Franchise Agreement to any person or entity except upon order by a court of competent jurisdiction or as required by law, or as otherwise permitted by Franchisor in writing. Notwithstanding the foregoing, Franchisee may disclose this Agreement and its terms to Franchisee's accountant, attorney, and taxing authorities with the understanding that the information in this Agreement must be kept confidential.

8. Miscellaneous.

a. This Agreement and each of the terms and provisions hereof may only be amended, modified, waived or supplemented by an agreement in writing signed by each party.

b. All provisions related to governing law, venue, dispute resolution, attorneys' fees and other enforcement provisions described in the Brightway Agreement are incorporated by reference and shall apply to any claims or disputes arising out of or related to this Agreement.

c. Franchisor may assign its rights and obligations hereunder; provided, such assignment shall not release Franchisor from its obligations hereunder and its assignee shall also be liable for Franchisor's obligations hereunder. Franchisee may not assign their respective rights or obligations hereunder without the written consent of Franchisor.

d. This Agreement may be executed in counterparts, each of which is deemed an original, but all of which constitutes one and the same agreement. Delivery of an executed counterpart of this Agreement electronically or by facsimile shall be effective as delivery of an original executed counterpart of this Agreement.

e. For purposes of this Agreement, (i) the words "include," "includes" and "including" are deemed to be followed by the words "without limitation"; (ii) the word "or" is not exclusive; (iii) the words "herein," "hereof," "hereby," "hereto" and "hereunder" refer to this Agreement as a whole; (iv) words denoting the singular have a comparable meaning when used in the plural, and vice-versa; and (v) words denoting any gender include all genders. The parties drafted this Agreement without regard to any presumption or rule requiring construction or interpretation against the party drafting an instrument or causing any instrument to be drafted.

f. The headings in this Agreement are for reference only and do not affect the interpretation of this Agreement.

g. If any term or provision of this Agreement is invalid, illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction.

h. This Agreement constitutes the sole and entire agreement between the parties with respect to the subject matter contained herein and supersedes all prior and contemporaneous understandings, agreements, representations and warranties, both written and oral, with respect to such subject matter.

[Signatures Appear on Following Page]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

**GLOBAL:**

EQUITY ONE FRANCHISORS, LLC

By: \_\_\_\_\_

Title: \_\_\_\_\_

**FRANCHISEE:**

\_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

**GUARANTORS:**

\_\_\_\_\_  
\_\_\_\_\_, individually

\_\_\_\_\_  
\_\_\_\_\_, individually

\_\_\_\_\_  
\_\_\_\_\_, individually

**EXHIBIT O**

**APPRENTICE PROGRAM ADDENDUM**

## APPRENTICE PROGRAM AGREEMENT

This **APPRENTICE PROGRAM AGREEMENT** (the “Agreement”) is effective as of \_\_\_\_\_ (the “Effective Date”), by and between Brightway Insurance, LLC, a Florida limited liability company (“Brightway”); and \_\_\_\_\_ (“Franchisee”).

### BACKGROUND

A. Brightway and Franchisee entered into a franchise agreement dated on or around \_\_\_\_\_ (the “Franchise Agreement”), pursuant to which Franchisee obtained the right and undertook the obligation to operate a franchised Brightway Insurance agency located in \_\_\_\_\_ (the “Brightway Location”). Any capitalized terms not defined herein shall have the definition set forth in the Franchise Agreement.

B. Brightway offers qualified franchisees the opportunity to participate in its apprentice program, under which franchisees mentor a qualified producer for a twelve (12) month period, and Franchisee has elected to participate in this program pursuant to the terms and conditions of this Agreement.

### AGREEMENT

**NOW, THEREFORE**, in consideration of the foregoing recitals and the mutual promises, commitments and understandings contained herein, the parties agree as follows:

1. **Designation and Approval of Apprentice; Term and Termination.** Franchisee has designated \_\_\_\_\_ (“Apprentice”) to be a producer for Franchisee pursuant to the terms of this Agreement, and has come to an agreement with Apprentice whereby Apprentice will begin working for Franchisee within \_\_\_\_\_ days following the Effective Date (such date will be referred to as the “Hire Date”). Brightway has determined that Apprentice meets Brightway’s minimum qualifications for this program and that Franchisee has been approved to act as the mentor for Apprentice; provided, however, that Brightway’s approval is not a representation of the success of Apprentice. Franchisee agrees and acknowledges that Brightway shall not be deemed a joint employer of Apprentice for any purpose, and that Franchisee shall be solely responsible for all aspects of Apprentice’s employment in exactly the same manner Franchisee is solely responsible for all employment decisions related to employees not hired as part of this incentive program including, without limitation, responsibility for salary, wages, bonuses, benefits, commissions, scheduling and other employment conditions and policies. For purposes of Sections 2 and 3 below, Apprentice’s measurement period shall commence on the Hire Date and continue for a period of twelve (12) months (the “Apprentice Measurement Period”). This Agreement shall terminate automatically upon the earlier of (a) the end of the Apprentice Measurement Period or (b) the date that Apprentice ceases working as a producer for Franchisee for any reason.

