

FRANCHISE DISCLOSURE DOCUMENT



STOP Franchising SPE LLC
A Delaware limited liability company
7120 Samuel Morse Drive, Suite 300
Columbia, Maryland 21046
(410) 740-1900
www.drymedic.com

The franchise described in this disclosure document is for the operation of a DRYMEDIC business which offers residential and commercial restoration services, including cleaning, deodorizing and reconstruction of buildings and contents due to fire, smoke, water, mold, normal wear, or other causes of damage, and other related services.

The total investment necessary to begin operation of a DRYMEDIC franchise is \$3,500 to \$178,600 if you convert a pre-existing restoration services business to a DRYMEDIC franchise under our conversion program. This includes \$0 to \$106,100 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of a DRYMEDIC franchise is \$133,500 to \$317,000 if you start the business from scratch. This includes \$114,700 to \$210,500 that must be paid to the franchisor or its affiliates.

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, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, 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 your personal Franchise Development Manager at 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046 and (410) 740-1900.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract 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 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.

Issued: April 29, 2023

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
How much can I earn?	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 <u>Exhibits E and F</u> .
How much will I need to invest?	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.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or <u>Exhibit I</u> includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only DRYMEDIC business in my area?	Item 12 and the “territory” provisions in the Franchise Agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What’s it like to be a DRYMEDIC franchisee?	Item 20 or <u>Exhibits E and F</u> list current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	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.

Minimum Performance. You must maintain minimum sales performance levels. Your inability to maintain these levels may result in loss of any territorial rights you are granted, termination of your franchise, and loss of your investment.

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 the 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 J.

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 the Table of Contents for the location of 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 disputes with us by arbitration and litigation only in the judicial district in which we have our principal place of business at the time the action is commenced, which is currently Columbia, Maryland. Out-of-state arbitration and litigation may force you to accept a less favorable settlement for disputes. It may also cost you more to arbitrate with us or sue us in Maryland than in your own state.
2. **Mandatory Minimum Payments.** You must make minimum royalty or advertising fund payments regardless of your sales levels. Your inability to make the payments may result in termination of your franchise and loss of your investment.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” pages for your state in Exhibit K.

TABLE OF CONTENTS

ITEM	PAGE
ITEM 1 THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES.....	1
ITEM 2 BUSINESS EXPERIENCE.....	7
ITEM 3 LITIGATION.....	9
ITEM 4 BANKRUPTCY.....	10
ITEM 5 INITIAL FEES.....	10
ITEM 6 OTHER FEES.....	13
ITEM 7 ESTIMATED INITIAL INVESTMENT.....	25
ITEM 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES.....	32
ITEM 9 FRANCHISEE’S OBLIGATIONS.....	38
ITEM 10 FINANCING.....	40
ITEM 11 FRANCHISOR’S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING.....	42
ITEM 12 TERRITORY.....	53
ITEM 13 TRADEMARKS.....	56
ITEM 14 PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION.....	58
ITEM 15 OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS.....	59
ITEM 16 RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL.....	60
ITEM 17 RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION.....	61
ITEM 18 PUBLIC FIGURES.....	66
ITEM 19 FINANCIAL PERFORMANCE REPRESENTATION.....	66
ITEM 20 OUTLETS AND FRANCHISEE INFORMATION.....	71
ITEM 21 FINANCIAL STATEMENTS.....	77
ITEM 22 CONTRACTS.....	77
ITEM 23 RECEIPTS.....	78

EXHIBITS

- A. Franchise Agreement (including Data Sheet, Brand Appendix, Confidentiality and Non-Compete Agreement, Telephone Number and Internet Agreement, and EFT Agreement)
- B. Promissory Note, Guaranty and Security Agreement
- C. Renewal Addendum
- D. Sample of General Release
- E. Questionnaire
- F. Franchisees as of December 31, 2022
- G. Franchisees Who Exited a Franchise in 2022
- H. Operations Manual Table of Contents

- I. Financial Statements
- J. List of State Administrators and Agents for Service of Process
- K. State Addenda/State Franchise Agreement Amendments

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

This disclosure document describes DRYMEDIC franchises. In this disclosure document:

“**STOP-SPE**”, “**Franchisor**,” “**we**”, “**us**” and “**our**” mean STOP Franchising SPE LLC, the franchisor.

“**You**,” “**your**,” or “**Franchisee**” refers to the individual or company that enters into a franchise agreement with us for a Franchised Business (a “**Franchise Agreement**”).

“**Owners**” means the person(s) identified in the Franchise Agreement as owners of the Franchisee and all other persons whom we may subsequently approve to acquire an interest in the franchise.

The Franchisor

We are a Delaware limited liability company organized on March 24, 2021. We do business under our company name and as DRYMEDIC. Until November 15, 2022, we did business under the name Service Team of Professionals (“**STOP**”). We re-branded to the “**DRYMEDIC**” name on that date. Our principal place of business is 7120 Samuel Morse Drive, Suite 300, Columbia, MD 21046. To the extent we have appointed agents for service of process in other states, they are listed in Exhibit J.

Our Parents, Predecessors, and Affiliates

Our direct parent company is AB Assetco LLC (“**AB Assetco**”), a Delaware limited liability company. AB Issuer LLC (“**AB Issuer**”), a Delaware limited liability company, is the direct parent company of AB Assetco. AB SPE Guarantor LLC (“**AB Guarantor**”), a Delaware limited liability company, is the direct parent company of AB Issuer. We, AB Assetco, AB Issuer, and AB Guarantor were organized as part of the Securitization Transaction, which is described below. Authority Brands, Inc. (“**AB Inc.**”), a Delaware corporation, is the direct parent company of AB Guarantor and our indirect parent. AB Inc. was known as “Villa BidCo, Inc.” until changing its name to Authority Brands, Inc. effective May 17, 2021. AB Assetco, AB Issuer, AB Guarantor and AB Inc. all share our principal business address. Our ultimate majority owner is a Fund advised by Apax Partners, LLP, a private equity firm based in London, United Kingdom (“**Apax**”).

We became the franchisor of the STOP system on May 14, 2021 as part of the Securitization Transaction (defined below). We began offering STOP franchises on May 17, 2021.

On November 4, 2022, our affiliate acquired two Michigan companies offering residential and commercial restoration services similar to our services, DRYMEDIC Restoration Services, LLC and DRYMEDIC Restoration Novi, LLC. Immediately after the acquisition, our affiliate transferred the DRYMEDIC marks and other intellectual property to us pursuant to an Omnibus Transfer Agreement dated November 22, 2022 and we began re-branding our business from Service Team of Professionals (“**STOP**”) to “**DRYMEDIC**”. Our existing franchisees operating under the STOP name have the option to convert their businesses to the DRYMEDIC brand, but we have not required them to do so as of the date of this disclosure document.

STOP Franchising, Inc. (“**STOP-INC**”), an Indiana corporation, offered STOP franchises from April 2017 to May 14, 2021. STOP-INC’s principal business address is the same as ours. STOP-INC’s predecessor was Service Team of Professionals, Inc. (“**STOP-NV**”), a Nevada corporation whose principal place of business was 1708 North Prairie View Road, P.O. Box 322, Platte City, Missouri 64079. STOP-

NV offered STOP franchises from November 1996 to November 2017. We do not have any other predecessors as franchisor of the STOP or DRYMEDIC brand within the last ten years.

Securitization Transaction

Under a secured financing transaction which closed on May 14, 2021 (the “**Securitization Transaction**”), Villa BidCo, Inc. and its affiliates were restructured. As part of the Securitization Transaction, all existing U.S. Franchise Agreements and related agreements for STOP businesses were transferred to us, and we became the franchisor of all existing Franchise Agreements and related agreements. Ownership and control of all U.S. trademarks and certain intellectual property relating to the operation of STOP businesses were also transferred to us.

At the time of the closing of the Securitization Transaction, we entered into a management agreement with Villa BidCo, Inc. (now AB Inc.) to obtain the required support and services to STOP franchisees under their franchise and related agreements. AB Inc. also acts as our franchise sales agent. We pay management fees to AB Inc. for these services. However, as the franchisor, we will be responsible and accountable to you to make sure that all support and services we are obligated to perform under your Franchise Agreement or other agreement you sign with us are performed in compliance with all applicable agreements.

We do not operate any DRYMEDIC businesses. However, we have affiliates that operate businesses of the type offered in this disclosure document. We refer to the DRYMEDIC businesses operated by our affiliates as “**Company-Owned Outlets**” for purposes of this disclosure document.

Neither we nor our predecessor has offered franchises in any other line of business. However, as summarized in the table below, we have affiliates that offer franchises in other lines of business. Most of these affiliates were formed either as part of the Securitization Transaction or when our parent added a newly-acquired brand to the securitization pool, and each has a predecessor that offered franchises of the same brand before the Securitization Transaction closed or the newly-acquired brand was added. Except as otherwise noted, all listed affiliates have the same address as us:

Affiliate	Franchise Offered	Month and Year Affiliate or its Predecessor Began Offering Franchises	Number of Franchises as of December 31, 2022
ASP Franchising SPE LLC Delaware limited liability company	ASP – AMERICA’S SWIMMING POOL COMPANY Swimming pool cleaning, swimming pool maintenance, swimming pool renovation services, and related services and products	January 2006	128
Benjamin Franklin Franchising SPE LLC	BENJAMIN FRANKLIN PLUMBING	September 2001	276

Affiliate	Franchise Offered	Month and Year Affiliate or its Predecessor Began Offering Franchises	Number of Franchises as of December 31, 2022
Delaware limited liability company	Plumbing repair and services		
Color World New Franchise Systems, LLC Delaware limited liability company	COLOR WORLD PAINTING Residential and commercial painting; deck painting, staining, or repair; fence painting or staining; power washing; minor carpentry, cleaning or repair services; drywall repair; gutter installation or removal; and holiday lighting services and other related services.	January 2022	50
DoodyCalls Franchising SPE LLC Delaware limited liability company	DOODYCALLS Exterior pet waste removal service and odor control service	July 2016	73
Homewatch CareGivers Franchising SPE LLC Delaware limited liability company	HOMEWATCH CAREGIVERS Companionship, personal care, complex personal care and nursing services provided by home health aides, personal care providers, certified nurse assistants, licensed practical nurses and registered nurses	January 1996	224
Homewatch CareGivers International, Inc. Delaware corporation	HOMEWATCH CAREGIVERS Companionship, personal care, complex personal care and nursing services provided by home health aides, personal care providers, certified nurse assistants, licensed practical nurses and registered nurses	September 2017	9

Affiliate	Franchise Offered	Month and Year Affiliate or its Predecessor Began Offering Franchises	Number of Franchises as of December 31, 2022
Junkluggers Franchising SPE LLC Delaware limited liability company	THE JUNKLUGGERS Residential and commercial junk removal services, second-hand furniture procurement and retail services, and moving services	December 2012	113
Mister Sparky Franchising SPE LLC Delaware limited liability company	MISTER SPARKY Electric services	June 2006	139
Monster Franchising SPE LLC Delaware limited liability company	MONSTER TREE SERVICE Residential and commercial tree services, including year-round performance of tree removal, pruning, land clearing, stump grinding, plant healthcare and other tree care services	September 2020	247
Mosquito Squad Franchising SPE LLC Delaware limited liability company	MOSQUITO SQUAD Residential and commercial outdoor pest control services and equipment	January 2005	215
One Hour Air Conditioning Franchising SPE LLC Delaware limited liability company	ONE HOUR HEATING & AIR CONDITIONING Residential and light commercial air conditioning and heating services	April 2003	351
Screenmobile Franchising SPE LLC Delaware limited liability company	SCREENMOBILE Residential and commercial window, patio, and door screen products and services	July 1984	148

Affiliate	Franchise Offered	Month and Year Affiliate or its Predecessor Began Offering Franchises	Number of Franchises as of December 31, 2022
The Cleaning Authority Franchising SPE LLC Delaware limited liability company	THE CLEANING AUTHORITY Residential cleaning services	September 2010	216
The Cleaning Authority, Inc. (“TCA Canada”) New Brunswick, Canada corporation 1 Germain Street, Suite 1700 Saint John NB E2L 4V1 Canada	THE CLEANING AUTHORITY Residential cleaning services	August 2014	6
Woofie’s Pet Ventures, LLC Virginia limited liability company	WOOFIE’S Pet sitting and dog walking services as well as pet grooming services and/or other ancillary services related to pet care	November 2018	9

We also have a new affiliate that will begin franchising in 2023. The new affiliate, Weed Pro, Ltd., is in the business of weed control, lawn care, and related services but has never offered franchises previously. The affiliate will offer franchises under a name that has not been determined as of the date of this disclosure document.

We also have affiliates that offer goods and services to our franchisees. These affiliates are:

- BuyMax SPE LLC, a Delaware limited liability company (“**BuyMax**”). BuyMax negotiates agreements with manufacturers, distributors, and service providers for the benefit of franchisees of our affiliates and our franchisees. BuyMax also sells products to independent BuyMax® members who are not affiliated with us and may compete with our brand.
- Successware SPE LLC, a Delaware limited liability company (“**Successware**”) provides or arranges payment processing services for us and our affiliates.

A parent company, AB Assetco, guarantees our duties and obligations under the Franchise Agreements that we sign while the guarantee is in place, if we become unable to perform our duties and obligations. See Item 21.

The DRYMEDIC Franchise

Our franchises offer customers residential and commercial mitigation and remediation services (“**Mitigation Services**”), content cleaning and restoration services (“**Contents Services**”), and reconstruction services (“**Reconstruction Services**”) due to fire, smoke, water, mold, normal wear, or other causes of damage, and other related services (collectively, “**Restoration Services**”). If your franchise is a new Restoration Services business, we refer to it as a “**Start-Up Franchise**”. If you are converting an existing Restoration Services business into a Franchised Business, we refer to it as a “**Conversion Franchise**.” We may pursue opportunities to convert similar businesses operating under different trade names to a Franchised Business.

Start-Up Franchises will be permitted to offer Mitigation Services upon opening the Franchised Business. We may grant approval for certain qualified franchises to offer additional services, including Content Services and Reconstruction Services, once the Franchised Business has been in operation for a minimum of 12 months. You must meet our then-current criteria to offer the Contents Services and Reconstruction Services, and the costs and expenses to operate your Franchised Business will increase as a result of the addition of these lines of service. A Franchised Business offering Contents Services or Reconstruction Services will be required to purchase additional equipment and vehicle(s), attend additional training programs, and obtain additional insurance coverage.

Conversion Franchises may be permitted to perform all Restoration Services upon opening the Franchised Business depending on certain qualifications of the converting Restoration Services business, including experience and equipment availability. We reserve the right to approve or deny the offering of all Restoration Services in our sole discretion.

New franchises will operate under the DRYMEDIC trademark. Some of our existing franchises may continue to operate under the SERVICE TEAM OF PROFESSIONALS trademark unless they choose to convert to the DRYMEDIC brand or we decide to require conversion.

We offer franchises only to persons and business entities that meet our qualifications and are willing to undertake the investment and effort to own and operate a DRYMEDIC business. Our current form of Franchise Agreement appears in Exhibit A to this disclosure document.

The Franchise Agreement authorizes you to use the trademarks, service marks, trade names, logos, and symbols we designate (the “**Marks**”) to provide Restoration Services (the “**Franchised Business**”). The Franchised Business will operate according to the know-how and system of operation we have developed and continue to develop for the DRYMEDIC brand (the “**System**”). The distinctive elements of the System include but are not limited to: the products and services offered; our customer service standards; our standards and specifications for equipment, technology, supplies, and operations; our advertising and promotional programs and marketing techniques; the exterior and interior design, décor, color scheme, fixtures, and furnishings of the business premises; and the accumulated experience reflected in our Training Program and instructional materials. We have described our mandatory and recommended standards and procedures in a confidential operations manual (the “**Operations Manual**”) or also sometimes referred to as the “**Brand Standards Manual**”) or in other writings designated by us as part of the standards for the System (collectively with the Operations Manual, “**System Standards**” or “**Brand Standards**”). If you become a franchisee, we will provide you with electronic access to the Operations Manual. We have the right to change the Operations Manual and the System Standards at any time.

Our franchisees operate the Franchised Business from a specific street address or site that we have approved for their business premises (the “**Approved Location**”).

Industry-Specific Regulations

You may need specific types of licenses in order to operate your Franchised Business, which vary by state and sometimes by county or municipality. For example, in some states, you must be licensed as a general contractor to perform certain structural restoration services such as mold remediation and/or structural restoration. Check with your local licensing board, as well as with an attorney, to learn about specific industry and contractor laws and regulations in by the jurisdictions in which you will operate your business.

General Market for the Services/Competition

The market for Restoration Services is well established and very competitive. The Restoration Services business operates year-round and is not seasonal. The primary market for Restoration Services consists of both individual homeowners and commercial businesses. Your competitors will be local and national companies which provide Restoration Services, as well as individuals who provide Restoration Services on a full or part time basis.

ITEM 2 **BUSINESS EXPERIENCE**

As noted in Item 1, AB Inc. manages our franchising activities and acts as our franchise sales agent. Listed below are the officers of STOP-SPE, the officers of AB Inc., and the employees of AB Inc. who have management responsibility relating to the sale or operation of the franchises offered in this disclosure document.

President: Carlos Hesano

Mr. Hesano has been our President since November 2022. From January 2014 to November 2022, he was CEO of DRYmedic Restoration Services, LLC and its affiliates in Bloomfield Hills, Michigan.

Vice President of Integration: Benjamin Gergis

Mr. Gergis has been our Vice President of Integration since November 2022. From January 2014 to November 2022, he was Chief Operating Officer of DRYmedic Restoration Services, LLC and its affiliates in Bloomfield Hills, Michigan.

Vice President of Operations: Marc Seigel

Mr. Seigel has been our Vice President of Operations since January 2022. From April 2020 to January 2022, he was the General Manager at Interstate Restoration in Tempe, Arizona. From December 2015 to April 2020, Mr. Seigel was the Structural Division and Mitigation Division Manager at Professional Restoration in Denver, Colorado.

Chief Executive Officer; Executive Vice President of Trade Brands for Authority Brands: Mark Dawson

Mr. Dawson has been our Chief Executive Officer since April 2022. Since April 2022, he has also served as Executive Vice President of Trade Brands for Authority Brands and Chief Executive Officer for several of our affiliates. Mr. Dawson was our President from April 2022 to November 2022 and Chief Operating Officer from February 2022 to April 2022. He previously held the same position with our

affiliates and their predecessors, Benjamin Franklin Plumbing, Mister Sparky and One Hour Heating & Air Conditioning, from July 2019 to April 2022. Mr. Dawson also has been co-owner of DTRT, LLC from December 2015 to present, an entity that began operating four DRYMEDIC franchised businesses in December 2022 and previously operated two Hand & Stone Massage and Facial Spas located in Phoenix, Arizona. Mr. Dawson was the co-owner of DTRTCA, LLC from January 2017 to October 2022, which operated one Hand & Stone Facial Spa located in California.

Director of Marketing of Authority Brands: Kari Sanders

Ms. Sanders has been the Director of Marketing of Authority Brands since May 2021. From March 2020 to May 2021, she was the Director of Marketing for Parsons Commercial Roofing, Inc. in Waco, Texas. From July 2016 to March 2020, Ms. Sanders was the Area Leader of Marketing for Raising Canes LLC in Waco, Texas.

President and Chief Executive Officer of Authority Brands: Craig Donaldson

Mr. Donaldson has been the President and CEO of Authority Brands since August 2022 and holds the same position for a number of our affiliates. Since September 2018, he has been a member of the Board of Directors for AB Inc.'s parent company. Concurrently, from March 2019 to April 2020, he was an Executive Advisor for Money Mailer in Cypress, California. From February 2016 to April 2018, he was the Chief Executive Officer of VASA Fitness in Orem, Utah. From June 2012 to June 2015, Mr. Donaldson was CEO of Service Brands International, the franchisor of Molly Maid, Mr. Handyman, and Protect Painters. From November 1997 to September 2011, he was CEO of Harris Research Inc., the franchisor of Chem-Dry Carpet and Upholstery Care and N-Hance Wood Renewal.

Chief Financial Officer and Treasurer: Silpa Velaga

Ms. Velaga has been the Chief Financial Officer of Authority Brands since May 2019 and its Treasurer since April 2020. She has been our CFO and Treasurer since May 2021. She was CFO our predecessor, STOP-INC, from November 2020 to May 2021. She has held the same positions with a number of our other affiliates and their predecessors. From September 2014 until May 2019, Ms. Velaga was a Director, Deals with PricewaterhouseCoopers in New York, New York.

Chief Growth Officer of Authority Brands: Heather McLeod

Ms. McLeod has been the Chief Growth Officer of Authority Brands since November 2022. From December 2018 to November 2022, she was the Chief Marketing Officer of Authority Brands. From April 2017 to December 2018, Ms. McLeod was the Vice President of Marketing for our affiliated brand, The Cleaning Authority.

Senior Vice President of Franchise Development of Authority Brands: Jordan Wilson

Mr. Wilson has been the Senior Vice President of Franchise Development of Authority Brands since January 2023. From January 2015 to December 2022, he was the Senior Vice President, Franchise for Scorpion Marketing in Concord Township, Ohio.

Vice President of Franchise Development of Authority Brands: David Montanez

Mr. Montanez has been the Vice President of Franchise Development of Authority Brands since May 2021. From June 2018 to April 2021, he was Senior Director, Franchise Sales of ServiceMaster Brands

in Memphis, Tennessee. From April 2014 to June 2018, Mr. Montanez was the Marketing Expansion Manager for ServiceMaster Clean in Memphis, Tennessee.

Vice President of Franchise Development of Authority Brands: Joshua Minturn

Mr. Minturn has been the Vice President of Franchise Development of Authority Brands since January 2023. From November 2018 to March 2020, he was the Vice President of Franchise Development for The Maids International, a residential cleaning franchisor, in Omaha, Nebraska, and from March 2020 to November 2022, its Chief Development Officer. Concurrently, from March 2016 to April 2020, he was the Senior Director of Franchise Development for N-Hance Wood Refinishing, a floor refinishing franchisor, in Logan, Utah.

Vice President, General Counsel and Secretary: Brian Balconi

Mr. Balconi has been our Vice President, General Counsel and Secretary since May 2021. He was the Vice President and General Counsel and Secretary of STOP-INC from November 2020 to May 2021. Mr. Balconi has been the Chief Legal Officer of Authority Brands since May 2019 and was its General Counsel from November 2018 to May 2019. Mr. Balconi is also the Chief Legal Officer, General Counsel, Vice President, Secretary and/or Assistant Secretary of a number of our other affiliates and their predecessors. From August 2018 to September 2018, Mr. Balconi was the General Counsel, Corporate Secretary, and a member of the board of directors of Dessange Group North America in Beverly, Massachusetts. From August 2017 to July 2018, Mr. Balconi was the President and then also the General Counsel of The Camp Franchise Systems, LLC in Chino Hills, California.

Chief Operating Officer of Authority Brands: Rohit Chande

Mr. Chande has been Chief Operating Officer of Authority Brands since May 2021. He was Chief Transformation Officer of Authority Brands from July 2019 to May 2021. Since March 2020, he has also served as Director and an owner of Spectra International LLC, a Homewatch CareGivers franchise in Silver Spring, Maryland. From July 2015 to April 2019, Mr. Chande was the Senior Vice President and board member of Amano McGann, Inc. in Minneapolis, Minnesota.

President of BuyMax: Clare Perry

Ms. Perry has been the President of BuyMax since December 2022 and its Vice President of Sourcing from February 2020 to November 2022. From June 2019 to February 2020, she was a self-employed Procurement Consultant in Phoenix, Arizona. From January 2015 to May 2018, Ms. Perry was the Global Managed Services Director for GSH Group, LLC, a facilities management company, in Parsippany, New Jersey.

Unless otherwise provided in Item 2, each individual's employment described above is or was based in Columbia, Maryland.

ITEM 3
LITIGATION

Material Actions Involving the Franchise Relationship -- Litigation by Franchisor for Breach of Contract/Collections

ITEM 4 **BANKRUPTCY**

No bankruptcy information is required to be disclosed in this Item.

ITEM 5 **INITIAL FEES**

Franchise Fee

The base initial franchise fee (“**Franchise Fee**”) is \$45,000 plus \$0.18 for each individual above 250,000 persons in the Territory (“**Additional Population Fee**”).

As described below, we have discount and incentive programs for military veterans and active personnel, women and minority applicants, Conversion Franchises, existing franchisees, and existing employees. During the fiscal year 2022, we collected Franchise Fees (including Additional Population Fees) ranging from \$0 to \$51,372.

Except as noted below, discounts or other incentive programs cannot be combined. Additional restrictions may apply. We may discontinue particular discounts or variations at any time without notice.

You must pay the Franchise Fee and any applicable Additional Population Fee in a lump sum when you sign the Franchise Agreement, unless you finance it as described in Item 10 of this disclosure document. The Franchise Fee and any applicable Additional Population Fee is fully earned when paid to us and is non-refundable.

Conversion of an Existing Restoration Services Business

We offer special incentives to convert an existing Restoration Services business to a Franchised Business (“**Conversion Incentive Program**”). Under the terms of the Conversion Incentive Program, we defer payment of the Franchise Fee for a period of five years and you may be eligible for forgiveness of up to 100% the Franchise Fee and any applicable Additional Population Fee depending on the performance of the Franchised Business in the 5th year of operation after conversion, as compared to performance of the business in the year before conversion to the DRYMEDIC brand. To defer payment of the Franchise Fee, you must sign the applicable Promissory Note and Guaranty in Exhibit B to this disclosure document; please see Item 10 for details.

In addition to deferral and potential forgiveness of the Franchise Fee, franchisees under the Conversion Incentive Program are eligible for the following benefits:

- Up to 4 vehicle wraps valued at up to \$5,000 each, payable directly to a designated vendor;
- A \$500 credit toward the purchase of marketing materials from a designated vendor;
- Up to a \$500 credit toward the purchase of uniforms from a designated vendor;

- Initial marketing services in an amount we determine, not to exceed \$3,000; and
- Up to \$1,000 towards applicable fees for converting your data to the business software platform that we require.

These incentives only apply to the initial conversion of your Restoration Services business. The incentives will not apply to any additional Territories that you add by signing an additional Franchise Agreement after the initial conversion of the Restoration Services business. Any additional Franchise Agreements signed after the initial conversion will have subject to the standard Franchise Fee calculation as described in the first paragraph of this Item 5 and any discounts applicable to existing DRYMEDIC franchisees that may be in effect at the time of signing the additional Franchise Agreement(s). This discount does not apply to any transaction involving brokers or any other third-party referral sources.

Pioneer Incentive Program

We offer special incentives to existing franchisees of our affiliates for up to two Territories. If you are an existing franchisee of one of our affiliates, and you (i) meet our qualifications for the purchase of a DRYMEDIC franchise; and (ii) are licensing a Territory from us (for which you are signing a separate Franchise Agreement) in the same geographic boundaries as your existing affiliate Franchised Business, then subject to Territory availability, you will be eligible to participate in the Existing Affiliate Franchisee Incentive Program (the “**Pioneer Incentive Program**”). Under the terms of the Pioneer Incentive Program: (a) the Minimum Royalty commences one year following the earlier of the Original Opening Date or the Opening Deadline specified in the Franchise Agreement; (b) we will defer payment of the Franchise Fee for a period of five years; and (c) you may be eligible for forgiveness of up to 100% the Franchise Fee, depending on the performance of the Franchised Business in the fifth year of operation. To defer payment of the Franchise Fee, you must sign the applicable Promissory Note and Guaranty in Exhibit B to this disclosure document; please see Item 10 for details. These incentives only apply to the initial franchise you acquire, with the incentives applied for up to two Territories. The incentives will not apply to (i) any additional Territories that you add by signing an additional Franchise Agreement above two, or (ii) any additional Territories licensed from us after you sign your initial Franchise Agreement(s) as part of the initial conversion of your Restoration Services business. Any additional Franchise Agreements signed after the initial conversion will be subject to the standard Franchise Fee calculation as described in the first paragraph of this Item 5 and any discounts applicable to existing DRYMEDIC franchisees that may be in effect at the time of signing the additional Franchise Agreement(s). This incentive program does not apply to any transaction involving brokers or any other third-party referral sources.

Existing Franchisee Discount

If you are an existing STOP or DRYMEDIC franchisee and you (i) meet our qualifications for expansion, and (ii) are licensing an additional Territory from us (for which you are signing a separate Franchise Agreement), we will reduce the Franchise Fee and any applicable Additional Population Fee for the additional Territory by 50%. Currently, to meet our qualifications for expansion, you must have operated your first territory for at least 12 months and we, in our sole discretion, must determine that you have the resources to license an additional Territory. This discount currently applies to the second and each subsequent Territory licensed from us by signing an additional Franchise Agreement.

Existing Employee Discount

If you are an employee of AB Inc. and meet our qualifications to become a franchisee, we will reduce the Franchise Fee and any applicable Additional Population Fee by 50% per Franchised Business you agree to open. To qualify for this discount, you must (i) own at least 51% of the Franchised Business, (ii) be designated as the Key Person in the Franchise Agreement and (iii) otherwise meet our requirements

to purchase a Franchised Business. In the event you do not retain 51% ownership of the Franchised Business for a minimum of three (3) years, you will be responsible for payment in the amount equal to the difference between (a) the standard Franchise Fee and any applicable Additional Population Fee prior to application of the Employee Discount and (b) the actual Franchise Fee and any applicable Additional Population Fee paid applying the Employee Discount. This discount does not apply to any transaction involving brokers or any other third-party referral sources.

Military Discounts

We are a member of the International Franchise Association (“**IFA**”) and we participate in the IFA’s VetFran® Program, which provides special financial incentives to qualified veterans. Pursuant to this program, we reduce the Franchise Fee and any applicable Additional Population Fee by 30% for all honorably discharged veterans of American and Canadian armed forces (“**Veterans Discount**”).

In addition to the Veterans Discount above, we will reduce the Franchise Fee and any applicable Additional Population Fee by 30% for all personnel active in the American and Canadian armed forces (“**Active-Duty Discount**”).

These discounts are for the first franchise only (first franchise of DRYMEDIC or any of our affiliates). In determining whether an individual qualifies for the discount, we may be guided by the definitions used by applicable United States or Canadian government offices, but the decision remains ours.

Diversity Discount

We reduce the total of the Franchise Fee and any applicable Additional Population Fee by \$5,000 for all minority-owned and women-owned businesses. To qualify for the Diversity Discount, the Franchised Business must be at least partially owned by a woman or minority who meets our requirements to purchase a Franchised Business. This discount is for the first franchise only (first franchise of us or any of our affiliates). In determining whether an individual qualifies for the discount, we may be guided by the definitions used by applicable United States government offices, but the decision remains ours. As of the date of this disclosure document, we have adopted the definition of “minorities” to include the groups with the following ethnic origins: African, Asian Pacific, Asian Subcontinent, Hispanic, Native Alaskan, Native American and Native Hawaiian; and members of other groups designated from time to time by the Small Business Administration.

Pre-Opening Purchases

In addition to the Franchise Fee and any applicable Additional Population Fee, you must pay us the following amounts before opening the Franchised Business:

Software. \$2,000 fee for the initial installation of the DASH software for your first location utilizing the software (“**Primary Location**”) and \$200 for each additional location utilizing the software (“**Secondary Location**”) thereafter (“**Initial Setup Fee**”), paid to us or our affiliate, BuyMax. The Initial Setup Fee is due at the time of signing your Franchise Agreement. After opening your Franchised Business, you will pay ongoing fees for the software package as described in Item 6.

Outfitting Fees. \$65,000 to \$165,000 for an Initial Equipment Package of technical equipment and supplies which must be used in the operation of your Franchised Business (the “**Initial Equipment Package Fee**”). You are required to purchase at least one equipment package prior to opening your Franchised Business. The actual price you pay will reflect the specific equipment package you select. We do not offer financing for the Initial Equipment Package, but we may provide a list of potential third-party

financing and lease options. The Initial Equipment Package does not include all the tools and equipment you need to operate your Franchised Business. We may reduce this cost if you are signing a Franchise Agreement under the Conversion Incentive Program as you may already have the equipment that is otherwise provided with this Initial Equipment Package Fee.

You must pay the applicable Initial Setup Fee and the applicable Initial Equipment Package Fee when you sign the Franchise Agreement. The Initial Setup Fee and Initial Equipment Package Fee are non-refundable.

Uniformity of Fees

Initial franchise fees paid may not be uniform. In addition to the discount and incentive programs described in this Item, we may vary, reduce, negotiate or make an exception to our standard Franchise Fee structure and/or payment terms related to mergers or other transactions, as well as for our existing franchisees or franchisees of our affiliates. For example, we may offer opportunities to purchase a franchise at a reduced initial fee to our or our affiliates' qualified existing franchisees in good standing. We may discontinue, modify, withdraw or reinstate any such opportunities or variations to initial fees without notice to you at any time.

ITEM 6 OTHER FEES

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Royalty Fee ⁽²⁾⁽³⁾	<p>For each royalty period, we calculate the Royalty Fee using the greater of: (a) the Applicable Royalty Percentage, or (b) the Minimum Royalty, as determined below.</p> <p>“Applicable Royalty Percentage” means:</p> <ul style="list-style-type: none"> • 7% of the first \$1,000,000 in Gross Revenue in the then-current calendar year; <i>then</i> • 6% of Gross Revenue in excess of \$1,000,001 and up to \$5,000,000 in the then-current calendar year; <i>then</i> • 5% of Gross Revenue in excess of \$5,000,000 in the then-current calendar year. <p>The Applicable Royalty Percentage will revert to 7% of Gross Revenue at the start of each calendar year.</p> <p>Currently, the “Minimum Royalty” Fee is calculated as follows:</p>	Monthly, unless we designate a different period	<p>See Note 2 for the definition of "Gross Revenue."</p> <p>See Note 3 for an explanation of the Minimum Royalty payment schedule.</p> <p>See Note 4 for the circumstances under which we may adjust the Royalty Fee.</p> <p>“Original Opening Date” means the date on which you or any prior owner or predecessor operator of the Franchised Business first opened the Franchised Business.</p>

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
	<p style="text-align: center;"><u>Time Period</u> <u>Following</u> <u>Original Opening</u> <u>Minimum</u> <u>Date</u> <u>Royalty Fee</u></p> <hr/> <p style="text-align: center;">Months 1 – 6 None</p> <hr/> <p style="text-align: center;">Months 7 – 24 \$900 per month</p> <hr/> <p style="text-align: center;">Months 25 – 48 \$1,500 per month</p> <hr/> <p style="text-align: center;">Months 49+ \$2,625 per month</p> <p>For Gross Revenue generated from the performance of Reconstruction Services, your Applicable Royalty Percentage will be 3%.</p>		
Brand Fund Contribution	<p><u>Original Opening Date through the First 24 Months of Operation:</u></p> <p>We will calculate your required contribution to the Brand Fund using the greater of: (a) \$595; or (b) the Applicable Contribution Percentage.</p> <p><u>Month 25 Following the Original Opening Date through the Remainder of the Term</u></p> <p>We will calculate your required contribution to the Brand Fund using the Applicable Contribution Percentage.</p> <p>“Applicable Contribution Percentage” means:</p> <p>1.5% of the first \$1,000,000 of Gross Revenue in the then-current calendar year; <i>then</i></p> <p>1.25% of Gross Revenue in excess of \$1,000,000 and up to \$3,000,000 in the then-current calendar year; <i>then</i></p> <p>1% of Gross Revenue in excess of \$3,000,000 and up to \$5,000,000 in the then-current calendar year; <i>then</i></p>	Same as Royalty Fee	<p>The purpose of the Brand Fund is to support general development and recognition of the DRYMEDIC brand.</p> <p>We maintain a separate brand fund for our existing franchisees who continue to operate under the STOP brand.</p>

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
	<p>0.5% of Gross Revenue in excess of \$5,000,000 and up to \$10,000,000 in the then-current calendar year; <i>then</i></p> <p>0% with respect to Gross Revenue in excess of \$10,000,000 in the then-current calendar year.</p> <p>For purposes of calculating your Applicable Contribution Percentage, our current policy is to combine your Gross Revenue in all contiguous territories. We may discontinue or modify this policy at any time.</p>		
Brand Fund Materials	Our costs	As invoiced	Payable only if we reproduce or customize Brand Fund materials for you.
Local Marketing (“LM”) and/or Cooperative	\$48,000 per year (an average of \$4,000 per month).	Annually	<p>As of the date of this disclosure document, you will pay vendors, media outlets, etc. directly for LM. However, we may require you to pay the funds to us, and we will spend the funds on your behalf.</p> <p>If you participate in a Cooperative, the amount we require you to spend or contribute to the Cooperative will, at our option, be credited to your LM and/or Brand Fund Contribution obligations.</p>
Key Account Programs	Will vary under circumstances and may be determined based on number of participating franchisees or other factors.	As incurred	Payable to us or to vendor. See Note 6.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Technology Fees	<p>The current technology fees are:</p> <p><u>DASH Software:</u></p> <p>Currently \$700 per month for the Primary Location and an additional \$200 per month for each Secondary Location.</p> <p><u>Technology Fee:</u></p> <p>Up to \$300 per month – currently \$100 per month.</p> <p>This fee covers 2 branded email addresses we provide for the Franchised Business along with ongoing email and training support. If you request and we agree to provide additional email addresses, we can charge up to \$50 per month for each additional email address.</p>	Monthly, unless we designate a different period.	<p>You will pay ongoing fees for various technology services and apps. This is in addition to the Initial Setup Fee described in Item 5.</p> <p>The specific services and apps and the applicable fees will vary over time.</p> <p>You are currently required to utilize the DASH software in the operation of your Franchised Business. However, we have the right to change to a different software package.</p> <p>Fees may be payable to us, our affiliate(s), or directly to vendors.</p>
Additional Opening Support Fee	A reasonable fee, up to \$500 per day, plus the reasonable travel, meal, and lodging expenses of our opening support personnel	As invoiced	If you request opening support beyond what we customarily furnish to franchisees, and if we agree to furnish such additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support.
Training Fees – Pre-Opening	None, unless you request and we agree to accept extra trainees at \$1,000 per day per extra trainee, plus our trainers’ reasonable costs and expenses, when applicable	Before training session begins	For all training, including initial training, you are responsible for all travel expenses, living expenses, wages, and other expenses incurred by

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
			your trainees. See Item 11 under “Training” for further information about our Training Program.
Training Fees – Remedial and Optional Training	\$500 per trainee	Before training session begins	We can charge a training fee: (a) if we require remedial training as a result of your failure to comply with our Brand Standards; (b) for re-training persons who are repeating a Training Program, or their substitutes; and (c) for Training Programs that we make optional for franchisees. If we conduct on-site training, you must also pay the travel, meals and lodging expenses for our trainer(s).
Annual Conference	Currently, one complimentary registration and a cost set by Franchisor thereafter	As invoiced	Applies only if we schedule an annual conference for franchisees. We reserve the right to change our attendance fee.
Non-attendance Fee	\$2,000	As invoiced	If the individuals required to attend our annual conference fail to attend, you must pay the non-attendance fee. If the individuals required to attend our annual conference fail to attend for 2 consecutive years, we

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
			may opt to increase your Royalty Fee by 1% of Gross Revenue.
Call Center Fee	None currently	Same as Royalty Fee	<p>All telephone calls to the Franchised Business must be answered by a “live” voice. We have the right to require that you use a designated call center (a “Call Center”) to provide “live” answering services for incoming calls. If we do so, you will have to pay a Call Center Fee in an amount that we designate. We can modify the Call Center Fee on 30 days’ notice.</p> <p>While we do not currently charge a Call Center Fee, we may opt to increase your Royalty Fee by 1% of Gross Revenue if you fail to comply with your “live” answering requirement.</p>
Service Deficiency Fee	Our costs <i>plus</i> the greater of: (a) 15% of costs or (b) \$250.	As invoiced	Payable if we receive a customer complaint about services you performed and we determine that we must either re-perform the services to the customer’s satisfaction or reimburse the customer.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Renewal Fee	\$5,000	When you sign successor Franchise Agreement	When your agreement term ends, you will have the option to continue the franchise relationship with us, subject to certain conditions.
Transfer Fee	<p>Generally, \$10,000.</p> <p>However, if the proposed transferee was referred by a third-party (e.g., a broker) with whom we have a referral arrangement, then you must pay us an additional fee equal to the amount owed under that referral arrangement.</p> <p>If we identify the prospective purchaser, then in addition to the \$10,000 fee, you must pay us the greater of: (a) \$15,000; (b) 3% of the total purchase price; or (c) our actual costs to identify the prospective purchaser.</p>	With request for approval of transfer	Payable if you or an Owner proposes to sell the business assets of the Franchised Business or an ownership interest in the legal entity.
Change of Ownership Fee	Currently, (a) the greater of \$500 or our external legal and administrative costs; plus (b) applicable training fee, currently \$100 per day for each individual we require to attend training.	With request for approval of change of ownership	Payable if you or an Owner proposes to modify ownership of the legal entity in a way that would not result in a change of control of the legal entity. We may modify our change of ownership fee.
Procurement of Insurance	Cost of insurance, plus reasonable fee of up to 25% of total insurance premium cost.	Upon demand	Payable only if you fail to obtain required insurance and we elect to obtain it on your behalf.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Vendor Review	Our reasonable costs, plus the reasonable travel, meal and lodging expenses of our vendor review personnel.	Within 30 days after invoice	Payable only if you ask us to evaluate a potential vendor; payable whether or not we approve the vendor. Please see Item 8.
Management Fee	Up to \$500 per day, plus our costs and overhead.	Within 30 days after invoice	Payable only if: (a) the Key Person (see Item 15) dies or is incapacitated, and we elect to manage the Franchised Business pending transfer of his or her interest; or (b) the Key Person is arrested for or formally charged with a serious criminal offense and we take over operation of the Franchised Business pending final disposition of the charges.
Step In Fee	Up to \$500 per day, plus our costs and overhead	As invoiced	If you are in default under your Franchise Agreement, we have the right to step in and operate the Franchised Business until we determine the default has been cured. We may charge you a fee for these services.
Interest	12% per annum or the maximum rate permitted by applicable law, whichever is less	With payment of overdue amount	Applies only if you do not pay us on time. We calculate interest from the date the payment was due until paid in full.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Late Fee	\$100 for second occurrence of payment more than 30 days past due; \$200 for third occurrence; \$300 for each subsequent occurrence	With payment of overdue amount	We can charge a late fee to compensate us for our administrative costs incurred in enforcing your obligation to pay us and submit required reports to us.
Insufficient Funds Fee	\$50 or the amount the bank charges us due to the insufficient funds, whichever is greater.	Upon demand	Payable if an electronic funds transfer payment request is returned due to insufficient funds.
Indemnity for Tax Withholding	Amount of any penalties, interest, and expenses we incur	As invoiced	Payable only if you are obligated by law to withhold taxes on any payments to us, and you fail to do so.
Audit Costs	Our costs and expenses of conducting audit, including travel and lodging.	Upon demand	Payable only if: (a) you did not submit Gross Revenue statements; (b) you did not keep full books and records; or (c) the total Gross Revenue you reported for any three consecutive months is more than 2% below the audited Gross Revenue.
Non-compliance Fee	1% of Gross Revenue	Same as Royalty Fee	We are entitled to increase your Royalty Fee by 1% of Gross Revenue due to your non-compliance with the Franchise Agreement or the Brand Standards.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
Enforcement Costs	Will vary under circumstances	As invoiced	You must reimburse us for expenses we reasonably incur (including reasonable attorneys' fees) to enforce your obligations.
Defense Costs	Our actual costs and expenses	As invoiced	Payable if you initiate a legal proceeding against us and you do not prevail in obtaining the relief you were seeking.
Indemnification	Will vary under circumstances	As incurred	You must reimburse us if we incur any damages, losses or expenses, including reasonable attorneys' fees and other costs, as a result of claims arising from the operation of your Franchised Business.
Liquidated Damages	The greater of: (i) two years of Royalty Fees (calculated as your average Royalty Fees per payment period in the year preceding the termination of your Franchise Agreement, multiplied by the number of payment periods occurring in a two-year period); or (ii) \$100,000.	Upon demand	Payable only if we terminate the Franchise Agreement based on your default.