2. **Apprentice Measurement Period.** During the Apprentice Measurement Period, Brightway shall pay Franchisee one hundred percent (100%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Apprentice, provided such policies are accurately and truthfully coded to Apprentice in Brightway’s policy management system or as otherwise designated by Brightway. Franchisee acknowledges that the amount of additional commission in excess of the standard

rate of Brightway Sales Commissions received on New Business set forth in the Franchise Agreement shall be paid at the time and in the manner determined by Brightway, which may be in lump sum installments on a quarterly or other basis.

3. **Apprentice Program Graduation.**

- a. In the event Apprentice sells at least one hundred sixty-five (165) New Business policies during the Apprentice Measurement Period, Apprentice shall have the right to open a Brightway Insurance franchise (the "Apprentice Franchise") without paying any initial franchise fee, provided that Apprentice shall be required to hire an additional producer immediately upon opening the Apprentice Franchise. For purposes of clarification, Franchisee shall retain the book of business sold by Apprentice during the Apprentice Measurement Period. During the first five (5) years following Apprentice's execution of a franchise agreement for the Apprentice Franchise, Brightway shall pay Franchisee five percent (5%) of all Brightway Sales Commissions received on New Business from Client Accounts generated by Apprentice Franchise, and Brightway shall pay Franchisee five percent (5%) of all Brightway Sales Commissions received on Renewal Business from Client Accounts generated by Apprentice Franchise. Franchisee acknowledges that the amounts described in this paragraph shall be paid at the time and in the manner determined by Brightway, which may be in lump sum installments on a quarterly or other basis.
- b. In the event Apprentice sells fewer than one hundred sixty-five (165) New Business policies during the Apprentice Measurement Period, Apprentice shall only have the right to open a Brightway Insurance franchise on the terms and conditions offered to all new franchisee candidates at such time. Notwithstanding the foregoing, Franchisee may elect to retain Apprentice as a producer following the expiration of the Apprentice Measurement Period.
- c. Regardless of Apprentice's production, the enhanced commission described in Section 2 of this Agreement shall cease automatically at the conclusion of the Apprentice Measurement Period.
- d. In the event Apprentice qualifies for the Apprentice Franchise as set forth in Section 3(a) above but elects to not open the Apprentice Franchise, and Brightway determines in its reasonable discretion that Franchisee participated in this program in bad faith, Brightway shall have the right to claw back the additional commission described in Section 1 of this Agreement.

4. **Transfer.** Franchisee's participation in this program pursuant to the terms of this Agreement is personal to Franchisee and Franchisee may not sell, transfer, assign or encumber this Agreement without Brightway's prior written consent. Any sale, transfer, assignment or encumbrance of this Agreement made without Brightway's prior written consent shall be voidable at Brightway's option and will result in the immediate termination of this Agreement.

5. **Severability.** In case any covenant, condition, term or provision contained in this Agreement shall be held to be invalid, illegal, or unenforceable in any respect, in whole or in part, by

judgment, order or decree of any court or other judicial tribunal of competent jurisdiction, the validity of the remaining covenants, conditions, terms and provisions contained in this Agreement, and the validity of the remaining part of any term or provision held to be partially invalid, illegal or unenforceable, shall in no way be affected, prejudiced, or disturbed thereby.

6. **Entire Agreement.** This Agreement and applicable terms of the Franchise Agreement constitute the entire agreement of the parties hereto with respect to the subject matter of this Agreement, and supersede any and all previous agreements between the parties, whether written or oral, with respect to such subject matter. In the event of a conflict between the terms of the Franchise Agreement and the terms of this Agreement, the terms of this Agreement will control. All other provisions in the Franchise Agreement remain in full force and effect.

7. **Waiver.** No waiver or modification of this Agreement or of any covenant, condition or limitation herein contained shall be valid unless in writing and duly executed by the party to be charged therewith. Furthermore, no evidence of any waiver or modification shall be offered or received in evidence in any proceeding between the parties arising out of or affecting this Agreement, or the rights or obligations of any party hereunder, unless such waiver or modification is in writing and duly executed as aforesaid.