Type of Fee ⁽¹⁾	Amount	Date Due	Remarks
De-identification Fee	Our costs	Upon demand	If you fail to de-identify your Franchised Business following the termination or expiration of the Franchise Agreement, we may do so on your behalf. You are required to reimburse us for any costs we incur.

Explanatory Notes:

- (1) Unless otherwise noted, all fees are non-refundable and payable to us. We intend for the fees described in this Item to be uniformly imposed on all franchisees receiving this offering. However, from time to time, we may make an exception to our standard fee structure and/or payment terms. We have no obligation to deviate from our standard fee structure and/or payment terms to fees and/or terms that are more favorable to you. For all amounts payable to us and our affiliates, you must use the payment method(s) that we designate from time to time. We currently require payment by Automated Clearing House (ACH) or electronic funds transfer and you must designate an account at a commercial bank of your choice at the time of signing your Franchise Agreement and furnish the bank with authorizations at the time of signing your Franchise Agreement to permit us to make withdrawals from that account. Unless otherwise specified or agreed upon, all fees listed in this table are applicable to each Territory granted to you and the amount of each fee will be due and payable in the manner and at the times described in the table for each Territory independently, and not in the aggregate.
- (2) **“Gross Revenue”** means all revenue from products and services sold, rendered, invoiced, billed, performed, bartered or traded from and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. “Gross Revenue” includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by Franchisor) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. “Gross Revenue” also includes any proceeds of business interruption insurance. “Gross Revenue” is not reduced on account of any fees or commissions you pay to third parties who refer customers. “Gross Revenue” does not include any sales taxes or other taxes you collect from customers and pay directly to the appropriate taxing authority. We reserve the right to modify our policies and practices regarding revenue recognition, revenue reporting, and the inclusion or exclusion of certain revenue from “Gross Revenue” as circumstances, business practices, and technology change.

- (3) The Minimum Royalty Fee commences six months following the earlier of the Original Opening Date or the Opening Deadline specified in the Franchise Agreement, unless you sign a Franchise Agreement under the Pioneer Incentive Program, in which case the Minimum Royalty Fee commences one year following the earlier of the Original Opening Date or the Opening Deadline specified in the Franchise Agreement. Currently, the Royalty Fee is due on the 10th of the month based on Gross Revenue from the immediately preceding month. The Minimum Royalty Fee is not meant to be, and you may not rely on it as, a representation or guarantee of the results that your Franchised Business or any particular Franchised Business will or might achieve. The Minimum Royalty Fee does not predict or project your revenue or other business results. The Minimum Royalty Fee is simply a fixed dollar value, the purpose of which is to guarantee a minimum economic return to us.
- (4) We reserve the right to increase your Royalty Fee by 1% of Gross Revenue if: (a) the required individuals fail to attend our annual convention for two consecutive years; (b) you do not comply with our requirement to provide “live” answering of telephone calls to the Franchised Business; or (c) you otherwise fail to comply with your obligations under the Franchise Agreement.
- (5) We or our affiliate may from time to time enter into agreements to provide services to customers as part of a national, region or Key Account program (sometimes also referred to as “**National Accounts**”). If you are required to participate in a Key Account program or choose to participate in an optional program, you must pay the fees designated by us or the vendor as part of the program, which may be based on the number of franchisees participating or other factors and may include fees to support our administration of the program. The fees may be charged directly to you or may be paid to us in the form of a rebate from the vendor. We cannot estimate what the cost to you will be of participation in Key Account programs, as it will be dependent on the terms of future contracts with vendors.

ITEM 7
ESTIMATED INITIAL INVESTMENT

This Item contains two separate tables estimating the initial investment for a Start-Up Franchise and for a Conversion Franchise.

TABLE 1
YOUR ESTIMATED INITIAL INVESTMENT
FOR A START-UP FRANCHISE ⁽¹⁾

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low Estimate	High Estimate			
Initial Franchise Fee ⁽²⁾	\$45,000	\$45,000	Lump sum or financed	On signing of Franchise Agreement.	Us
Rent ⁽³⁾	\$0	\$5,000	As arranged	As incurred	Landlord
Leasehold Improvements ⁽⁴⁾	\$1,000	\$5,000	As arranged	Prior to Opening your Franchised Business	Contractor or Landlord
Initial Equipment Package ⁽⁵⁾	\$65,000	\$165,000	As incurred	Prior to Opening your Franchised Business	Us and Suppliers
Additional Equipment and Supplies ⁽⁶⁾	\$0	\$10,000	As incurred	Prior to Opening your Franchised Business	Suppliers
Software ⁽⁷⁾	\$4,500	\$10,100	Lump Sum	On signing of Franchise Agreement	Us
Computer Systems ⁽⁸⁾	\$800	\$2,000	As arranged	As incurred	Vendors
Travel Expenses for Initial Training ⁽⁹⁾	\$2,500	\$6,000	As arranged	As incurred	Hotels, restaurants and airlines
Signage Costs ⁽¹⁰⁾	\$200	\$500	As incurred	As incurred	Us or Suppliers
Start-Up Supplies ⁽¹¹⁾	\$1,000	\$5,000	As incurred	As incurred	Suppliers

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low Estimate	High Estimate			
Automotive Equipment ⁽¹²⁾	\$0	\$30,000	As incurred	As incurred	Suppliers
Insurance ⁽¹³⁾	\$3,500	\$12,000	As arranged	As incurred	Vendors
Professional Fees ⁽¹⁴⁾	\$0	\$1,500	As arranged	As incurred	Employees, vendors, state and local government
Additional Funds (3 months) ⁽¹⁵⁾	\$10,000	\$30,000	As Incurred	Weekly payroll, other expenses and purchases	Employees, suppliers, etc.
TOTALS*	\$133,500	\$317,000	*Does not include real estate costs		

Explanatory Notes to Tables:

- (1) This table estimates the costs you will incur to develop and open a Franchised Business. Our estimates are based on our and our predecessor's years of experience in the Restoration Services industry and as a franchisor. Unless specified otherwise, all amounts paid to us are non-refundable. We make no representation as to whether any of the estimated investment amounts payable to third-parties are refundable. You should review these figures carefully with a business advisor before making any decision to purchase the franchise.
- (2) Calculation of the Franchise Fee is discussed in detail in Item 5. The Franchise Fee shown is for a standard territory with a population of up to 250,000 individuals. No Additional Population Fee or discount is applied to the estimated Franchise Fee. If you sign a Franchise Agreement under our Pioneer Incentive Program, the Franchise Fee and any applicable Additional Population Fee is deferred for a period of five years and you may be eligible for forgiveness of the Franchise Fee up to 100%.
- (3) Your Franchised Business may be initially operated out of your home. However, unless otherwise agreed upon by us, you must obtain a commercial site beginning at the earlier of (a) twelve months following the Original Opening Date of the Franchised Business or (b) when you first achieve monthly Gross Revenue of \$15,000. The low end estimate in the table assumes that you will operate your Franchised Business from your home for the initial period. The high end estimate in the table is for a commercial site with approximately 1,000 to 2,500 rentable square feet. The cost per square foot of commercial space varies considerably depending on the location, type of property, and market conditions affecting commercial property. If you are a Conversion Franchisee, this cost may not apply if you already lease a space which meets our standards for Franchised Businesses. If you decide to purchase rather than lease the real estate, your initial investment cost may be substantially higher. If you already own the real estate to be used, the cost would be \$0, other than property taxes and other related costs.

- (4) You will need an office, work area, cleaning area with sinks, counters, etc., tool/storage area and in colder climates, you may need to have inside parking space for your vans/trucks.
- (5) You will need to purchase certain equipment and supplies (water extraction machine, air movers, dehumidifiers, hand and/or machine tools, cleaning agents/disinfectants, sponges, etc.) in order to perform work when you initially open your Franchised Business. Many pieces of the initial equipment and supplies are included in the Initial Equipment Package that you will purchase from us (see Item 5). The price you will pay will depend on the package that you select. The current Initial Equipment Packages are (a) \$65,000 (we reserve the right to increase the fee up to \$75,000) for the “Essential Kit” which includes fans, dehumidifiers, and other tools, (b) \$95,000 for the “Essential Pro Kit” which contains all of the items of equipment and supplies in the Essential Kit at increased quantities, plus additional equipment, and (c) \$165,000 - \$175,000 for the “Essential Master Kit” which contains all of the items in the Essential Pro Kit with additional tools and equipment, including a truck-mounted extraction unit, and supplies to support additional jobs simultaneously. We will provide you a detailed list in the Brand Standards. We reserve the right to increase these fees. You are required to purchase one of the three packages at the time of signing your Franchise Agreement.
- (6) You will need to purchase any remaining required or optional equipment and supplies from approved suppliers. Additional equipment can be rented and/or the services requiring certain equipment can be sub-contracted per our proprietary formula, until a consistent need for this equipment justifies purchase. Common items you may rent include extraction machine, air movers, and dehumidifiers. We have arranged discounted prices for our franchisees and for us from many manufacturers and suppliers.
- (7) You will have to install DASH software (and all other software we designate) before your Franchised Business opens. The estimates in the tables are based on the information in Item 5 regarding the costs you will incur before opening, including the Initial Setup Fee. You will also need to purchase a one year license of the job estimating software from our designated vendor. The high end of the range in the table assumes you will have one Primary Location and two Secondary Locations utilizing the DASH software and three job estimating software licenses at \$2,500 each. If you have more than two Secondary Locations utilizing the DASH software, you will incur an additional cost of \$200 per additional Secondary Location. The low end of the range assumes that you will have one Primary Location, no Secondary Locations and a single one year job estimating software license. Please see Item 11 for further details on our technology requirements.
- (8) The low end range in the table assumes you already have some of the equipment and devices necessary to comply with our Computer System requirements. The high end of the range assumes you will purchase new all the computer and related devices, internet, communication networks and telephone system with adequate speeds to connect to our systems and conduct daily business activities that you will need to meet our technology requirements. Please see Item 11 for further details on our technology requirements.
- (9) The Training Program for you and one additional person, at your option, is included in the Franchise Fee. The estimate is for your travel, lodging and incidental expenses during the Training Program.
- (10) Your vehicle will need DRYMEDIC compliant signage (two logo signs and two icons/stripes). This signage is included in the Technology, Promotion and Advanced Training package from us. Additional lettering (your phone number, etc.) and installation of all signage will be required at \$200-\$500 per vehicle, purchased locally. You may also elect to purchase optional building signage at a cost of \$100-\$500.

- (11) You will need to purchase business cards, stationery, invoices, uniforms and patches from approved suppliers. Also, you will need to purchase basic office supplies. You must purchase artwork for start-up supplies bearing the Marks from an approved vendor before opening your business.
- (12) You will need a van or cube van to perform most cleaning, repair, and restoration work. A new or lightly used van, less than five years old, should be obtained before or upon opening. We have arranged for your purchase of a new heavy-duty van, equipped with shelving and signage at a very competitive “fleet sales” price that you may buy directly from an industry supplier. You are not required to use this supplier. The van can be delivered to a major city or to your door for additional cost.
- (13) You are responsible for obtaining insurance meeting the requirements specified in Item 8 of this disclosure document. Insurance cost will vary based on where your Franchised Business will be located, your prior experience with the insurance carrier, the loss experience of the carrier, coverage requirements by certain national program vendors, and other factors. You should check with your insurance agent or broker regarding any additional insurance that you may wish to carry above our stated minimums. The costs of our required insurance policies as well as our recommended insurance policies are included in this range.
- (14) You and/or your employees may be required to obtain certain licenses and permits to operate your Franchised Business. The cost of obtaining the required licenses and permits will vary based on your jurisdiction. You are advised to examine these laws before purchasing a franchise from us. You may need to hire accountants and/or legal counsel to assist you in obtaining required licenses and permits and other legal compliance, which is included in the estimate above.
- (15) This is an estimate of additional funds you may need during the initial period of operation of the Franchised Business, which we define as three months from opening. New businesses often generate a negative cash flow initially, so additional funds may be needed to support on-going expenses such as payroll, rent, royalties, inventory, utilities, and business licenses, to the extent that aggregate costs are not covered by the revenue you generate. The estimate does not include taxes, financing costs, or any compensation that you may choose to pay yourself. These figures are estimates and we can't guarantee that your expenses won't be higher. Your costs will vary depending upon factors such as how well you follow our procedures; your management and sales skills; competition; economic conditions; the local wage market for your employees; the local market for our services; and other factors.

TABLE 2
YOUR ESTIMATED INITIAL INVESTMENT
FOR A CONVERSION FRANCHISE ⁽¹⁾

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low Estimate	High Estimate			
Franchise Fee ⁽²⁾	\$0	\$0	Lump sum or financed	On signing of Franchise Agreement	Us
Rent ⁽³⁾	\$0	\$5,000	As arranged	As incurred	Landlord
Leasehold Improvements ⁽⁴⁾	\$0	\$5,000	As arranged	As incurred	Contractor or Landlord
Initial Equipment Package ⁽⁵⁾	\$0	\$95,000	As incurred	Prior to Opening your Franchised Business	Us and Suppliers
Software ⁽⁶⁾	\$0	\$10,100	Lump Sum	On signing of Franchise Agreement	Us
Computer Systems ⁽⁷⁾	\$0	\$2,000	As arranged	As incurred	Vendors
Travel Expenses for Initial Training ⁽⁸⁾	\$2,500	\$6,000	As arranged	As incurred	Hotels, restaurants and airlines
Signage Costs ⁽⁹⁾	\$0	\$1,000	As incurred	As incurred	Us or Suppliers
Start-Up Supplies ⁽¹⁰⁾	\$0	\$2,500	As incurred	As incurred	Suppliers
Automotive Equipment ⁽¹¹⁾	\$0	\$30,000	As incurred	As incurred	Suppliers
Insurance ⁽¹²⁾	\$0	\$12,000	As arranged	As incurred	Vendors

Type of Expenditure	Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low Estimate	High Estimate			
Additional Funds – 3 months ⁽¹³⁾	\$1,000	\$10,000	As arranged	As incurred	Employees, Suppliers, etc.
TOTALS	\$3,500	\$178,600			

Explanatory Notes to Table 2

- (1) The table estimates the costs you will incur to convert an existing Restoration Services business into a Franchised Business (a “**Conversion Franchise**”). Our estimates are based on our predecessor’s years of experience in the restoration and other home services industries and as a franchisor. Actual costs can vary considerably depending on the number of vehicles, the number of employees, the physical size and location of your Territory, local signage codes, local advertising costs, the going rate for real estate rentals, utilities, market conditions, and other factors. You may have already incurred a number of our estimated initial investment costs in relation to the development of your existing plumbing business. None of the expenses in the Table are refundable, except possibly certain deposits and pre-paid expenses paid to third parties.
- (2) Calculation of the Franchise Fee is discussed in detail in Item 5. Under the terms of the Conversion Incentive Program, the Franchise Fee is deferred for a period of five years and you may be eligible for forgiveness of the Franchise Fee up to 100%. In the event you are required to pay the entirety of the Franchise Fee, the low end of the range in the table will be \$45,000 assuming you purchase a single Territory and the high end of the range will be \$90,000 assuming you purchase three territories.
- (3) Your Franchised Business may be initially operated out of your home. However, unless otherwise agreed upon by us, you must obtain a commercial site beginning at the earlier of (a) twelve (12) months following the Original Opening Date of the Franchised Business or (b) when you first achieve monthly Gross Revenue of \$15,000. This estimate is for a location with approximately 1,000 to 2,500 rentable square feet. The cost per square foot of commercial space varies considerably depending on the location, type of property, and market conditions affecting commercial property. If you are a Conversion Franchisee, this cost may not apply if you already lease a space which meets our standards for Franchised Businesses. If you decide to purchase rather than lease the real estate, your initial investment cost may be substantially higher. If you already own the real estate to be used, the cost would be \$0, other than property taxes and other related costs.
- (4) You will need an office, work area, cleaning area with sinks, counters, etc., tool/storage area and in colder climates, you may need to have inside parking space for your vans/trucks.
- (5) You will need to purchase certain equipment and supplies (water extraction machine, air movers, dehumidifiers, hand and/or machine tools, cleaning agents/disinfectants, sponges, etc.) in order to perform work when you initially open your Business. Many pieces of the initial equipment and supplies are included in the Initial Equipment Package that you will purchase from us (see Item 5). The high end of the range in the table assumes that you will have most of the equipment you need

as a Conversion Franchise, and will therefore only be required to purchase our “Essential Kit” Initial Equipment Package. If you do not have the required equipment, tools, or supplies to support your converting Restoration Services Business in accordance with the Brand Standards Manual or elect to purchase additional equipment, the high end of the range will be higher (see note 5 in Table 1 for additional information on the Initial Equipment Package descriptions and pricing). The low end of the range in the table assumes that you have all of the necessary equipment you need for your Franchised Business.

- (6) You will have to install DASH software (and all other software we designate) before your Franchised Business opens. The estimates in the tables are based on the information in Item 5 regarding the costs you will incur before opening, including the Initial Setup Fee. The high end of the range in the table assumes you will have one Primary Location and two Secondary Locations utilizing the DASH software and three job estimating software licenses at \$2,500 each. If you have more than two Secondary Locations utilizing the DASH software, you will incur an additional cost of \$200 per additional Secondary Location and additional job estimating software license fees. The low end of the range assumes that you will have all the software necessary for your Franchised Business. Please see Item 11 for further details on our technology requirements.
- (7) The high end of the range assumes you will purchase new all the computer and related devices, internet, communication networks and telephone system with adequate speeds to connect to our systems and conduct daily business activities that you will need to meet our technology requirements. The low end range in the table assumes that you already have all of the necessary equipment.
- (8) The cost of the Initial Management Training Program for you and one additional person, at your option, is included in the Franchise Fee. You are responsible for your travel, lodging and incidental expenses during both our initial training and the “Advanced Training” courses which are offered regionally (and regularly) by the IICRC.
- (9) Your vehicle will need DRYMEDIC compliant signage (two logo signs and two icons/stripes). This signage is included in the Technology, Promotion and Advanced Training package from us. Additional lettering (your phone number, etc.) and installation of all signage will be required at \$200-\$500 per vehicle, purchased locally. You may also elect to purchase optional building signage at a cost of \$100-\$500.
- (10) You will need a van or cube van to perform most cleaning, repair, and restoration work. A new or gently used van should be obtained before or upon opening. We have arranged for your purchase of a new heavy-duty van, equipped with shelving and signage at a very competitive “fleet sales” price that you may buy directly from an industry supplier. You are not required to use this supplier. The van can be delivered to a major city or to your door for additional cost. The low estimate in the table assumes that you already own two suitable vehicles; the high estimate assumes you have one vehicle but that you have to purchase an additional vehicle.
- (11) You are responsible for obtaining insurance meeting the requirements specified in Item 8 of this disclosure document. Insurance cost will vary based on where your Franchised Business will be located, your prior experience with the insurance carrier, the loss experience of the carrier, and other factors. You should check with your insurance agent or broker regarding any additional insurance that you may wish to carry above our stated minimums. As a Conversion Franchisee, you may already carry insurance that meets our requirements.
- (12) You will need to purchase business cards, stationery, invoices, uniforms and patches from approved suppliers. Also, you will need to purchase basic office supplies. You must purchase artwork for

start-up supplies bearing the Marks from an approved vendor before opening your business. If you sign a Franchise Agreement under the Conversion Incentive Program, we will provide you with a one-time credit up to \$500 towards the purchase of two uniformed shirts bearing the Marks for each of your existing employees and a \$500 credit towards the purchase of certain advertising, marketing, and promotional materials through us or a vendor that we designate.

- (13) This is an estimate of additional funds you may need during the initial period of operation of the Franchised Business, which we define as three months from opening. New businesses often generate a negative cash flow initially, so additional funds may be needed to support on-going expenses such as payroll, rent, royalties, inventory, utilities, and business licenses, to the extent that aggregate costs are not covered by the revenue you generate. The estimate does not include taxes, financing costs, or any compensation that you may choose to pay yourself. These figures are estimates and we can't guarantee that your expenses won't be higher. Your costs will vary depending upon factors such as how well you follow our procedures; your management and sales skills; competition; economic conditions; the local wage market for your employees; the local market for our services; and other factors.

As used in this Item 7, "**As arranged**" means as agreed between you and the supplier or vendor, and "**As incurred**" means as you incur the applicable expense.

You should review these estimates carefully with an accountant or other business advisor before making any decisions to buy a Franchised Business. The figures shown in this Item 7 are only estimates. Factors unique to your location, including the time of year you launch your Franchised Business, can affect your actual costs.

Except as described in Item 10 for the Franchise Fee, we do not provide financing to franchisees in connection with their initial investment. The availability and terms of financing from third parties will depend on several factors, including the availability of financing generally, your creditworthiness, collateral you may have, and lending policies of financial institutions.

ITEM 8

RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

We have the right to require that all equipment, technology, inventory, supplies, vehicles, signs, furnishings, fixtures, décor items, retail merchandise, payment systems, and other products and services that you purchase for use or resale in the Franchised Business: (a) meet specifications that we establish from time to time; and/or (b) be purchased only from vendors that we have expressly approved; and/or (c) be purchased only from a single source (which may include us or our affiliates) at the then-current price. To the extent that we establish specifications, require approval of vendors, or designate specific vendors for particular items, we will notify franchisees via the Operations Manual or otherwise.

We and our affiliates earn a profit on products and services we sell to you directly, and we and our affiliates receive rebates, administrative fees, commissions, licensing fees, or other benefits from unaffiliated vendors and distributors with respect to their sales of products or services to you or other DRYMEDIC franchisees. These statements apply whether or not the product or service is presently mentioned in this Item. We and our affiliates have the right to retain any payments received from vendors.

We or our affiliates may negotiate purchasing arrangements under which vendors agree to make goods or services available to Franchised Businesses on specific terms. You agree to participate in and abide by the terms of any vendor purchase program we establish.

The following specific restrictions on your purchasing are in effect as of the issuance date of this disclosure document, but we can impose other restrictions at any time:

Items you must purchase from us or affiliates:

Initial Equipment Package. As described in Items 5 and 7, you are required to purchase the Initial Equipment Package from us prior to opening your Franchised Business. The Initial Equipment Package contains technical equipment and supplies (such as a water extraction machine, air movers, dehumidifiers, hand and/or machine tools, cleaning agents/disinfectants, sponges, etc.) that you need to start operating your business.

Operational Software. You must license from BuyMax and use in your Franchised Business the DASH software owned by a third party and is described in Items 5, 6 and 7. You are required to sign the Software User Agreement before you open your Franchised Business. A copy of the Software User Agreement is included in Exhibit A of this disclosure document.

Sales and Marketing Materials and Services. You must also order sales and marketing materials and services from us or our affiliates.

Technology Support Services. As noted in Item 6, you are required to pay us continuing Technology Fees which cover services we provide to franchisees. Currently these services include branded email accounts, the development and operation of portals, websites, mobile applications, social media, and other technology and communications channels.

Branded Products. We produce various branded items which display the Marks, including printed materials, apparel, and vehicle and building signs. You must purchase these items from us or our affiliates.

BuyMax Purchases. BuyMax also sells other miscellaneous non-branded products such as general service and repair items. Although none are required purchases as of the date of this disclosure document, we reserve the right in our sole discretion to require you to purchase products, equipment, materials or other items related to the Franchised Business directly from BuyMax or through purchasing programs arranged by BuyMax or any other of our affiliates.

Payment Processing. We reserve the right to require you to process some or all payments by your customers through us or through designated service providers and using processes we designate, including automatic payment, credit and debit card payment, electronic funds transfer and other forms of direct or internet payment. The companies we designate to process payment arrangements may include companies that are affiliated with us or in which we or our owners otherwise have ownership or control

Items you must purchase from designated or approved third parties:

We have designated approved vendors (manufacturers and distributors) for certain items. BuyMax negotiates purchasing arrangements with many of these vendors. As of the date of this disclosure document, they include:

Equipment and Supplies. After you purchase the Initial Equipment Package from us, you may purchase additional equipment and supplies needed for the ongoing operation of your Franchised Business from suppliers that we have designated or that we approve.

Job Estimating Software. We require that you use the designated job estimating software. This software, as well as a license to use the software for a year, must be purchased directly from the software supplier.

Call Center. We may require you to use a call center or similar type of answering service so that any customer that calls will reach a live voice, rather than an answering machine. We do not allow you to use an answering machine or have your phones forwarded to a mobile phone or other similar device during normal business hours. We are an approved supplier for this service (see Item 6 for current fees). However, as of the date of this disclosure document, you may contract with another approved live voice service to answer calls.

Industry Certification Training. We require that you participate in the Industry Certification Training offered by the IICRC.

Insurance. We are exploring the possibility of designating a specific vendor for insurance, but we have not done so as of the date of this disclosure document.

Items that must meet our specifications:

For some products and services, we have not designated a specific source or vendor that you must use, but you must follow our specifications and/or obtain our approval of the vendor. As of the date of this disclosure document, they include:

Vehicles. You must own or purchase a van or cube van in order to perform most cleaning, repair, and restoration work. We have arranged for your purchase of a new heavy-duty van, equipped with shelving and signage at a very competitive “fleet sales” price that you may buy directly from an industry supplier; however, you are not required to purchase your van from this supplier.

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Insurance. You must maintain the types and minimum amounts of insurance coverage and bonds we specify for Franchised Businesses. The table below sets out our required and recommended insurance coverage as of the date of this disclosure document:

REQUIRED INSURANCE COVERAGE	
<u>Type</u>	<u>Minimum Coverage</u>
Bodily injury and property damage (broad form)	\$1,000,000 combined single limits, and \$500,000 products and completed operations coverage
Workers' Compensation Insurance	As required by law in your area
Automobile Liability Insurance (must include coverage for owned, non-owned and hired vehicles, if any)	\$500,000 per person, \$500,000 per occurrence bodily injury, \$100,000 per occurrence property damage or \$300,000 combined single limit, which may be satisfied with an excess or umbrella policy over the primary limits.
Inland Marine insurance	Coverage is equal to the value of equipment owned.
Environmental Pollution Insurance	
RECOMMENDED BUT NOT CURRENTLY REQUIRED INSURANCE COVERAGE	
<u>Type</u>	<u>Minimum Coverage</u>
Commercial Umbrella Policy	\$1 million excess over all underlying liability coverages per occurrence and \$1 million in the aggregate
Business Interruption	12 months loss of income, including coverage for our Royalty Fees with no co-insurance clause
Crime Insurance for Employee Dishonesty	\$5,000 combined single limit
Property and Casualty Insurance	Full replacement value of your equipment, furniture, fixtures, inventory, vehicles and inventory
Product Liability	\$1 million policy limit
Employer Liability	\$100,000 per incident
Employment Practices	\$25,000 policy limit
Cyber Liability	\$25,000 policy limit

Certain National Accounts vendors may require additional coverage limits and/or policies for participation. Your insurance policies must be written by a carrier with an industry rating acceptable to us, must name us, AB Inc. (in its capacity as Manager under the management agreement with us), and their parents, subsidiaries, and affiliates; and their respective officers, directors, members, shareholders and employees as additional insureds, and must not have deductibles, exclusions or co-insurance that are

unacceptable to us. All public liability and property damage policies must contain a waiver by the insurance company of subrogation rights against us and our affiliates, successors and assigns.

We can increase the coverage requirements and/or require different or additional kinds of insurance.

Prior to opening your Franchised Business, you must provide us with certificates of insurance demonstrating that you have met the requirements. At least thirty days before expiration of a policy, you must furnish evidence of renewal or replacement insurance. If you do not obtain the required coverage, we have the right (but no obligation) to obtain insurance on your behalf. If we do so, you must reimburse us for the cost of insurance, plus a reasonable fee for our services.

Electronic Money Programs and Loyalty Programs. If we set up programs relating to gift cards, gift certificates, stored value cards, online or mobile coupons or credits, online or mobile ordering systems, or other electronic money programs, we will designate the vendors that you must use for these programs. As of the date of this disclosure document, we do not have any such programs,

Vendor Approval Process

If we require you to use an approved vendor for a particular item, but you wish to purchase the item from a source that we have not approved, you may submit a written request for approval of the vendor, unless it is an item for which we have designated a specific vendor. To obtain approval, proposed vendors must demonstrate the ability to meet our standards and must possess adequate quality controls and capacity to supply your needs promptly and reliably. We will provide the relevant standards and specifications to vendors that wish to become approved vendors, provided that the proposed vendor signs a confidentiality agreement; however, we may refuse to disclose product formulations or specifications that we deem to be extremely sensitive. At our request, you must submit samples and other information we require to examine, test and determine whether the proposed vendor meets our specifications and quality standards. We may also require that the proposed vendor allow our representatives to inspect its facilities. We may charge vendors a license fee to use our trademarks or other proprietary property. We may also charge vendors a rebate for participation in our purchasing program.

We have no obligation to approve any specific vendor or any minimum number of vendors for any item, and any proposed vendor relationship must not jeopardize the availability of any special pricing or other benefits offered by existing vendors based on system-wide purchases. We may require you to pay a fee to cover our costs of reviewing a proposed vendor, which you must pay whether or not we approve the vendor. We generally will give you written notice of approval or disapproval of the proposed vendor within 30 days after receiving your request and completion of evaluation and testing, if required. You may not sell or offer for sale any products or services of the proposed vendor until you receive our written approval.

We have the right to revoke approval of particular vendors if we determine that their products or services no longer meet our standards. Upon receipt of written notice of revocation, you must stop buying from the disapproved vendor. In addition, if we revoke our approval of the products because they fail to meet our standards, you may be required not to use your remaining inventory of those products.

* * *

Your purchases from us or our affiliates will be at the prices and on the terms in effect at the time of your purchase.

We, or our affiliate, BuyMax, negotiates contracts with providers of goods and services, including but not limited to insurance, financing, fuel cards, and fleet program, in an effort to obtain favorable pricing for our franchisees, Company-Owned Outlets, our affiliates' company-owned outlets, several of our affiliates; and for independent BuyMax members who participate in the program for a fee. BuyMax does not negotiate purchase agreements on behalf of individual members. Terms of purchase agreements may vary based on any number of factors and prices may change from time-to-time.

Other than as noted above, we do not currently negotiate purchasing arrangements with vendors on behalf of our franchisees, but we reserve the right to do so, including pricing terms. Our ability to negotiate and maintain arrangements with vendors may depend on the participation of as many DRYMEDIC franchisees as possible. Accordingly, if we name a specific vendor for a product or service, you must obtain the product or service from that designated vendor. You must comply with the terms and conditions included in the contract with a specific vendor and, if applicable, through the purchasing arrangements and/or programs that we require.

As noted above in this Item, vendors make payments to us or our affiliates based on franchisees' use of the vendors. As of the date of this disclosure document, BuyMax receives rebates, administrative fees, commissions, or other compensation from some vendors ranging from .4% to 7.5%. Vendor payments to us and our affiliates include participation fees per franchise, rebates based on actual purchases, marketing contributions for joint promotion of the vendor's products with our brand, and/or sponsorship fees for conferences and other events. We will use any restricted funds in the manner agreed with the vendor. Except as limited by applicable law or by agreement with the vendor, we have the right to pass through, share or retain all or a portion of any rebates, commissions, discounts or beneficial pricing that we obtain from vendors. We may use these monies to, among other things, recapture costs related to maintaining the vendor program, negotiating designated vendor arrangements, facilitating orders and making a profit. In some cases, you may also receive rebates from BuyMax vendors.

For the fiscal year ended December 31, 2022, we had revenue of \$16,295 from providing products and services to DRYMEDIC franchisees, which was 1% of our total revenue for the fiscal year.

For the fiscal year ended December 31, 2022, BuyMax had revenue of \$21,421 from purchases by DRYMEDIC franchisees. These figures include revenue from direct sales as well as any rebates or discounts our affiliates received from approved vendors based on their sales to our franchisees.

As of the date of this disclosure document, none of our officers own an interest in any unaffiliated vendors that sell products or services to our franchisees.

We estimate that the proportion of your required purchases and leases from us and approved suppliers to all purchases and leases in establishing the Franchised Business is 50% to 80%. We estimate that the proportion of your required purchases and leases from us and approved suppliers to all purchases and leases in operating the Franchised Business is approximately 10% to 30%, but this amount is subject to change.

There are no purchasing cooperatives or distribution cooperatives in our franchise system as of the date of this disclosure document. We do not provide material benefits to franchisees based on their purchase of particular products or services or use of particular vendors.

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 Agreement	Disclosure Document Item
a. Site selection and acquisition/lease	Sections 1.2 and 6.25	Items 7, 8, and 11
b. Pre-opening purchases/ leases	Section 1.11, 4, 5.4, and 10.3	Items 5, 7, and 8
c. Site development and other pre-opening requirements	Section 4	Items 5, 7, 8, and 11
d. Initial and ongoing training	Section 5	Items 6, 7 and 11
e. Opening	Sections 4.4, 4.5, 4.6	Item 11
f. Fees	Sections 2.7, 4.1, 4.5, 4.6, 5.4, 5.8, 6.6, 7, 8.5, 8.10, 9.2, 10.3, 10.4, 10.5, 15.2, 15.3, 15.4 15.9, 16.1, 16.7, 16.8, 19.1, Data Sheet (Appendix A), Brand Appendix (Appendix B)	Items 5, 6 and 7
g. Compliance with standards and policies/Operations Manual	Sections 6.1, 12	Items 11 and 14
h. Trademarks and proprietary information	Sections 11, 12, and 13	Items 13 and 14
i. Restrictions on products/ services offered	Sections 6.3 and 6.13	Items 8 and 16
j. Warranty and customer service requirements	Sections 6.1, 6.9, 6.17, 6.18, 6.20, 6.21, and 7.5.	Items 7 and 8
k. Territorial development and sales quotas	Section 6.19	Item 12

Obligation	Section in Agreement	Disclosure Document Item
l. Ongoing product/service purchases	Sections 6.1, 6.9., and 6.10	Items 6, 7 and 8
m. Maintenance, appearance and remodeling requirements	Sections 6.16 and Section 6.24	Items 11 and 17
n. Insurance	Section 9	Items 7 and 8
o. Advertising	Sections 4.3, 7.3, and 10	Items 6 and 11
p. Indemnification	Section 20	Item 6
q. Owner's participation/management/staffing	Sections 1.15, 5.8, 6.2, 6.14, 6.23, 18	Item 15
r. Records and reports	Sections 6.21, 8, 22.1	Item 6
s. Inspections and audits	Sections 6.15, 6.20, 11.3 16.6	Item 6
t. Transfer	Section 15	Item 17
u. Renewal	Section 19	Item 17
v. Post-termination obligations	Section 17	Item 17
w. Non-competition covenants	Section 14	Item 17
x. Dispute resolution	Section 23	Item 17
y. Other – Personal Guarantee	Attached to FA	Item 15

ITEM 10
FINANCING

In our discretion, we may permit you to finance up to 75% of the Franchise Fee and any applicable Additional Population Fee rather than paying the entire amount in a lump sum when you sign the Franchise Agreement. However, we do not offer financing for any transaction involving brokers or any other third-party referral sources.

If financed, the balance of the Franchise Fee can be paid in up to 36 monthly installments of principal and interest at an interest rate of 12% per annum beginning on the first of the month following the first full month after you sign your Franchise Agreement. You can prepay the balance at any time without penalty.

If you sign a Franchise Agreement under the Conversion Incentive Program or the Pioneer Incentive Program, we permit you to finance 100% of the Franchise Fee. The Promissory Note is payable in 48 monthly installments of principal and interest, but payment does not start until 5 years after the effective date of the Franchise Agreement, and you may be eligible for forgiveness of up to 100% of the Promissory Note balance.

Conversion Incentive Program

Under the Conversion Incentive Program, forgiveness depends on the performance of the Franchised Business in the 5th year of operation after conversion to the DRYMEDIC brand, as compared to performance of the business in the year before conversion. We will determine pre-conversion Gross Revenue from the financial statements or tax return of the converting Restoration Services business for the pre-conversion year. If Gross Revenue of the Franchised Business in the 5th year of operation exceeds pre-conversion Gross Revenue by set thresholds, we will waive part or all of the Promissory Note balance, as shown below:

30% Gross Revenue Increase: 50% of Note Amount Forgiven

40% Gross Revenue Increase: 75% of Note Amount Forgiven

50% Gross Revenue Increase: 100% of Note Amount Forgiven

In the event your pre-conversion Gross Revenue is below \$200,000 for the pre-conversion year, we apply specific Gross Revenue thresholds in the fifth year of operation to determine whether you qualify for Promissory Note forgiveness. The specific thresholds are Gross Revenue of \$300,000 for 50% forgiveness, Gross Revenue of \$375,000 for 75% forgiveness, and Gross Revenue of \$450,000 for 100% forgiveness.

Any portion not forgiven will be paid in 48 monthly installments of principal and interest at an interest rate of 12% per annum. You can prepay the balance at any time without penalty.

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Pioneer Incentive Program

Under the Pioneer Incentive Program, forgiveness depends on the performance of the Franchised Business in the 5th year of operation after you sign your franchise agreement. If Gross Revenue of the Franchised Business in the 5th year of operation exceeds certain Gross Revenue thresholds, we will waive part or all of the Promissory Note balance, as shown below:

\$300,000 annual Gross Revenue: 50% of Note Amount Forgiven

\$400,000 annual Gross Revenue: 75% of Note Amount Forgiven

\$500,000 annual Gross Revenue: 100% of Note Amount Forgiven

Any portion not forgiven will be paid in 48 monthly installments of principal and interest at an interest rate of 12% per annum. You can prepay the balance at any time without penalty.

A franchisee that finances the Franchise Fee must sign the applicable form of Promissory Note and Guaranty in Exhibit B to this disclosure document. If the franchisee is a corporation or other business entity, its owners must also sign as guarantors.

To secure payment of the Promissory Note, we require a security interest in the assets of the Franchised Business. You must sign the Security Agreement in Exhibit B, and we may file a UCC financing statement with the appropriate governmental authority to perfect our security interest. You agree to waive demand for payment, presentment for payment, protest, notice of nonpayment or dishonor, and any and all other notices and demands whatsoever.

Under the Franchise Agreement, you must make all payments to us by the payment method(s) we designate from time to time, and this requirement applies to the Promissory Note. If we require payment by ACH or electronic funds transfer, you are required to designate an account at a commercial bank of your choice from which we are able to make withdrawals. You agree to complete and submit to us an authorization for ACH or other electronic funds transfer in the form we or your financial institution may require. You agree to maintain sufficient funds in the account to cover the amounts payable to us. If funds in the account are insufficient to cover the amounts payable at the time we make our periodic electronic funds transfer, the amount of the shortfall will be deemed overdue. Additionally, if the electronic funds transfer payment request is returned due to insufficient funds, you are required to pay us a fee equal to the greater of: (a) \$50 or (b) the amount the bank charges us due to the insufficient funds.

If you are in default of the Promissory Note or the Franchise Agreement, we can declare the outstanding principal balance of the Promissory Note and all unpaid accrued interest immediately due and payable. If you default, you must pay our reasonable attorney's fees and other legal costs we incur in enforcing payment and collection of the balance due. In addition, under the cross-default provision of the Franchise Agreement, we have the right to treat a default under the Promissory Note and Guaranty or under the Security Agreement as a default under the Franchise Agreement, and we can terminate the Franchise Agreement if you do not cure the default.

We may sell, assign or discount the Promissory Note to a third party. If we sell or assign the Promissory Note, it will not affect our obligation to provide the services to you that are described in the Franchise Agreement, but the third party may be immune under the law to any defenses to payment you may have against us.

Except as described above, we do not offer direct or indirect financing to franchisees. We will not guarantee your Promissory Note, lease, or other obligation.

ITEM 11

FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING

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

We will provide the services described in this Item 11 through our affiliate, AB Inc., and its employees.

Pre-Opening Obligations. Before you open the Franchised Business:

- A. We will provide the Training Program described in this Item to you and your senior management level employees. You must pay for your travel and related expenses. (Franchise Agreement, Section 5.1)
- B. We will assist you with ordering the Equipment Package and required technology, signs, fixtures, furnishings, inventory, and suppliers from designated vendors. (Franchise Agreement, Section 4.1)
- C. We will provide you with a copy of, or electronic access to, the Operations Manual. (Franchise Agreement, Section 12)
- D. We will set you up with access to one or more websites and/or mobile applications that are open only to franchisees (the “**Franchisee Portal**”), if applicable. We may use the Franchisee Portal for communications, training, or other purposes and may require you to use it for reporting or other purposes. (Franchise Agreement, Section 6.8)
- E. We will help set you up an account with the designated Call Center, if applicable. (Franchise Agreement, Section 6.6)
- F. We will arrange for installation of the required DASH software and provide you with information on how to acquire any other software packages we designate. (Franchise Agreement, Section 6.7)
- G. We will provide you with specifications for fixtures, furnishings, equipment, and signage, including the names of approved suppliers (however, we do not supply these items directly nor do we assist with delivery or installation) (Section 6.10)
- H. We will provide opening support and assistance as we deem appropriate, at the time(s) and in the manner we determine. If you request opening support beyond what we customarily furnish to Franchised Businesses, and if we agree to furnish the additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support. (Franchise Agreement, Section 4.6)

Continuing Obligations. During the operation of the Franchised Business, we will:

- A. Make available additional required and optional Training Programs as we deem appropriate. (Franchise Agreement, Section 5.2)
- B. Develop and maintain the Brand Standards. (Franchise Agreement, Section 6.1)
- C. Manage the operation of the Franchisee Portal, if applicable. (Franchise Agreement, Section 6.8)
- D. Notify you, via the Operations Manual or otherwise, when we establish specifications, require approval of vendors, or designate specific vendors for particular items. (Franchise Agreement, Section 6.10)
- E. Manage our Brand Standards assessment program. (Franchise Agreement, Section 6.21)
- F. Manage the Brand Fund, as described below in this Item, and make available to you any creative materials financed by the Brand Fund. You agree to pay or to reimburse us for any costs to reproduce the materials and/or to customize the materials for your use. (Franchise Agreement, Section 10.2)
- G. Review your proposed advertising and promotional plans and materials. (Franchise Agreement, Section 10.6)
- H. Manage social media accounts, profiles, pages, and registrations that promote the Marks or the Franchised Business, if we require them to be registered in our name. (Franchise Agreement, Section 10.10)
- I. If we offer a customer warranty and/or satisfaction guarantee to your customers, monitor and manage compliance with the warranty/satisfaction guarantee program. (Franchise Agreement, Section 6.18)
- J. Manage contracts and relationships with Key Accounts, as defined in Item 12 below. (Franchise Agreement, Section 2.5)

Site Selection

You must operate your business from a site that we have approved (the “**Approved Location**”). We will assist you (by offering general advice as to the suitability of site/s that you select) in selecting a site for your Franchised Business. You are not required to initially obtain a commercial site to open your Franchised Business; however, if you later obtain a commercial site, we must pre-approve. You may begin working from your home if state and local code permits; however, unless otherwise agreed upon by us, you must obtain a commercial site beginning at the earlier of (a) twelve (12) months following the Original Opening Date of the Franchised Business or (b) when you first achieve monthly Gross Revenue of \$15,000. The site must be located in your Territory. Factors for your site and facility selection and remodeling needs include square footage, accessibility, safety, zoning, amenities and other factors. You must make the final decision and choice of your site. You will buy or lease the premises in your name. We do not own or lease real estate to you for your Franchised Business.

Typical Time to Opening

We estimate that you will open your Franchised Business up to 90 days after you sign the Franchise Agreement. Some factors which may affect this timing are your ability to acquire a storage or operating facility through lease negotiations, your ability to secure any necessary financing, your ability to comply with local zoning and other ordinances, your ability to obtain any necessary licenses, permits and certifications, the timing of the delivery of equipment, tools and inventory, the time of year you execute a Franchise Agreement in relation to the typical season for the Franchised Business, and the time to convert, renovate or build a facility. You must open your Franchised Business within 90 days after you successfully complete the Training Program. We may terminate the Franchise Agreement if you fail to open your Franchised Business as required.

You may not open your Franchised Business until: (1) initial training is completed to our satisfaction; (2) all amounts due to us have been paid; (3) we have been furnished with copies of all insurance policies and certificates required by the Franchise Agreement, or other documentation of insurance coverage and payment of premiums that we request; (4) you notify us that all approvals and conditions set forth in the Franchise Agreement have been met; (5) you have received all required permits and licenses or have made arrangements acceptable to us to operate under another existing license; and (6) you have ordered, received and installed your equipment, supplies, inventory and Computer System. You must be prepared to begin operating your Franchised Business immediately after we state that your Franchised Business is ready for opening.

Training Program

Initial Training Program. Before the Franchised Business opens, the Key Person (defined in Item 15 below) and any Owners that we designate must attend and successfully complete an initial Training Program (the “**Training Program**”). The Training Program consists of two phases: phase one, which is conducted online (currently called “**Pre-Training**”), and phase two, which is a proprietary franchise performance and development Training Program conducted in an in-person or virtual classroom setting (currently called “**Classroom Training**”). The Classroom Training generally lasts 6 business days, depending on the size of the training class. The Classroom Training is usually conducted at our office located in Bloomfield, Michigan, but may be held elsewhere in the future in our discretion. The Classroom Training is conducted as necessary but generally held one time per month. The Training Program is provided at no cost to you, but you will have to pay for travel, accommodations, meals and salaries for yourself and any senior management level employees who attend. We reserve the right to determine whether Classroom Training is offered in person or virtually.

The following tables summarize our Training Program:

PRE-TRAINING PROGRAM

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
DRYMEDIC Overview	4	0	Franchisee Location
Restoration Industry	4	0	Franchisee Location
TOTAL HOURS	8	0	

All Pre-Training programs and preparations are conducted on your computer at a location of your choice with access to the internet. There are no in-person instructors for the Pre-Training programs and preparations. This training is self-directed.

CLASSROOM TRAINING PROGRAM

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS OF ON THE JOB TRAINING	LOCATION
Technical and Estimating	8	0	Bloomfield, MI
Technical/Hands on	12	28	Bloomfield, MI
Business/Marketing Planning	16	0	Bloomfield, MI
Understanding Tools and Equipment	4	8	Bloomfield, MI
Sales Training	4	8	Bloomfield, MI
General Manager Training	4	4	Bloomfield, MI
TOTAL HOURS	48	48	

The Training Program and other on-going training will be conducted by training personnel under the direction of our CEO, COO, President, Vice President of Integration, Vice President of Operations, our Franchise Operations and Support Team, and other management from time to time. We use the Operations Manual as the reference material during our training sessions. Our instructors have an average of more than 17 years of experience in the Restoration Services industry and over 3 years with our brand. Our current trainers are below:

Name	Restoration Industry Years of Experience	Years w/Brand
Mark Dawson	30	0.75
Lance Sinclair	18	0.5
Carlos Hesano	10	10
Benjamin Gergis	10	10
Aaron Fogarasi	30	5
Marc Siegel	25	0.8
Damon Cox	10	.4
Thomas Dougherty	5	.6

The individuals that we designate are required to successfully complete the pre-opening training. We alone have the right to judge whether a person has successfully completed the Training Program. Successful completion may require passing tests to establish proficiency in the delivery of services, use of technology and software applications, and other areas we designate. We will have the right to terminate the Franchise Agreement if, at any time during the pre-opening Training Program, we conclude in our sole judgment that any person required to attend the pre-opening Training Program does not possess the skills necessary to properly fulfill and discharge the demands and responsibilities required by the System or this Agreement. We have the right to vary the duration and content of initial training based on the trainee's prior experience in similar businesses.

After the Franchised Business opens, we will make available, at the time(s) and location(s) we designate, such other required and optional Training Programs as we deem necessary and appropriate. For training that we designate as required, the individuals that we designate are required to successfully complete the training. We have the right to provide Training Programs in person, by video, via the internet, or by other means, as we determine, and the training may be performed by us, our affiliates, or third parties.

Franchise System Meetings. We may offer an annual convention for all franchisees and various regional meetings. You must attend the annual convention, if offered. We may charge you the then-current convention fee, and you must pay for all the expenses you and/or your representative incur in attending these meetings, including all related travel expenses. If you do not attend the annual convention, we can charge a non-attendance fee (see Item 6). If the Key Person, Owners, and/or employees we designate do not attend the annual convention for two consecutive years, you will be in default of the Franchise Agreement, and we will have the right to terminate (or, in lieu of termination, to increase your royalty fee by 1% of Gross Revenue until you attend the annual convention).

Advertising Programs

Local Marketing. As described in Item 6, you must spend a minimum amount on local marketing (“**Local Marketing**”) each year. The Local Marketing requirement is in addition to your obligations to the Brand Fund. With respect to all Local Marketing funds you pay to a third party, you are required to provide us with monthly Local Marketing expense statements (including receipts supporting the reported expenditures). We may provide local advertising and marketing materials and related services to promote the Franchised Business in your Territory, in return for which you will pay us Local Marketing Fees. The materials and services will include the creation, production and placement of marketing and may include commercial advertising, internet advertising, email, direct mail and other media advertising, and local promotion. Advertisements may be placed in media of our choice but will generally be directed at customers in the Territory.

You must order sales and marketing materials and services from us. If you desire to use your own advertising materials or services, you must obtain our prior approval. It is a material breach of the Franchise Agreement to use other marketing materials or services without our prior written approval (see “Approval Requirement” below). You may not advertise outside of your Territory without our approval, which may be withheld in our sole discretion (see Item 12).

Marketing Employee. Starting no later than the six-month anniversary of the Original Opening Date and continuing for the remainder of the term of the Franchise Agreement, your Franchised Business must employ at least one full-time employee whose job function is dedicated to sales and marketing activities for the Franchised Business.

Brand Fund. Franchisees operating under the DRYMEDIC brand must contribute to a marketing fund for the DRYMEDIC system (the “**Brand Fund**”). As described in Item 6, you must pay us a monthly Brand Fund Contribution based on the amount of time your Franchised Business has been in operation. For the first 24 months following the Original Opening Date (as defined in Item 6), your applicable monthly Brand Fund Contribution will be equal to the greater of \$595 or the Applicable Contribution Percentage of your Gross Sales (as defined in Item 6). Starting in the 25th month following the Original Opening Date, your applicable monthly Brand Fund Contribution will be the Applicable Contribution Percentage of your Gross Sales. As described in Item 6, the Applicable Contribution Percentage is a declining percentage of annual Gross Revenue starting at 1.5% of the first \$1,000,000 of Gross Revenue in the then-current calendar year (see Item 6). The rate reverts to 1.5% and resets at the start of the next calendar year. Franchisees under previous forms of Franchise Agreement may contribute at other rates. Company-Owned Outlets will contribute to the Brand Fund on the same basis as new franchisees. For purposes of calculating your

contribution, our current policy is to combine your Gross Revenue in all contiguous territories. We may discontinue or modify this policy at any time.

You must make the Brand Fund contribution at the same time that you pay your Royalty Fee. If we establish any company-owned outlets, they will contribute to the Brand Fund on the same basis as franchisees. Unless required by law, we will not be required to deposit the Brand Fund Contribution in a separate bank account, commercial account or savings account. Your contribution to the Brand Fund will be in addition to all other advertising fees set out in this Item 11.

The purpose of the Brand Fund is to support general development and recognition of the DRYMEDIC brand. We will have the right to direct all advertising, marketing, public relations, activities to promote, develop and enhance the brand, with final discretion over strategic direction, creative concepts, materials, endorsements, and geographic, market and media allocation. We or our affiliates administer the Brand Fund. We may use the Brand Fund to pay costs and expenses as we determine in our sole discretion, including but not limited to: production of video, audio, written, online and mobile marketing materials; purchasing promotional items; sponsorship of sporting, charitable, or similar events; design, establishment, and maintenance of websites, social media, mobile applications and other electronic marketing; implementation of advertising programs, in-store promotions, direct mail, and media advertising; marketing and sales training; employing advertising agencies; conducting public relations, consumer research, product development, product testing, and test marketing programs; developing and implementing trade dress and design prototypes; fulfillment charges; salaries and expenses of employees of our and our affiliates' employees working for or on behalf of the Brand Fund; fees of accounting firms, design firms, public relations firms, consultants and ad agencies; legal fees for advertising pre-clearance, defense of false advertising claims, and defense of any claims made regarding our administration of the Brand Fund; other administrative costs and overhead incurred in activities related to the administration and activities of the Brand Fund; and interest on any monies borrowed by the Brand Fund.

As noted in Item 1, we did business under the Service Team of Professionals name until November 15, 2022, when we re-branded to the DRYMEDIC name. We gave our existing STOP franchisees the option to convert their businesses to the DRYMEDIC brand, but we have not required them to do so as of the date of this disclosure document, and some still operate under the STOP brand. For those franchisees, we continue to maintain a separate brand fund to support the STOP name. Those franchisees will contribute only to the legacy brand fund unless and until they convert their Franchised Businesses to the DRYMEDIC name. All new franchisees, and all legacy franchisees who have converted to DRYMEDIC name, will contribute only to the DRYMEDIC Brand Fund. However, we may have the respective brand funds share expenses for activities that benefit the Franchised Businesses under both names.

We will make available to you any creative materials designed by the Brand Fund. You must pay us to reproduce the materials and/or to customize the materials for your use.

We may develop advertising and promotional materials and displays for the solicitation of franchisees for the Brand. You must display such materials and displays as we require from time to time. Our consumer website and other online activities supported by the Brand Fund may also include information about our franchise opportunity. In addition, as of the date of this disclosure document, we offer a referral incentive program.

We have no obligation to make expenditures for you from the Brand Fund that are equivalent or proportional to your contributions, or to ensure that any particular franchisee benefits directly or pro rata from expenditures by the Brand Fund. You have no right to reduce or withhold contributions based on any alleged lack of benefits to your Franchised Business or based on failure by any other franchisee (with or without our permission) to make its contributions to the Brand Fund.

We have no obligation to have the Brand Fund independently audited. We will, however, prepare an annual unaudited statement of contributions to and expenditures of the Brand Fund. You can obtain a copy by making a written request. Any expenditures for independent accounting services in connection with the annual statement will be charged to the Brand Fund.

For the calendar year ended December 31, 2022, 30% of Brand Fund expenditures were spent on National Advertising & Programs, 47% of the funds were spent on Marketing Support, 21% was spent on Creative Production and 2% spent on Other. This information is based on the legacy STOP brand fund.

The Brand Fund is not a trust and does not give us a fiduciary obligation. Other than our express obligations in the Franchise Agreement, we assume no liability with respect to maintenance, direction, or administration of the Brand Fund. We have the right to incorporate, replace, change or dissolve the Brand Fund; however, the Brand Fund will not be terminated until all monies in the Brand Fund have been expended for its purposes or rebated to franchisees on a pro-rata basis.

Other than administering the Brand Fund as described above, we do not have an obligation to conduct advertising on your behalf.

Referral Programs. As of the date of this disclosure document we offer two referral incentive programs:

A. Standard Referral

We offer a referral incentive program, and our affiliate, AB Inc., is sponsoring a franchise referral sweepstakes in conjunction with the referral incentive program. The referral incentive program pays \$15,000 to an existing franchisee of ours or any of our affiliated brands who first directly refers a candidate who: (a) has not previously been referred to us by another source or otherwise been in contact with and/or engaged with us, our affiliates or third party consultants or agents; (b) has not previously signed a Franchise Agreement with us or any of our affiliated brands; (c) who meets our qualifications for becoming a franchisee; (d) signs a Franchise Agreement in a new location on or before September 1, 2023 (the “**2023 Referral Period**”); and (e) pays the Franchise Fee and any applicable Additional Population Fee in full at the time of signing the Franchise Agreement. The incentive payment is only paid with respect to the first franchise purchased by the candidate, regardless of the total number of franchises purchased in a single transaction. In addition, all existing franchisees who receive a referral incentive payment as described above may be eligible to win a sweepstakes prize equivalent to \$5,000 per referral we and any of our affiliated brands received during the 2023 Referral Period. We anticipate that the referral sweepstakes will be scheduled to end at 11:59 PM ET on October 31, 2023, but this may change at our sole discretion. The referral incentive program will restart beginning on November 5, 2023. An “**Existing Franchisee**” is the person or entity defined as “Franchisee” in the Franchise Agreement governing the referring Franchised Business. We reserve the right to apply incentive payments to any outstanding balances or past due amounts due to us by an Existing Franchisee. Additional terms and conditions may apply.

B. Conversion Referral Program

We offer a referral incentive program that pays ongoing incentive payments for up to three years (“**Incentive Period**”) to an Existing Franchisee (as defined above) of ours or any of our affiliated brands, subject to certain conditions, who first directly refers a candidate who: (a) has not previously been referred to us by another source or otherwise been in contact with and/or engaged with us, our affiliates or third party consultants or agents; (b) has not previously signed a Franchise Agreement with us or any of our

affiliated brands; (c) who meets our qualifications for becoming a franchisee under the Conversion Incentive Program; (d) signs a Franchise Agreement with our standard terms in a new location on or before March 31, 2024; and (e) pays the Franchise Fee and any applicable Additional Population Fee in full at the time of signing the Franchise Agreement (“Conversion Referral”). The incentive payment is only paid with respect to the Franchised Business(es) first signed with us in a single transaction, regardless if additional territories are acquired by the Conversion Referral during the Incentive Period. The incentive payments are paid by check to the Existing Franchisee within 45 days of the end of the quarter of the current calendar year, according to the Conversion Referral’s Royalty Fee payments made to us (“Royalties Paid”). The incentive payments will be calculated and paid according to the following schedule: (a) During the first 12 months following the Original Opening Date: 30% of Royalties Paid; (b) Months 13 through 36 following the Original Opening Date: 15% of Royalties Paid. We may require the Conversion Referral and the Existing Franchisee to sign a separate agreement acknowledging and agreeing to the terms of this program for eligibility purposes. We reserve the right to apply incentive payments to any outstanding balances or past due amounts due to us by an Existing Franchisee. Additional terms and conditions may apply.

We may change or eliminate the referral incentive programs at any time without notice. Franchisees participating in the referral programs are not our sales agents and are not authorized to make any statements on our behalf, including any statements related to the financial performance or prospect for success of any franchise.

Joint Marketing Programs and Cooperatives. We have the right to establish: (1) co-marketing programs in which Franchised Businesses and vendors (or other third parties) cross-promote each other’s goods and services; (2) joint marketing efforts in which multiple Franchised Businesses contribute to a specific ad or event; and/or (3) local or regional marketing co-operatives (“**Cooperatives**”) that pool funds of Franchised Businesses in a geographic area or with common characteristics on an ongoing basis to jointly promote the Marks and the Franchised Businesses. The amount we require you to spend or contribute to joint marketing programs and/or a Cooperative may be credited to your obligation for Local Marketing or, at our option, to your Brand Fund obligation, or any combination of the two. You are required to participate in each applicable joint marketing program and comply with the rules of the program. As of the date of this disclosure document, we do not require you to participate in or to contribute to an advertising cooperative. If a Cooperative applicable to the Franchised Business is established during the term of this Agreement, you are required to become a member no later than 30 days after the date we approve for the Cooperative to begin operation. We have the right to designate any geographic area or set of common characteristics for purposes of establishing a Cooperative.

Approval Requirement. All proposed advertising and promotional materials that you intend to use must be submitted to us for approval at least 30 days before their intended use. You do not have to submit samples of materials that were prepared by us or that we have approved within the last twelve months. Proposed advertising materials are deemed to be disapproved unless we have approved them in writing within 15 days after your submission of the samples. All advertising and promotion must be in the media and of the type and format that we approve, must be conducted in a dignified manner, and must conform to our standards. You may not make any television or radio appearance or any statement to any public media in connection with the Franchised Business or the DRYMEDIC brand unless you obtain our prior written approval.

You may not solicit or advertise to customers outside of your Territory without our permission. “Solicit” includes, but is not limited to, solicitation in person, by telephone, by mail, through the internet, social media, email or other electronic means, and by distribution of brochures, business cards or other materials or any other advertising. If any solicitation of customers within the Territory is in media that will or may reach persons outside of the Territory, you are required to notify us in advance and obtain our

consent. If you receive a request for services or products from outside the Territory, you are required to refer that request to the Franchised Business located in the applicable territory (or to us, if we have not assigned the applicable territory to a Franchised Business). Notwithstanding the foregoing, under certain limited circumstances, you may process a request from outside of the Territory if the requested service is permitted under our policies. If we permit you to advertise, solicit, service or sell in areas outside of the Territory that are not serviced by another Franchised Business or by us or an affiliate, you must comply with all of the conditions and other requirements that we specify in the Operations Manual or otherwise with respect to such activities. All franchisees that operate in the same marketing area may be required to use a common toll-free telephone number in their advertising media. All advertising, including internet-based advertising, must be designed to route customers to the franchisee serving that customer's location.

Electronic Marketing and Electronic Communications. The use of any digital or electronic medium constitutes advertising and promotion subject to our approval. Unless we have agreed to it in writing, you may not use, register, maintain, or sponsor any website, URL, social media, blog, messaging system, email account, username, text address, mobile application, or other digital, electronic, mobile or internet presence that uses or displays any of our trademarks (or any derivative thereof) or that promotes any products or services of the Franchised Business. You may not, directly or indirectly, post or transmit advertisements or solicitations by telephone, e-mail, text message, instant message, website, social media, mobile apps, VoIP, streaming media, or other electronic media that are inconsistent with our brand advertising guidelines and standards. The brand advertising standards may include the use of disclaimers, warnings, and other statements that we prescribe. We have the right to require that social media accounts, profiles, pages, and registrations that primarily promote the Marks or your Franchised Business be registered in our name. For any such accounts that we permit to be registered in your name, you agree to provide us with the current login credentials within five days after opening the account or changing the credentials. We have the rights to: (i) access any social media accounts to take corrective action if the account or any postings are in violation of our policies; and (ii) take ownership of the accounts on expiration or termination of the Franchise Agreement and operate them thereafter as we see fit. We may offer to provide, or may require that you have, a website for your Franchised Business (which may be structured as a separate page of a website supported by the Brand Fund).

Pricing and Promotional Activities. To the extent permitted by applicable law where your Franchised Business is located, we have the right to establish maximum and/or minimum prices that you must follow for goods and services sold by the Franchised Business. You must participate in and comply with the terms of special promotional activities that we prescribe for Franchised Business generally or in specific geographic areas or for specific types of venues. These activities may include special offers, limited time offers, and pricing promotions. You must bear your own costs of participating in these activities and must display promotional signs and materials and otherwise participate in the manner we request.

Franchisee Advisory Council. We do not have an advertising council composed of franchisees that advises us on advertising policies. The Franchise Agreement gives us the right, in our discretion, to create a franchisee advisory council to communicate ideas, including proposed advertising policies. If created, we will determine in advance how franchisees are selected to the council. We reserve the right to change or dissolve the council at any time.

Technology Requirements

We have the right to specify the point-of-sale (POS) system, customer relationship management (CRM) system, back-office system, software applications, audio/visual equipment, security systems, electronic payment devices, and other hardware, software, and network connectivity for the Franchised Business. You must sign any standard license agreement or user agreement that may be required to use a system that we specify. You must use the required systems for service calls, managing inventory, reporting

Gross Revenue and other information, training personnel, and other functions as we specify from time to time. You must ensure that your employees are adequately trained to use the systems and that they follow applicable policies.

As of the date of this disclosure document, we require the following:

- You must have or purchase a personal computer, smart phone, and/or tablet capable of running the latest version of Microsoft Windows or iOS operating system. Your computer must be equipped to support Microsoft Office Professional suite and latest versions of Microsoft's latest web browser or iOS browser software. We estimate the cost for these items will range from \$800-\$2,000.
- You must have access to the internet, communication networks and telephone system with adequate speeds to connect to our systems and conduct daily business activities. We estimate this cost to be in the range of be \$300 to \$1,500 per year depending on your providers and the number of services you choose to purchase.
- We require that you purchase third party software or license software as a services (SaaS) (this could be QuickBooks or other software) from us or our approved vendor list to support business activities and information/data integration to our systems. You must pay to our designated vendor the then-current fee. The current Technology Fees are described in Item 6.
- You must implement and use the DASH software (and any other software that we designate) before your Franchised Business opens and in the operation of your Franchised Business. See Item 6, Item 7, and Item 8.
- If you are converting a Restoration Services business to a Franchised Business under the Conversion Incentive Program and you do not use the designated software, you will have to convert your Restoration Services business data so it can be imported into the designated software. The vendor providing the software may charge you for technical support to convert your data. We will reimburse you up to \$1,000 for the cost of converting your data upon our receipt of a paid invoice for the conversion support within 30 days of payment.
- You must implement and use the job estimating software licensed directly from the designated vendor before your Franchised Business opens and in the operation of your Franchised Business and license the software directly from the vendor. See Items 7 and 8.
- You are required to implement industry-standard administrative, physical, and technical security measures and devices, including firewalls and anti-virus systems, to protect your systems and data from unauthorized access, acquisition, loss, destruction, disclosure or transfer. You are solely responsible for protecting the Franchised Business from viruses, computer hackers and other communications and computer-related problems. You must update and patch your systems, at your expense, as the software and technology vendors release them to ensure your computer system is adequately protected from cyber threats. You may buy the firewall protection system, the virus protection and the content management software programs from any company that sells them. You will be solely responsible for data and data breaches and the associated risks and liability, even if we recommend a vendor. If you refuse to purchase any required security products, we may purchase them for you and you must reimburse us. You are also required to use best efforts

to verify that your suppliers, lenders, landlords, customers, and governmental agencies are reasonably protected. In the event of a known or suspected security breach, you agree to notify us promptly and comply with applicable laws and any instructions from us regarding response to the breach.

- You are required to maintain your technology systems in good working order at all times. The vendors of the required systems, including DASH, generally provide maintenance and upgrades as part of your ongoing support fees. Neither we nor our affiliates have any obligation to provide ongoing maintenance, repairs, upgrades, or updates. You will bear all costs of maintenance, repairs, upgrades, or updates. We estimate the total annual cost of optional or required maintenance, updates, upgrades, and support will be approximately \$290 to \$1,000 per year.

We anticipate the cost to purchase or lease a computer system and software meeting the above requirements will range from approximately \$5,990 to \$14,500 (assuming one Primary Location utilizing the DASH software and job estimating software on the low end and 1 Primary Location and 2 Secondary Locations utilizing the DASH software and job estimating software on the high end) if you do not already have the necessary system and software.

Our system requirements and specifications may evolve over time. You must promptly update and upgrade your systems as we require, at your own expense. There is no contractual limitation on the frequency and cost of this obligation. We have the right to change to a different vendor for all of these systems and, in some cases, required items may only be available through us and/or designated vendors.

Data Access. We have the right to independently access your business data, wherever maintained. We also have the right to require you to deliver business data to us. We can use (and to authorize others to access and use) franchisees' business data to, among other uses: (i) verify sales; (ii) monitor progress of Franchised Businesses, including compliance with Minimum Performance Requirements; (iii) prepare a financial performance representation for our disclosure document; and (iv) share vendor and supplier pricing data with our affiliates. There is no contractual limitation on our right to receive or use this information.

We own and have the right to access all Customer Data (defined in Item 14), in whatever form existing, and wherever stored. Because we own the Customer Data, we can share it with our affiliates, service providers, contracted third parties, or any other person, for any purpose, without notifying or compensating you, both during and after the term of the Franchise Agreement, including marketing and cross-selling products and services. Whenever we request, and without request upon termination or expiration of your Franchise Agreement, you must promptly deliver all Customer Data in your possession or control, without retaining any of it in any media. You may not sell or disclose to anyone else any personal information or aggregated or non-aggregated Customer Data without first obtaining our written consent. In the event of an approved sale of the Franchised Business to a new owner who will continue to operate the Franchised Business under an agreement with us, you may not transfer the Customer Data to the new owner.

If permitted by applicable law, we may monitor your e-mail or other electronic communications and may disclose this information if we have a good faith reason to believe it is necessary for the purposes of ensuring your compliance with the Franchise Agreement or protecting our rights, property and interests (or those of our affiliates and franchisees and customers of our franchisees). As you use our DRYMEDIC website, you may receive, access or use information, materials, graphics, software, data and content originated by us or other parties. We may terminate or suspend your access to, and listing or related information on, the DRYMEDIC website at any time. Upon termination or suspension, your right to use the DRYMEDIC website will immediately cease and any information you may have stored on the DRYMEDIC

website may no longer be accessible or available for retrieval. You are required to provide us with any information or material we deem necessary to comply with applicable law to promote your Franchised Business on the DRYMEDIC website.

Operations Manual

The Table of Contents of the Operations Manual is in Exhibit H to this disclosure document. The Operations Manual has 463 pages.

ITEM 12 **TERRITORY**

Your franchise is granted for the Approved Location. The Approved Location may initially be your home; however, at the earlier of (a) 12 months from the Original Opening Date (see Item 6) of your Franchised Business or (b) when you first achieve monthly Gross Revenue of \$15,000, you must obtain a commercial site. The Approved Location must be located within your Territory and you must request our approval of the site, which we may grant or refuse in our sole discretion, and submit a copy of the proposed lease prior to signing it. You may not relocate the Approved Location without our prior written approval. If you ask to relocate, we will evaluate your request using the same standards that we apply to reviewing the proposed location of new Franchised Businesses. Unless otherwise agreed in writing, relocation does not change your Territory. You may not alter your Territory and must receive written permission from us before relocating your office within the Territory.

You do 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.

You will, however, have a protected marketing area (“**Territory**”) during the term of your Franchise Agreement, provided you are in full compliance with the terms of the Franchise Agreement, including certain Minimum Performance Requirements (described below) and your obligation not to service customers outside of your Territory. “**Protected**” means that neither we nor other DRYMEDIC or STOP franchisees will be permitted to actively solicit work related to the Franchised Business via marketing, advertising (specifically targeted retail of any kind including localized phone books, direct mail, digital, etc.) or promotion to insurance agencies, businesses, suppliers, distributors or homeowners in your Territory, except that we and other DRYMEDIC and STOP franchisees may solicit insurance claims/adjusters’ offices, corporate headquarters and property management companies in your Territory if these potential customers service claims, have locations, and/or work in the territories of the other DRYMEDIC and STOP franchisees or the territories of our corporate locations. Other franchisees could reside in your Territory and manage their Franchised Businesses from a home office, subject to the above limitations. We are not prohibited from advertising or soliciting employees or independent contractors in your Territory.

A typical Territory will consist of a population of up to 250,000 individuals and will be defined using postal zip codes present at the time the Territory is established (though the geographic area of the Territory will not exceed 400 square miles nor extend more than 50 miles between the two farthest points of your mapped Territory). Nonetheless, the population of the territory you receive may vary depending on a number of factors that we determine, including the geographic size and/or population density of the Territory. We will use the most recent population information available in the U.S. Census Data, or other population statistical sources of our choosing to determine populations. You will be able to choose your

Territory based on available pre-defined Territories. Once we have determined your Territory, it will be defined in Appendix A to your Franchise Agreement.

In our sole discretion, we may allow you to add population to your existing Territory during the term of your Franchise Agreement. If we do so, you will be required to pay our then-current Additional Population Fee, currently \$0.18 per person. For a larger territory, we may require additional commitments from you, including marketing requirements such as 40-hour per week marketing efforts. Whether we consent to the expansion of your Territory may be conditioned on a number of factors, including that the additional territory be contiguous to your existing Territory.

We and our affiliates retain all rights not expressly granted to you in the Franchise Agreement. Among other things, regardless of the proximity to or the effect on your Franchised Business, we and our affiliates can:

- establish, operate, franchise, and license others to operate businesses under the DRYMEDIC and STOP marks at any location outside of the Territory;
- operate a business under the DRYMEDIC or STOP marks inside the Territory if: (i) we (or our affiliate) is operating a business under the DRYMEDIC or STOP marks in the Territory as of the date you sign the Franchise Agreement; or (ii) we have notified you before you signed the Franchise Agreement that we (or our affiliate) intends to operate a business under the Marks in the Territory;
- use the DRYMEDIC and STOP marks in other lines of business, anywhere in the world;
- establish and operate, and to grant others the right to establish and operate, similar businesses or any other businesses offering similar or dissimilar products and services through similar or dissimilar channels of distribution, at any locations inside or outside the Territory, under trademarks or service marks other than the DRYMEDIC and STOP marks;
- develop, manufacture, have manufactured, advertise, market, sell and distribute, at retail or wholesale, and license others to manufacture, sell or distribute, goods or services that are identical or similar to and/or competitive with those provided at your Franchised Business, whether under the DRYMEDIC and STOP marks or any other name or mark, through dissimilar channels of distribution, including but not limited to through the internet, mobile applications, telemarketing, retail stores, and wholesale clubs, or other distribution outlets (other than Franchised Businesses) both inside and outside the Territory;
- establish and operate, and to grant others the right to operate, businesses offering dissimilar products and services both inside and outside the Territory under the DRYMEDIC and STOP marks; and
- acquire, be acquired by, or merge with other brands or outlets, even if the concepts or outlets are similar to the business operated under the System, and even if they have locations in the Territory. We will also have the right, in our sole discretion, to convert one or more outlets of the acquired, acquiring or merged brand to a Franchised Business within the Territory.

We have no obligation to compensate you in connection with any of these activities.

Activities Outside of the Territory. You may not directly solicit work related to the Franchised Business outside of the Territory without our approval, which is subject to the policies we implement through our Manual or otherwise in writing.

Key Accounts. We may from time to time enter into agreements to provide services to customers as part of a national, regional or key account program (“**Key Accounts**”) at locations which include locations within the Territory. To participate in the Key Account program, you must meet the following qualifications: (i) be in compliance with all agreements you have with us; (ii) submit all required documents to us, including but not limited to proof of insurance, a W-9 form, EIN notice, and any other documentation we may request and/or require from time to time; and (iii) satisfy any additional training requirements we designate as a condition of participation in the program. We may charge you a fee to participate in Key Accounts (see Item 6), and you must sign our then-current Key Account agreement (not applicable as of the date of this disclosure document). You must accept and perform the terms of such agreements (including, without limitation, special pricing, payment terms, timing of services, and central invoicing) with respect of locations within the Territory. Certain Key Account agreements may require you to pay rebates to the customer, which we will negotiate with the customer on a case-by-case basis. If you refuse to perform the required services or we determine that your Franchised Business is not qualified, interested, able or available to perform the services, you are required to allow either our employee(s) or another franchisee to enter the Territory to perform the required services. In the case of an agreement under which the customer will pay a fixed amount for services at all locations listed in the agreement, we may allocate the fixed amount among the businesses performing the services.

Other Channels of Distribution. You may not offer products or services through any channel other than those we have expressly approved. If you request approval of any other distribution channel or type of outlet, we will consider the factors we deem appropriate, which may include the period of time you have been operating the Franchised Business, your sales volume, whether you have met quality standards and other benchmarks, and other standards that we may determine. You may not sell products to any vendor who would in turn sell to consumers.

We do not have an obligation to reserve contiguous territories for you. You do not receive an option, right of first refusal or similar rights to acquire additional franchises within your Territory or contiguous territories.

Minimum Performance Requirements and Modifications to Your Territory. During the term of your Franchise Agreement, you will be required to meet certain minimum performance requirements (the “**Minimum Performance Requirements**”):

<u>Time Period Following the Original Opening Date</u>	<u>Minimum Gross Revenue</u>
The third 12-month period following the Original Opening Date.	\$300,000
The fourth 12 month period following the Original Opening Date through the remainder of the term of the Franchise Agreement	\$450,000

If you do not achieve the Minimum Performance Requirements, we will have the right to:

- reduce the size of the Territory;
- establish or license a third party(ies) to establish a Franchised Business within the Territory;
- require you to implement a revenue improvement program, which may include, among other things, engaging in specified marketing activities, or
- terminate your Franchise Agreement.

If we require you to implement a revenue improvement program, your failure to comply with the terms of the revenue improvement program or failure to achieve Minimum Performance Requirements will allow us to terminate the Franchise Agreement. The Minimum Performance Requirements are not a representation or guarantee of any financial results.

Although many of our franchisees have acquired franchise rights for contiguous territories, we do not have an obligation to reserve contiguous territories for you. You do not receive an option, right of first refusal or similar rights to acquire additional franchises within your Territory or contiguous territories.


As noted in Item 1, we have several affiliates that offer franchises for other types of services under different trademarks. As of the date of this disclosure document, they do not offer a broad range of Restoration Services, but certain of their goods and services may be viewed as similar or complementary to our brand's goods and services. You do not receive any rights with respect to the franchises offered by our affiliates. Neither we nor any of our affiliates have established any formal procedures to resolve conflicts that may develop among the affiliates concerning territory, customers, or franchisor support.

ITEM 13 **TRADEMARKS**

The principal trademarks we license you to use are the DRYMEDIC mark and the logo shown on the cover page of this disclosure document. The term “principal trademarks” means the primary trademarks, service marks, names, logos, and commercial symbols that you will use to identify the Franchised Business, and does not include every trademark associated with the DRYMEDIC brand. The term “Marks” is a broader term encompassing all of the marks we designate for the operation of DRYMEDIC businesses.


The following Marks are registered on the Principal Register of the United States Patent and Trademark Office (“USPTO”):

MARK	REGISTRATION NUMBER	DATE OF REGISTRATION
DRYMEDIC	4620257	10/14/2014

MARK	REGISTRATION NUMBER	DATE OF REGISTRATION
	6903658	11/22/2022

All required affidavits and renewals have been or will be filed for the registered marks listed above.

In addition, we have applied for registration of the following mark on the Principal Register of the USPTO:

MARK	SERIAL NUMBER	DATE OF APPLICATION
	97687486	11/22/2022

Although we have filed this application, we do not have a federal registration for this mark. Therefore, this mark does not have as many legal benefits and rights as a federally registered mark. If our right to use this mark is challenged, you may have to change to an alternative trademark, which may increase your expenses.

We may also use a number of unregistered, common law trademarks.

We are aware of two common law users of marks similar to our registered DRYMEDIC mark. First, a business in San Diego, California operates under the name DRYER MEDIC at the URL www.dryer-med.com. The business offers dryer vent and HVAC cleaning services. It does not appear to offer any services related to disaster restoration services, remediation, or water clean-up. Second, a business in Madison, Wisconsin named DRYER DOCTORS owns various websites using DRYER and MEDIC, such as DRYERMEDIC.COM; DRYERMEDIC.NET; DRYERMEDICS.BIZ; THEDRYERMEDIC.COM; and THEDRYERMEDICS.COM. Registration of these domain names alone does not constitute trademark use, and we have not identified any use of the name DRYER MEDIC as a trademark by this business.

We continue to own the SERVICE TEAM OF PROFESSIONALS marks and logos. As noted in Item 1, our existing STOP franchisees have the option to convert their businesses to the DRYMEDIC brand, but we have not required them to do so as of the date of this disclosure document. All new franchisees will operate under the DRYMEDIC mark and the logo shown on the cover page of this disclosure document.

There are no currently effective material determinations of the USPTO, the Trademark Trial and Appeal Board, the trademark administrator of any state, or of any court, nor is there any pending infringement, opposition or cancellation proceedings or any pending material litigation involving the principal mark.

You must follow our rules when you use our Marks. You may not use any of the Marks alone or with modifying words, designs or symbols as part of a corporate or business name or in any form on the internet, including but not limited to URLs, domain names, e-mail addresses, locators, links, metatags or

search techniques. You must get our prior written approval of your company name before you file any registration documents. You must indicate, as required in the Franchise Agreement and specified in the Operations Manual, that you are an independent operator. Guidelines regarding proper trademark use and notices are in the Operations Manual and will be updated periodically in our discretion. You may not use the Marks with an unauthorized product or service, or in a manner not authorized in writing by us.

You must notify us immediately when you learn about an infringement of or challenge to your use of the Marks. We may take whatever action we deem appropriate. We are not required to participate in your defense and/or indemnify you for expenses or damages if you are a party to an administrative or judicial proceeding involving the Marks. However, if we request you to join in any action, we will bear all of your out-of-pocket costs for such participation.

If we replace, add to, modify, or discontinue any of the Marks, you must make corresponding changes as we direct. If this happens, you are responsible for the costs of compliance (for example, changing letterhead and business cards). You must not directly or indirectly contest our rights to the Marks, or any other trademarks, trade names, service marks, logos, trade secrets or business techniques that are part of our business

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

Patents. We do not own any patents that are material to the franchise.