8. **Choice of Law; Venue.** This Agreement shall be construed and regulated under and by the laws of the State of Florida, without reference to Florida's conflict-of-laws principles. Venue for any action related to or arising out of this Agreement shall be in the state or federal court nearest to Duval County, Florida.

9. **Attorneys' Fees.** In the event any litigation or controversy arises out of or in connection with this Agreement between the parties hereto, the prevailing party shall be entitled to recover from the other party or parties all reasonable attorneys' and paralegals' fees, expenses and suit costs, including those associated with any appellate or post-judgment collection proceedings.

10. **Further Assurances.** Each of the parties hereto agree that they shall sign such additional and supplemental documents as may be necessary to implement the transactions contemplated pursuant to this Agreement when requested to do so by any party to this Agreement.

11. **E-Signature.** An electronically-signed copy of this Agreement delivered by email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

***Signatures appear on the following page.***

**IN WITNESS WHEREOF**, the parties hereto, intending to be legally bound hereby, have duly executed and delivered this Agreement the date and year first written above.

**BRIGHTWAY:**

By: \_\_\_\_\_  
Daniel Lewis, Head of Network

**FRANCHISEE:**

By: \_\_\_\_\_

**EXHIBIT P**

**STATE EFFECTIVE DATES PAGE**

**BRIGHTWAY INSURANCE, LLC**

**STATE EFFECTIVE DATES – 2026**

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Texas, Virginia, Washington, and Wisconsin.

This Franchise Disclosure Document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

CALIFORNIA	PENDING
HAWAII	NOT REGISTERED
ILLINOIS	PENDING
INDIANA	PENDING
MARYLAND	PENDING
MICHIGAN	REGISTERED
MINNESOTA	PENDING
NEW YORK	PENDING
NORTH DAKOTA	PENDING
RHODE ISLAND	PENDING
SOUTH DAKOTA	PENDING
VIRGINIA	PENDING
WASHINGTON	PENDING
WISCONSIN	PENDING

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

**EXHIBIT Q**

**RECEIPTS**

## RECEIPTS (OUR COPY)

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Disclosure Document and all agreements carefully. If Brightway Insurance, LLC offers you a franchise, it must provide this Disclosure Document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. New York and Rhode Island require that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or payment of any consideration that relates to the franchise relationship. Michigan requires that we give you this Disclosure Document at least 10 business days before the execution of any binding franchise or other agreement, or the payment of any consideration, whichever occurs first.

If Brightway Insurance, LLC does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the state administrator identified in Exhibit H of this Disclosure Document. A list of the franchisor's agents registered to receive service of process is also included in Exhibit H to this Disclosure Document. I have received a Disclosure Document with an Issuance Date of April 30, 2026. This FDD included the following Exhibits:

Exhibit A	Financial Statements	Exhibit I	Franchisee Disclosure Questionnaire
Exhibit B	Franchise Agreement	Exhibit J	Affidavit Regarding Existing
Exhibit C	Sample Termination and Release Agreement	Exhibit K	Contractual Obligations
Exhibit D	Tables of Contents of Confidential Operating Manual	Exhibit L	Collateral Assignment of Lease
Exhibit E	List of Current and Former Brightway Locations	Exhibit M	Confidentiality and Non-Competition Agreement
Exhibit F	Retail Agency Initial Fee Note	Exhibit N	Guarantee of Performance
Exhibit G	State Specific Addenda	Exhibit O	Conversion Addendum
Exhibit H	List of State Administrators and Agents for Service of Process	Exhibit P	Apprentice Program Addendum
		Exhibit Q	State Effective Dates Page
			Receipts

The franchise seller offering this franchise is \_\_\_\_\_.

The above franchise sellers can be reached at the following address and telephone number:

Address: 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256  
Telephone: (904) 764-9554

\_\_\_\_\_  
Name of Prospective Franchisee, individually & as an officer of \_\_\_\_\_.

\_\_\_\_\_  
Signature of Prospective Franchisee

Date: \_\_\_\_\_

Date, sign and return this Original Receipt to: Brightway Insurance, LLC, 5011 Gate Parkway, Building 200, Suite 200, Jacksonville, Florida 32256; [compliance@brightway.com](mailto:compliance@brightway.com).

**RECEIPTS (YOUR COPY)**

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\_\_\_\_\_  
Signature of Prospective Franchisee

Date: \_\_\_\_\_

Keep this copy of the receipt for your records.