Copyrights. We claim common law copyright protection for certain materials (the “Works”), which may include, but are not limited to, the Operations Manual, our websites, software, mobile apps, advertisements, artwork, promotional materials, signs, and vehicle graphics. We have not registered the copyrights in any of the Works, but we may do so at any time. You can use the Works only for the purpose of establishing and operating your Franchised Business. You can use the Works only for the purpose of establishing and operating your Franchised Business.

Proprietary Information. We claim proprietary rights in all Confidential Information, as defined in the Franchise Agreement, including the financial, local marketing, operating and scheduling software systems (which we reserve the right to change from time to time) identified in the Operations Manual, the standards, methods, procedures and specifications of the System and the contents of the Operations Manual. You must maintain the absolute confidentiality of the Confidential Information both during the term and after the termination or expiration of the Franchise Agreement and not disclose any of the Confidential Information for any reason except as permitted by the Franchise Agreement. You can disclose the Confidential Information to your owners, officers, directors, members, partners, manager and employees only to the extent necessary for the operation of the Franchised Business in accordance with the Franchise Agreement. You further agree not to use any of the Confidential Information, directly or indirectly, in any other business or in any other manner or obtain any benefit from it not specifically approved in writing by us both during the term of the Franchise Agreement or afterwards. You may not at any time copy, duplicate, record or otherwise reproduce any part of the Operations Manual.

All data that you collect from customers and potential customers in connection with the Franchised Business during the term of the Franchise Agreement (“**Customer Data**”) is our proprietary information and property and you must provide the Customer Data to us at any time that we request. We reserve the right to require that you provide us with remote access to your computer systems and all data related to the Franchised Business stored therein, in a manner that meets our System Standards and specifications. You have the right to use Customer Data while the Franchise Agreement or a renewal Franchise Agreement is

in effect, but only in connection with operating the Franchised Business and only in accordance with the policies that we establish from time to time. You may not sell, transfer, or use Customer Data for any purpose other than operating and marketing the Franchised Business. If you transfer the Franchised Business, you cannot transfer the Customer Data to the buyer. At the expiration or termination of the Franchise Agreement for any reason, you will promptly turn over to us the Customer Data and make no further use of it for any purpose. Since your business relationship with customers is attributable solely to the Marks and the goodwill associated with the Marks, all such business relationships with all customers will revert to us and become our sole and exclusive property upon termination or expiration of the Franchise Agreement.

You may not introduce any “**Improvement**” (defined as any change, idea, innovation, concept (including any advertising slogan or idea), product, process, or improvement that may enhance or improve the System) into the Franchised Business without our prior written consent. Any Improvement developed by you or any owner, employee or agent is deemed to be our property. At our request, you must provide us with information about the Improvement and sign any documents necessary to verify assignment of the Improvement to us, without compensation. We will have the right to use, disclose, and/or license the Improvement for use by others.

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

You must designate an individual who will be responsible for the day-to-day operational performance of the Franchised Business and who has the authority to bind Franchisee in all decisions regarding the Franchised Business (the “**Key Person**”). If this is your first DRYMEDIC franchise, the Key Person must be an Owner of the Franchised Business. If this is your second or subsequent DRYMEDIC franchise, the Key Person does not need to be an Owner of the Franchised Business; however, the Key Person must complete our initial Training Program and the Industry Certification Training described in Item 11 and must work on premises at your business office.

We have the right to rely on any statement, agreement, or representation made by the Key Person on your behalf. The Key Person must certify your financial statements as correct and complete when you submit them to us. If the Key Person leaves your organization, you must nominate a replacement within 30 days, and if you have not obtained our approval of a replacement within 90 days, you will be in material default of the Franchise Agreement.

If the Franchisee is or will be a business entity, all of its Owners (whether or not they are involved in the operation of the Franchised Business) who own five percent or greater interest in the business entity must sign the Personal Guarantee attached to the Franchise Agreement, making each Owner individually liable for all obligations under the Franchise Agreement. If any of your Owners is also a business entity instead of an individual, we have the right to require that the Personal Guarantee be executed by individuals and any other business entities that have direct or indirect ownership in the Franchisee.

The spouse of an Owner is not required to sign a Personal Guarantee if the spouse has no ownership interest in the business entity. However, the spouse will be required to sign a Spouse Acknowledgement in the form attached to the Personal Guarantee, by which the spouse acknowledges that we are relying on all assets of the guarantor, including jointly owned marital property, in accepting the guarantor’s obligations. The spouse also agrees to be bound by the non-competition and non-disclosure restrictions, dispute resolution provisions, and governing law provision contained in the Franchise Agreement.

At our request, the Owners, Key Person, officers, directors, limited liability company managers and/or members and executives that we designate are required to sign a separate Confidentiality and Non-Compete Agreement (the form of which is attached to the Franchise Agreement). In addition, you and the Owners authorize us to run credit and background checks and to make inquiries of your Franchisee's bank, suppliers, and trade creditors concerning the Franchised Business.

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

You are required to offer and sell all products and services that we designate as required items for DRYMEDIC businesses. You may also offer for sale any optional products and services that we have approved for sale in the Franchised Business. You are prohibited from offering any unapproved products or services without our prior written consent, and you must discontinue selling or offering for sale any products or services that we disapprove at any time.

We have the right to add products or services that you must offer. There are no limits on our right to do so. We will have the right to determine if services offered are appropriate for your Franchised Business.

You may not offer products or services through any channel other than those we have expressly approved. If you request approval of any other distribution channel or type of outlet, we will consider the factors we deem appropriate, which may include the period of time you have been operating the Franchised Business, your sales volume, whether you have met quality standards and other benchmarks, and other standards that we may determine. You do not receive the right to sell products to any vendor who would in turn sell to consumers.

In the marketing and operation of the Franchised Business, you must use only the customer contracts, waivers, and/or other forms we designate from time to time. We may provide templates or sample forms of such items, but it is your responsibility to have all items which are to be used with prospective and/or actual customers reviewed by an attorney licensed to practice law in the state(s) where the Franchised Business is operated, for compliance with all applicable state and local legal requirements. We do not represent that any contracts, waivers and/or other forms and/or materials we supply are in compliance with the laws of any particular state(s) or locality.

You must provide services for any Key Accounts with locations in your Territory (see Item 12). If you refuse to perform the required services, or if we determine that your Franchised Business is not qualified, interested, able or available to perform the services, you are required to allow us or another franchisee to service the Key Account.

You may not actively solicit work related to the Franchised Business outside of your Territory without our approval, which is subject to the policies we implement through the Manual or otherwise in writing. You may otherwise provide services and sell products outside the Territory so long as you comply with the standards we specify in the Manual or otherwise in writing.

You may be required to participate in programs relating to gift cards, gift certificates, stored value cards, online or mobile coupons or credits, online or mobile ordering systems, and other electronic money programs we prescribe for Franchised Businesses. Participation includes both issuing program benefits or credits and accepting them for payment by customers, and may require you to purchase additional equipment. We will have the right to coordinate the crediting and debiting of funds among Franchised Businesses based on customer purchases and redemption of stored value. You are also required to

participate in any customer loyalty programs and workmanship warranties that we prescribe. You may not offer your own gift card, electronic money, or loyalty program for the Franchised Business without our prior written approval.

ITEM 17
RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION

THE FRANCHISE RELATIONSHIP

This table lists certain important provisions of the Franchise Agreement and related agreements. You should read these provisions in the agreements attached to this disclosure document.

Provision	Section in Franchise Agreement	Summary
a. Length of the franchise term	Section 3	10 years
b. Renewal or extension of the term	Section 19	You can renew the Franchise Agreement for one additional term of 10 years if you meet certain conditions.
c. Requirements for you to renew or extend	Section 19	Conditions include: Written notice of your desire to renew; no default; good record of customer service and compliance with Brand Standards; on good terms with us, including no litigation or other adversarial legal proceedings with us; at our option, sign our then-current form of Franchise Agreement; pay renewal fee; sign general release of claims against us (<u>Exhibit D</u> to this disclosure document); meet our training requirements; demonstrate right to remain in the Approved Location for the renewal term; remodel, refurbish, or renovate your vehicles and premises; and update computer systems and vehicles. The successor Franchise Agreement may contain terms that are materially different from your expiring Franchise Agreement, such as different fee requirements and adjustment of the Territory.
d. Termination by you	Not applicable.	Subject to state law.
e. Termination by us without cause	Not applicable.	

Provision	Section in Franchise Agreement	Summary
f. Termination by us with cause	Section 16	See g. and h. below. In addition, your default under any other agreement that you or an affiliate has with us or our affiliates will constitute a default, subject to any applicable provisions for notice and cure set forth in the other agreement.
g. "Cause" defined - defaults which can be cured	Sections 16.2, 16.3, 16.6 and 16.7	<p>You have seven days to cure non-payment and 30 days to cure other defaults, except for those described in h. below.</p> <p>We have a "step in" right if you fail to cure a default within the applicable cure period (if any). This clause gives us the right, but not the obligation, to operate the Franchised Business on your behalf (or designate a third party to do so) until we determine that the default has been cured. If we exercise the step-in right, you must pay us (or our designee) a fee of up to \$500 per day and reimburse us (or our designee) for all costs and overhead incurred in connection with the operation of your Franchised Business, including costs of personnel and their travel and lodging. In addition, you must indemnify us against any fines, claims, suits or proceedings which may arise out of our operation of the Franchised Business. The step-in right does not preclude our right to terminate the Franchise Agreement if your default is not cured.</p> <p>We also have certain other pre-termination options if you are in default. They include: removing the Franchised Business from listings of our locations, prohibiting you from attending brand meetings, charging a default royalty rate (see Item 6), suspending access to the Call Center and technology platforms, and suspending other services. These actions are in addition to our right to terminate and/or bring a claim for damages.</p>

Provision	Section in Franchise Agreement	Summary
h. "Cause" defined – non-curable defaults	Section 16.1	Non-curable defaults include: failure to obtain an Approved Location or to open for business by deadline; failure to complete pre-opening training to our satisfaction; unauthorized closing; loss of premises or right to do business; refusing inspection or access to records; operating Competing Business (see q. below); unapproved transfer of ownership or business assets; disclosure of our confidential information; maintaining false books, underreporting sales, engaging in fraud or embezzlement, or misappropriating employee funds; conviction of felony or certain other crimes; insolvency (subject to federal bankruptcy law), receivership, or dissolution of your business entity or loss of business license; if Franchisee or any Owner appears on a list of "blocked" persons under any anti-terrorism or similar law; breach of essential provision; failure to achieve minimum score on consecutive assessments; failure to maintain required insurance; failure to resolve customer complaint; failure to attend our annual convention for two consecutive years; failure to conduct background checks; repeated defaults even if cured.
i. Your obligations on termination/non-renewal	Sections 16.8 and 17	We have the option to assume your lease (if any), buy the business assets, and take over your customer contracts. If we do not exercise these options, your obligations include ceasing to operate the Franchised Business, complete de-branding, deactivating or transferring domain name registrations and social media accounts for the Franchised Business, transferring your business telephone number and listings to us, paying all amounts due, returning all of our materials, and complying with confidentiality and non-compete restrictions, among others (also see o. and r. below). If termination was based on your default, you must also pay us liquidated damages (see Item 6).
j. Assignment of contract by us	Section 15.8	No restriction on our right to assign.

Provision	Section in Franchise Agreement	Summary
k. “Transfer” by you – definition	Section 15.1	Restrictions apply to transfers of any direct or indirect interest in the Franchise Agreement, in the assets of the Franchised Business, or in the equity ownership of Franchisee (if the Franchisee is a corporation or other entity).
l. Our approval of transfer by franchisee	Section 15.1	We have the right to approve all transfers.
m. Conditions for our approval of transfer	Sections 15.2 and 15.3	We can impose any reasonable conditions, including: no default exists; proposed transferee meets our qualifications, signs our then-current Franchise Agreement (and owners sign our personal guarantee), successfully completes training, makes arrangements to upgrade the business to our current standards, and, if a current franchisee at another location, is not in default and signs a general release; you pay transfer fee (plus any applicable third-party broker fee) and sign release of claims against us (<u>Exhibit D</u> to this disclosure document); price and terms do not harm viability of Franchised Business; and any financing is subordinated to obligations to us.
n. Our right of first refusal to acquire your business	Section 15.6	We have the right to match any offer that would result in a change of control of the Franchised Business, except in the case of transfer to a spouse and/or adult children.
o. Our option to purchase your business	Section 17.1	No option except upon expiration or termination of the franchise. See i. above.
p. Your death or disability	Section 15.4	Your executor or personal representative must apply to us within three months to transfer the interest of the deceased or incapacitated person to an approved party and must complete transfer within one year. If the deceased or incapacitated person is the Key Person, we have the right to manage the Franchised Business until the transfer is completed.

Provision	Section in Franchise Agreement	Summary
q. Non-competition covenants during the term of the franchise	Section 14.1	No involvement in “ Competing Business, ” defined as any business that: (i) offers residential, commercial or industrial sanitizing, mold removal asbestos abatement, duct cleaning or other cleaning services, damage restoration/construction services, including cleaning, servicing, repairing or replacing real or personal property, due to fire, smoke, water, mold, normal wear, or other causes of damage, damage mitigation or other products or services similar to those offered by the Franchised Businesses, (ii) grants franchises or licenses to others to operate such businesses, or (iii) is the same or substantially similar in nature or purpose to the Franchised Businesses (other than a “Service Team of Professionals” business operated under a Franchise Agreement with us) This is subject to state law.
r. Non-competition covenants after the franchise is terminated or expires	Section 14.2	No involvement with Competing Business for two years after expiration, termination, or approved transfer of the franchise. Applies if the Competing Business is located or serves customers (i) within the Territory, (ii) within forty (40) miles of the Territory, (iii) within any zip code where the Franchised Business served customers during the term, (iv) within the territory of any other then-existing Franchised Businesses plus the area formed by extending the boundaries of that territory ten (10) miles in all directions, or (v) within the territory serviced by any business operated under the Marks by us or our affiliates, plus the area formed by extending the boundaries of that territory ten (10) miles in all directions. This is subject to state law.
s. Modification of the agreement	Sections 22.12 and 22.13	Modifications must be in writing signed by both parties, except: (a) we have the right to change the Manual, and (b) all of your existing Franchise Agreements are amended by signing the Franchise Agreement for an additional location.

Provision	Section in Franchise Agreement	Summary
t. Integration/merger clause	Section 22.12	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of the disclosure document and Franchise Agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	Sections 23.2, 23.3 and 23.4	With the exception of actions for provisional relief, to collect fees due under the Franchise Agreement, to seek an injunction, to protect our intellectual property, to terminate the Franchise Agreement for default, and to enforce post-term obligations, we, you, and the Owners must arbitrate all disputes in Columbia, Maryland.
v. Choice of forum	Section 23.6	Subject to the arbitration requirement, you and the Owners must file any suit against us in federal court in the district where our headquarters is located at the time the suit is filed (currently Columbia, Maryland). We can sue you in federal or state court in the district where our headquarters is located at the time the suit is filed or where the Franchised Business is located. You and we both waive the right to trial by jury and the right to seek punitive damages. All of these provisions are subject to state law in your state.
w. Choice of law	Section 23.1	Maryland law applies (subject to state law).

ITEM 18
PUBLIC FIGURES

We do not use any public figure to promote the sale of our franchise.

ITEM 19
FINANCIAL PERFORMANCE REPRESENTATION

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the

actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

In this Item, we present historical information for DRYMEDIC Franchised Businesses for the 2022 fiscal year. The explanatory notes following the tables are an important part of the information presented.

Tables 1 and 2 present information on 20 franchisees (representing 23 Territories) that were in operation for the entire 2022 fiscal year. All of these franchisees operated under the STOP name until November 2022. Excluded from these tables are 3 franchisees (representing 3 Territories) that ceased operation during 2022 and 3 franchisees (representing 4 Territories) that did not report Gross Revenue for the entire 2022 fiscal year. See Note 2 in Table 1 for the definition of “**Gross Revenue**”.

TABLE 1
GROSS REVENUE BY TERRITORY, BY QUARTILE
(for the Fiscal Year Ended December 31, 2022)

Quartile ⁽¹⁾	Number of Franchisees in Group	Number of Territories in Group	Aggregate Territory Gross Revenue for Group ⁽²⁾	Average Territory Gross Revenue in Group ⁽²⁾⁽³⁾	Highest Territory Gross Revenue in Group ⁽²⁾	Lowest Territory Gross Revenue in Group ⁽²⁾	Median Territory Gross Revenue in Group ⁽²⁾	Number of Territories Exceeding Group Average ⁽³⁾	Percent of Territories Exceeding Group Average ⁽³⁾
Top 25%	5	8	\$15,521,942	\$1,940,243	\$2,650,381	\$1,086,621	\$1,947,735	6	75%
2nd Quartile	5	5	\$3,662,289	\$732,458	\$983,360	\$469,953	\$760,910	3	60%
3rd Quartile	5	5	\$1,178,012	\$235,602	\$411,809	\$124,019	\$186,055	2	40%
Bottom 25%	5	5	\$413,178	\$82,636	\$114,693	\$47,896	\$85,467	3	60%
TOTALS	20	23	\$20,775,420	\$903,279	\$2,650,381	\$47,896	\$440,881	10	43%

Notes:

- 1) The Table reports 20 franchisees, ranked in order of highest Average Gross Revenue Per Territory to lowest Average Gross Revenue per Territory.
- 2) Total Gross Revenue of the Territories in the quartile, as reported by those franchisees. The term “**Gross Revenue**” means all revenue from products and services sold, rendered, invoiced, billed, performed, bartered or traded from and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. “Gross Revenue” includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by Franchisor) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. “Gross Revenue” also includes any proceeds of business interruption insurance. “Gross Revenue” is not reduced on account of any fees or commissions you pay to third parties who refer customers. “Gross Revenue” does not include any sales taxes or other taxes you collect

from customers and pay directly to the appropriate taxing authority. We reserve the right to modify our policies and practices regarding revenue recognition, revenue reporting, and the inclusion or exclusion of certain revenue from “Gross Revenue” as circumstances, business practices, and technology change.

- 3) The averages reported in the table are calculated by dividing the Aggregate Gross Revenue by the number of the Territories in the respective quartile.

TABLE 2
GROSS REVENUE OF FRANCHISEES, BY QUARTILE
(for the Fiscal Year Ended December 31, 2022)

Quartile	Number of Franchisees in Group	Number of Territories in Group	Aggregate Gross Revenue for Group ⁽¹⁾	Average Gross Revenue for Group ⁽²⁾	Highest Gross Revenue in Group ⁽³⁾	Lowest Gross Revenue in Group ⁽²⁾	Median Gross Revenue in Group ⁽²⁾	Number of Franchisees Exceeding Group Average ⁽²⁾	Percent of Franchisees Exceeding Group Average ⁽²⁾
Top 25%	5	8	\$16,505,302	\$3,301,060	\$8,524,943	\$983,360	\$1,629,999	4	80%
2nd Quartile	5	5	\$3,090,738	\$618,148	\$965,993	\$411,809	\$482,073	2	40%
3rd Quartile	5	5	\$880,896	\$176,179	\$301,955	\$114,693	\$154,174	2	40%
Bottom 25%	5	5	\$298,484	\$59,697	\$103,000	\$47,896	\$73,794	3	40%
TOTALS	20	23	\$20,775,420	\$1,038,771	\$8,524,943	\$47,896	\$186,055	8	40%

Notes:

- 1) Total Gross Revenue of the franchisees in the quartile, as reported by those franchisees. See Note 2 to Table 1 for definition of Gross Revenue.
- 2) The averages reported in the Table are per franchisee, not per Territory. “**Franchisee**” refers to the business entity that signed the Franchise Agreement; some franchisees are under common ownership by the same individual or group of individuals.
- 3) The medians reported in the Table are per franchisee, not per Territory.

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TABLE 3
GROSS REVENUE AND SELECTED OPERATING EXPENSES
FOR CERTAIN COMPANY-OWNED TERRITORIES

Table 3 reports the 2022 Gross Revenue and certain Operating Expenses for the Company-Owned business operating in Michigan. The Company-Owned location has a population size equivalent to 10 Territories as described in Item 12. Excluded from the Table are 5 Company-Owned Territories in Ohio and 1 Company-Owned Territory in Kentucky. Those Territories have atypical operations as they share operating expenses with company-owned businesses of our affiliate brands.

DESCRIPTION	TOTAL	PERCENTAGE OF GROSS REVENUE	MITIGATION	CONTENTS	RECONSTRUCTION
Gross Revenue					
Gross Revenue - Services	\$13,845,966		\$4,856,680	\$2,857,572	\$6,131,714
TOTAL GROSS REVENUE	\$13,845,966		\$4,856,680	\$2,857,572	\$6,131,714
Cost of Sales					
Personnel Costs - Admin	\$3,340,838	24%	\$932,957	\$1,388,169	\$1,019,711
Marketing Costs	\$821,375	6%	\$361,405	\$119,099	\$340,871
Program Costs	\$1,139,410	8%	\$590,467	\$266,100	\$282,843
Products Costs	\$3,102,774	22%	\$394,169	\$68,198	\$2,640,407
TOTAL COST OF SALES	\$8,404,397	61%	\$2,278,998	\$1,841,567	\$4,283,832
GROSS PROFIT	\$5,441,569	39%	\$2,577,682	\$1,016,005	\$1,847,882
Operating Expenses					
Personnel Expenses – Admin	\$2,104,193	15%	\$925,845	\$305,108	\$873,240
Travel Expenses	\$111,795	1%	\$49,190	\$16,210	\$46,395
Professional Fees Expenses	\$97,169	1%	\$42,754	\$14,089	\$40,325
Facilities Expenses	\$292,050	2%	\$128,502	\$42,347	\$121,201
Insurance Expenses	\$119,759	1%	\$52,694	\$17,365	\$49,700
Office Expenses	\$237,411	2%	\$103,141	\$33,990	\$97,281
Other Operating Expenses	\$7,367		\$3,241	\$1,068	\$3,057
TOTAL OPERATING EXPENSES	\$2,966,744	21%	\$1,305,367	\$430,178	\$1,231,199
NET ORDINARY INCOME	\$2,474,825	18%	\$1,272,315	\$585,827	\$616,683
EBITDA PERCENTAGE	18%		26.2%	20.5%	10.1%

1. “*Gross Revenue – Services*” includes only Gross Revenue derived from an SA.
2. “*Personnel Costs – Admin*” is defined as payroll for technicians and includes taxes and benefits costs. Costs for recruiting, training and employee relations is also included.
3. “*Marketing Costs*” is defined as costs for promoting the business including Brand Fund contributions, digital advertising, print, and other advertising methods. This does not include any salaries related to advertising.

4. “**Program Costs**” is defined as the costs related to the operation of the business and providing services including vehicle-related costs (insurance, gas, lease payments and repairs), Royalty Fee payments, and Call Center fees.
5. “**Product Costs**” is defined as the cost of all products purchased. The products in this category include technician uniforms, safety equipment, software, chemicals, equipment and equipment rental, and permits, and inspections.
6. “**Total Cost of Sales**” is defined as the sum of Personnel Costs – Admin, Marketing Costs, Program Costs, and Product Costs.
7. “**Gross Profit**” is defined as the Total Gross Revenue minus the Total Cost of Sales.
8. “**Personnel Expenses – Admin**” is defined as expenses that include payroll for all team managers, accounting and sales salaries, training and employee relations.
9. “**Travel Expenses**” is defined as expenses related to travel including transportation, lodging, meals and entertainment.
10. “**Professional Fees Expenses**” is defined as expenses for legal advice, accounting services, and other professional services.
11. “**Facilities Expenses**” is defined as the expenses related to the facility the business is operated from and includes payments for rent, utilities, maintenance, supplies and taxes.
12. “**Insurance Expenses**” is defined as the expenses related to insurance premiums for general liability, property, workers compensation, and umbrella insurance policies.
13. “**Office Expenses**” is defined as the expenses related to office-related materials, supplies and equipment including, cleaning, telephones, shipping, and other office materials, equipment and supplies.
14. “**Other Operating Expenses**” is defined as other expenses related to bad debt or past due payments from customers.
15. “**Total Operating Expenses**” is defined as the sum of Personnel Costs–Admin, Travel Expenses, Professional Fees Expenses, Facilities Expenses, Insurance Expenses, Office Expenses, and Other Operating Expenses.
16. “**Net Ordinary Income**” is defined as Gross Profit minus Total Operating Expenses.
17. “**EBITDA Percentage**” is defined as Net Ordinary Income divided by Total Gross Revenue.

* * *

Some outlets have sold this amount. Your individual results may differ. There is no assurance that you’ll sell as much.

The financial information we utilized in preparing the financial performance representations in Tables 1 and 2 was based entirely upon information reported to us by franchisees. No independent accountant or auditing firm has audited, reviewed or otherwise evaluated this information for accuracy or

expressed an opinion with regard to its content or form.

Written substantiation for these financial performance representations will be made available to you upon reasonable request.

We recommend that you make your own independent investigation to determine whether the franchise may be profitable to you. We strongly suggest you consult your financial advisor or accountant (a) to help you determine how to interpret the information contained in this Item, (b) concerning financial projections; and (c) federal, state and local income taxes and any other applicable taxes that you may incur in operating a DRYMEDIC Franchised Business.

Other than the preceding financial performance representations, we do not make any representations. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Heather McLeod, STOP Franchising SPE LLC, 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland, 21046 and (410) 740-1900, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
Systemwide Outlet Summary
For Years 2020 to 2022^{(1) (2) (3) (4)}

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2020	30	29	-1
	2021	29	28	-1
	2022	28	27	-1
Company Owned	2020	0	0	0
	2021	0	6	6
	2022	6	16	10
TOTALS	2020	30	29	-1
	2021	29	34	5
	2022	34	43	9

Notes to all Item 20 Tables:

1. Our fiscal year end is December 31. The figures in the tables are based on fiscal years ending on December 31 of each year.
2. The figures are for the number of territories in operation at year-end. Each franchise territory has a separate Franchise Agreement.

3. As of December 31, 2022, there were 23 franchisees in operation; the number of territories in operation for each franchisee is shown in Exhibit F. See Table 5 below regarding territories that were not yet in operation under Franchise Agreements that had been signed as of year-end.
4. As described in Item 1, we became the franchisor in May 2021. For each Table in this Item 20, the information relating to the period before May 2021 is from our predecessor.

TABLE 2
Transfers of Outlets from Franchisee to New Owners (other than the Franchisor)
For Years 2020 to 2022⁽¹⁾

State	Year	Number of Transfers
California	2020	0
	2021	0
	2022	1
TOTALS	2020	0
	2021	0
	2022	1

Notes:

1. States not listed had no transfers for years 2020, 2021, or 2022.

TABLE 3
Status of Franchised Outlets For Years 2020 to 2022^{(1) (2) (3)}

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Company	Ceased Operations For Other Reasons	Outlets at End of Year
Arizona	2020	2	0	0	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	0	0	0	0	2
California	2020	3	0	1	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	1	0	0	0	1
Colorado	2020	1	0	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Company	Ceased Operations For Other Reasons	Outlets at End of Year
Delaware	2020	1	0	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	1	0	0	0
Florida	2020	1	0	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
Idaho	2020	1	0	1	0	0	0	0
	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
Illinois	2020	2	0	0	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	0	0	0	0	2
Kansas	2020	1	0	1	0	0	0	0
	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
Kentucky	2020	1	0	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
Massachusetts	2020	1	0	0	0	0	0	1
	2021	1	0	1	0	0	0	0
	2022	0	0	0	0	0	0	0
Missouri	2020	0	0	0	0	0	0	0
	2021	0	1	0	0	0	0	1
	2022	1	0	0	0	0	0	1
Nevada	2020	2	0	0	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	0	0	0	0	2
New Jersey	2020	0	1	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
New Mexico	2020	1	0	0	0	0	0	1
	2021	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Company	Ceased Operations For Other Reasons	Outlets at End of Year
	2022	1	0	0	0	0	0	1
North Carolina	2020	2	1	0	0	0	0	3
	2021	3	0	0	0	0	0	3
	2022	3	0	1	0	0	0	2
Oregon	2020	2	0	0	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	2	0	0	0	0	4
Pennsylvania	2020	3	0	0	0	0	0	3
	2021	3	0	0	0	0	1	2
	2022	2	0	0	0	0	0	2
South Carolina	2020	1	1	0	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	0	0	0	0	2
Texas	2020	1	1	1	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
Utah	2020	1	0	0	1	0	0	0
	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
Virginia	2020	0	1	0	0	0	0	1
	2021	1	0	0	0	0	0	1
	2022	1	0	0	0	0	0	1
Washington	2020	2	1	1	0	0	0	2
	2021	2	0	0	0	0	0	2
	2022	2	0	0	0	0	0	2
Wisconsin	2020	1	0	1	0	0	0	0
	2021	0	0	0	0	0	0	0
	2022	0	0	0	0	0	0	0
TOTALS	2020	30	6	6	1	0	0	29
	2021	29	1	1	0	0	1	28
	2022	28	2	2	1	0	0	27

Notes:

1. Multiple franchise territories operated from the same location are counted as separate outlets in this Table.
2. States not listed had no franchisee-owned outlet activity for years 2020, 2021, or 2022.
3. The “Outlets Opened” column in the table does not include outlets shown in the column headed “Franchise Agreements Signed But Outlet Not Opened” in Table 5 below. The latter are not included in Table 3 until the year the outlet opens.

TABLE 4
Status of Company-Owned Outlets For Years 2020 to 2022⁽¹⁾

State	Year	Outlets at the Start of Year	Outlets Opened	Outlets Reacquired from Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
Kentucky	2020	0	0	0	0	0	0
	2021	0	1	0	0	0	1
	2022	1	0	0	0	0	1
Michigan	2020	0	0	0	0	0	0
	2021	0	0	0	0	0	0
	2022	0	10	0	0	0	10
Ohio	2020	0	0	0	0	0	0
	2021	0	5	0	0	0	5
	2022	5	0	0	0	0	5
TOTALS	2020	0	0	0	0	0	0
	2021	0	6	0	0	0	6
	2022	6	10	0	0	0	16

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TABLE 5
Projected New Franchised Outlets as of December 31, 2022

State	Franchise Agreements Signed But Outlet Not Open ⁽¹⁾	Projected New Franchised Outlet in the Next Fiscal Year ⁽²⁾	Projected New Company- Owned Outlets in the Next Fiscal Year
Arizona	4	4	0
California	0	3	0
Colorado	0	1	0
Florida	0	2	0
Georgia	0	1	0
Illinois	0	1	0
Kansas	0	1	0
Louisiana	0	1	0
Michigan	0	1	0
Missouri	0	1	0
New Jersey	0	2	0
New York	0	1	0
North Carolina	0	1	0
Oklahoma	0	1	0
South Carolina	0	1	0
Tennessee	2	2	0
Texas	0	2	0
TOTALS	6	26	0

Notes:

1. This column refers to the number of territories that franchisees have committed to open, but have not yet opened, under Franchise Agreements signed on or before December 31, 2022.
2. This column refers to the number of territories that we expect to be covered by new Franchise Agreements signed in 2023.

Attached as Exhibit F is a list of our franchisees, the number of franchises each franchisee owns, and the addresses and telephone numbers of their business offices as of December 31, 2022.

Exhibit G contains the name, city and state, and the current business telephone number (or, if unknown, the last known home telephone number) of the franchisees who ceased to do business, had a territory terminated, cancelled, not renewed, or who otherwise voluntarily or involuntarily ceased to do business under a Franchise Agreement during 2022. Exhibit G also lists the franchisees who had not communicated with us or our predecessor in the past 10 weeks prior to the issuance date of this disclosure

document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

During our last three fiscal years, former franchisees have signed confidentiality clauses. In some instances, current and former franchisees have signed provisions restricting their ability to speak openly about their experience with us and our predecessor. 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.

We do not have any trademark-specific franchisee associations that we sponsor or that have requested to be included in our Franchise disclosure document.

ITEM 21 **FINANCIAL STATEMENTS**

Exhibit I to this disclosure document contains the following:

1. The audited consolidated financial statements of AB Assetco LLC and its subsidiaries (“**AB Assetco**”), our parent company, (i) as of December 31, 2022 and for the year then ended, and (ii) as of December 31, 2021 and for the period from May 14, 2021 to December 31, 2021. Because AB Assetco was organized on March 24, 2021, it does not have available and cannot yet include the 3 full years of audited financial statements required by the franchise laws.
2. A Guarantee of Performance of our obligations by AB Assetco. Our separate financial statements are not included in this disclosure document. Should we fail to fulfill our duties and obligations to our franchisees under their Franchise Agreements, AB Assetco absolutely and unconditionally guarantees to assume those duties and obligations.

As described in Item 1, AB Inc. provides support and services to our franchisees under a management agreement with us. AB Inc. was formerly known as Villa BidCo, Inc. until the company changed its name on May 17, 2021. We have included in Exhibit I the audited consolidated financial statements of AB Inc. and subsidiaries as of December 31, 2022, 2021 and 2020 and for the years then ended, which comprise the consolidated balance sheets as of December 31, 2022, 2021, and 2020 and the related consolidated statements of comprehensive loss, of changes in stockholder’s equity and of cash flows for the years then ended. These financial statements are included for disclosure purposes only; AB Inc. is not a party to the Franchise Agreement we sign with franchisees, nor does it guarantee our obligations under the Franchise Agreement we sign with franchisees.

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ITEM 22
CONTRACTS

The following agreements are attached to this disclosure document:

- Exhibit A Franchise Agreement (including the following attachments: Data Sheet, Brand Appendix, Confidentiality and Non-Compete Agreement, Telephone Number and Internet Agreement, and EFT Agreement)
- Exhibit B Promissory Note, Guaranty and Security Agreement
- Exhibit C Renewal Addendum
- Exhibit D Sample of General Release
- Exhibit K State-Specific Disclosures and Contract Addenda

Except in certain states, we also require that you fill out a Questionnaire before signing an agreement with us. The Questionnaire is in Exhibit E.

ITEM 23
RECEIPTS

The last two pages of this disclosure document are receipt pages. Please sign, date, and detach the last two pages and return one signed copy to us.

EXHIBIT A

FRANCHISE AGREEMENT AND RELATED AGREEMENTS



FRANCHISE AGREEMENT

[Franchise ID]

Franchisor:	STOP Franchising SPE LLC
Agreement Date:	
Full Legal Name of Franchisee:	
Individual Owner Name(s):	
Approved Location:	

TABLE OF CONTENTS

<u>SECTION</u>	<u>Page</u>
1. DEFINITIONS.....	1
2. FRANCHISE GRANT AND TERRITORIAL PROTECTION.....	3
3. AGREEMENT TERM.....	5
4. PRE-OPENING	5
5. TRAINING.....	5
6. OPERATION OF THE FRANCHISED BUSINESS	6
7. FEES	11
8. REPORTS, FINANCIAL STATEMENTS, CUSTOMER DATA, AND DATA SECURITY	13
9. INSURANCE.....	16
10. MARKETING AND ADVERTISING	16
11. LICENSED MARKS AND COPYRIGHTS	18
12. BRAND STANDARDS MANUALS.....	20
13. CONFIDENTIAL INFORMATION	20
14. RESTRICTIONS ON COMPETITION	21
15. SALE OR ASSIGNMENT	22
16. DEFAULT AND TERMINATION.....	25
17. OBLIGATIONS UPON TERMINATION OR EXPIRATION.....	28
18. BUSINESS ENTITY REQUIREMENTS	30
19. RENEWAL.....	30
20. INDEMNIFICATION.....	32
21. NOTICES.....	32
22. GENERAL PROVISIONS	33
23. DISPUTES.....	35

PERSONAL GUARANTEE AND SPOUSE ACKNOWLEDGMENT

APPENDIX A – DATA SHEET

APPENDIX B – BRAND APPENDIX

APPENDIX C – CONFIDENTIALITY AND NON-COMPETE AGREEMENT

APPENDIX D – TELEPHONE NUMBER AND INTERNET AGREEMENT

APPENDIX E – ELECTRONIC FUND TRANSFER AUTHORIZATION FORM

FRANCHISE AGREEMENT

This Agreement is between the company identified as “Franchisor” on the cover page (“we”, “us” or “Franchisor”), and the individual or company identified as “Franchisee” on the cover page (“you” or “Franchisee”). If Franchisee is a company, the term “Owners” means the individual(s) identified on the Data Sheet as the owners of the Franchisee, plus any other individual(s) we may approve in the future to hold an interest in the Franchisee.

1. DEFINITIONS

The terms defined in this Section 1 have the meanings set forth below. Other capitalized terms used in this Agreement are defined where they first appear within the text.

1.1. “Agreement Date” means the Agreement Date shown on the cover page of this Agreement.

1.2. “Approved Location” means the street address or specific site that we have approved for your business premises, as shown on the cover page of this Agreement. If the Approved Location has not been determined when we sign this Agreement, you are required to obtain our approval of a location within three (3) months after signing this Agreement. Once we approve the location, we will insert the street address or specific site on the cover page of this Agreement or otherwise confirm the approved address to you in writing.

1.3. “Brand” means the brand identified on the cover page of this Agreement.

1.4. “Brand Appendix” means Appendix B to this Agreement, which sets out certain business terms specific to the Brand.

1.5. “Brand Fund” means the fund to which you will contribute to support development and recognition of the Brand, as more fully described in Section 10.2, and may be referred to by names other than the “Brand Fund.”

1.6. “Brand Standards” means our required and recommended specifications, standards, policies and procedures for products, services, image, and operations of Franchised Businesses.

1.7. “Brand Standards Manuals” means, collectively, the materials and content we have developed relating to the establishment and operation of Franchised Businesses, consisting of one or more manuals, handbooks, and training materials regardless of format, including electronic files, video or audio recordings, and other media or otherwise communicated in writing to you, all of which we can modify, replace and supplement. The Brand Standards Manuals are sometimes referred to as the “Operations Manuals.”

1.8. “Confidential Information” means all knowledge and data not generally known to the public, whether or not constituting trade secrets, that we disclose to you and/or the Owners or that you obtain by virtue of this Agreement or any activities under this Agreement, including but not limited to: (i) methods, techniques, specifications, standards, policies, procedures, and design and layout plans relating to the operation of Franchised Businesses; (ii) future marketing plans and promotional programs for the Brand; (iii) customer data and other information concerning consumer preferences; (iv) inventory requirements and specifications; (v) sales, operating results, financial performance and other financial data of Franchised Businesses; (vi) the contents of the Brand Standards Manuals and our training programs; (vii) vendor lists, terms of purchase, and other information concerning the selection and sourcing of products, services, technology, equipment and supplies; (viii) marketing studies, surveys, and cost studies; (ix) research and development, test results, and feasibility studies; and (x) business plans and non-public financial information of or about us and our affiliates.

1.9. “Data Sheet” means Appendix A to this Agreement, which collects certain details specific to Franchisee and this Agreement.

1.10. “Designated Vendor” means a particular manufacturer, wholesaler, distributor or other source that we designate for particular products or services, which may be a third party, us, or our affiliate.

1.11. “Equipment Package” means the list of equipment and accessories that we prescribe for Franchised Businesses as of the time you are preparing to open.

1.12. “Franchised Business” means the business that you operate under this Agreement at and from the Approved Location. “Franchised Businesses” means your Franchised Business plus all other businesses that we have authorized to operate under the Marks and System by means of a valid franchise agreement.

1.13. “Gross Revenue” means all revenue from products and services sold, rendered, invoiced, billed, performed, bartered or traded from and all other income of every kind related to the Franchised Business, whether for cash, credit, trade, barter or other value and regardless of collection in the case of credit and even if you have contracted with third parties to provide certain of the services, less any bona fide refunds given to customers in the ordinary course of business. Gross Revenue also includes amounts billed to insurance or government programs. You agree that “Gross Revenue” includes all revenue related to the sale of any products and the performance of any services (whether or not the products or services are approved by Franchisor) that are provided using any portion of the Franchised Business in any manner, including the Marks (such as service vehicles, invoices, and uniforms bearing the Marks), the System, Confidential Information, any of the employees of the Franchised Business, or the telephone number of the Franchised Business. “Gross Revenue” also includes any proceeds of business interruption insurance. “Gross Revenue” shall not be reduced on account of any fees or commissions you pay to third parties who refer customers. “Gross Revenue” does not include any sales taxes or other taxes you collect from customers and pay directly to the appropriate taxing authority. We reserve the right to modify our policies and practices regarding revenue recognition, revenue reporting, and the inclusion or exclusion of certain revenue from “Gross Revenue” as circumstances, business practices, and technology change.

1.14. “Improvement” means any change, idea, innovation, concept (including any advertising slogan or idea), product, process, or improvement that may enhance or improve the System.

1.15. “Key Person” means the individual who is responsible for the day-to-day operational performance of the Franchised Business and who has the authority to bind Franchisee in all decisions regarding the Franchised Business. The initial Key Person is named in the Data Sheet.

1.16. “Marks” means the logo shown on the cover page of this Agreement and all other trademarks, service marks, logos, and commercial symbols that we expressly designate for use in connection with the System.

1.17. “Opening Deadline” means the date specified in the Data Sheet by which you are required to have the Franchised Business open and operating.

1.18. “Proprietary Products” means products bearing the Marks and/or prepared using formulations and/or methods of preparation developed by or for Franchisor. They may include apparel, accessories, and other products sold or used in the Franchised Business. We have the right to modify, discontinue, substitute, and/or add items to the Proprietary Products from time to time in our sole discretion.

1.19. “System” means the know-how and system of operation developed for the Brand and owned by Franchisor. The distinctive elements of the System include, but are not limited to: the products and services offered; customer service standards; the warranty program, if applicable; standards and specifications for

equipment, technology, supplies, and operations; our advertising and promotional programs and marketing techniques; the exterior and interior design, décor, color scheme, fixtures, and furnishings of the business premises; and the accumulated experience reflected in our Brand Standards Manuals, training program, and instructional materials.

1.20. “Territory” means the geographic area defined in the Data Sheet and/or in a map attached to the Data Sheet.

2. FRANCHISE GRANT AND TERRITORIAL PROTECTION

2.1. Right Granted. We grant you the right, and you undertake the obligation, on the terms and conditions of this Agreement, to establish and operate one (1) Franchised Business at the Approved Location only, and to use the Marks and the System only in connection with the Franchised Business, and only within the Territory. You agree to operate the Franchised Business for the full Agreement term specified in Section 3.

2.2. Territorial Protection. While this Agreement is in effect, and provided that you are not in default beyond any applicable cure period, we will not operate a business under the Marks and the System in the Territory or authorize others to operate Franchised Businesses within the Territory, except as permitted under Sections 2.3, 2.4 and 2.5 below. This does not prohibit us from advertising or soliciting employees or independent contractors in your Territory.

2.3. Rights Reserved. We and our affiliates retain all rights not expressly granted to you, including the rights (despite anything to the contrary in Section 2.2 and regardless of the proximity to or effect on the Franchised Business):

2.3.1 To establish, operate, franchise, and license others to operate businesses under the Marks at any location outside of the Territory;

2.3.2 To operate a business under the Marks inside the Territory if: (i) Franchisor (or its affiliate) is operating a business under the Marks in the Territory as of the Agreement Date; or (ii) Franchisor has notified Franchisee before Franchisee signed this Agreement that Franchisor (or its affiliate) intends to operate a business under the Marks in the Territory;

2.3.3 To use the Marks in other lines of business, anywhere in the world;

2.3.4 To establish and operate, and to grant others the right to establish and operate, similar businesses or any other businesses offering similar or dissimilar products and services through similar or dissimilar channels of distribution, at any locations inside or outside the Territory, under trademarks or service marks other than the Marks.

2.3.5 To develop, manufacture, have manufactured, advertise, market, sell and distribute, at retail or wholesale, and license others to manufacture, sell or distribute, goods or services that are identical or similar to and/or competitive with those provided at the Franchised Business, whether under the Marks or any other name or mark, through dissimilar channels of distribution, including but not limited to through the Internet, mobile applications, telemarketing, retail stores, and wholesale clubs, or other distribution outlets (other than Franchised Businesses) both inside and outside the Territory;

2.3.6 To establish and operate, and to grant others the right to operate, businesses offering dissimilar products and services both inside and outside the Territory under the Marks; and

2.3.7 To acquire, be acquired by, or merge with other brands or outlets, even if the concepts or outlets are similar to the business operated under the System, and even if they have locations in the Territory.

We will also have the right, in our sole discretion, to convert one or more outlets of the acquired, acquiring or merged brand to a Franchised Business within the Territory.

2.4. Activities Outside of the Territory. You may not perform services or sell products related to the Franchised Business outside of the Territory without our prior written consent, which we may give and withdraw as we deem appropriate, and which we may condition on obtaining a separate phone number or other requirements. You may not solicit or advertise to customers outside of the Territory without our permission. “**Solicit**” includes, but is not limited to, solicitation in person, by telephone, by mail, through the Internet, social media, email or other electronic means, and by distribution of brochures, business cards or other materials or any other advertising. If any solicitation of customers within the Territory is in media that will or may reach persons outside of the Territory, you are required to notify us in advance and obtain our consent. If you receive a request for services or products from outside the Territory, you are required to refer that request to the Franchised Business located in the applicable territory (or to Franchisor or its affiliate, if we have not assigned the applicable territory to a Franchised Business). Notwithstanding the foregoing, under certain limited circumstances, Franchisee may process a request from outside of the Territory if the requested service is permitted under our policies as set forth in the Brand Standards Manuals or otherwise designated by Franchisor. If Franchisor permits Franchisee to advertise, solicit, service or sell in areas outside of the Territory that are not serviced by another Franchised Business or by Franchisor or its affiliate, Franchisee is required to comply with all of the conditions and other requirements that we may from time to time specify in the Brand Standards Manuals or otherwise in writing with respect to such activities. We may at any time condition your continued out-of-Territory sales and services on your agreement to purchase the franchise rights for the territory in which the sales and services are being performed. At any time upon our demand or upon notice from us that the territory in question has been assigned to another Franchised Business, Franchisee agrees to immediately cease all activities in that territory and to comply with our procedures for the transition of customer accounts for that territory. Under no circumstances will we be liable to you for violations by other Franchised Businesses of our policies on out-of-Territory sales and services.

2.5. Key Accounts. Franchisor may from time to time enter into agreements to provide services to customers as part of a national, regional or key account program (“**Key Accounts**”, sometimes also referred to as “**National Accounts**”) at locations which include locations within the Territory. You agree to accept and perform the terms of such agreements (including, without limitation, special pricing, payment terms, timing of services, central invoicing) in respect of locations within the Territory. If you refuse to perform the required services or we determine that the Franchised Business is not qualified, interested, able or available to perform the services, you are required to allow either Franchisor’s employee or another franchisee to enter the Territory to perform the required services. In the case of an agreement under which the customer will pay a fixed amount for services at all locations listed in the agreement, we may allocate the fixed amount among the businesses performing the services.

2.6. No Other Sales Channels. You may not offer products or services through any channel other than those we have expressly approved. If you request approval of any other distribution channel or type of outlet, we will consider the factors we deem appropriate, which may include the period of time you have been operating the Franchised Business, your sales volume, whether you have met quality standards and other benchmarks, and other standards that we may determine. This Agreement does not license you to sell products to any vendor who would in turn sell to consumers. This Agreement does not restrict Franchisor or its affiliates from engaging in and does not grant you any rights to participate in, any other business concepts of Franchisor or its affiliates other than the Franchised Business.

2.7. Relocation. You may not relocate the Franchised Business without our prior written consent. Any relocation must be to a location within the Territory. Unless otherwise agreed in writing, relocation of the Franchised Business does not change the Territory.

3. AGREEMENT TERM

This Agreement will expire on the anniversary of the Agreement Date specified in the Brand Appendix (the “**Expiration Date**”). You will have an opportunity to renew the franchise rights when the term expires, subject to the terms of Section 19 and provided that you meet the conditions in that Section.

4. PRE-OPENING

4.1. Preparation for Opening. You are required to prepare your Franchised Business and business premises as necessary to conform to the Brand Standards. The Brand Standards may require expenditures for, among other things, structural changes and modification of the premises; new or modified service vehicles, equipment, signs, fixtures and furnishings; interior and exterior remodeling and redecoration; installation of new technology and/or additions and upgrades to existing technology; and resurfacing of parking areas. As applicable, and as may be designated by Franchisor, you are required to order the Equipment Package and all other technology equipment, signs, fixtures, furnishings, inventory, and supplies from a Designated Vendor. If required by the Brand Appendix, you are required to pay us specified fees for outfitting the Franchised Business. You are required to notify us of the anticipated completion date and provide updates as requested during the build-out process. During the pre-opening period, you are required to permit our representatives to inspect the premises at reasonable times. We may specify further details of the build-out process in the Brand Standards Manuals.

4.2. Permits. You are required to obtain all zoning classifications, permits, and clearances (including, as applicable, construction permits, certificates of occupancy, health permits, environmental permits, sign permits, and mall or strip center clearances) that may be required by federal, state, or local law or your landlord for the Franchised Business. You have sole responsibility for operating your Franchised Business in compliance with all permits and laws.

4.3. Pre-Opening Marketing. You are required to conduct pre-opening marketing, as specified in Section 10.3, to attract an initial customer base for the Franchised Business.

4.4. Approval to Open. You agree not to open the Franchised Business for business until we notify you that: (1) all of your pre-opening obligations have been fulfilled; (2) pre-opening training of your personnel has been completed as required by Section 5; and (3) we have been furnished with copies of all certificates of insurance required by Section 9.1.

4.5. Opening Deadline. You are required to open the Franchised Business to the public by the Opening Deadline. If you request an extension of the Opening Deadline, we have complete discretion whether to give an extension. If we agree to an extension, we have the right to charge you an extension fee of up to \$1,000 per month of extension.

4.6. Opening Support. We will provide such opening support and assistance for the Franchised Business as we deem appropriate, at the time(s) and in the manner we determine. If you request opening support beyond what we customarily furnish to Franchised Businesses, and if we agree to furnish such additional support, then we will have the right to impose a fee, plus expenses, for providing the agreed additional support.

5. TRAINING

5.1. Initial Training. Franchisor will offer, at the time(s) and location(s) selected by Franchisor, a pre-opening training program to Franchisee and to those employees of Franchisee whom Franchisor deems appropriate. The individuals that we designate are required to successfully complete the pre-opening training. We have the right to vary the duration and content of initial training based on the trainee’s prior experience in similar businesses. We alone have the right to judge whether a person has successfully completed the training

program. Successful completion may require passing tests to establish proficiency in the delivery of services, use of technology and software applications, and other areas we designate. We will have the right to terminate this Agreement under Section 16.1 if, at any time during the pre-opening training program, we conclude in our sole judgment that any person required to attend the pre-opening training program does not possess the skills necessary to properly fulfill and discharge the demands and responsibilities required by the System or this Agreement.

5.2. Additional Training. After the Franchised Business opens for business, we will make available, at the time(s) and location(s) we designate, such other required and optional training programs as we deem necessary and appropriate. For training that we designate as required, the individuals that we designate are required to successfully complete the training.

5.3. Training Methods. We have the right to provide training programs in person, by video, via the Internet, or by other means, as we determine, and the training may be performed by us, our affiliates, or third parties.

5.4. Training Fees. We may charge a training fee: (a) for additional trainees that you request in excess of the maximum number we designate for a training program; (b) if we require remedial training as a result of your failure to comply with our Brand Standards; (c) for re-training persons who are repeating a training program, or their substitutes; and (d) for training programs that we make optional for franchisees.

5.5. Travel Expenses. For all training, including initial training, you are responsible for all travel expenses, living expenses, wages, and other expenses incurred by your trainees. If we conduct training at any location other than our headquarters, you may be required to pay the reasonable travel, meal and lodging expenses of our trainer(s).

5.6. Training Assistance. After the Franchised Business opens, you agree to give us reasonable assistance in training or assisting other franchisees of the Brand. We will reimburse you for your reasonable costs and expenses in providing such assistance.

5.7. Employee Training. Except for the training in Sections 5.1 and 5.2, you are responsible for all employee training for the Franchised Business.

5.8. Brand Conferences and Conventions; Non-Attendance Fee. The Key Person and/or Owners of Franchisee, as designated by us, are required to attend an annual convention and regional conferences of franchise owners, if called by us. Franchisee is responsible for the costs of travel and accommodations of its attendees. Franchisor reserves the right to charge a fee for each conference. If none of the designated Franchisee representatives attend the annual convention, we may charge Franchisee a non-attendance fee of \$2,000. If the Key Person, Owners, and/or employees of Franchisee, as designated by us, do not attend the annual convention for two (2) consecutive years, you will be in default of this Agreement, and we will have the right to terminate this Agreement (or, in lieu of termination, increase your royalty fee by one percent (1%) of Gross Revenue under Section 7.6 until you attend the annual convention as designated by us), as well as any other rights and remedies available to us at law or in equity.

6. OPERATION OF THE FRANCHISED BUSINESS

6.1. Compliance with Brand Standards. In order to protect the reputation and goodwill of the Brand and to maintain high standards of operation under the System, you agree to comply strictly with all of our required Brand Standards. The Brand Standards may relate to any aspect of the appearance, operation, and marketing of the Franchised Business. Any material failure to comply with the required Brand Standards or to pass our inspection will constitute a material breach of this Agreement. However, we have the right to vary our standards and specifications to accommodate the individual circumstances of different franchisees. Franchisor's

specifications do not constitute a warranty or representation, express or implied, as to quality, safety, suitability, fitness for a particular purpose or any matter. We will not be liable to you or others on account of the designation of Brand Standards for the operation of the Franchised Business under the System.

6.2. Management. The Franchised Business is required at all times to be under the day-to-day supervision of the Key Person. We have the right to rely on any statement, agreement, or representation made by the Key Person. If the Key Person leaves your organization, you are required to nominate a replacement within thirty (30) days thereafter. If you have not obtained our approval of a replacement within ninety (90) days, you will be in material default of this Agreement.

6.3. Approved Products and Services. You are required to offer for sale from the Franchised Business all products and services that we designate from time to time as required items. You may also offer for sale any optional products and services that we have approved for sale in the Franchised Business. You are prohibited from offering any unapproved products or services without our prior written consent. The service system and processes are integral to the System and that failure to adhere to them strictly will constitute a default of this Agreement. You are required to discontinue selling or offering for sale any products or services that we disapprove at any time, in our sole discretion.

6.4. Pricing and Promotional Activities. To the extent permitted by applicable law where the Franchised Business is located, we have the right to establish maximum and/or minimum prices that you are required to follow for products and services sold in the Franchised Business. Subject to applicable law, you are required to participate in and comply with the terms of special promotional activities that we prescribe for Franchised Businesses generally or for Franchised Businesses in specific geographic areas or having particular characteristics. These activities may include special offers and other pricing promotions. Subject to the limitations in Section 10, you agree to bear your own costs of participating in these activities. You are required to display promotional signs and materials and otherwise participate in the manner we request.

6.5. Telephone Numbers. You are required to obtain one or more separate telephone numbers that are identified with the Franchised Business and no other business. At the termination or expiration of this Agreement, those telephone numbers and any online listings become our property. Simultaneous with signing this Agreement, you agree to sign the Telephone Number and Internet Agreement attached as Appendix D, duly appointing us as attorney-in-fact to effect a transfer to us of the telephone numbers and online listings for the Franchised Business upon expiration or termination of this Agreement. We may require that telephone numbers and electronic identities you use in connection with the Franchised Business be owned and controlled by us or an approved supplier, and that you transfer to an approved call routing and tracking supplier all telephone numbers associated with the Franchised Business.

6.6. Live Voice and Call Center. Telephone calls to the Franchised Business are required to be answered by “live” voices during the hours specified in the Brand Standards Manuals. You may not have calls answered by answering machines, voicemail, or digital assistants. We may require or prohibit forwarding calls to mobile phones. If you do not comply with the “live” voice requirement as stated in the Brand Standards Manuals, we have the right to increase your royalty by one percent (1%) of Gross Revenue, in addition to any other remedies available to us under this Agreement, including default and termination. We also have the right to require you to use a designated call center for the Brand (the “**Call Center**”) for incoming calls. We will charge you a fee for using the Call Center service, whether the service is required or optional. As of the Agreement Date, the Call Center Fee is the amount set forth in the Brand Appendix and is due at the same time as your royalty payments. We reserve the right to increase the Call Center Fee, to charge a minimum fee for this service, and to change the timing of payment of the fee. We also reserve the right to terminate your access to the Call Center or to cancel the Call Center program. We will provide you at least thirty (30) days’ notice prior to terminating the Call Center, modifying the Call Center Fee, or changing the timing of payment.

6.7. Technology Requirements. We have the right to specify the point-of-sale (POS) system, customer relationship management (CRM) system, back-office system, software applications, audio/visual equipment, security systems, electronic payment devices, and other hardware, software, and network connectivity for the Franchised Business. You agree to sign any standard license agreement or user agreement that may be required to use a system that we specify. You are required to use the required systems for service calls, managing inventory, reporting Gross Revenue and other information, training personnel, and other functions as we specify from time to time. You are required to ensure that your employees are adequately trained to use the systems and that they follow applicable policies. You are required to maintain your technology systems in good working order at all times and promptly install upgrades, additions, modifications, substitutions and/or replacements of hardware, software, connectivity, power, and other system components as necessary. You agree to bear all costs of acquisition, installation, use, maintenance and upgrade of your systems.

6.8. Franchisee Portal. We have the right (but no obligation) to establish one or more websites and/or mobile applications that are open only to franchisees (the “**Franchisee Portal**”). If applicable, you are required to use the Franchisee Portal for reporting, training, ordering merchandise and supplies, or other purposes as we direct.

6.9. Payment Systems and Customer Retention Programs. You are required to participate in programs relating to gift cards, gift certificates, stored value cards, online or mobile coupons or credits, online or mobile ordering systems, and other electronic money programs we prescribe from time to time for Franchised Businesses. Participation includes both issuing program benefits or credits and accepting them for payment by customers, and may require you to purchase additional equipment. We have the right to coordinate the crediting and debiting of funds among Franchised Businesses based on customer purchases and redemption of stored value. You are required to comply with our policies regarding acceptance of payment by credit and/or debit cards, mobile payment systems, and digital coupons, including, for example, minimum purchase requirements and/or surcharges for use of a card. You are required to also participate in any customer loyalty programs we prescribe from time to time. You may not offer your own gift card, electronic money, or loyalty program for the Franchised Business without our prior written approval. The payment systems and loyalty programs we designate may require you to obtain new hardware, software, equipment and training at your own expense.

6.10. Sourcing. We have the right to require that all equipment, technology, inventory, supplies, vehicles, signs, furnishings, fixtures, décor items, retail merchandise, payment systems, and other products and services that you purchase for use or resale in the Franchised Business: (a) meet specifications that we establish from time to time; and/or (b) be purchased only from vendors that we have expressly approved; and/or (c) be purchased only from a single source (which may include us or our affiliates) at the then-current price. To the extent that we establish specifications, require approval of vendors, or designate specific vendors for particular items, we will notify franchisees via the Brand Standards Manuals or otherwise. We and our affiliates will earn revenue and profits on sales that we make directly to you. We may negotiate purchasing arrangements under which vendors agree to make goods or services available to Franchised Businesses on specific terms. You agree to participate in and abide by the terms of any vendor purchase program established by Franchisor. Subject to applicable law, we may earn money in the form of rebates, licensing fees, administrative fees, commissions, or other payments from vendors based on your purchases. Subject to applicable laws and our arrangements with the vendors, we have no obligation to remit the funds to you.

6.11. Inventory. You are required to keep a sufficient inventory of products, merchandise, and supplies in the Franchised Business to meet the Brand Standards (or to meet reasonably anticipated customer demand, if we have not prescribed specific standards).

6.12. No Liability for Others’ Products. We disclaim all express and implied warranties and all other liability concerning any defects, malfunctions, or other deficiencies in equipment or other products manufactured by anyone other than us or our affiliates. You agree not to make any claims against us or our affiliates with respect to products that we and our affiliates did not manufacture, even if we or our affiliate sold you the product

or designated or approved its source. You are required to assert any claims only against the manufacturer of the product, even if you obtained it through us or our affiliate.

6.13. Use of Approved Location; Hours of Operation. You are required to use the Approved Location only for the operation of the Franchised Business, to keep the Franchised Business open and in normal operation for the minimum hours and days specified in the Brand Standards Manuals (subject to applicable laws), and to not use or permit others to use the Approved Location or the Franchised Business for any other purpose or activity without first obtaining our written consent. We have the right to vary the minimum hours and days of operation by market, type of facility, or other basis.

6.14. Required Equipment, Vehicles, Signs, Furnishings and Other Items. Throughout the Agreement term, you are required to acquire, use and install, as we may require, at your expense, all equipment, vehicles, technology, audio/visual equipment, security features, décor, furnishings, promotional materials, and signs that we require from time to time. You must not install or use in the Approved Location or Franchised Business any equipment, vehicles, technology, furnishings, signs, vehicle graphics, or other items that we have not approved.

6.15. Condition of Business Assets. You are required to keep the equipment, vehicles, signs, and other tangible assets of the Franchised Business in a clean, orderly condition and in excellent repair and condition, at your own expense. At our request, you are required to provide us with copies of any report of inspection of the Franchised Business conducted by a vendor or government agency.

6.16. Condition of Premises. If customers routinely visit the Approved Location, then you are required to periodically remodel your business premises to conform to our then-current Brand Standards for a new Franchised Business. We will not require remodeling more often than once every five (5) years. Remodeling may require expenditures for, among other things, replacement or renovation of furnishings, fixtures, equipment, and signs; interior and exterior painting, flooring and redecoration; and upgrades to technology, restrooms, and customer amenities. The remodeling obligation in this section is separate from and does not limit your obligations in any other Section of this Agreement or in your lease.

6.17. Customer Contracts. In the marketing and operation of the Franchised Business, Franchisee is required to use only the customer contracts, waivers, and/or other forms designated by Franchisor from time to time, except where Franchisor does not designate such items. Franchisor may provide Franchisee with templates or sample forms of such items, but it is Franchisee's responsibility to have all items which are to be used with prospective and/or actual customers reviewed, at Franchisee's expense, by an attorney licensed to practice law in the state(s) where the Franchised Business is operated, for compliance with all applicable state and local legal requirements. Franchisor makes no warranty or representation that any contracts, waivers and/or other forms and/or materials, whether supplied by Franchisor or otherwise, are in compliance with the laws of any particular state(s) or locality.

6.18. Customer Warranty or Guarantee. If the Brand Standards include a customer warranty or a satisfaction guarantee, you are required to provide the warranty or satisfaction guarantee to each customer and comply with the requirements of the warranty/guarantee program, as set forth in the Brand Appendix and/or the Brand Standards Manuals.

6.19. Performance Requirements. You agree to continuously exert best efforts to promote and enhance the performance of the Franchised Business and the goodwill of the Marks. If minimum performance requirements are set forth in the Brand Appendix (the "**Minimum Performance Requirements**"), you are required to achieve those Minimum Performance Requirements. If you do not achieve the Minimum Performance Requirements, we will have the right to: (i) reduce the size of the Territory; (ii) establish or license a third party(ies) to establish a Franchised Business within the Territory; (iii) require Franchisee to implement a revenue improvement program, as we specify, which may include, among other things, engaging in specified marketing activities, by the conclusion of which Franchisee is required to achieve the Minimum Performance

Requirements; or (iv) terminate this Agreement. If we elect the option in clause (iii), your failure to comply with the terms of the revenue improvement program or failure to achieve Minimum Performance Requirements will allow us to terminate this Agreement. The Minimum Performance Requirements are not a representation or guarantee of any financial results to Franchisee from the exercise of the rights granted in this Agreement.

6.20. Territory Visits and Inspections. You are required to permit our representatives to inspect the operations of the Franchised Business and to enter your business premises during normal business hours to review records, to observe, photograph and record operations, to remove samples of goods, materials and supplies for testing and analysis, and to interview your customers, employees, and vendors. You are required to provide assistance as requested by our representatives. Upon notice from us, you are required to immediately begin any steps necessary to correct deficiencies noted during a Territory visit.

6.21. Brand Standards Assessments. You are required to comply with our Brand Standards monitoring program, at your own expense. The program may include, among other things, customer satisfaction surveys, mystery shopper reports, employee satisfaction and perception surveys, health and safety reviews, and third-party observation of your operations. If you do not achieve the minimum score or standard that we prescribe for a specific Brand Standards category, we may require you and/or your employees to complete additional training at a location we designate, at your expense. If you do not achieve the prescribed minimum score or standard on two consecutive assessments or on three or more assessments in any five (5) year period, we will have the right to terminate this Agreement under Section 16.1.

6.22. Brand Programs. You are required to participate in and comply with any other programs that we prescribe for Franchised Businesses, as specified in the Brand Appendix.

6.23. Employer Responsibilities. You are required to maintain proper staffing in the Franchised Business to meet the Brand Standards. You have sole responsibility for all employment decisions and functions relating to the Franchised Business, including but not limited to decisions related to recruiting, screening, hiring, firing, scheduling, training (other than the training in Section 5), compensation, benefits, wage and hour requirements, recordkeeping, supervision, safety, security and discipline of employees. Any information we provide about employment matters, whether voluntarily or in response to your request, and whether directly or by means of any technology tools, is a recommendation only and not intended to exercise control over the wages, hours or working conditions of your employees or the means and manner by which they carry out their duties. In addition, we may provide you with access to an independent, third-party employment law hotline (the “**Hotline**”). We will have no liability with respect to any advice you may receive through the Hotline or otherwise in connection with your use of the Hotline and we may discontinue offering access to the Hotline at any time. You alone will direct and control all employees of the Franchised Business, subject only to the Brand Standards that we prescribe to protect the goodwill associated with the Marks, which may include the requirement of initial and periodic drug testing and background checks. You are required to clearly inform all workers, before hiring and periodically thereafter, that Franchisee, and not Franchisor, is their employer and that Franchisor does not assume and will not accept any employer, co-employer, or joint employer obligations. You agree to indemnify us for any liability, cost, expense, loss or damage, including attorney’s fees and costs, arising from (i) any claim or allegation that Franchisor or any affiliate is the employer, co-employer, or joint employer of Franchisee, its Owners, or any workers in the Franchised Business, and (ii) your use of the Hotline or reliance on any information received during your use of the Hotline.

6.24. Modifications to System. We can modify the System and the products and services offered by the Franchised Businesses from time to time (such as, but not limited to, by adding, deleting, and changing approved products or services, equipment, operating procedures, and Brand Standards). You agree to comply, at your own expense, with all such modifications, including without limitation any associated replacement or renovation of equipment, remodeling, redecoration, modifications to existing improvements, and structural changes.

6.25. Compliance with Lease. You are required to comply with all terms of the lease or sublease for the Approved Location and all other agreements affecting the operation of the Franchised Business. You are required to use best efforts to maintain a good working relationship with your landlord and refrain from any activity that may jeopardize your right to remain in possession of the Approved Location.

6.26. Compliance with Laws. You are required to operate the Franchised Business in compliance with all applicable municipal, county, state and federal laws, rules, regulations and ordinances, including maintaining all regulatory licenses. Additional details may be set forth in the Brand Appendix. You have sole responsibility for compliance despite any information or advice that we may provide.

6.27. Taxes and Indebtedness. You are required to promptly pay when due all taxes and all accounts and other indebtedness you incur in the operation of the Franchised Business. In the event of any bona fide dispute as to your liability for taxes assessed or other indebtedness, you may contest the validity or the amount of the tax or indebtedness in accordance with procedures of the taxing authority or applicable law, but you may not permit a tax sale or seizure or attachment by a creditor against the Franchised Business.

7. FEES

7.1. Franchise Fee. You are required to pay us a non-refundable initial franchise fee in the amount shown in the Data Sheet. The initial franchise fee is due when you sign this Agreement.

7.2. Royalty. Beginning at the earlier of the Opening Deadline or when the Franchised Business opens, you are required to pay us an ongoing royalty fee in the amount shown in the Brand Appendix. Unless we designate a different period, the royalty fee will be paid on the schedule shown in the Brand Appendix.

7.3. Brand Fund Contribution. You are required to contribute to the Brand Fund on an ongoing basis the amount shown in the Brand Appendix. The Brand Fund contribution will be calculated for the same period and paid in the same manner as the royalty fee and will be used as described in Section 10.2.

7.4. Technology Fees. You are required to pay us fees as specified in the Brand Appendix to support development and operation of software, portals, websites, email accounts, mobile applications, social media, and other technology and communications channels. Unless we designate a different period, the technology fees will be paid on the schedule shown in the Brand Appendix. We can revise technology fees at any time on reasonable notice, which need not be more than thirty (30) days.

7.5. Service Deficiency Reimbursements. If a customer of the Franchised Business complains to us that your services were deficient and we determine, after discussion with you, that there is merit to the customer's complaint, we reserve the right to perform or cause to be performed services to the customer's satisfaction or to reimburse the customer for any money the customer may have paid for the deficient services. You are required to promptly reimburse us for any costs we incur to perform the services or to reimburse the customer, upon receipt of an invoice from us.

7.6. Non-Compliance Royalty Rate. If we determine that Franchisee is not in compliance with this Agreement, we are entitled to give notice declaring Franchisee non-compliant. Such notice shall be delivered with sufficient detail to provide Franchisee the opportunity to cure its non-compliance. As of the first Royalty Fee payment due date to occur more than ten (10) days after delivery of the notice of non-compliance by Franchisor, and continuing until the non-compliant condition has been removed, Franchisor shall have the right to assess Royalty Fees at the rate one percent (1%) higher than the rate payable under Section 7.2, in Franchisor's sole and absolute discretion. This right is cumulative of all other rights of Franchisor arising from Franchisee's non-compliance.

7.7. Payment Method. For all amounts payable to us, you are required to use the payment method(s) that we designate from time to time. If we require payment by Automated Clearing House (ACH) or electronic funds transfer, you are required to designate an account at a commercial bank of your choice (the “**Account**”) from which we are able to make withdrawals. You agree to complete and submit to us an authorization for Automated Clearing House or other electronic funds transfer in the form attached to this Agreement as Appendix E or such other form as we or your financial institution may require. You agree to maintain sufficient funds in the Account to cover the amounts payable to us. If funds in the Account are insufficient to cover the amounts payable at the time we make our periodic electronic funds transfer, the amount of the shortfall will be deemed overdue. Additionally, if the electronic funds transfer payment request is returned due to insufficient funds, you are required to pay us a fee equal to the greater of: (a) \$50 or (b) the amount the bank charges us due to the insufficient funds. If we permit you to pay with a credit card, you agree to reimburse us for the resulting charges we incur, subject to applicable law.

7.8. Late Reports and Estimated Payments. If Franchisee’s Gross Revenue report required by Section 8 is not received when due, (i) all payments owed by Franchisee for such time period shall be deemed overdue until the reports are received by Franchisor, regardless of whether payment was actually made; (ii) Franchisee shall be responsible for applicable late fees and interest under Section 7.9; and (iii) Franchisor will have the right to estimate Gross Revenue (and Franchisee agrees that 15% greater than previously reported Gross Revenue is a reasonable estimate, among other methods to estimate) and to draft from Franchisee’s bank account the estimated amount due for royalties, Brand Fund contributions, and any other charges that are calculated based on Gross Revenue. When you provide the delinquent report(s), we will reconcile any difference between the estimated amount and the actual charges due for the period, and, if an overpayment, we will credit you on your next payment obligation to us.

7.9. Interest and Late Fees. If any payment to us is overdue, you are required to pay us, in addition to the overdue amount, interest on the overdue amount from the date it was due until paid, at the rate of 12% per annum or the maximum rate permitted by law, whichever is less. In addition, we will have the right to charge a late fee of \$100 for the second occurrence of a payment or report that is more than thirty (30) days past due, \$200 for the third such occurrence, and \$300 for the fourth and each subsequent occurrence. The late fee is to compensate us for our administrative costs incurred in enforcing your obligation to pay us or submit reports to us.

7.10. Security Interest. To secure payment of: (a) the amounts you owe to us and our affiliates from time to time under this Agreement and under any other agreement between you and us or our affiliates; and (b) the costs and expenses that we and our affiliates incur to collect or attempt to collect amounts due from you and to enforce this Section (together, the “**Obligations**”), you hereby grant us a security interest in all of the assets of the Franchised Business, including but not limited to: (i) all equipment, furnishings, fixtures, motor vehicles, merchandise, inventory, goods and other tangible personal property; (ii) all accounts, accounts receivable, other receivables, contract rights, leases, software, chattel paper and general intangibles; (iii) all instruments, documents of title, policies and certificates of insurance, securities, bank deposits, bank accounts and cash; (iv) all books, records and documents; (v) all permits and licenses for the operation of the Franchised Business; and (vi) all accessions, additions and improvements to, and all replacements, substitutions and parts for, and all proceeds and products of, the foregoing, including proceeds of insurance (collectively, the “**Collateral**”). Franchisee agrees to execute and deliver to Franchisor any other documents reasonably requested by Franchisor to create, maintain, perfect, or assure the priority of the security interest granted above. Franchisee hereby appoints Franchisor as its agent and attorney-in-fact to execute and deliver documents and to take all other actions (to the extent permitted by law) in Franchisee’s name and on Franchisee’s behalf that Franchisor may deem necessary or advisable to create, maintain, perfect, assure the priority of, or foreclose its security interest in and lien on the Collateral. This appointment is coupled with an interest and is irrevocable as long as any of the Obligations remain outstanding.

7.11. No Set-off; Application of Payments. Your obligation for timely payment of the fees in this Agreement is absolute and unconditional. You may not set off, deduct, delay, escrow, or withhold any payment based on our alleged non-performance of obligations, including any money you allege that we or our affiliates owe you or any other claims that you believe you have against us or our affiliates. We can apply payments received from you to royalty fees, Brand Fund contributions, technology fees, purchases from us or our affiliates, interest, late charges, or any other obligation in the order we choose, regardless of any designation you make.

7.12. Taxes. The payments that you are required to make to us must be the gross amount determined according to the applicable section of this Agreement without deduction for any taxes. You will pay all state and local taxes, including, without limitation, taxes denominated as franchise, business, gross receipts, commercial activity, property, ad valorem, sales, use, or excise taxes, that may be imposed on us or you arising out of or related to our receipt or accrual of fees referenced under this Agreement or related agreements, or ownership or use of any property or materials in your Territory in the course of providing services to you under this Agreement. In any case, you will pay to us (and to the appropriate governmental authority) such additional amounts as are necessary to provide us, after taking such taxes into account (including any additional taxes, penalties, interests or expenses), with the same amounts that we would have received or accrued had such withholding or other payment, whether by you or by us, not been required. If you fail to withhold or pay any such obligations to the appropriate government authority, you must indemnify us for any obligations including penalties, interest, and expenses (including legal and accounting fees) resulting from your failure to timely withhold or to pay the taxes.

8. REPORTS, FINANCIAL STATEMENTS, CUSTOMER DATA, AND DATA SECURITY

8.1. Business Records and Reports. You are required to prepare, and to preserve for at least five (5) years from the dates of their preparation, complete and accurate books, records, and accounts, in accordance with generally accepted accounting principles and in the form and manner we prescribe. We may designate the chart of accounts and/or the accounting program or platform that you are required to use. You are required to provide to us upon request all books, records, tax returns, accounting records, and supporting documents relating to the Franchised Business, including but not limited to daily cash reports, cash receipts journals, general ledgers, cash disbursement journals, weekly payroll registers, monthly bank statements, daily deposit slips, canceled checks, credit card statements, business tax returns, personal tax returns for all Owners and guarantors, supplier invoices, balance sheets, income statements, records of promotions and coupon redemptions, and lists of customers (both current and past) serviced by the Franchised Business. Concurrently with each payment of the Royalty Fee, you are required to send us a report of Gross Revenue for the preceding period, and at our request, you are required to send us accounting records, inventory reports, and such other information and supporting records as we may specify. These records are required to be maintained at the Approved Location except as otherwise permitted by Franchisor.

8.2. Financial Statements and Tax Returns. Within fifteen (15) days after the end of each calendar month, you are required to submit a statement of financial condition (a balance sheet) as of the end of the calendar month and a Profit and Loss financial statement for the month and for the fiscal year-to-date. The financial statements are required to be certified as correct and complete by the Key Person. We have the right to require financial statements on a more frequent periodic basis. By May 1st of each year, you are required to submit to us a copy of the federal and state tax returns for the Franchised Business for the prior year.

8.3. Parent and Guarantor Financial Statements. At our request, you agree to furnish an annual statement of financial condition for each individual or corporate guarantor of your obligations to us and, if applicable, for each of Franchisee's direct and indirect corporate parents.

8.4. Access to Your Systems. You are required to give us independent access to your systems and provide us with login credentials if necessary for that purpose. You are required to maintain an electronic connection with us at all times.

8.5. Right to Examine or Audit. We have the right, at any time, to examine and copy, at our expense, the books, records, accounts, and tax returns of the Franchised Business and the personal tax returns of the Owners. We also have the right, at any time, to have an independent audit made of the books and records of the Franchised Business. You are required to cooperate with the persons making the examination or audit on our behalf. If you or we discover at any time, by means of an audit or otherwise, that there has been an underpayment of royalty fees or other amounts due, you are required to promptly pay the amount due, together with applicable late fees and interest. Your payment and our acceptance of the overdue amounts will not constitute a waiver of or prejudice our right to exercise any other remedy in this Agreement, including termination.

8.6. Cost of Examination or Audit. If we perform an examination or audit due to: (i) your failure to submit reports of Gross Revenue or required financial statements, or (ii) your failure to maintain books and records as required, or if (iii) the cumulative Gross Revenue you report for any period of three consecutive months is more than 2% below the actual Gross Revenue for the period as determined by the examination or audit, then you are required to pay us the cost of the examination or audit, including travel and lodging expenses for the examiners or auditors. For purposes of calculating the cost, we will use hourly rates for our own personnel that are consistent with the rates of mid-level professionals of independent accounting firms.

8.7. Business and Customer Data. In this Section: “**Customer Data**” means Personal Information (as defined below), sales and payment history, and all other information about any person or entity the Franchised Businesses have serviced, wherever stored, including data regarding customers of businesses converted to a Franchised Business, and any other information we may identify in the Brand Standards Manuals; “**Personal Information**” includes any information that, by itself or in conjunction with other information, may be used to specifically identify an individual, such as name, physical address, telephone number, e-mail address, social media accounts, billing and payment history, customer service requests, and any other information as defined in applicable law; and “**Business Data**” means all financial reports, vendor and supplier pricing data, and all other data about the Franchised Businesses other than Customer Data. Franchisee agrees that:

8.7.1 We have the right to independently access all Business Data, wherever maintained. Franchisor also has the right to require Franchisees to deliver Business Data to Franchisor. Franchisor has the right to use (and to authorize others to access and use) Business Data to, among other uses: (i) verify sales; (ii) monitor progress of its franchisees, including compliance with Minimum Performance Requirements; (iii) prepare a financial performance representation for Franchisor’s Franchise Disclosure Document; and (iv) share vendor and supplier pricing data with its affiliates.

8.7.2 Franchisor owns and has the right to access all Customer Data, in whatever form existing, and wherever stored. Because we own the Customer Data, including Personal Information, we can share it with our affiliates, service providers, contracted third parties, or any other person, for any purpose, without notifying or compensating you, both during and after this Agreement, including for the performance of services for Franchisor or its parents or affiliates, as well as for marketing and cross-selling products and services of any of the foregoing parties. Whenever we request, and without request upon termination or expiration of this Agreement, you are required to promptly deliver to Franchisor all Customer Data in your possession or control, without retaining any of Customer Data in any media. You may not sell or disclose to anyone else any Personal Information or aggregated or non-aggregated Customer Data without first obtaining our written consent. In the event of an approved sale of the Franchised Business to a new owner who will continue to operate the Franchised Business under an agreement with us, you may not transfer the Customer Data to the new owner. You agree to install and maintain the security measures and devices necessary to protect Customer Data from unauthorized access or disclosure, including (but not limited to) the minimum measures in Section 8.8.

8.8. Privacy and Security.

8.8.1 You are required to comply with applicable laws and our requirements pertaining to the collection, use, processing, protection, integrity, transfer of, consumer access to, correction of, and deletion of

Personal Information. You are required to ensure that you collect Personal Information with express or implied consent of the consumer. Where required by applicable law, you are required to provide a written privacy notice to consumers regarding your collection, use, and disclosure of Personal Information, and are required to comply in all respects with any such written privacy policy. In addition to any restrictions set forth in Section 8.7.2 above, if Franchisor provides Franchisee with Personal Information (i) for the purpose of performing a service on behalf of Franchisor, or (ii) at the direction of the consumer, then the following restrictions shall apply to Franchisee's use of such Personal Information: Franchisee shall not (i) sell, rent, release, disseminate, make available, transfer, or otherwise communicate orally, in writing, or by electronic or other means, Personal Information; (ii) retain, use, or disclose Personal Information for any purpose other than fulfilling the purpose for which it was provided and as permitted in this Agreement, including any restrictions set forth in Section 10; or (iii) retain, use, or disclose Personal Information outside of the direct business relationship between Franchisor and Franchisee. If Franchisor provides Personal Information to Franchisee, Franchisee certifies that it understands and will comply with the restrictions and obligations under any applicable laws on such Personal Information. Upon Franchisor's request, Franchisee shall provide reasonable assistance to Franchisor in complying with any request from a consumer to exercise rights under any applicable law. Without limiting the foregoing, upon Franchisor's request, Franchisee shall delete some or all Personal Information that Franchisee maintains.

8.8.2 You are required to implement industry-standard administrative, physical, and technical security measures and devices to protect data from unauthorized access, acquisition, loss, destruction, disclosure or transfer. Without limiting the foregoing, you agree to comply with the then-current Payment Card Industry Data Security Standards (PCI/DSS), as those standards may be revised by the PCI Security Standards Council, LLC (see www.pcisecuritystandards.org) or successor organization; to implement the security requirements that the Council (or its successor) requires of a merchant that accepts payment by credit and/or debit cards; and to complete PCI/DSS audits as and when required by the standards. Compliance with PCI/DSS is not a guarantee that a security breach will not occur. Any losses or expenses we incur as a result of an actual or suspected security breach will be subject to indemnification under Section 20.

8.9. Data and Network Security. You are required to implement industry-standard administrative, physical, and technical security measures and devices to protect data (whether Personal Information, Customer Data, Confidential Information, intellectual property, or other data) and any portion of the Franchised Business from unauthorized access, acquisition, loss, destruction, disclosure or transfer. Franchisee is solely responsible for protecting the Franchised Business from computer viruses, bugs, power disruptions, communication line disruptions, Internet access failures, Internet content failures, and attacks by hackers and other unauthorized intruders. Franchisee waives any and all claims Franchisee may have against Franchisor as the direct or indirect result of such disruptions, failures or attacks. Franchisee is also required to use best efforts to verify that Franchisee's suppliers, lenders, landlords, customers, and governmental agencies on which Franchisee relies, are reasonably protected. This includes best efforts to secure Franchisee's systems, including, but not limited to, use of firewalls, access code protection, anti-virus systems, and backup systems. In the event of a known or suspected security breach, you agree to notify us promptly and comply with applicable laws and any instructions from us regarding response to the breach.

8.10. Late Report Fee. To encourage prompt delivery of all Gross Revenue reports, Customer Data, Certificates of Insurance, and any other reports or records required or that may be requested by Franchisor under this Agreement, Franchisee shall pay, upon demand, for each report or record that Franchisee fails to deliver when due, a late report fee under Section 7.8.

8.11. Third Party Information. Franchisee hereby authorizes Franchisor and its agents and representatives to make credit and background checks of Franchisee and Owners, and to make inquiries of Franchisee's bank, suppliers, and trade creditors concerning the Franchised Business and hereby directs such persons and companies to provide to Franchisor such information and copies of documents pertaining to the Franchised Business as Franchisor may request.

8.12. Licenses. Franchisee is required to provide to us, within 10 days after you receive them and upon our request, true and correct copies of all state and other licenses related to the Franchised Business and correspondence related to renewals, expirations or denials thereof.

9. INSURANCE

9.1. Basic Requirements. You must maintain the types and minimum amounts of insurance coverage and bonds we specify for Franchised Businesses, at your own expense. The policies must be written by carriers with an industry rating acceptable to us; must name Franchisor, our affiliates, and their respective officers, directors, shareholders, and employees as additional insureds as we direct; and must not have deductibles, exclusions or co-insurance that are unacceptable to us. Each insurance policy must contain a waiver by the insurance company of subrogation rights against Franchisor, its affiliates, and their successors and assigns. You are required to provide us with evidence of all required insurance coverage and payment of premiums at the times we require. At least thirty (30) days before each insurance policy expires, you are required to furnish a copy of renewal or replacement insurance and evidence of payment of the premium. Your obligation to obtain coverage is not limited by insurance that we maintain.

9.2. Changes. We have the right to increase the amounts of insurance coverage required and to require different or additional kinds of insurance. If you do not have the insurance required by this Agreement, we have the right (but no obligation) to obtain insurance on your behalf. If we do so, you agree to reimburse us for the cost of insurance, plus a reasonable fee for our services.

10. MARKETING AND ADVERTISING

10.1. Acknowledgments. You acknowledge the importance of standardization of marketing and advertising programs to the goodwill and public image of the System, the Marks, and Franchised Businesses generally. You further acknowledge our rights in this Section to modify advertising, marketing and public relations programs and the manner in which marketing and advertising funds are used from time to time.

10.2. Brand Fund. You are required to contribute to the Brand Fund as provided in Section 7.3. The purpose of the Brand Fund is to support general recognition of the Franchised Businesses and the Brand. The Brand Fund will operate as follows:

10.2.1 We will have the right to direct all advertising, marketing, public relations, and other activities to promote, develop and enhance the Brand, with final discretion over strategic direction, creative concepts, the materials and endorsements to be used, and the geographic market and media placement. We may use the Brand Fund to pay costs and expenses as we determine in our sole discretion, including but not limited to: production of video, audio, written, online and mobile marketing materials; purchasing promotional items; sponsorship of sporting, charitable, or similar events; design, establishment, and maintenance of websites, social media, mobile applications and other electronic marketing; implementation of advertising programs, in-store promotions, direct mail, and media advertising; marketing and sales training; employing advertising agencies; conducting public relations, consumer research, product development, product testing, and test marketing programs; developing and implementing trade dress and design prototypes; fulfillment charges; salaries and expenses of employees of Franchisor and affiliates working for or on behalf of the Brand Fund; fees of accounting firms, design firms, public relations firms, consultants and ad agencies; legal fees for advertising pre-clearance, defense of false advertising claims, and defense of any claims made regarding our administration of the Brand Fund; other administrative costs and overhead incurred in activities related to the administration and activities of the Brand Fund; and interest on any monies borrowed by the Brand Fund.

10.2.2 We will make available to you any creative materials financed by the Brand Fund. You agree to pay or to reimburse us for any costs to reproduce the materials and/or to customize the materials for your use.

10.2.3 We may seek the advice of franchisees by formal or informal means with respect to the creative concepts and media used for programs financed by the Brand Fund. We retain final authority on all programs financed by the Brand Fund. We have the right to incorporate, replace, change or dissolve the Brand Fund.

10.2.4 We will not be obligated, in administering the Brand Fund, to make expenditures for you that are equivalent or proportional to your contributions, or to ensure that any particular franchisee or Franchised Business benefits directly or pro rata from expenditures by the Brand Fund. You have no right to reduce or withhold contributions based on any alleged lack of benefits to the Franchised Business or based on failure by any other franchisee (with or without our permission) to make its contributions to the Brand Fund.

10.2.5 Nothing in this Agreement is intended or will be construed to impose a trust or fiduciary duty on Franchisor in connection with the Brand Fund, including, but not limited to, with respect to the collection of contributions, maintenance of the bank account, bookkeeping, and disbursement of monies from the Brand Fund. Except as expressly provided in this Section 10.2, we assume no direct or indirect liability or obligation to you with respect to maintenance, direction, or administration of the Brand Fund.

10.3. Pre-Opening and Grand Opening Marketing. You are required to conduct pre-opening and grand opening marketing for the Franchised Business in accordance with a plan that you will create, subject to our approval. You are required to spend at least the amount specified in the Brand Appendix to implement the pre-opening/grand opening marketing plan. We reserve the right to require you to deposit with us the funds required under this Section, which we will distribute as necessary to carry out the approved plan.

10.4. Local Marketing. You are required to spend at least the amount specified in the Brand Appendix for local advertising and promotion of the Franchised Business (“**Local Marketing**”). This is in addition to your obligations under Sections 10.2 and 10.3. We have the right to specify that you pay Local Marketing funds to us, our affiliate, or a third party vendor. We and our affiliates may earn revenue and profits on products or services we provide and may receive rebates, licensing fees, administrative fees, commissions, or other payments on products and services that third party vendors provide. With respect to all Local Marketing funds you pay to a third party, you are required to provide us with monthly Local Marketing expense statements (including receipts supporting the reported expenditures) evidencing compliance with the Local Marketing spend requirements. All Local Marketing is required to be approved by us pursuant to Section 10.6 below. You must be listed in the local Internet based directories and in the Yellow Pages or comparable telephone directory if available, as we designate.

10.5. Joint Marketing Programs and Cooperatives. We have the right to organize: (1) co-marketing programs in which Franchised Businesses and vendors (or other third parties) cross-promote each other’s goods and services; (2) joint marketing efforts in which multiple Franchised Businesses contribute to a specific ad or event; and/or (3) local or regional marketing co-operatives (“**Cooperatives**”) that pool funds of Franchised Businesses in a geographic area or with common characteristics on an ongoing basis to jointly promote the Marks and the Franchised Businesses. The amount we require you to spend or contribute to joint marketing programs and/or a Cooperative will be credited to your obligation for Local Marketing under Section 10.4 or, at our option, to your Brand Fund obligation under Section 7.3, or any combination of the two. You are required to participate in each applicable joint marketing program and comply with the rules of the program. If an existing Cooperative is applicable to your Franchised Business at the time it opens, you are required to immediately become a member of the Cooperative. If a Cooperative applicable to the Franchised Business is established during the term of this Agreement, you are required to become a member no later than thirty (30) days after the date we approve for the Cooperative to begin operation. We have the right to designate any geographic area or set of common characteristics for purposes of establishing a Cooperative.

10.6. Approval Requirement. All proposed advertising and promotional plans and materials that you intend to use are required to meet our standards and specifications and be submitted to us for approval at least

thirty (30) days before their intended use. You are required to use the method(s) we specify to submit materials for approval. You do not have to submit samples of plans or materials that were prepared by us or that we have approved within the last twelve (12) months. Proposed advertising plans or materials are deemed to be disapproved unless we have approved them in writing within fifteen (15) days after your submission of the samples. All advertising and promotion is required to be in the media and of the type and format that we approve, conducted in a dignified manner, and conform to our standards.

10.7. Ownership of Advertising and Promotional Materials. You agree that Franchisor owns all copyrights and other rights to all existing and future advertising and promotional materials that contain any of the Marks or that otherwise relate to the Franchised Business, as well as any products, materials, and rights that result from any advertising, marketing, and promotional programs created, purchased, produced or conducted by or on behalf of Franchisee, Franchisor, the Brand Fund, or any Cooperative, regardless of the party that created such materials. No copyrights or other rights or interest in any tangible or intangible materials or in the Marks will vest in Franchisee as a result of any contribution to, or participation in, any advertising, marketing, or promotional program. If, notwithstanding this provision, Franchisee is deemed to have acquired any copyrights, contractual rights or common law rights in any advertising programs or materials, Franchisee shall execute (and shall cause its employees and agents to execute) such documents or instruments as Franchisor requests to effect assignment of such rights to Franchisor or its affiliate.

10.8. Solicitation of New Franchisees. We may from time to time develop advertising and promotional materials and displays for the solicitation of franchisees for the Brand. You agree to display all such materials and displays as required by us from time to time.

10.9. Media Appearances. You shall not make any television or radio appearance, or make any statement to any public media, in connection with any Franchised Business or the Brand unless you obtain our prior written approval.

10.10. Electronic Marketing and Electronic Communications. Unless we have agreed to it in writing, you may not use, register, maintain, or sponsor any website, URL, social media, blog, messaging system, email account, username, text address, mobile application, or other digital, electronic, mobile or Internet presence that uses or displays any of the Marks (or any derivative thereof) or that promotes any products or services of the Franchised Business. The use of any digital or electronic medium constitutes advertising and promotion subject to our approval under Section 10.6. You agree not to post or transmit, or cause any other party to post or transmit, advertisements or solicitations by telephone, e-mail, text message, instant message, website, social media, mobile apps, VoIP, streaming media, or other electronic media that are inconsistent with our brand advertising guidelines and standards. The brand advertising standards may include the use of disclaimers, warnings, and other statements that Franchisor may prescribe. You are responsible for ensuring that your employees do not violate the policies relating to the use of social media. We have the right to require that social media accounts, profiles, pages, and registrations that primarily promote the Marks or the Franchised Business be registered in Franchisor's name. For any such accounts that we permit to be registered in Franchisee's name, you agree to provide us with the current login credentials within five (5) days after opening the account or changing the credentials. You agree that we have the rights to: (i) access any social media accounts to take corrective action if the account or any postings are in violation of our policies; and (ii) take ownership of the accounts on expiration or termination of this Agreement and operate them thereafter as we see fit. We may offer to provide, or may require that you have, a website for your Franchised Business (which may be structured as a separate page of a consumer website(s) supported by the Brand Fund).

11. LICENSED MARKS AND COPYRIGHTS

11.1. Identification of the Franchised Business; Public Notice of Independent Status. You are required to operate, advertise, and promote the Franchised Business only under the Marks. In conjunction with any use of the Marks, you are required to conspicuously identify yourself in all dealings with customers, employees,

contractors, suppliers, public officials, and others as an independent franchisee operating under authority of this Agreement. You are required to display a prominent notice, in the form that we prescribe, in the Franchised Business and on all business cards, stationery, advertising, signs, invoices, and other materials, identifying us as the owner of the Marks and stating that you are a licensed user of the Marks.

11.2. Your Acknowledgments. You acknowledge that: (a) the Marks are valid and serve to identify the Brand and the Franchised Businesses operating under the System; (b) your use of the Marks under this Agreement does not give you any ownership interest in the Marks; and (c) all goodwill associated with and identified by the Marks belongs exclusively to Franchisor. Upon expiration or termination of this Agreement, no monetary amount will be attributable to goodwill associated with your activities as a franchisee under the Marks. Both during and after this Agreement, you agree not to contest or aid in contesting the validity or ownership of the Marks or take any action harmful to our rights in the Marks.

11.3. Limitations on Use of the Marks. You agree to:

11.3.1 Use the Marks only for the operation of the Franchised Business within the Territory, for approved activities outside of the Territory, and for approved marketing and advertising for the Franchised Business;

11.3.2 Use the Marks to promote and to offer for sale only the products and services that we have approved, and not use any Marks in association with the products, materials or services of others;

11.3.3 Use only the Marks designated by us and use them only in the manner we authorize;

11.3.4 Comply with our instructions in filing and maintaining any requisite trade name or fictitious name registrations, and sign any documents we deem necessary to obtain protection for the Marks or to maintain their continued validity and enforceability;

11.3.5 Not independently register or apply for registration of any trademark, service mark, trade name, domain name or electronic identifier relating directly or indirectly to the Marks, anywhere in the world, without our prior written consent. Any such registration or application by you, whether or not authorized by us, will be deemed to be owned by Franchisor and you agree to take such steps, including signing an assignment document, as we may request to confirm our ownership;

11.3.6 Permit us or our representatives to inspect your operations to assure that you are properly using the Marks;

11.3.7 Not use the Marks to incur any obligation or indebtedness on our behalf;

11.3.8 Not use any of the Marks as part of your corporate or legal name;

11.3.9 Not use any of the Marks on any employee forms, employee manuals, employee policies, pay stubs, benefits forms, payroll records, or other employee materials; and

11.3.10 Ensure that the Marks bear the “®”, “™”, or “SM” symbol, as we prescribe.

11.4. Changes to the Marks. We have the right to change, discontinue, or substitute for any of the Marks and to adopt new Marks that you are required to or may use. You agree to implement any such change at your own expense.

11.5. Copyrighted Materials. You acknowledge that Franchisor is the owner of certain copyrighted or copyrightable works (the “Works”) and that the copyrights in the Works are valuable property. The Works include, but are not limited to, the Brand Standards Manuals, advertisements, promotional materials, signs,

Internet sites, mobile applications, vehicle graphics, and facility designs. We authorize you to use the Works on the condition that you comply with all of the terms and conditions of this Section 11. This Agreement does not confer any interest in the Works on you, other than the right to use them in the operation of the Franchised Business in compliance with the terms of this Agreement. If you prepare any adaptation, translation or other work derived from the Works, whether or not authorized by us, you agree that the material will be our property and you hereby assign all your right, title and interest therein to us. You agree to sign any documents we deem necessary to confirm our ownership.

11.6. Third-Party Challenges. You agree to notify us promptly of any unauthorized use of the Marks or Works that you suspect or of which you have knowledge. You also agree to inform us promptly of any challenge to the validity of, our ownership of, or our right to license others to use any of the Marks or Works. We have the exclusive right (but no obligation) to initiate, direct and control any litigation or administrative proceeding relating to the Marks and Works, including any settlement. You agree to sign documents and render any other assistance our counsel may deem necessary to protect our interests in the Marks and the Works.

11.7. No Representation. Franchisor makes no representation or warranty, express or implied, as to the use, exclusive ownership, validity or enforceability of the Marks or Works.

12. BRAND STANDARDS MANUALS

We will furnish you with one copy of, or electronic access to, the Brand Standards Manuals. We own the copyright in the Brand Standards Manuals and any portions in your possession or control are on loan from us and remain our property. We have the right to modify the Brand Standards Manuals at any time to reflect changes in the Brand Standards. In the event of a dispute about the contents of the Brand Standards Manuals, the master copy at our principal office takes precedence. The Brand Standards Manuals and any credentials necessary to access digital versions of the Brand Standards Manuals are part of the Confidential Information.

13. CONFIDENTIAL INFORMATION

13.1. Nondisclosure. You are prohibited, both during and after the term of this Agreement, from communicating or divulging Confidential Information to any unauthorized person and from using Confidential Information for your benefit or for the benefit of any other person, other than for operation of the Franchised Business. You may divulge Confidential Information only: (i) to your employees and agents who must have access in order to carry out their duties relating to the Franchised Business; and (ii) to your contractors and landlord with our prior written approval. All information that we designate as confidential will be deemed to be Confidential Information for purposes of this Agreement.

13.2. Individuals Affiliated with the Franchised Business. At our request, the Owners, Key Person, and any employees we designate are required to sign a separate Confidentiality and Non-Compete Agreement in the form of Appendix C to this Agreement. At our request, you are required to use best efforts to obtain signed confidentiality agreements from your landlord, contractors, and any other person outside of your organization to whom you wish to disclose any of our Confidential Information. The confidentiality agreements are required to be in a form satisfactory to us and identify us as a third party beneficiary with the independent right to enforce the agreement.

13.3. Improvements. You may not introduce any Improvement into the Franchised Business without our prior written consent. Any Improvement developed by you or any Owner, employee or agent of Franchisee is the property of Franchisor. At our request, you are required to provide us with information about the Improvement and sign any documents necessary to verify assignment of the Improvement to us, without compensation. We will have the right to use, disclose, and/or license the Improvement for use by others.

14. RESTRICTIONS ON COMPETITION

14.1. During the Term. The relationship established by this Agreement will provide access to valuable Confidential Information, training, and business opportunities that you and the Owners did not possess before entering into this Agreement. Accordingly, while this Agreement is in effect, except as we otherwise approve in writing, you may not, either directly or indirectly:

14.1.1 Own, maintain, operate, engage in, invest in, be employed by, provide any assistance to, or have any interest in any “**Competing Business,**” as defined in the Brand Appendix; or

14.1.2 Appropriate or duplicate any part of the System for a purpose other than to operate the Franchised Business, or divert or attempt to divert any present or prospective business or customer to any Competing Business, or do anything else harmful to the goodwill associated with the Marks and the System.

14.2. After Expiration, Termination or Transfer. You agree that you will not, for a period of two (2) years commencing on the date of: (a) a transfer permitted under Section 15 of this Agreement; (b) expiration of this Agreement; (c) termination of this Agreement (regardless of the cause for termination); or (d) a final arbitration or court order (after all appeals have been taken) with respect to enforcement of this Section 14.2 to the extent such order is later than the respective foregoing event:

14.2.1 Own, maintain, operate, engage in, invest in, be employed by, provide assistance to, or have any interest in any Competing Business that is located in or serves customers within (i) the Territory, (ii) forty (40) miles of the Territory, (iii) any zip code where Franchisee’s Franchised Business served customers during the term, (iv) the territory of any other then-existing Franchised Businesses plus the area formed by extending the boundaries of that territory ten (10) miles in all directions, or (v) the territory serviced by any business operated by Franchisor, its affiliates or their licensees under the Marks at such time plus the area formed by extending the boundaries of that territory ten (10) miles in all directions; or

14.2.2 Appropriate or duplicate any part of the System for a purpose other than to operate a Franchised Business under a valid agreement with us, or divert or attempt to divert any present or prospective business or customer to any Competing Business, or do anything else harmful to the goodwill associated with the Marks and the System.

14.3. Enforcement.

14.3.1 You acknowledge that a violation of this Section 14 would result in irreparable injury for which no adequate remedy at law may be available. You consent to the issuance of an injunction, without the need to post bond, prohibiting any violation of this Section 14. Injunctive relief is in addition to any other remedies we may have.

14.3.2 Neither you nor any person bound by the restrictions of this Section 14 may circumvent the restrictions by engaging in prohibited activity indirectly through any other person or entity.

14.3.3 For the individuals who are bound personally by the restrictions in this Section 14 or by a separate non-competition agreement with you or us, the time period in Section 14.2 will run from the expiration, termination, or transfer of the Franchised Business or from the end of the individual’s relationship with Franchisee, whichever occurs sooner.

14.3.4 The time periods in Section 14.2 and Section 14.3.3 will be tolled for any period of time during which Franchisee or the restricted individual is in breach of the section and will resume only when Franchisee or such person begins or resumes compliance.

14.3.5 The existence of any claim Franchisee or any Owner may have against Franchisor or its affiliates, whether or not arising under this Agreement, shall not constitute a defense to Franchisor's enforcement of the restrictions in this Section 14 or any separate confidentiality or non-competition agreement.

14.3.6 You represent that Franchisee and each of its Owners possess skills and abilities of a general nature that provide them with other opportunities for employment and, therefore, our enforcement of the restrictions in Sections 14.2 and 14.3.3 will not deprive Franchisee or any of its Owners of their personal goodwill or ability to earn a living through alternative means.

14.3.7 We have the right to reduce the scope of any restriction in this Section 14, effective immediately upon written notice to Franchisee.

15. SALE OR ASSIGNMENT

15.1. No Transfer of Interest without Our Consent. We have entered into this Agreement in reliance on the business skill, financial capacity, and personal character of Franchisee and its Owners. Accordingly, neither Franchisee nor the Owners may sell, assign, give away, pledge, or encumber, either voluntarily or by operation of law (such as through divorce or bankruptcy proceedings) any direct or indirect interest in this Agreement, in the assets of the Franchised Business, or in the equity ownership of Franchisee without obtaining our prior written consent. This section applies to any transfer that would occur by any mechanism, including but not limited to family financial planning, estate planning, corporate reorganization, issuance or offering of securities, employee ownership plans, divorce, new marriage, bankruptcy, or receivership. If Franchisee is a corporation, limited liability company, or other business entity, this Section also applies to the transfer of a direct or indirect ownership interest in Franchisee. We can approve or disapprove the proposed transferee in our sole discretion. If we approve the proposed transferee, we can still impose conditions on the transfer. Franchisee and the Owners agree that the conditions in Sections 15.2 through 15.7 below are reasonable and that they do not preclude other conditions that we may impose. Franchisee and the Owners agree to notify us in writing of each proposed transfer, to provide all information and documentation relating to the proposed transfer that we request, and to refrain from completing the transfer until we advise you that all requirements of this Section 15 have been satisfied. If we have not responded within sixty (60) days after receiving all requested information, we will be deemed to have refused consent. We have the right to communicate with and counsel Franchisee, the Owners, and the proposed transferee on any aspect of a proposed transfer. Unless otherwise agreed, we do not waive any claims against the transferring party if we approve the transfer. If we do not approve the transfer, you are required to continue to operate the Franchised Business in accordance with this Agreement.

15.2. Transfer of Business. The conditions set forth in this Section apply to a proposed transfer of this Agreement and/or substantially all of the assets of the Franchised Business, as well as to a proposed transfer, alone or together with other previous, simultaneous or proposed transfers, of any direct or indirect equity ownership interest in Franchisee that would result in a change of control of Franchisee or the Franchised Business ("**Change of Control**"). Unless waived by Franchisor, the conditions are:

15.2.1 Franchisee and the Owners are required to be in compliance with all obligations to us under this Agreement and any other agreement with us and our affiliates as of the date of the request for our approval of the transfer, or make arrangements satisfactory to us to come into compliance by the date of the transfer.

15.2.2 The proposed transferee is required to:

(a) Demonstrate to our satisfaction that the proposed transferee and its owners and managers meet all of our then-current qualifications to become a franchisee of the Brand, which may include educational, managerial, and business standards; absence of involvement with Competing Businesses; good moral character, business reputation, and credit rating; and aptitude and ability to operate the Franchised Business. If the proposed transferee is already a franchisee of the Brand, that fact does not guarantee approval to become the operator of the Franchised Business. We have no less discretion with respect to a proposed transferee than we have with granting a new franchise.

(b) At our option, sign our then-current standard form of Franchise Agreement (or the standard form most recently offered to new franchisees) and related documents. The new Franchise Agreement may include new or increased fees and may otherwise differ, without limitation, from the terms of this Agreement.

(c) Require all owners of a beneficial interest in the transferee to sign our then-current form of Personal Guarantee and our other then-current standard documents.

(d) Successfully complete our then-current training requirements.

(e) Make arrangements to modernize and upgrade the Franchised Business, at the transferee's expense, to comply with our then-current Brand Standards.

(f) If the proposed transferee is another franchisee of the Brand, the proposed transferee is required to not have any outstanding notice of default under any agreements with us, have a good record of customer service and compliance with Brand Standards, and sign a general release in a form acceptable to us.

15.2.3 Franchisee is required to pay us a transfer fee of \$10,000 (“**Transfer Fee**”). If the proposed transferee had been referred to you or us by a third-party (e.g., a broker) with whom we have a referral arrangement, then we must receive as a condition of approval, an additional fee equal to the amount owed under that referral arrangement. If we identify the prospective purchaser, then in addition to the Transfer Fee, we must receive the greater of: (a) \$15,000; (b) three percent (3%) of the total purchase price; or (c) our actual costs to identify the prospective purchaser. Any amounts paid pursuant to this Section are non-refundable.

15.2.4 Franchisee and all Owners are required to sign a general release, in a form satisfactory to us, of all claims against us and our past, present and future affiliates, officers, directors, shareholders, agents and employees. Franchisee and the Owners will remain liable to us for all obligations arising before the effective date of the transfer.

15.2.5 The price and other proposed terms of the transfer must not, in our judgment, have the effect of negatively impacting the future viability of the Franchised Business.

15.2.6 Any financing incurred in connection with the transfer is required to be expressly subordinated to the transferee's obligations to us.

15.3. Transfer of Minority Ownership Interest. For any proposal to admit a new Owner, to remove an existing Owner, to change the distribution of ownership shown on the Data Sheet, or otherwise modify the ownership in a way that would not result in a Change of Control of Franchisee or the Franchised Business, Franchisee is required to give us advance notice and submit a copy of all documents and other information concerning the transfer that we may request. We will have a reasonable time (not less than forty-five (45) days) after we have received all requested information to evaluate the proposed transfer. We may withhold our consent or give our consent subject to the conditions in Section 15.2 that we deem to be applicable, except that, instead of a transfer fee, we will only charge (i) the applicable, then-current change of ownership fee set by Franchisor from time to time (as of the Agreement Date, it is the greater of \$500 or Franchisor's external (i.e., not in-house)

legal and administrative costs); plus (ii) applicable training fees for each new person that we determine needs training. Each proposed new owner is required to submit a personal application and sign a Personal Guarantee and our other then-current standard documents.

15.4. Transfer on Death, Incapacity or Bankruptcy. If Franchisee or any Owner dies, becomes incapacitated, or enters bankruptcy proceedings, that person's executor, administrator, personal representative, or trustee is required to apply to us in writing within 3 months after the event for consent to transfer the person's interest. The transfer will be subject to Sections 15.2 through 15.6, as applicable. In addition, if the deceased or incapacitated Owner is the Key Person, we will have the right (but no obligation) to take over operation of the Franchised Business upon giving notice to the executor, administrator, personal representative, or trustee and to manage the Franchised Business until the transfer is completed. If we exercise this right, we can charge a reasonable management fee for our services. For purposes of this Section, "**incapacity**" means any physical or mental infirmity that will prevent the person from performing his or her obligations under this Agreement (i) for a period of thirty (30) or more consecutive days or (ii) for sixty (60) or more total days during a calendar year. In the case of transfer by bequest or by intestate succession, if the heirs or beneficiaries are unable to meet the conditions of Section 15.2, the executor may transfer the decedent's interest to another successor that we have approved, subject to all of the terms and conditions for transfers contained in this Agreement. If an interest is not disposed of under this Section 15.4 within one year after the date of death or appointment of a personal representative or trustee, we can terminate this Agreement under Section 16.1.

15.5. Non-Conforming Transfers. Any purported transfer that is not in compliance with this Section 15 is null and void and constitutes a material breach of this Agreement, for which we may terminate this Agreement without opportunity to cure.

15.6. Our Right of First Refusal. We have the right, exercisable within thirty (30) days after receipt of the notice of a proposed transfer required by Section 15.1, to send written notice to you that we intend to purchase the interest proposed to be transferred, except that our right of first refusal will not apply if: (i) the sale would not result in a Change of Control; or (ii) the interests would transfer only to the spouse(s) and/or adult children of the Owners. The request for approval of transfer must include a true and complete copy of the term sheet, letter of intent, proposed purchase agreement, assignment document, description of financing or other contingencies, and any other documents we deem necessary to support a prudent business decision on whether to exercise the right of first refusal. We can assign our right of first refusal to someone else either before or after we exercise it.

15.6.1 If the proposed transfer is a sale, we or our designee may purchase on the same economic terms and conditions offered by the third party. Closing on our purchase must occur within sixty (60) days after the date of our notice to the seller electing to purchase the interest. If we cannot reasonably be expected to furnish the same type of consideration as the third-party, then we may substitute the equivalent in cash. If the parties cannot agree within thirty (30) days on the equivalent in cash, you and we will jointly designate and pay the cost of an independent appraiser, and the appraiser's determination will be final. We will have thirty (30) days after receipt of the appraiser's determination to decide whether to proceed with the purchase. We are entitled to receive, and Franchisee and the Owners agree to make, all customary representations and warranties given by the seller of the assets of a business or the capital stock of an incorporated business, as applicable. Any material change in the third party's offer after we have elected not to purchase the seller's interest will constitute a new offer subject to the same right of first refusal as for the third party's initial offer.

15.6.2 If a transfer is proposed to be made by gift, you and we will jointly designate, at our expense, an independent appraiser to determine the fair market value of the interest proposed to be transferred. We will have thirty (30) days after receipt of the appraiser's determination to decide whether to purchase the interest at the fair market value determined by the appraiser. If we decide to purchase, closing on the purchase will occur within forty-five (45) days after our notice to the transferor of our decision.

15.6.3 If we elect not to exercise our rights under this Section, the transferor may complete the proposed transfer after complying with Sections 15.1 through 15.4, provided that the final sale price is not less than the price at which we were entitled to purchase. If we determine that the final sale price is less than the price at which we were entitled to purchase, we may refuse to give our consent to the transfer. Closing of the transfer to the third party must occur within sixty (60) days of our election not to exercise our rights. If closing does not occur within the 60-day period, the third party's offer will be treated as a new offer subject to our right of first refusal.

15.7. Transfer of Development Agreement. If this Agreement is associated with a Development Agreement and you propose to transfer your rights under the Development Agreement, you are required (unless we otherwise approve) to transfer this Agreement and all other Franchised Businesses developed under the Development Agreement to the same transferee in the same transaction.

15.8. Sale or Assignment by Franchisor. We have the right to transfer or assign all or any portion of our rights or obligations under this Agreement to any person or legal entity including the operator of a competing franchise system. The assignee will expressly assume our obligations and become solely responsible for them from the effective date of assignment. We can sell our assets, sell securities in a public offering or in a private placement; merge with, acquire, or be acquired by another company; or undertake a refinancing, recapitalization, leveraged buy-out, or other economic or financial restructuring, without restriction and without affecting your obligations under this Agreement.

16. DEFAULT AND TERMINATION

16.1. Termination without Cure Period. In addition to any other rights of termination set forth in this Agreement, we will have the right to terminate this Agreement if any of the following events of default occurs, without providing you an opportunity to cure the default, effective immediately upon delivery of written notice to you:

16.1.1 If you do not have an Approved Location within three (3) months after signing this Agreement;

16.1.2 If at any time during the pre-opening training program, we conclude in our sole judgment that any person required to attend the pre-opening training program does not possess the skills necessary to properly fulfill and discharge the demands and responsibilities required by the System or this Agreement;

16.1.3 If you do not open the Franchised Business by the Opening Deadline;

16.1.4 If you close the Franchised Business for three (3) or more consecutive business days without our prior approval, express your intent to abandon the Franchised Business, or cease to operate the Franchised Business for any period in circumstances where it is reasonable to conclude that you do not intend to promptly resume operation of the Franchised Business;

16.1.5 If you lose the right to possession of the Approved Location, or otherwise forfeit the right to do business in the jurisdiction where the Franchised Business is located. However, if, through no fault of your own, the Franchised Business premises are damaged or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then you will have thirty (30) days after that event in which to apply for our approval to relocate and/or reconstruct the Franchised Business;

16.1.6 If you refuse to permit us to inspect the Franchised Business or your books, records, or accounts as provided herein;

16.1.7 If you do not comply with the restrictions on competition in Section 14;

16.1.8 If any transfer of interest in this Agreement, Franchisee, or the Franchised Business occurs that does not comply with Section 15, or if an interest is not disposed of under Section 15.4 within one year after the date of death or appointment of a personal representative or trustee;

16.1.9 If you misuse or disclose to any unauthorized person any contents of the Brand Standards Manuals or other Confidential Information;

16.1.10 If you knowingly maintain false or misleading books or records, knowingly underreport sales, or knowingly submit any other false or misleading information to us;

16.1.11 If you perpetrate common law fraud against us or any customer or supplier of the Franchised Business or knowingly permit any agent or employee of Franchisee to embezzle any funds or property of any customers, Franchisor, Franchisee, or others;

16.1.12 If Franchisee takes, withholds, misdirects or appropriates for Franchisee's own use any funds withheld from Franchisee's employees' wages for employees' taxes, FICA, insurance, or benefits;

16.1.13 If Franchisee or any Owner commits or is convicted of, pleads guilty to, or pleads no contest to a felony, a crime involving moral turpitude, or any other crime or offense that we believe is likely to have an adverse effect on the System, the Marks, or the goodwill associated with them. Once Franchisee or any Owner has been arrested for or formally charged with a serious criminal offense, we will have the right: (i) to require that the individual(s) charged be removed from any active role in the Franchised Business pending final disposition of the charges; and (ii) if the person(s) charged include the Key Person, to take over operation of the Franchised Business and to manage it on your behalf pending final disposition of the charges. If we exercise the right in clause (ii), we may charge a reasonable management fee for our services;

16.1.14 If Franchisee is insolvent or makes an assignment for the benefit of creditors; if a receiver is appointed for the Franchised Business; if execution is levied against your business assets; if a suit to foreclose any lien or mortgage is filed against you and not dismissed within sixty (60) days; or if your business entity is dissolved;

16.1.15 If Franchisee or any Owner appears on any government list of "blocked" persons or its assets, property, or interests are "blocked" under any anti-terrorism law or similar law that prohibits us from doing business with Franchisee or the Owner;

16.1.16 If Franchisee breaches a material provision of this Agreement that is not, by its nature, curable or that goes to the essence of the Agreement;

16.1.17 If you do not achieve the prescribed minimum score or standard on two consecutive assessments or on three or more assessments in any five (5) year period under Section 6.21;

16.1.18 If you fail to maintain the insurance coverage required by Section 9, or fail to provide satisfactory evidence of insurance to us within forty-eight (48) hours of our request;

16.1.19 If you fail to contact a customer within forty-eight (48) hours after receiving a customer complaint, or fail to resolve to our satisfaction any customer complaint in the manner and within the timeframe set forth in the Brand Standards Manuals, and you do not correct such failure within seven (7) days after we deliver written notice to you;

16.1.20 If you fail to attend our annual convention for two (2) consecutive years;

16.1.21 If the business license for, or any other permit or license required for the operation of, the Franchised Business is suspended or revoked;

16.1.22 If you fail to conduct and keep records of a satisfactory background check on any employee as may be required by us prior to his/her hire and on a regular basis, and you fail to cure the default within 10 days after we deliver written notice to you;

16.1.23 If you cure a default after written notice from us and the same default occurs again within one (1) year, whether or not cured after notice; or

16.1.24 If you fail on three (3) or more separate occasions within any period of eighteen (18) months to submit when due reports or other data, information or supporting records, or to pay when due any amounts due to us or otherwise comply with this Agreement, whether or not such failures to comply were corrected after written notice of such failure was delivered to you.

16.2. Termination for Non-Payment. If you fail to pay any monies owed to us, our affiliates or a third party supplier within seven (7) days after receipt of notice of default from us, this Agreement will terminate at the end of the 7-day period without further notice from us.

16.3. Termination Following Expiration of Cure Period. Except as provided in Sections 16.1 and 16.2 and elsewhere in this Agreement, we can terminate this Agreement only by giving you written notice of termination stating the nature of the default, at least thirty (30) days before the effective date of termination. If the default is not cured within the thirty (30) day period (or such longer period as applicable law may require) this Agreement will terminate without further notice to you, effective at the end of the cure period. Any material failure to comply with the requirements imposed by this Agreement (as supplemented by the Brand Standards Manuals) will be a default under this Section 16.3.

16.4. Cross-Default. We have the right to treat a default under any other agreement that you or an affiliate have with us or an affiliate as a default under this Agreement, subject to any applicable provisions for notice and cure set forth in the other agreement. For purposes of this section, “**affiliate**” means a person or business entity controlling, controlled by, or under common control with Franchisee or Franchisor, as applicable.

16.5. Cross-Guarantee. In the event Franchisee or Franchisee’s affiliate now holds or later acquires any interest in a Franchised Business other than the Franchised Business franchised under this Agreement, Franchisee shall unconditionally guarantee full performance and discharge of all of the franchisee’s obligations under the franchise agreement for such other Franchised Business, including without limitation the payment of all royalty fees, advertising fees, and other obligations.

16.6. Pre-Termination Options of Franchisor. Prior to the termination of this Agreement, if you fail to pay any amounts owed to us or our affiliates or fail to comply with any term of this Agreement, then in addition to any right we may have to terminate this Agreement or to bring a claim for damages, we will have the right to take the actions set out below and continue them until you have cured the default to our satisfaction. The taking of any of the actions permitted in this Section 16.6 will not suspend or release you from any obligation that would otherwise be owed to us or our affiliates under the terms of this Agreement. We may:

16.6.1 Remove the listing of the Franchised Business from all advertising published or approved by us;

16.6.2 Prohibit you from attending any meetings or seminars held or sponsored by us or taking place on our premises;

16.6.3 Charge you the default Royalty Fee rate in Section 7.6 of this Agreement;

16.6.4 Suspend access to the Call Center, the Franchisee Portal, and any technology systems we provide to you; and/or

16.6.5 Suspend services provided to you by us or our affiliates under this Agreement, including but not limited to inspections, training, marketing assistance, and the sale of products and supplies.

16.7. Step In Rights. In addition to our right to terminate this Agreement, and not in lieu of such right, or any other rights we may have against you, upon a failure to cure any default within the applicable cure period (if any), we have the right, but not the obligation, to enter the Franchised Business premises and exercise complete authority with respect to the operation of the Franchised Business (or designate a third party to exercise authority) until such time as we determine that the default has been cured, and you are otherwise in compliance with this Agreement. If we exercise the rights described in this Section, you are required to pay us (or our designee) a fee of up to \$500 per day and reimburse us (or our designee) for all costs and overhead, if any, incurred in connection with the operation of your Franchised Business, including, without limitation, costs of personnel for supervising and staffing the Franchised Business and their travel and lodging. If we undertake to operate the Franchised Business pursuant to this Section, you agree to indemnify and hold us (and our designees and employees) harmless from and against any fines, claims, suits or proceedings which may arise out of our operation of the Franchised Business.

16.8. Liquidated Damages. If we terminate this Agreement based on your default, you are required to pay us, as liquidated damages, an amount equal to the greater of: (i) two years of Royalty Fees (calculated as your average Royalty Fees per payment period in the year preceding the termination of this Agreement, multiplied by the number of payment periods occurring in a two-year period); or (ii) \$100,000 (unless a different minimum is stated in the Brand Appendix). The liquidated damages are in addition to costs and expenses that you may owe us under Section 23 (Disputes).

17. OBLIGATIONS UPON TERMINATION OR EXPIRATION

17.1. Our Rights to Acquire Approved Location and Franchise Assets. Upon expiration or termination of this Agreement under any circumstances, you are required to:

17.1.1 At our request, assign to us your interest in the lease or sublease for the Approved Location (or provide us with a commercially reasonable lease if you own the Approved Location). If we elect not to exercise our option to acquire the lease, you are required to make modifications or alterations to the Approved Location as necessary to comply with Section 17.2 and to distinguish the Approved Location from that of a Franchised Business.

17.1.2 At our request, sell to us such of the furnishings, fixtures, vehicles, equipment, and signs of the Franchised Business as we may designate, at fair market value, and such of the inventory and supplies on hand as we may designate, at fair market wholesale value. If the parties cannot agree on the price of any such items within thirty (30) days, we will appoint an independent appraiser, and the appraiser's determination will be final. Franchisor and Franchisee will each pay one-half of the appraiser's fees and costs. We will have thirty (30) days after receipt of the appraiser's determination to decide whether to proceed with the purchase. If we exercise our option to purchase any items, we will have the right to set off any amount due us or our affiliate from you against any payment for the items.

17.1.3 At our request, provide us with a copy of each customer agreement for the Franchised Business and any related information we request, and provide us with all other information and access necessary for us (or our designee) to continue servicing the customer and related business relationships within three (3) days from our request at no cost to us (since the Customer Data is our property). To this end, each customer agreement must include a clause providing us the unconditional right (but not an obligation) to assume (directly or through a designee) the customer agreement upon the termination or expiration of this Agreement, including

all of your rights and obligations thereunder that arise from and after such assumption. Upon the expiration or termination of this Agreement, you agree to facilitate our conversations with customers to ensure an orderly transition of the business operations. You agree to pay over to us (or our designee) any amounts (or a pro rata portion of any amounts) paid to you by your customers for services that you have not yet performed.

We can exercise any or all of our options under Sections 17.1.1, 17.1.2 and 17.1.3: (a) within thirty (30) days after the expiration of the Agreement Term, in the case of expiration of this Agreement; and (b) in the case of termination of this Agreement, at any time between the date of delivery of written notice of termination and thirty (30) days after the effective date of termination (or after the arbitration or court ruling upholding the termination, if termination is contested). We may assign these options to another person or entity. To preserve the value of these options, we may issue to you, and you are required to comply with, written instructions to refrain from, delay, or reverse any of the actions required of you under Section 17.2.

17.2. De-identification. Unless we have instructed you otherwise under Section 17.1.3, upon termination or expiration of this Agreement under any circumstances, you are required to:

17.2.1 Cease to operate the Franchised Business, withdraw all advertising that can be canceled, remove from the Approved Location and from service vehicles all signs, graphics, and other items that display the Marks, and make any other changes that we request to dissociate yourself, the Approved Location, and the former Franchised Business from the System;

17.2.2 Either permanently deactivate or, at our request, transfer to us all domain name registrations and other accounts, profiles, pages, usernames, and registrations by which you associate the Franchised Business with the Brand online or in any mobile network or other electronic marketing or communications channel, including but not limited to any social media, blog, messaging system, email domain, listserv, directory, or smart phone app, whether or not we authorized the particular usage or channel. If you do not voluntarily transfer these domain names, accounts, profiles, pages, usernames, and registrations, the registrars and hosts of any such electronic marketing or communications channels may accept this Agreement as evidence of our exclusive rights in the domain names, accounts, profiles, pages, usernames, and registrations and of our authority to direct their transfer on your behalf. When the domain names, accounts, profiles, pages, usernames, and registrations are transferred, all hosted content will also be transferred to us, including all data housed on the electronic marketing and communications channels as well as all members, friends, contacts and customers who are linked to the accounts or sites;

17.2.3 Cease to use the Confidential Information (including the Brand Standards Manuals, Customer Data and Business Data), the Marks, the Works, and all other distinctive elements associated with the System, and return all materials in your possession or control, in any medium, that contain Confidential Information, bear any of the Marks, or constitute Works;

17.2.4 Cancel any assumed name registration that contains any element or variation of the Marks, and furnish evidence satisfactory to us of compliance with this obligation within five (5) days after termination or expiration of this Agreement;

17.2.5 Cease using the telephone number(s) of the Franchised Business, notify your telephone company and all listing agencies of the termination of your right to use the telephone numbers and listings for the Franchised Business, and transfer those number(s) and listings to us or our designee. If you do not voluntarily transfer these numbers and listings, we will present the signed copy of Appendix D to the telephone company and all listing agencies as evidence of our exclusive rights in the telephone numbers and directory listings and of our authority to direct their transfer on your behalf;

17.2.6 Return to customers (or if we request, to us) all items, including keys, in your possession which relate to that particular customer;

17.2.7 Not directly or indirectly represent yourself to the public or hold yourself out as a present or former franchisee of the Brand; and

17.2.8 Not use any reproduction, counterfeit, copy, or colorable imitation of the Marks or the Works in connection with any other business that, in our opinion, is likely to cause confusion, mistake, or deception or to dilute our and/or our affiliates' rights in and to the Marks and the Works. You must not use any designation of origin or description or representation that falsely suggests or represents an association or connection with us.

You hereby appoint us as your attorney-in-fact to carry out the requirements of this Section 17.2 if you fail to do so within a reasonable time, which need not be more than fifteen (15) days. You agree that we will have the right to enter the Approved Location and to contact your landlord and other third parties to make any required changes that you fail to make. You agree to reimburse us on demand for any costs that we incur to carry out your obligations.

17.3. Continuing Obligations. After termination or expiration of this Agreement under any circumstances, you will remain liable to us for certain obligations. Among other things, you are required to:

17.3.1 Promptly pay all sums owing to us and our affiliates;

17.3.2 Permit access to and examination of books and records as provided in Section 8 to determine any amounts due;

17.3.3 Protect the Confidential Information as provided in Section 13;

17.3.4 Comply with the post-term restrictions on competition in Sections 14.2 and 14.3; and

17.3.5 Indemnify us as provided in Section 20.

18. BUSINESS ENTITY REQUIREMENTS

18.1. Ownership Information. Franchisee and each Owner represents and warrants that the ownership information on the Data Sheet is correct and complete as of the Agreement Date and will not be changed without first obtaining our consent as required by Section 15. You are required to maintain a current list of all stockholders, general partners, limited partners, members, or other direct and indirect beneficial owners (as applicable) and furnish the list to us upon request. If any Owner is a business entity, you are required to provide all information we request concerning that business entity and its owners. Every individual or entity that owns a direct or indirect equity interest of 5% or greater in Franchisee is required to guarantee Franchisee's performance of this Agreement by executing the Personal Guarantee attached to this Agreement.

18.2. Governing Documents. At our request, you are required to furnish us with copies of Franchisee's articles of incorporation, bylaws, partnership agreement, certificate of formation, limited liability company operating agreement, stock certificates, corporate minutes, or other governing documents, as applicable. You are required to give us at least thirty (30) days prior written notice of any proposed amendments to your governing documents. Your governing documents must provide at all times that your activities are confined exclusively to developing and operating Franchised Businesses. If any controlling Owner is a business entity, you are required to provide similar information concerning that business entity as we may request.

18.3. Control Arrangements. Any voting trust, management agreement, or other arrangement affecting the power to direct and control the affairs of Franchisee requires our prior written consent. You are required to furnish any information and documentation that we may request concerning a proposed control arrangement.

18.4. No Use of Marks in Corporate or Legal Name. Without limiting any of the requirements in Section 11.3 above, you may not use any of the Marks as part of your corporate or legal name.

19. RENEWAL

19.1. Renewal Term and Conditions. You will have the option to continue the franchise relationship for one (1) additional term of ten (10) years, subject to this Section. We will require you to satisfy the following requirements as a condition of renewing the franchise relationship with us:

19.1.1 You are required to give us written notice of your desire to renew not less than six (6) months and not more than twelve (12) months before the Expiration Date;

19.1.2 You must not be in default of this Agreement or any other agreement with us, our affiliates, or our approved vendors at the time you give the notice in Section 19.1 or during the remainder of the expiring term;

19.1.3 You are required to have a good record of customer service and of compliance with Brand Standards and your contractual obligations to us;

19.1.4 You are required to be on good terms with us, including but not limited to having a good working relationship for day-to-day operations and not being in litigation or other adversarial legal proceedings with us;

19.1.5 At our option, you will sign the then-current franchise agreement being offered to new franchisees of the Brand, except that we may or may not include a further renewal option (the “**Successor Franchise Agreement**”). The terms of the Successor Franchise Agreement may differ substantially from the terms of this Agreement, including increased fees, new fees, reconfiguration of the Territory, and higher Minimum Performance Requirements. Personal guarantees will be required per our then-current policy and our other standard documents will be required;

19.1.6 You are required to pay us the renewal fee specified in the Brand Appendix;

19.1.7 Franchisee and all Owners are required to sign a general release, in a form we prescribe, of any and all claims against us, our affiliates, and our officers, directors, shareholders and employees;

19.1.8 The Key Person and any employees we designate are required to successfully complete any additional or refresher training courses that we may require;

19.1.9 You are required to demonstrate that you have the right to remain in possession of the Approved Location for the full renewal term;

19.1.10 You are required to remodel, refurbish, renovate (including without limitation, as to any upgrading or refurbishing of vehicles used in the Franchised Business as may be requested by us) and/or re-equip the Franchised Business and premises to conform to our then-current Brand Standards for new Franchised Businesses before the end of the expiring term or obtain our approval of arrangements to complete the work on a schedule satisfactory to us; and

19.1.11 The computer system and vehicle(s) used in operation of the Franchised Business must be upgraded as necessary to meet our then-current Brand Standards.

19.2. Your Failure to Act. Your failure to give timely notice of your desire to renew will be deemed an election to decline the option in Section 19.1. IN FRANCHISOR’S SOLE DETERMINATION, FRANCHISEE MAY BE DEEMED TO HAVE IRREVOCABLY DECLINED TO CONTINUE THE

FRANCHISE RELATIONSHIP IF FRANCHISEE FAILS TO SIGN AND RETURN TO FRANCHISOR THE SUCCESSOR FRANCHISE AGREEMENT AND OTHER DOCUMENTS REQUIRED BY FRANCHISOR WITHIN THIRTY (30) DAYS AFTER THEIR DELIVERY TO FRANCHISEE OR FAILS TO COMPLY IN ANY OTHER WAY WITH THE PROVISIONS OF THIS SECTION 19.

19.3. Holding Over. If Franchisee does not sign a Successor Franchise Agreement by the Expiration Date and continues to accept the benefits of this Agreement after the expiration of this Agreement, then at the option of Franchisor, this Agreement may be treated either as (i) expired as of the Expiration Date, with Franchisee then operating without a franchise to do so and in violation of Franchisor’s rights; or (ii) continued on a month-to-month basis (“**Interim Period**”) until one party provides the other with written notice of such party’s intent to terminate the Interim Period, in which case the Interim Period will terminate thirty (30) days after receipt of the notice to terminate the Interim Period. In the latter case, all obligations of Franchisee shall remain in full force and effect during the Interim Period as if this Agreement had not expired, and all obligations and restrictions imposed on Franchisee upon expiration of this Agreement shall be deemed to take effect upon termination of the Interim Period.

20. INDEMNIFICATION

You agree to indemnify Franchisor, its affiliates, and their respective past, present, and future officers, directors, shareholders, employees, and agents (collectively, “**Protected Parties**”) for, and at our option defend the Protected Parties against: (i) any claims (whether or not by a third party) arising directly or indirectly from, as a result of, or in connection with your activities under this Agreement (collectively, “**Claims**”); and (ii) any liabilities, damages, losses, and expenses the Protected Parties incur as a result of such Claims, including but not limited to attorneys’ fees, costs of investigation, settlement costs, fines, civil penalties, and interest charges (collectively, “**Expenses**”). To the extent permitted by law, this indemnity includes Claims and Expenses alleged to be caused by the negligence of the Protected Parties, unless (and then only to the extent that) the Claim or Expense is finally determined by a court to have been caused solely by the gross negligence or willful misconduct of the Protected Parties. With respect to any threatened or actual litigation, proceeding, or dispute that could directly or indirectly affect any of the Protected Parties, the Protected Parties will have the right, but no obligation, to: (i) choose counsel; (ii) direct, manage, and control the handling of the matter; and (iii) settle any Claim on behalf of the Protected Parties. Your obligations under this Section are not limited by the amount of your insurance coverage. This Section will survive the expiration or termination of this Agreement.

21. NOTICES

All notices related to this Agreement are required to be in writing and are required to be delivered in person or sent by certified mail, by national commercial delivery service, or by other written or electronic means which affords the sender reliable evidence of delivery or attempted delivery, to the address shown in the Data Sheet, in the case of Franchisee, or to Authority Brands, Inc., 7120 Samuel Morse Drive, Suite 300, Columbia, MD 21046, Attn: Legal Department, in the case of Franchisor, unless and until a different address has been designated by written notice to the other party. For the avoidance of doubt, our delivery of notice to the business email address that we have on file for you will constitute effective notice unless we receive a non-delivery

message. This Section does not apply to changes to the Brand Standards Manuals or any written instructions that we furnish to you relating to operational matters.

22. GENERAL PROVISIONS

22.1. Notice of Suit. You are required to notify us promptly of any legal proceeding or any order of a court or government agency that may adversely affect the operation or financial condition of the Franchised Business.

22.2. Independent Contractor. Nothing in this Agreement is intended to make Franchisor or Franchisee an agent, legal representative, subsidiary, joint venturer, partner, or employee of the other for any purpose. This Agreement does not create a fiduciary relationship between you and us. Nothing in this Agreement authorizes you to make any contract, agreement, warranty, or representation on our behalf or to incur any debt or other obligation in our name. We will not assume liability for any such action or for your acts or omissions or any claim or judgment against you. You are required to hold yourself out to the public as an independent contractor operating under this Agreement.

22.3. Public Notice of Independent Status. Franchisee is required to conspicuously identify itself by its own company name in all dealings with customers, landlords, vendors, contractors, reporters, public officials, and employees and on all business cards, stationery, advertising, payroll forms, purchase orders and other materials.

22.4. Severability. If a court or government agency determines that any provision of this Agreement is invalid or contrary to applicable law, the invalidity will not impair the operation of any other provision of this Agreement that remains otherwise intelligible. The latter will continue to be given full force and effect and the invalid provision(s) will be deemed not to be a part of this Agreement.

22.5. No Implied Waiver. No failure to exercise any right reserved to us in this Agreement or to insist on your strict compliance with any obligation or condition in this Agreement, and no custom or practice of the parties, will constitute a waiver of our right to exercise any right or to demand your compliance with this Agreement. Our waiver of any particular default will not affect or impair our rights with respect to any subsequent default. Our delay or forbearance in exercising any right arising out of your breach or default will not prevent us from exercising the right, declaring any subsequent breach or default, or terminating this Agreement.

22.6. No Implied Third Party Beneficiaries. Nothing in this Agreement is intended to confer any rights or remedies on any person or legal entity other than Franchisee and us.

22.7. No Implied Consent. Whenever this Agreement requires our prior approval or consent, you are required to make a timely written request, and the approval or consent must be obtained in writing and signed by one of our officers. We make no warranties or guarantees upon which you may rely and assume no liability or obligation to you by providing any waiver, approval, consent or suggestion in connection with this Agreement.

22.8. Survival of Obligations. All obligations which expressly or by reasonable implication are to be performed, in whole or in part, after the expiration, termination, or assignment of this Agreement will survive expiration, termination, or assignment.

22.9. Our Business Judgment. Except as otherwise expressly provided in this Agreement, whenever we exercise a right and/or discretion to take or withhold an action, we can make our decision or exercise our discretion based on our judgment of what is in the best interests of the Brand at the time, even though (a) there may have been alternative decisions or actions that could have been taken; (b) our decision or the action taken promotes our own financial interest; or (c) our decision or the action may apply differently to different

franchisees. In the absence of an applicable statute, we will have no liability to you for any such decision or action. If applicable law implies a duty of good faith and fair dealing in this Agreement, we and you agree that the duty does not encompass any rights or obligations that are inconsistent with a fair construction of the terms of this Agreement.

22.10. Relationship to Other Businesses of Franchisor and its Affiliates. In fulfilling its obligations to Franchisee, and in conducting any activities or exercising any rights pursuant to this Agreement, Franchisor has the right: (i) to take into account, as it sees fit, the effect on, and the interests of, other businesses in which Franchisor and its affiliates have an interest, and on Franchisor's (and its affiliates') own activities; (ii) to share market and product research, and other proprietary and non-proprietary business information, with Franchisor's affiliates and the businesses in which they have an interest; and/or (iii) to introduce products, processes, or operational equipment used by the System into the franchised systems of Franchisor's affiliates, and to allocate new products and/or developments between and among the franchised systems, as Franchisor and its affiliates see fit. Franchisee understands and agrees that all obligations of Franchisor under this Agreement are subject to this section, and that nothing in this section shall affect in any way Franchisee's obligations under this Agreement.

22.11. Right to Information. You consent to us obtaining, using and disclosing to third parties (including, without limitation, prospective franchisees, financial institutions, legal and financial advisors), for any purpose whatsoever or as may be required by law, any financial or other information contained in or resulting from information, data, materials, statements and reports received by us or our affiliates (or disclosed to us or our affiliates) in accordance with this Agreement.

22.12. Entire Agreement. This Agreement and its Appendices constitute the entire agreement between Franchisor and Franchisee and the Owners concerning the Franchised Business. It supersedes all prior agreements, negotiations, representations, and correspondence concerning the same subject matter, except that nothing in this Agreement is intended to disclaim any representations made in any Franchise Disclosure Document that you received from us in connection with this Agreement. No amendment, change, or variance from this Agreement will be binding unless agreed to in writing and signed by authorized representatives of each party.

22.13. Amendment of Prior Agreements. In order to enhance consistency and quality of operation, performance, dispute resolution and other matters, we amend our standard Franchise Agreement from time to time. As a result, this Agreement may be different from other Brand franchise agreements that Franchisee or Franchisee's affiliates may have signed in the past and may contain revised provisions regarding, among other things, modifications to the System, manner of payment of fees and late fees, duties of franchisee, protection of trademarks, status and protection of Manuals and Confidential Information, technology requirements, advertising, insurance, accounting and records, transfers, default and termination, obligations on termination, franchisee covenants, taxes, indemnification, obligations to defend, approvals and waivers, notices, construction of agreement and applicable law. To cooperate with us in the achievement of these goals and as a condition of the grant of an additional franchise, Franchisee agrees that all of Franchisee's or its affiliates' existing Brand franchise agreements with Franchisor or its affiliates are amended to match the provisions of this Agreement (if the existing franchise agreements do not already include these provisions), except with respect to the royalty fee rate, required marketing contributions and spending, other fees for which amounts are specified, territory description, Approved Location, contract term, renewal conditions, and transfer conditions set out in the prior agreements, which will remain unchanged. FRANCHISEE ACKNOWLEDGES THAT THIS SECTION AMENDS ALL OF FRANCHISEE'S EXISTING FRANCHISE AGREEMENTS WITH FRANCHISOR AND THAT THE AMENDMENT WILL SURVIVE THE EXPIRATION OR TERMINATION OF THIS AGREEMENT.

22.14. Material Modification – for California Locations Only. If Franchisee or Franchisee's affiliates previously entered into one or more franchise agreements with Franchisor for a Franchised Business in

California, Section 22.13 may constitute a material modification of those existing franchise agreements under California law. If that is the case, and if Franchisee notifies Franchisor in writing within five (5) business days after signing this Agreement that Franchisee (or Franchisee's affiliate, as applicable) rescinds this modification of the existing franchise agreement(s) for the Franchised Business in California, this Franchise Agreement will be null and void and Franchisee will not have the right to develop a Franchised Business under this Franchise Agreement.

22.15. Counterparts. This Agreement may be executed in counterparts, and each copy so executed and delivered shall be deemed to be an original. Any signature by electronic signature, facsimile or scanned PDF shall be deemed an original signature. This Agreement shall be effective only upon the receipt of countersignature by us.

23. DISPUTES

23.1. Governing Law. This Agreement and the relationship between Franchisor and Franchisee and the Owners is governed by the laws of the State of Maryland, except that if a provision of this Agreement would not be enforceable under the laws of Maryland, and if the Franchised Business is located outside of Maryland and the provision would be enforceable under the laws of the state in which the Franchised Business is located, then that provision will be governed by the laws of the state in which the Franchised Business is located. In the event of any conflict of law question, the laws of Maryland will prevail, without regard to the application of Maryland conflict-of-law rules. This Section 23.1 is not intended to subject this Agreement or our relationship with you to any Maryland statute or regulation that would not apply by its own terms without considering this Section.

23.2. Mandatory Arbitration. Except as set forth in Sections 23.3 and 23.4 below and in subsection 23.2.5, any claim or dispute arising out of or relating to this Agreement (including but not limited to any claim that the Agreement or any of its provisions is invalid, illegal, or otherwise voidable or void), the relationship between you, your owners and affiliates and us or our affiliates, or your operation of the Franchised Business, shall be submitted to JAMS for mandatory, final and binding arbitration. The arbitration will be conducted in accordance with the Federal Arbitration Act, 9 U.S.C., Section 1, *et seq.*, and the commercial arbitration rules of JAMS in effect at the time of filing of the demand for arbitration (the "**JAMS Rules**"), except as the JAMS Rules may be modified by the following:

23.2.1 The seat of arbitration will be the JAMS office closest to Columbia, Maryland, and all arbitration hearings shall take place at that office. We have the right to designate headquarters for the Brand at a location other than Columbia, Maryland and to substitute that location for Columbia, Maryland for purposes of this section.

23.2.2 The arbitration will be conducted, heard and decided by one (1) arbitrator ("**Arbitrator**") who is mutually agreeable to the parties. If the parties have not agreed on the Arbitrator within thirty (30) days after filing of the arbitration demand with JAMS, the Arbitrator shall be appointed in accordance with the JAMS Rules.

23.2.3 The Arbitrator shall not entertain or permit any class or consolidated proceeding.

23.2.4 The administrative fees of JAMS and the Arbitrator's fees will be split equally between Franchisor and Franchisee.

23.2.5 If either party fails to pay its share of any fee required by JAMS to proceed with administration of the arbitration, and if the other party has paid its own share of the fee, the Arbitrator shall enter a default judgment in favor of the latter party. If an Arbitrator has not yet been appointed at the time of the non-

payment of the required fee, the party that has paid its own share of the fee shall have the option to have a default judgment entered in its favor or to proceed in court on the claims submitted to arbitration.

23.2.6 The Arbitrator will not have the authority to add to, delete, or modify the terms of this Agreement. All findings, judgments, decisions and awards of the Arbitrator will be limited to the claims set forth in the arbitration demand and any counterclaims, as they may be amended, and the Arbitrator will not have the authority to decide any other claims. The Arbitrator will have the power to decide any or all of the issues, claims and defenses presented in the arbitration through summary judgment, summary disposition, or dismissal proceedings without a full evidentiary hearing or witness testimony, as long as all parties are permitted to submit memoranda and affidavits and have oral argument, either in person or by telephone, if the Arbitrator determines that oral argument would assist in the decision making process. The Arbitrator will not have the right or authority to award punitive damages to any party. All findings, judgments, decisions and awards by the Arbitrator will be in writing and will be made within sixty (60) days after the arbitration hearings have been completed, and will be final and binding on all parties in the arbitration.

23.2.7 The written decision of the Arbitrator will be deemed to be an order, judgment and decree and may be entered as such in any court of competent jurisdiction.

23.2.8 The decision of the Arbitrator will have no collateral estoppel effect with respect to a controversy with any person or entity who is not a party to the arbitration proceeding.

23.3. Provisional or Declaratory Relief. Nothing in Section 23.2 or elsewhere in this Agreement prohibits Franchisor's right to seek a restraining order, preliminary injunction, specific performance or declaratory relief in court, under the applicable court rules, against conduct or threatened conduct for which no adequate remedy at law may be available or which Franchisor believes may cause Franchisor irreparable harm. Franchisor may have such relief without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law. Franchisee and each of its Owners acknowledges that any violation of (without limitation) Sections 11, 12, 13, 14, 15 or 17 would result in irreparable injury to Franchisor for which no adequate remedy at law may be available. Accordingly, Franchisee and each of its Owners consents to the issuance of an injunction at Franchisor's request (without posting a bond or other security) prohibiting any conduct in violation of any of those Sections. Franchisee's sole remedy in the event of the entry of specific performance or injunction order will be the dissolution of the order, if warranted (all claims for damages by reason of the wrongful issuance of any such order being expressly waived by Franchisee). Franchisee agrees that the existence of any claims Franchisee or any of its Owners may have against Franchisor, whether or not arising from this Agreement, will not constitute a defense to the enforcement of Sections 11, 12, 13, 14, 15 or 17.

23.4. Disputes Not Subject to Mandatory Arbitration. Notwithstanding Section 23.2, Franchisor shall have the option to submit to a court any of the following actions: to collect fees due under this Agreement; for injunctive or other relief as described in Section 23.3; to protect our intellectual property, including the Marks, Confidential Information, and trade secrets; to terminate this Agreement for a default; and to enforce the post-term obligations in Section 17 of this Agreement. Notwithstanding anything in this Agreement, in the JAMS Rules, or any provision of law, the determination of whether a dispute or controversy filed in a court is subject to arbitration shall be made by the court, not by an arbitrator.

23.5. Time Limit on Filing. Except for claims arising from Franchisee's non-payment or underpayment of amounts Franchisee owes Franchisor or from performance or non-performance of Franchisee's obligations arising upon expiration or termination of this Agreement, any claim or action arising out of or relating to this Agreement or the relationship between us and Franchisee and the Owners will be barred unless submitted to arbitration or filed in court and served within two (2) years from the date the complaining party knew or should have known of the facts giving rise to such claim.

23.6. Venue for Litigation. Franchisee and the Owners are required to file any lawsuit against us only in the federal district court for the district encompassing Columbia, Maryland (or in the closest state court to Columbia, Maryland, if the federal court lacks subject matter jurisdiction). We may file a lawsuit against Franchisee or the Owners in the federal or state court for Columbia, Maryland or in the federal or state court where the Franchised Business is located. We have the right to designate headquarters for the Brand at a location other than Columbia, Maryland and to substitute that location for Columbia, Maryland for purposes of this section. The parties irrevocably submit to the jurisdiction of such courts and waive all objections to personal jurisdiction and venue for purposes of carrying out this provision.

23.7. Waiver of Jury Trial. We, you, and the Owners irrevocably waive trial by jury in any action, proceeding, or counterclaim.

23.8. Waiver of Exemplary Damages. Franchisee and the Owners, on the one hand, and Franchisor on the other, waive any right to or claim of punitive or exemplary damages against the other, except that we do not waive our right to: (i) statutory, punitive or exemplary damages for violation of the Lanham Act, trademark infringement or dilution, or unauthorized disclosure of confidential information or trade secrets; or (ii) indemnification from Franchisee under Section 20 for any such damages claimed or awarded against Protected Parties.

23.9. Class Action Waiver. TO THE EXTENT PERMITTED BY LAW, FRANCHISEE AND THE OWNERS WAIVE THE RIGHT TO SEEK CERTIFICATION OF A CLASS IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM AGAINST US.

23.10. Costs and Legal Fees. In connection with any failure by Franchisee to comply with this Agreement, regardless of whether there is any legal proceeding to enforce the terms of this Agreement, Franchisee will reimburse Franchisor, upon demand, for the costs and expenses incurred by Franchisor as a result of such failure and Franchisor's enforcement of the terms of this Agreement. Franchisor's costs and expenses include, without limitation, accountants', attorneys', attorneys' assistants and expert witness fees, cost of investigation and proof of facts, court costs, other litigation expenses, and travel expenses. If Franchisee initiates a legal proceeding against Franchisor, and if Franchisee does not prevail in obtaining the relief Franchisee was seeking in such legal proceedings, then Franchisee will reimburse Franchisor for the costs and expenses incurred by Franchisor as a result of such legal proceedings, including, without limitation, accountants', attorneys', attorneys' assistants and expert witness fees, cost of investigation and proof of facts, court costs, other litigation expenses and travel expenses, whether incurred prior to, in preparation for, in contemplation of, or in connection with such legal proceedings. However, in case of any conflict between this Section and Section 23.2.4 or 23.2.7 above, Section 23.2.4 or 23.2.7 will take precedence. This section will survive termination or expiration of this Agreement.

23.11. Remedies are Cumulative. Except as otherwise provided in this Section 23, no right or remedy under this Agreement is exclusive of any other right or remedy.

FRANCHISOR:
STOP FRANCHISING SPE LLC

FRANCHISEE:
[PRINT NAME OF COMPANY]

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

PERSONAL GUARANTEE

As an inducement to **STOP Franchising SPE LLC (“Franchisor”)** to sign a Franchise Agreement (the **“Agreement”**) with _____ (**“Franchisee”**), the undersigned individuals (collectively, the **“Guarantors”**), jointly and severally, unconditionally guarantee to Franchisor, its affiliates, and their successors and assigns (collectively, the **“Franchisor Group”**) that all of Franchisee’s obligations under the Agreement and under other agreements or arrangements between Franchisee and the Franchisor Group will be punctually paid and performed.

1. Guarantee. Upon demand by Franchisor, the Guarantors will immediately make each contribution or payment required of Franchisee under the Agreement and under other agreements or arrangements between Franchisee and the Franchisor Group. Each Guarantor waives any right to require the Franchisor Group to: (a) proceed against Franchisee or any other Guarantor for any contribution or payment required under the Agreement; (b) proceed against or exhaust any security from Franchisee or any other Guarantor; or (c) pursue or exhaust any remedy, including any legal or equitable relief, against Franchisee or any other Guarantor. Without affecting the obligations of the Guarantors under this Guarantee, the Franchisor Group may, without notice to the Guarantors, extend, modify, or release any indebtedness or obligation of Franchisee, or settle, adjust, or compromise any claims against Franchisee. The Guarantors waive notice of amendment of the Agreement and notice of demand for contribution or payment and agree to be bound by any and all such amendments and changes to the Agreement.

2. Indemnity. The Guarantors agree to hold harmless, defend and indemnify the Franchisor Group against any and all losses, damages, liabilities, costs, and expenses (including attorneys’ fees, costs of investigation, court costs, and arbitration fees and expenses) arising out of or in connection with any failure by Franchisee to perform any obligation under the Agreement or any other agreement between Franchisee and the Franchisor Group.

3. Other Personal Obligations. The Guarantors agree to be bound personally by all obligations of the Franchisee in the Agreement, including but not limited to non-compete restrictions, confidentiality provisions, governing law and dispute resolution provisions, and restrictions on sale or transfer of interest in Franchisee or the Franchised Business. Except as expressly authorized by the Agreement, the Guarantors may not make use of any of the intellectual property rights licensed under the Agreement. The Guarantors may not disclose to any third party or make use of any trade secrets, know-how, systems or methods of which Guarantors may acquire knowledge by virtue of training they may have received from Franchisor, their involvement in the business, or their ownership interest in Franchisee.

4. Survival of Obligations. Upon the death of a Guarantor, the Guarantor’s estate will be bound by this Guarantee, but only for obligations existing at the time of death. The obligations of the surviving Guarantors will continue in full force and effect.

GUARANTOR:

Printed Name: _____

Signature: _____

Date: _____

GUARANTOR:

Printed Name: _____

Signature: _____

Date: _____

[This document is to be used when: (a) a married individual signs a Franchise Agreement, personal guarantee, or other agreement containing financial obligations to us; and (b) that individual's spouse is NOT also signing the same agreements.]

SPOUSE ACKNOWLEDGMENT

My name is _____.

I am the spouse of _____.

I am aware that:

- my spouse is investing in an DRYMEDIC franchise;
- in connection with the franchise, my spouse is signing a Franchise Agreement, personal guarantee, and/or other documents that involve financial obligations to STOP Franchising SPE LLC and its affiliates (the “**Franchise Documents**”); and
- STOP Franchising SPE LLC and its affiliates are relying on all assets of my spouse, including jointly owned marital property, in accepting my spouse’s obligations under the Franchise Documents.

I understand the financial obligations undertaken by my spouse in connection with the franchise, and that the Franchise Documents are being signed for the benefit of, and will be binding on, my marital community.

I understand that this Spouse Acknowledgment does not subject my separate, non-marital property to my spouse’s financial obligations under the Franchise Documents.

I understand that my spouse is bound personally by the following provisions of the Franchise Agreement, and I agree to be bound by them as well: (i) the confidentiality and non-disclosure covenants in Section 13; (ii) the non-competition covenants in 14; and (iii) the governing law and dispute resolution provisions in Section 23.

By: _____

Name: _____

Date: _____

APPENDIX A TO FRANCHISE AGREEMENT
DATA SHEET

SECTION REFERENCE	SUBJECT	FRANCHISEE'S INFORMATION
Section 1.15	Key Person	[insert name]
Section 1.17	Opening Deadline	[insert date]
Section 1.20	Territory Definition	See the attached map and zip code chart. Total Population: [insert total]
Section 7.1	Franchise Fee and Additional Population Fee	The Franchise Fee is: [insert amount] The Additional Population Fee is: [insert amount] The Total Amount of the Franchise Fee and the Additional Population Fee is: [insert amount] (The Additional Population Fee is calculated by multiplying \$0.16 times the additional population of individuals in your Territory).
Section 18.1	Ownership Information	See below. For any Owner that is a business entity, attach separate page disclosing the same information for that entity.
Section 21	Address for Legal Notice	[insert Franchisee's legal address]

Name of Franchisee: _____

Type of Business Entity (check one): Limited Liability Company
 Corporation (C Corp or S Corp)
 Limited Partnership
 Other _____

State in which organized: _____

Owner Name: _____ **Ownership Percentage:**
_____ %
_____ %

_____ %

List the following below: (a) for a corporation, all Officers and Board Directors; or (b) for a limited liability company, all Managers and/or Members.

Name: _____ Position: _____

Name: _____ Position: _____

Name: _____ Position: _____

APPENDIX B TO FRANCHISE AGREEMENT

**BRAND APPENDIX
DRYMEDIC**

The Franchised Business offers residential and commercial restoration services for buildings and contents (including cleaning, deodorizing and/or reconstruction) due to fire, smoke, water, mold, normal wear and/or other causes of damage.

SECTION REFERENCE	SUBJECT	APPLICABLE TERM
Section 1.2	Approved Location	Your Approved Location may initially be your home. However, unless otherwise agreed upon by us, you must obtain a commercial site which will serve as the Approved Location for your Franchised Business beginning at the earlier of: (a) twelve (12) months following the Original Opening Date of the Franchised Business; or (b) when you first achieve monthly Gross Revenue of \$15,000.
Section 2.1	Rights Granted	We grant you the right, and you undertake the obligation, on the terms and conditions of this Agreement, to establish and operate one (1) Franchised Business at the Approved Location only, and to use the Marks and the System only in connection with the Franchised Business. You agree to operate the Franchised Business for the full Agreement term specified in Section 3.
Section 2.2	Territorial Protection	Your Territory is not exclusive with respect to servicing customers. Other DRYmedic and Service Team of Professionals (“ STOP ”) franchisees may perform work in your Territory. However, your Territory is protected with respect to marketing as stated below. While this Agreement is in effect, neither we nor other DRYmedic or STOP franchisees will be permitted to actively solicit work related to the Marks and System via marketing, advertising (specifically targeted retail of any kind including localized phone books, direct mail, digital, etc.) or promotion to insurance agencies, businesses, suppliers, distributors or homeowners in your Territory, except that we and other DRYmedic and STOP franchisees may solicit insurance claims/adjusters’ offices, corporate headquarters and property management companies in your Territory if these potential customers service claims, have locations, and/or work in the territories of other DRYmedic and STOP franchisees or the territories of our corporate locations. We are not prohibited from advertising or soliciting employees or independent contractors in your Territory.
Section 2.4	Activities Outside of the Territory	You may not directly solicit work related to the Franchised Business outside of the Territory without our approval, which is subject to the policies we implement through our Manuals or

SECTION REFERENCE	SUBJECT	APPLICABLE TERM						
		otherwise in writing.						
Section 3	Expiration Date	Tenth (10 th) Anniversary of the Agreement Date						
Section 4.1	Business Outfitting Fees	<table border="0"> <thead> <tr> <th><u>Fee Description</u></th> <th><u>Amount</u></th> </tr> </thead> <tbody> <tr> <td>Initial Equipment Package</td> <td>\$65,000 to \$165,000</td> </tr> <tr> <td>Initial Setup Fee</td> <td>\$2,000 for initial DASH software installation, plus a \$700 a month fee for the Franchised Business</td> </tr> </tbody> </table>	<u>Fee Description</u>	<u>Amount</u>	Initial Equipment Package	\$65,000 to \$165,000	Initial Setup Fee	\$2,000 for initial DASH software installation, plus a \$700 a month fee for the Franchised Business
<u>Fee Description</u>	<u>Amount</u>							
Initial Equipment Package	\$65,000 to \$165,000							
Initial Setup Fee	\$2,000 for initial DASH software installation, plus a \$700 a month fee for the Franchised Business							
Section 6.6	Call Center Fee	Not Applicable as of Agreement Date						
Section 6.10	Sourcing	If you are required or choose to participate in a Key Account program the fees may be charged directly to you or may be paid to us in the form of a rebate from the vendor, based on the number of participating franchisees.						
Section 6.18	Customer Warranty or Guarantee	Not Applicable as of Agreement Date						
Section 6.19	Minimum Performance Requirements	<table border="0"> <thead> <tr> <th><u>Time Period Following the Original Opening Date</u></th> <th><u>Minimum Gross Revenue</u></th> </tr> </thead> <tbody> <tr> <td>The third 12-month period following the Original Opening Date.</td> <td>\$300,000</td> </tr> <tr> <td>The fourth 12-month period following the Original Opening Date through the remainder of the term of the Franchise Agreement</td> <td>\$450,000</td> </tr> </tbody> </table>	<u>Time Period Following the Original Opening Date</u>	<u>Minimum Gross Revenue</u>	The third 12-month period following the Original Opening Date.	\$300,000	The fourth 12-month period following the Original Opening Date through the remainder of the term of the Franchise Agreement	\$450,000
<u>Time Period Following the Original Opening Date</u>	<u>Minimum Gross Revenue</u>							
The third 12-month period following the Original Opening Date.	\$300,000							
The fourth 12-month period following the Original Opening Date through the remainder of the term of the Franchise Agreement	\$450,000							
Section 6.22	Brand Programs	Starting no later than the six-month anniversary of the Original Opening Date and continuing for the remainder of the term of the Franchise Agreement, your Franchised Business must employ at least one full-time employee whose job function is dedicated to sales and marketing activities for the Franchised Business.						

SECTION REFERENCE	SUBJECT	APPLICABLE TERM										
Section 6.26	Legal/Regulatory Requirements	<p>The Franchised Business will be subject to licensing laws, which vary by state and sometimes by county or municipality. For example, some states may require that you obtain certain contractor licenses in order to complete the work that the Franchised Business will perform. It is your responsibility to contact the applicable licensing boards, as well as an attorney, to learn about specific industry and contractor laws and regulations applicable to your Franchised Business.</p>										
Section 7.2	Royalty Fee	<p>You are required to pay us a monthly Royalty Fee in an amount equal to the greater of: (a) the Applicable Percentage; or (b) the Minimum Royalty Fee.</p> <p>The “Applicable Percentage” means:</p> <ul style="list-style-type: none"> • 7% of the first \$1,000,000 of Gross Revenue in the then-current calendar year; <i>then</i> • 6% of Gross Revenue in excess of \$1,000,001 and up to \$5,000,000 in the then-current calendar year; <i>then</i> • 5% of Gross Revenue in excess of \$5,000,000 in the then-current calendar year. <p>The Applicable Royalty Percentage will revert to 7% of Gross Revenue at the start of each calendar year.</p> <p style="text-align: center;">*****</p> <p>Currently, the “Minimum Royalty” Fee is calculated as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Time Period Following Original Opening Date</u></th> <th style="text-align: center;"><u>Minimum Royalty Fee</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Months 1 – 6</td> <td style="text-align: center;">None</td> </tr> <tr> <td style="text-align: center;">Months 7 – 24</td> <td style="text-align: center;">\$900 per month</td> </tr> <tr> <td style="text-align: center;">Months 25 – 48</td> <td style="text-align: center;">\$1,500 per month</td> </tr> <tr> <td style="text-align: center;">Months 49+</td> <td style="text-align: center;">\$2,625 per month</td> </tr> </tbody> </table> <p>“Original Opening Date” means the date on which you or any prior owner or predecessor operator of the Franchised Business first opened the Franchised Business.</p> <p>As of the Agreement Date, the Royalty Fee is due monthly on the tenth (10th) of the month based on Gross Revenue realized</p>	<u>Time Period Following Original Opening Date</u>	<u>Minimum Royalty Fee</u>	Months 1 – 6	None	Months 7 – 24	\$900 per month	Months 25 – 48	\$1,500 per month	Months 49+	\$2,625 per month
<u>Time Period Following Original Opening Date</u>	<u>Minimum Royalty Fee</u>											
Months 1 – 6	None											
Months 7 – 24	\$900 per month											
Months 25 – 48	\$1,500 per month											
Months 49+	\$2,625 per month											

SECTION REFERENCE	SUBJECT	APPLICABLE TERM
		<p>in the immediately preceding calendar month. We have the right to change the payment period.</p> <p>The Minimum Royalty Fee is not meant to be, and you may not rely on it as, a representation or guarantee of the results that your Franchised Business or any particular Franchised Business will or might achieve. The Minimum Royalty Fee does not predict or project your revenue or other business results. The Minimum Royalty Fee is simply a fixed dollar value, the purpose of which is to guarantee a minimum economic return to us.</p>

SECTION REFERENCE	SUBJECT	APPLICABLE TERM
Section 7.3	Brand Fund Contribution	<p><u>Original Opening Date through the First 24 Months of Operation:</u></p> <p>We will calculate your required contribution to the Brand Fund using the greater of: (a) \$595; or (b) the Applicable Contribution Percentage.</p> <p><u>Month 25 Following the Original Opening Date through the Remainder of the Term:</u></p> <p>We will calculate your required contribution to the Brand Fund using the Applicable Contribution Percentage.</p> <p>“Applicable Contribution Percentage” means:</p> <ul style="list-style-type: none"> • 1.5% of the first \$1,000,000 of Gross Revenue in the then-current calendar year; <i>then</i> • 1.25% of Gross Revenue in excess of \$1,000,000 and up to \$3,000,000 in the then-current calendar year; <i>then</i> • 1% of Gross Revenue in excess of \$3,000,000 and up to \$5,000,000 in the then-current calendar year; <i>then</i> • 0.5% of Gross Revenue in excess of \$5,000,000 and up to \$10,000,000 in the then-current calendar year; <i>then</i> • 0% with respect to Gross Revenue in excess of \$10,000,000 in the then-current calendar year. <p>The Applicable Contribution Percentage will revert to 1.5% of Gross Revenue at the start of each calendar year.</p> <p>The Brand Fund contribution will be calculated for the same period and paid in the same manner as the Royalty Fee.</p>
Section 7.4	Technology Fee(s)	<p>Currently, for required DASH software program (starting in December 2022), a one-time start-up fee of \$2,000 and ongoing monthly fee of \$700 per franchisee, depending on your number of users and the features you select. You are required to sign the Software User Agreement included as Appendix B-2 of this Agreement before you open your Franchised Business.</p> <p>We have the right to add other Technology Fees. Once implemented, we may change the rate and/or payment frequency of Technology Fees at any time.</p>

SECTION REFERENCE	SUBJECT	APPLICABLE TERM
Section 7.5	Service Deficiency Reimbursements	The last sentence of Section 7.5 is deleted and replaced with the following: Upon receipt of an invoice from us, you are required to promptly pay us an amount equal to: (a) the costs we incur to perform the services or to reimburse the customer; plus (b) the greater of (i) fifteen percent (15%) of our costs or (ii) \$250.
Section 8.7.2	Business and Customer Data	In addition to your other obligations under Section 8.7.2, you agree to provide us, by the tenth (10th) day of each month, the names and addresses of all customers you have provided services and a list of the names and addresses of all potential customers you have contacted, and the name and address of their respective referral sources, in a form acceptable to us (such as a computer spreadsheet or legible marketing call report).
Section 10.3	Pre-Opening/Grand Opening Marketing	Not Applicable as of Agreement Date
Section 10.4	Ongoing Local Marketing Spend	Currently, you must spend at least \$48,000 per year for Local Marketing.
Section 11.3.8	Limitations on Use of the Marks	In addition, you may not use the words “restoration,” “mitigation,” “water,” “remediation,” “water damage,” “disaster,” “mold,” “biohazard,” or “cleaning” in your corporate or legal name.
Section 14.1.1	“Competing Business” definition	“ Competing Business ” means any business that: (i) offers residential, commercial or industrial sanitizing, mold removal, asbestos abatement, duct cleaning or other cleaning services, damage restoration/construction services, including cleaning, servicing, repairing or replacing real or personal property, due to fire, smoke, water, mold, normal wear, or other causes of damage, damage mitigation or other products or services similar to those offered by the Franchised Businesses, (ii) grants franchises or licenses to others to operate such businesses, or (iii) is the same or substantially similar in nature or purpose to the Franchised Businesses (other than a DRYmedic or STOP business operated under a franchise agreement with us).
Section 16.8	Liquidated Damages	As stated in Section 16.8 of the Agreement
Section 19.1.1	Renewal Notice	You agree that if you fail to provide notice as required under Section 19.1.1 of the Agreement, then you will not be permitted to attend any scheduled conventions, business

SECTION REFERENCE	SUBJECT	APPLICABLE TERM
		planning meetings, webinars, or similar franchisee meetings.
Section 19.1.6	Renewal Fee	\$5,000

**APPENDIX B-1 TO FRANCHISE AGREEMENT
STOP FRANCHISING SPE LLC**

**CONVERSION INCENTIVE PROGRAM
ADDENDUM TO FRANCHISE AGREEMENT**

[NOTE: THIS FORM ONLY APPLIES TO CONVERSION FRANCHISE AGREEMENTS]

THIS FORM MAY NOT APPLY TO YOU; APPLICABILITY OF THIS FORM IS DETERMINED BY FRANCHISOR.]

THIS CONVERSION INCENTIVE PROGRAM ADDENDUM is attached to and entered into contemporaneously with the DRYmedic Franchise Agreement (“**Franchise Agreement**”) between STOP Franchising SPE LLC (“**we,**” “**us,**” “**our**” or “**Franchisor**”) and _____ (“**you,**” “**your**” or “**Franchisee**”) dated as of _____.

Franchisor and Franchisee are entering into a Promissory Note for the entirety of the Franchise Fee contemporaneously with this Addendum and the Franchise Agreement.

Franchisor and Franchisee agree to modify certain terms of the Franchise Agreement as set forth in this Addendum.

Franchisor and Franchisee agree as follows:

1. FRANCHISE FEE:

The Franchise Fee payment obligation is hereby deferred until the fifth (5th) anniversary of the Effective Date of the Franchise Agreement, subject to the terms of the Note and in accordance with the chart below.

Franchisor agrees to waive certain amounts due under the Note, up to the entirety of the Note Amount, provided Franchisee’s Gross Revenue in the fifth (5th) year of operation following the Effective Date of the Franchise Agreement exceeds the pre-conversion gross revenue of the Existing Restoration Business by certain thresholds. Such pre-conversion gross revenue shall be determined by the prior year’s P&L or prior year tax return for the converting Restoration business, as described in the table below.

Gross Revenue of Existing Restoration Business	[Insert Gross Revenue Based on Prior Year-End P&L or Prior Year Tax Return]
Additional Franchised Businesses	[Insert Franchise IDs]

<p>Promissory Note Terms</p>	<p>Total Promissory Note Amount of All Franchised Businesses (“Note Amount”): [Insert Franchise Fee for Total Territories]</p> <p>Deferred Payments for Five (5) Years – [Insert 5th Anniversary Date]</p> <p>The Gross Revenue Increase for Note Forgiveness shall be calculated on the Fifth (5th) Anniversary of the Effective Date of the Franchise Agreement. The Gross Revenue thresholds and the corresponding Note Amount forgiveness are as follows:</p> <ol style="list-style-type: none"> 1. 30% Gross Revenue Increase: [Insert Gross Revenue Target] <ol style="list-style-type: none"> a. 50% Note Amount Forgiven: [Insert Dollar Amount] 2. 40% Gross Revenue Increase: [Insert Gross Revenue Target] <ol style="list-style-type: none"> a. 75% Note Amount Forgiven: [Insert Dollar Amount] 3. 50% Gross Revenue Increase: [Insert Gross Revenue Target] <ol style="list-style-type: none"> a. 100% Note Amount Forgiven: [Insert Dollar Amount] <p>In the event your pre-conversion Gross Revenue is below \$200,000 for the pre-conversion year, we apply specific Gross Revenue thresholds in the fifth year of operation to determine whether you qualify for Promissory Note forgiveness. The specific thresholds are Gross Revenue of \$300,000 for 50% forgiveness, Gross Revenue of \$375,000 for 75% forgiveness, and Gross Revenue of \$450,000 for 100% forgiveness.</p>
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2. **VEHICLE WRAPS**: Franchisor agrees to provide Franchisee with up to four (4) vehicle wraps valued up to \$5,000 each. Franchisor will provide the vehicle wraps through direct payment to a Designated Vendor. Franchisee shall be responsible for any amounts due for each vehicle wrap over \$5,000.

Total Number of Franchisee Vehicles (up to 4): _____

3. **MARKETING MATERIALS**: Franchisor agrees to provide Franchisee with a \$500 credit towards the purchase of certain advertising, marketing, and promotional materials through Franchisor’s Designated Vendor.
4. **BRAND UNIFORMS**: Franchisor agrees to provide Franchisee with a \$500 credit towards the purchase of uniforms bearing the Marks through Franchisor’s Designated Vendor.
5. **MARKETING CAMPAIGN LAUNCH**: Franchisor agrees to provide Franchisee with certain marketing services, include but not limited to digital marketing services and website marketing services, prior to or at the opening of the Franchised Business in an amount determined by Franchisor, not to exceed \$3,000.

6. **BUSINESS SOFTWARE CONVERSION FEES:** Franchisor agrees to reimburse Franchisee up to a total of \$1,000 for applicable fees paid to approved third party vendors related to the conversion of Franchisee’s data to Franchisor’s designated business software, if applicable. Franchisee shall be responsible for all costs associated with the business software training and associated Technology Fees described in Section 7.4 of the Franchise Agreement and related Brand Appendix. Franchisee is required to submit a signed itemized invoice from the vendor, along with any related materials Franchisor may require, no more than sixty (60) days from the Effective Date of the Franchise Agreement to qualify for the reimbursement described in this paragraph. Franchisor will have forty-five (45) days after receipt of the itemized invoice to submit payment to Franchisee. In the event Franchisee fails to meet any of the obligations of this paragraph, Franchisee shall be deemed to have waived any right to a reimbursement and Franchisor shall be released from any obligation to reimburse Franchisee for any expense related to the conversion of Franchisee’s data to the applicable designated business software. In any event, Franchisee shall be required to adhere to all of Franchisee’s obligations described in Section 7.4.of the Franchise Agreement.

7. **MISCELLANEOUS.** This Addendum will be binding upon and inure to the benefit of each party. Any terms not defined in this Addendum will have the meaning given to the terms in the Franchise Agreement.

8. **NO FURTHER CHANGES.** Except as specifically provided in this Addendum, all of the terms, conditions and provisions of the Franchise Agreement will remain in full force and effect as originally written and signed.

IN WITNESS WHEREOF, Franchisor and Franchisee have duly executed this Addendum as of the date first above written.

FRANCHISOR:
STOP FRANCHISING SPE LLC

FRANCHISEE:
[INSERT ENTITY NAME]

By: _____
 Print Name: _____
 Title: _____
 Date: _____

By: _____
 Print Name: _____
 Title: _____
 Date: _____

APPENDIX B-2 TO FRANCHISE AGREEMENT
STOP FRANCHISING SPE LLC
SOFTWARE USER AGREEMENT

THIS SOFTWARE USER AGREEMENT (the “Software Agreement”) is made and entered into on ___ by and between BuyMax SPE LLC (“BuyMax”), a Delaware limited liability company, and _____ (“User”).

RECITALS:

BuyMax is the licensee or sublicensee of certain computer software, from Next Gear Solutions, LLC (“Next Gear”), and certain related interfaces and related documentation (collectively, the “Software”) and has obtained the right to assign additional users to the Software license held by BuyMax.

The Software is designed to enhance the management and operation of a restoration business (the “Business”) through its various features.

User has signed a franchise agreement with an affiliate of BuyMax, namely STOP Franchising SPE LLC (“Franchisor”) (the “Franchise Agreement”) which obligates User to utilize the Software in the operation of the Business.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, the parties agree as follows:

1 GRANT

1.1 User Account. BuyMax hereby assigns User an account to use the Software, and User hereby accepts this user account, subject to the terms and conditions provided below and the terms and conditions of the Software.

1.2 Assignment of Use. The Software is furnished to User under this Software Agreement solely for use as specified herein. BuyMax shall retain all right and title in and to the user account provided to User.

1.3 Permitted Use. User shall use the Software solely for: (i) the operation of the Business and (ii) in conjunction with the data communications and network system(s) designated by BuyMax from time to time pursuant to the Franchise Agreement or otherwise designated in writing.

1.4 No Modifications. User shall not make any modifications or alterations to the Software.

1.5 Restrictions. User shall not, and shall not allow any third party to: (a) sublicense the Software; (b) adapt, translate or create derivative works based on the Software; (c) market, sell, distribute, lease, assign, or transfer the Software, in whole or in part, to any third party or permit any third party to use the Software without BuyMax’s prior written consent; (d) rent or timeshare the Software, or use the Software in the operation of a service bureau, or on an application service provider basis; or (e) remove, obscure, or alter any patent, copyright, trademark or other proprietary rights notice or legends on the Software.

2 SOFTWARE LICENSE, SUPPORT, MAINTENANCE AND OTHER FEES

2.1 Monthly Software Fee. User agrees to pay BuyMax a Monthly Software Fee in the amount of seven hundred dollars (\$700.00) per month for the primary location and two hundred fifty dollars (\$250.00) per month for each secondary location for the use of the Software during the term of this Agreement. This Software Fee shall be due and payable via ACH monthly on the 1st day of the month each month.

2.2 Support and Maintenance Fee. User agrees to pay BuyMax or its designee a maintenance fee as designated by BuyMax (the "Maintenance Fee").

2.3 Data Transfer Fee. If you are permitted in writing by Franchisor to stop using the Software, User Data (as defined below) may be extracted from the Software for a fee of \$500.

2.4 Other Fees. User agrees to obtain the other software, hardware, data circuits and communication line monitoring systems as specified by BuyMax, and pay all associated charges and fees associated with their purchase, installation, support and maintenance.

3 INSTALLATION, SUPPORT AND MAINTENANCE

3.1 Installation. BuyMax shall arrange for installation of the Software. Franchisor and Next Gear shall be responsible to provide training in the operation of the Software as outlined in Section 3.2. User shall pay BuyMax, or its designee, \$2,000.00 for the setup of the primary location and \$200.00 per location for each additional location after the primary location.

3.2 Support and Maintenance. Provided that User pays the Software Fee and any Maintenance Fee, and User is not in default under this Software Agreement or the Franchise Agreement, Next Gear will provide to User all corrective releases, enhancements and updates to the functions initially included in the Software which are made available by Next Gear. BuyMax shall provide and make available to User a telephone number to reach Next Gear for assistance on problems or questions relating to the use and operation of the Software. BuyMax shall have no obligation to provide support or maintenance to the User and User agrees and acknowledges Next Gear will provide all support and maintenance to User.

3.3 Replacement of the Software. BuyMax shall have no obligation to replace the Software if it becomes inoperable. User should contact Next Gear with any issues or problems with the Software. THE FOREGOING STATES THE SOLE WARRANTY AND THE EXCLUSIVE REMEDY OF USER WITH RESPECT TO ANY ALLEGED DEFECT IN THE SOFTWARE.

4 USE OF SERVICES; LIMITATIONS.

The right to use the software granted in this Agreement is subject to the following limitations:

4.1 User Responsibilities. User will: (a) be responsible for its users' compliance with this Agreement and for all acts and omissions of such users as if they were User's acts or omissions; (b) be responsible for the accuracy, quality, and legality of all User Data and the means by which User acquired User Data; (c) be responsible for acquiring and maintaining certain equipment, software, and Internet access to be able to access the Services; (d) use commercially reasonable efforts to prevent unauthorized access to or use of the Services and notify BuyMax and Next Gear promptly of any unauthorized access or use of which User becomes aware; (e) use Services only in accordance with this Agreement and the

Documentation; (f) comply with all laws applicable to User's use of the Services; and (g) promptly and fully cooperate with BuyMax or Next Gear and make the necessary personnel and resources available to BuyMax or Next Gear for BuyMax or Next Gear to deliver the Services, as reasonably requested by BuyMax or Next Gear. For the purposes of this agreement "User Data" means any data inputted by User into the Services by User or User's employees or by other electronic means through User's other systems.

4.2 Usage Restrictions. User will not and will not permit or authorize others in using the Services to: (a) make any Service available to, or use any Service for the benefit of, anyone other than User; (b) lease, license, sell, sublicense or otherwise transfer its access to or use of the Services, or include any Service in a service bureau or outsourcing offering; (c) defame, abuse, harass, stalk, threaten any individual or infringe or otherwise violate the legal rights (such as rights of privacy, publicity and intellectual property) of others, BuyMax or Next Gear; (d) distribute any harmful, inappropriate, profane, vulgar, infringing, obscene, false, fraudulent, tortuous, indecent, unlawful, or otherwise objectionable material or information; (e) engage in or encourage any conduct that could constitute a criminal offense or give rise to civil liability for BuyMax or Next Gear; (f) interfere with or disrupt the integrity or performance of any Service; (g) attempt to gain unauthorized access to any Service; (h) copy a Service or any part, feature, function, or user interface thereof; (i) frame or mirror any part of any Service; (j) access any Service in order to build a competitive product or service; (k) reverse engineer any Service (to the extent this restriction is permitted by law); or (l) (e) transmit or upload any material through the Services that contains viruses, trojan horses, worms, time bombs, cancelbots, or any other programs with the intent or effect of damaging, destroying, disrupting or otherwise impairing BuyMax's or Next Gear's, or any other person's or entity's, network, computer system, or other equipment. BuyMax and Next Gear have no obligation to monitor User's use of the Services. However, BuyMax and Next Gear reserve the right (but have no obligation) at all times to monitor, review, retain and disclose any information as necessary to satisfy or cooperate with any applicable law, regulation, legal process or governmental request.

4.3 Removal of User Data. If BuyMax or Next Gear is required by any third-party rights holder to remove User Data, or receives information that User Data provided to User may violate applicable law or third-party rights, BuyMax or Next Gear may discontinue User's access to such User Data through the Services, and/or may notify User that it must discontinue all use of such User Data, and to the extent not prohibited by law User will do so and promptly remove such User Data from its systems. If User does not take required action in accordance with the above, User may disable the applicable User Data or Services until the potential violation is resolved. If requested by BuyMax or Next Gear, User will confirm such deletion and discontinuance of use in writing and BuyMax or Next Gear will be authorized to provide a copy of that confirmation to any third-party claimant or governmental authority, as applicable.

5 TERM AND TERMINATION

5.1 Term. The term of this Software Agreement shall commence upon execution of this Software Agreement and shall remain in force until the earlier to occur of: (i) the termination of this Software Agreement as provided herein; (ii) the termination or expiration of the Franchise Agreement; (iii) transfer of the Franchise Agreement; or (iv) upon written notice from BuyMax to User that BuyMax no longer has a license to the Software..

5.2 Termination. BuyMax may terminate this Agreement and any license granted hereunder, if:

5.2.1 User fails to timely pay BuyMax any fees hereunder;

5.2.2 User is in default of any other provision of this Agreement and such default has not been cured within sixty (60) days after BuyMax gives User written notice thereof;

- 5.2.3 User becomes insolvent or seeks protection, voluntarily or involuntarily, under any bankruptcy law; or
- 5.2.4 User's Franchise Agreement is terminated.
- 5.3 In the event that BuyMax terminates this Agreement pursuant to Section 5.2, BuyMax may:
 - 5.3.1 Declare all amounts owed or to be owed hereunder to be immediately due and payable, including all fees outlined in Sections 2 and 3 that otherwise may have been payable over the term of this Agreement;
 - 5.3.2 Require the User to comply with all terms of Section 5.4 below;
 - 5.3.3 Cease performance of all of BuyMax's obligations hereunder without liability to User; and
 - 5.3.4 Require the immediate return or destruction of any and all copies of the Documentation, Services, and upgrades or modifications to Services.

5.4 Obligations upon Termination or Expiration; Remedies Upon Breach. Upon termination or expiration of this Software Agreement, User shall immediately: (a) discontinue use of the Software; (b) erase or destroy any of the Software contained in the computers or data storage devices under the control of User; (c) remove the Software from any other computer programs or software in User's possession or control that incorporates or uses the Software in whole or in part; and (d) certify in writing to BuyMax not later than five (5) business days after termination or expiration of this Software Agreement that all such actions have been taken by User. In the event that User breaches the terms of this Software Agreement, BuyMax may, without terminating this Software Agreement, exercise all remedies available to it at law or in equity (including injunctive relief) to protect its intellectual property and other rights in the Software.

5.5 Survival. All provisions of this Software Agreement intended to survive the expiration or termination of this Software Agreement shall so survive, including, without limitation, the terms of Section 7 and 8 hereof.

6 DISCLAIMERS

6.1 NO WARRANTY. THE SOFTWARE IS PROVIDED BY BUYMAX "AS IS." EXCEPT AS OTHERWISE PROVIDED IN SECTION 6.1, BUYMAX DISCLAIMS ALL WARRANTIES AND REPRESENTATIONS OF ANY KIND WITH RESPECT TO THE SOFTWARE, INCLUDING THE IMPLIED WARRANTIES OF PERFORMANCE, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

6.2 LIMITATION ON LIABILITY. IN NO EVENT SHALL BUYMAX BE LIABLE TO USER FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, LOST PROFITS OR LOST DATA ARISING OUT OF OR RELATED TO THIS SOFTWARE AGREEMENT, THE LICENSE GRANTED HEREUNDER, THE PERFORMANCE OR BREACH THEREOF, ANY FAILURE IN THE SOFTWARE, OR ANY CLAIM MADE AGAINST USER BY ANY OTHER PARTY, EVEN IF BUYMAX HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH CLAIM. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION

OR EXCLUSION MAY NOT APPLY TO USER.

7 PROPRIETARY INFORMATION

7.1 Confidentiality. User acknowledges that the Software constitutes proprietary and trade secret material of Next Gear and that Next Gear reserves all rights unless expressly granted in this Agreement. All copyright, patent, trade secret and other intellectual and proprietary rights in the Software, and any modification or alteration thereto, whether or not authorized by this Software Agreement or BuyMax, are and shall remain the property of Next Gear. User will protect the confidential nature of the Software by complying with written guidelines with respect to those permitted access to the Software and to prevent it from being acquired by unauthorized persons and employees. User covenants and agrees: (a) to ensure that the Software is not disclosed, demonstrated, duplicated, misappropriated or used in any manner not expressly permitted by the terms of this Software Agreement by its employees or agents; (b) not to copy, reverse engineer or decompile, bypass, decrypt or otherwise disassemble the Software or any portion thereof; (c) to restrict access to the Software to only those employees of User with a need to know; and (d) not to permit any person or entity to take any action prohibited under the forgoing (a), (b) and (c).

7.2 Individual Covenants. At BuyMax's request, User shall obtain and furnish to BuyMax executed covenants similar in substance to those set forth in Section 7.1 hereof, from all employees, agents, officers, directors and/or partners of User with access to the Software. All such covenants shall be in a form approved by BuyMax and shall include, among other things, a provision designating BuyMax and its successors and assigns as third-party beneficiaries of such covenants with an independent right to enforce them.

7.3 Injunctive Relief. If User fails to comply with the terms of this Section 7, User hereby acknowledges that such action or inaction will cause irreparable harm to BuyMax and Next Gear, and that there will be no adequate remedy at law, thereby necessitating injunctive relief against User. In such event, BuyMax shall be entitled to recover from User the expenses, including, without limitation, reasonable attorneys' fees and costs of obtaining such injunctive relief.

8 INDEMNIFICATION BY USER

User hereby expressly agrees to indemnify and hold harmless BuyMax and Next Gear and each of their respective affiliates and successors and assigns, and their respective officers, directors, agents, employees, past and present, from and against any claims, losses, costs, expenses (including, without limitation, reasonable attorneys' fees), liabilities and damages, arising out of or related to this Software Agreement and/or User's use of the Software.

9 ASSIGNMENT

9.1 Limitation on Transfer by User. Without the express prior written consent of BuyMax, which may be arbitrarily withheld, User shall not directly or indirectly sublicense; transfer; sell; donate; rent; lease; loan; convey; translate; demonstrate; convert to another programming, spoken or written language; encumber; distribute or otherwise assign this Software Agreement, the usage rights granted hereunder, the Software or any interest therein. In the event of such transfer, User (or its successor) shall pay to BuyMax the Transfer License Fee and any additional fees that may be charged by Next Gear to BuyMax.

9.2 Transfer to Transferee of Franchise Agreement. Notwithstanding the provisions of Section 9.1 above, BuyMax shall approve the transfer of this Software Agreement in conjunction with a transfer of the Franchise Agreement, which has been approved by BuyMax pursuant to the Franchise Agreement. BuyMax may require transferee to execute a new Software Agreement.

9.3 Assignment by BuyMax. BuyMax may transfer or assign this Software Agreement or any part of its rights or obligations under this Software Agreement to any person or legal entity, provided that the transferee or assignee accepts the transferor's assignment.

10 GENERAL PROVISIONS

10.1 Compliance with all Laws; Partial Invalidity. Each party hereto agrees that it will perform its obligations hereunder in accordance with all applicable laws, rules and regulations now or hereafter in effect. If any term or provision of this Agreement shall be found to be illegal or unenforceable, then such provision notwithstanding, this Agreement shall remain in full force and effect and such term or provision shall be deemed stricken.

10.2 Amendments. No amendment to this Agreement shall be effective unless it is in writing and signed by duly authorized representatives of both parties.

10.3 Waiver. No term or provision hereof shall be deemed waived and no breach excused unless such waiver or consent shall be in writing and signed by the party claimed to have waived or consented. Any consent by any party to, or waiver of, any breach by the other, whether express or implied, shall not constitute consent to, waiver of, or excuse for any other different or subsequent breach of any term or provision.

10.4 Authority. Each party represents and warrants to the other that it has full power and authority to enter into and perform this Agreement, and the person signing this Agreement on behalf of each has been properly authorized and empowered to enter into this Agreement.

10.5 Notices. All notices pursuant to this Software Agreement shall be in writing and shall be personally delivered; sent by facsimile (if confirmed by regular mail within three (3) days); mailed by registered or certified mail, return receipt requested; or dispatched by overnight delivery to the respective parties at the following addresses, unless and until a different address has been designated by written notice to the other party:

Notices to BuyMax: BuyMax SPE LLC
ATTN: General Counsel
7120 Samuel Morse Drive, Suite 300
Columbia, MD 21046

Notices to User: _____
Attn: _____
Facsimile Number _____

Notice shall be deemed to have been received as follows: by personal delivery - at the time of delivery; by facsimile (if confirmed by regular mail as set forth above) - at time of faxing; by overnight delivery service - on the next business day following the date on which the notice was given to the overnight delivery service; and by registered or certified mail, return receipt requested - three (3) days after the date of mailing.

10.6 Governing Law and Forum. This Software Agreement takes effect upon its acceptance and

execution by BuyMax and shall be interpreted and construed under the laws of the State of Maryland. In the event of any conflict of laws, the laws of Maryland shall prevail, without regard to, and without giving effect to, the application of Maryland conflict of law rules. With respect to any claims, controversies or disputes arising under this Software Agreement, BuyMax, User, and Owners of User listed in the Franchise Agreement hereby irrevocably submit themselves to the jurisdiction of the state and federal courts located in or serving Howard County, Maryland and hereby waive all objections to personal jurisdiction for the purpose of carrying out this provision. User and Owners hereby agree that service of process may be made upon any of them in any proceeding relating to or arising out of this Software Agreement or the relationship created by this Software Agreement by any means allowed by the laws and applicable rules of procedure of the United States, the State of Maryland or the state in which the Business is located.

10.7 Statute of Limitation. No action, regardless of form, arising out of this Software Agreement, may be brought by either party more than three (3) years after the cause of action has accrued.

10.8 Entire Agreement. This Software Agreement constitutes the entire Agreement between BuyMax and User concerning the subject matter hereof and supersedes all prior agreements concerning the same subject matter, no other representations having induced User to execute this Agreement.

10.9 Terms of the Franchise Agreement. Except as otherwise expressly set forth herein, all terms and conditions of the Franchise Agreement, including, without limitation, Franchisor’s rights to access and ownership of User Data, shall fully apply to this Software Agreement as if set forth herein. Nothing in this Agreement is intended to be interpreted or construed as modifying, altering, reducing or otherwise changing or having any effect on Franchisor’s rights granted by, or Franchisee’s obligations to comply with, terms set forth in the Franchise Agreement.

IN WITNESS WHEREOF, the parties hereto have duly executed and delivered this Software Agreement on the date first above written.

BUYMAX SPE LLC,

a Delaware limited liability company

By: _____

Print Name: _____

Title: _____

USER:

a _____

By: _____

Print Name: _____

Title: _____

APPENDIX A

COSTS

Monthly Licensing Costs

Product	Quantity	Price (USD)	Total Price
Primary Location Fee			
Secondary Location Fee			

Total Monthly Cost:

SETUP COSTS

Product	Quantity	Price (USD)	Total Price
Primary Location Setup Fee			
Secondary Location Setup Fee			

Total Upfront Cost:

INSTRUCTIONS TO USER: YOU MUST PROVIDE ACTIVE ACCOUNT INFORMATION AT THE TIME OF SIGNING THE SOFTWARE USER AGREEMENT. IF YOU DO NOT HAVE A BUSINESS ACCOUNT FOR THE BUSINESS, YOU MUST PROVIDE A PERSONAL ACCOUNT FOR BUYMAX TO USE UNTIL YOU HAVE A BUSINESS ACCOUNT. YOU CAN CHANGE THE DESIGNATED ACCOUNT AT ANY TIME BY PROVIDING A NEW AUTHORIZATION FORM.

APPENDIX B TO SOFTWARE USER AGREEMENT
ELECTRONIC FUND TRANSFER AUTHORIZATION FORM

Payee: BuyMax SPE LLC
("BuyMax")

Account Number

ABA Routing #

Bank Name (Please Print)

Address

The undersigned hereby authorizes BuyMax to initiate debit entries by either electronic or paper means to the undersigned's account indicated above at the Bank indicated above (the "Bank"), and authorizes the Bank to debit the same to such account and to make payment to BuyMax, or its assigns, at 7120 Samuel Morse Drive, Suite 300, Columbia, MD 21046, or such other address as may be designated by BuyMax. The undersigned agrees that in making payment for such charges, the Bank's rights shall be the same as if each were a charge made and signed personally by the undersigned. The Bank shall have no obligation regarding the calculation or verification of the amount of any such payments.

This authority shall remain in full force and effect until BuyMax and the Bank have received a minimum of ninety (90) days' advance written notice from the undersigned of the termination of authority granted herein. Until the Bank actually receives such notice, the undersigned agrees that the Bank shall be fully protected in paying any amounts pursuant to this authority. The undersigned further agrees that if any such payments are not made, whether with or without cause, and whether intentionally or inadvertently, the Bank shall be under no liability whatsoever to the undersigned.

Printed Name of User (Individual or Business Entity)

Signature of User (and Title, if signing on behalf of a Business Entity)

Date Signed: _____

APPENDIX C TO FRANCHISE AGREEMENT
CONFIDENTIALITY AND NON-COMPETE AGREEMENT

_____ [Name of Franchisee] (“Franchisee”) has entered into a Franchise Agreement (the “Franchise Agreement”) with STOP Franchising SPE LLC (“Franchisor”). Under the Franchise Agreement, Franchisor can require certain individuals affiliated with the Franchisee to bind themselves personally to the confidentiality obligations and restrictions on competition in the Franchise Agreement. You agree as follows:

1. You are signing this Agreement for the benefit of both Franchisee and Franchisor, as a condition of your employment by, ownership interest in, or other role with Franchisee. Franchisor has the right to enforce this Agreement directly against you.

2. You will or might gain access to Confidential Information (as defined in the Franchise Agreement) as a result of your role with Franchisee. You agree that you will: (a) not use the Confidential Information in any other business or capacity; (b) use your best efforts to maintain the confidentiality of the Confidential Information; and (c) not make unauthorized copies of any Confidential Information. If your relationship with Franchisee ends, these obligations continue, but you are required to return to Franchisor any materials in your possession or control that contain Confidential Information.

3. While the Franchise Agreement is in effect and you continue in your role with Franchisee, you will not, directly or indirectly (such as through an affiliate or a family member) own, operate, engage in, be employed by, provide assistance to, or have any economic interest in any Competing Business. “Competing Business” has the same meaning as set forth in the Brand Appendix to the Franchise Agreement.

4. For two (2) years after (i) your relationship with Franchisee ends; (ii) the expiration or termination of the Franchise Agreement; or (iii) the approved transfer of the Franchise Agreement to a new franchisee, whichever comes first, you will not, without Franchisor’s consent (which Franchisor may withhold at its discretion) either directly or indirectly (such as through an affiliate or a family member) own, operate, engage in, be employed by, provide assistance to, or have any economic interest in any Competing Business that is located in or serves customers within (i) the Territory defined in the Franchise Agreement, (ii) forty (40) miles of the Territory, (iii) any zip code where Franchisee’s Franchised Business served customers while the Franchise Agreement was in effect, (iv) the territory of any other then-existing Franchised Businesses plus the area formed by extending the boundaries of that territory ten (10) miles in all directions, or (v) the territory serviced by any business operated by Franchisor, its affiliates or their licensees under the Marks plus the area formed by extending the boundaries of that territory ten (10) miles in all directions. The time period above will be tolled for any period of time during which you are in breach of this section and will resume only when you begin or resume compliance.

5. You represent that enforcement of the restrictions contained in Paragraphs 3 and 4 will not deprive you of the ability to earn a living. If a court rules that any of these restrictions is unenforceable by virtue of its scope or in terms of geographic area, type of business activity prohibited, and/or length of time, you agree to comply with any lesser restriction deemed enforceable by the court. If Franchisor or Franchisee initiates a legal proceeding to enforce this Agreement and prevails in the proceeding, you agree to reimburse Franchisor or Franchisee for its enforcement costs and expenses, including attorneys’ fees.

FRANCHISEE:
[NAME OF FRANCHISEE]

YOU:
[OWNER NAME]

APPENDIX D TO FRANCHISE AGREEMENT
TELEPHONE NUMBER AND INTERNET AGREEMENT

(Name of Telephone Company)

(Address)

(City, State, Zip)

(Office Telephone Number(s))

This TELEPHONE NUMBER AND INTERNET AGREEMENT, ASSIGNMENT AND POWER OF ATTORNEY (“**Assignment**”) is made pursuant to the terms of the Franchise Agreement dated _____ (“**Agreement**”) by and between STOP Franchising SPE LLC (“**Franchisor**”) and _____ (“**Franchisee**”), authorizing Franchisee to use Franchisor’s Marks and System in the operation of a business (the “**Franchised Business**”) in and for the Territory. Capitalized terms used herein without a definition shall have the meaning assigned to them in the Agreement.

For value received, Franchisee hereby irrevocably assigns to Franchisor all telephone listings and numbers at any time used by Franchisee in any printed or internet telephone directory in connection with the operation of the Franchised Business, whether now-existing or adopted by Franchisee in the future (collectively “**Telephone Listings**”) and all email addresses, domain names, social media accounts and comparable electronic identities that use the Marks or any portion of them at any time used by Franchisee in connection with any Internet directory, website or similar item in connection with the operation of the Franchised Business, whether now-existing or adopted by Franchisee in the future (collectively “**Internet Listings**”) (collectively referred to herein as “**Listings**”). From time to time upon Franchisor’s request, Franchisee agrees to promptly provide a complete list of all Listings to Franchisor (in such format and level of detail as required by Franchisor).

Franchisee shall have the right to use the Listings only in connection with advertising the Franchised Business in the Territory. Franchisee agrees to pay all amounts pertaining to the use of the Listings incurred by it when due. Upon expiration or termination of the Agreement for any reason, Franchisee’s right of use of the Listings shall terminate. In the event of termination or expiration of the Agreement, Franchisee agrees to pay all amounts owed in connection with the Listings, including all sums owed under existing contracts for telephone directory advertising and to immediately, at Franchisor’s request, (i) take any other action as may be necessary to transfer the Listings and numbers to Franchisor or Franchisor’s designated agent, (ii) install and maintain, at Franchisee’s sole expense, an intercept message, in a form and manner acceptable to Franchisor, on any or all of the Listings; (iii) disconnect the Listings; and/or (iv) cooperate with Franchisor or its designated agent in the removal or relisting of any telephone directory or directory assistance listing, Internet directory, website or advertising, whether published or online.

Franchisee agrees that Franchisor may require that all telephone numbers and telephone and internet equipment and service must be owned or provided by Franchisor or a supplier approved by Franchisor and that Franchisor has the right to require Franchisee to “port” or transfer to Franchisor or an approved call

routing and tracking vendor all phone numbers associated with the Franchised Business or published in any print or online directory, advertisement, marketing or promotion associated with the Marks.

Franchisee appoints Franchisor as Franchisee’s attorney-in-fact, to act in Franchisee’s place, for the purpose of assigning any Listings to Franchisor or Franchisor’s designated agent or taking any other actions required of Franchisee under this Assignment. Franchisee grants Franchisor full authority to act in any manner proper or necessary to the exercise of the foregoing powers, including full power of substitution and execution or completion of any documents required or requested by any telephone or other company to transfer such Listings, and Franchisee ratifies every act that Franchisor may lawfully perform in exercising those powers. This power of attorney shall be effective for a period of two (2) years from the date of expiration, cancellation or termination of Franchisee’s rights under the Agreement for any reason. Franchisee intends that this power of attorney be coupled with an interest. Franchisee declares this power of attorney to be irrevocable and renounces all rights to revoke it or to appoint another person to perform the acts referred to in this instrument. This power of attorney shall not be affected by the subsequent incapacity of Franchisee. This power of attorney is created to secure performance of a duty to Franchisor and is for consideration.

FRANCHISEE: [INSERT FRANCHISEE NAME]

[Individual Name]

_____, individually

Date

INSTRUCTIONS TO FRANCHISEE: YOU MUST PROVIDE ACTIVE ACCOUNT INFORMATION AT THE TIME OF SIGNING THE FRANCHISE AGREEMENT. IF YOU DO NOT YET HAVE A BUSINESS ACCOUNT FOR THE FRANCHISE, YOU MUST PROVIDE A PERSONAL ACCOUNT FOR US TO USE UNTIL YOU HAVE A BUSINESS ACCOUNT. YOU CAN CHANGE THE DESIGNATED ACCOUNT AT ANY TIME BY PROVIDING A NEW AUTHORIZATION FORM.

APPENDIX E TO FRANCHISE AGREEMENT
ELECTRONIC FUND TRANSFER AUTHORIZATION FORM

Payee: STOP Franchising SPE LLC
("Franchisor")

Account Number

ABA Routing #

Bank Name (Please Print)

Address

The undersigned hereby authorizes Franchisor to initiate debit entries by either electronic or paper means to the undersigned's account indicated above at the Bank indicated above (the "**Bank**") and authorizes the Bank to debit the same to such account and to make payment to Franchisor, or its assigns, at 7120 Samuel Morse Drive, Suite 300, Columbia, MD 21046, or such other address as may be designated by Franchisor. The undersigned agrees that in making payment for such charges, the Bank's rights shall be the same as if each were a charge made and signed personally by the undersigned. The Bank shall have no obligation regarding the calculation or verification of the amount of any such payments.

This authority shall remain in full force and effect until Franchisor and the Bank have received a minimum of ninety (90) days' advance written notice from the undersigned of the termination of authority granted herein. Until the Bank actually receives such notice, the undersigned agrees that the Bank shall be fully protected in paying any amounts pursuant to this authority. The undersigned further agrees that if any such payments are not made, whether with or without cause, and whether intentionally or inadvertently, the Bank shall be under no liability whatsoever to the undersigned.

Printed Name of Franchisee (Individual or Business Entity)

Signature of Franchisee (and Title, if signing on behalf of a Business Entity)

Date Signed: _____

EXHIBIT B

**PROMISSORY NOTE, GUARANTY AND SECURITY AGREEMENT (INCLUDING
VERSIONS FOR CONVERSION INCENTIVE PROGRAM AND PIONEER
INCENTIVE PROGRAM)**

PROMISSORY NOTE

[FRANCHISE ID]

Principal Amount: \$ _____

Effective Date: _____

1. **Principal Amount.** For value received, the undersigned (“**Maker**”) hereby unconditionally promises to pay to the order of STOP Franchising SPE LLC, a Delaware limited liability company, with its principal offices located at 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046 (“**Holder**”), in lawful money of the United States of America, the amount of _____ and 00/100 Dollars (\$ _____) (“**Principal Amount**”) together with interest as set forth in Section 2.C. The Principal Amount represents a portion the Franchise Fee owed to Holder in connection with a STOP Franchising SPE LLC Franchise Agreement dated as of _____ (“**Franchise Agreement**”).

2. **Payment Related Terms.**

A. **Payment.** Maker shall pay the Principal Amount and Interest Amount to Holder in () equal weekly installments due as designated by Holder each week in the amount of _____ and ____ /100 Dollars (\$ _____) commencing on _____ and with the final payment in the amount of _____ and /100 Dollars (\$ _____) due on _____.
The attached amortization schedule reflects the payment schedule and is incorporated into this Note.

B. **Payment Arrangements.** Unless otherwise designated in writing by Holder, the payment required by Section 2.A. shall be made to Holder by electronic funds transfer in accordance with the terms of the Electronic Funds Transfer Agreement attached to the Franchise Agreement as an appendix. Maker shall be responsible for all costs and expenses incurred by Maker and Holder in connection with the electronic funds transfer.

C. **Interest**

(i) Interest at a rate of 12% per annum shall begin to accrue on the outstanding amounts due as of the above Effective Date. Interest shall be calculated on the basis of a year of three hundred and sixty-five (365) days and charged for the actual number of days elapsed. Interest on the indebtedness evidenced by this Note shall in no event exceed the maximum amount permissible under applicable law (“**Maximum Rate**”).

(ii) After the occurrence of a Default, this Note shall bear interest, payable on demand, at a rate equal to 18% per annum, until paid, but not to exceed the Maximum Rate whether before or after the entry of judgment hereon. Interest shall be calculated on the basis of a year of 365 days and charged for the actual number of days elapsed. Following a permitted cure or waiver of Default, this Note shall cease to bear interest under this Section C(ii) and resume interest under Section C(i) above. This provision does not constitute a waiver of any Default or an agreement by the Holder to permit any late payments.

(iii) If, at any time, the interest to be paid by Maker would exceed the Maximum Rate, the interest to be paid shall be reduced to the Maximum Rate, and Holder shall credit any payment in excess

of the Maximum Rate to the Principal Amount or refund the excess to Maker. The terms and provisions of this paragraph shall control and supersede every other conflicting provision of this Note.

D. **Prepayment.** This Note may be prepaid at the option of Maker, in whole or in part, without penalty.

3. **Assignment.** This Note is personal to Maker and is not assignable by Maker. This Note is assignable by Holder without notice to or consent of Maker.

4. **Default.**

A. Any of the following events shall constitute an event of default (“**Default**”):

(i) Maker fails to pay any principal of or, if applicable, interest on this Note when the same shall become due, either by the terms hereof or by acceleration or otherwise; or

(ii) Maker or its affiliates or subsidiaries default on any agreement with Holder, or its affiliates or subsidiaries, including the Franchise Agreement.

B. Upon the occurrence of any Default, Holder may, at its option and in addition to any right, power or remedy permitted by law or equity, by written notice to Maker, declare the unpaid Principal Amount of this Note to be and the same shall thereupon be and become, forthwith due and payable in its entirety, together with, if applicable, accrued interest on that amount. A Default under this Note shall also constitute a Default under the Franchise Agreement. No waiver by Holder of any Default shall operate as a waiver of any other default or the same default on a future occasion.

5. **Waivers.** Maker hereby waives presentment and demand for payment, notice of non-payment, notice of dishonor, protest of dishonor, and notice of protest. All sums due under this Note shall be without relief from valuation and appraisal laws.

6. **Notices.** No notice, demand, request or other communication to Maker or Holder shall be binding unless the notice is in writing and pursuant to Section 21 of the Franchise Agreement.

7. **Enforcement.**

A. **Choice of Law.** This Note shall be governed by and construed in accordance with the laws of the State of Maryland.

B. **Choice of Forum.** Maker hereby submits to the personal jurisdiction of the state and federal courts located in Maryland, consents to venue in those courts, and agrees that Holder may, at Holder’s option, enforce its rights under this Note in those courts.

C. **Reimbursement of Costs.** If Holder brings an action to enforce or collect this Note, the prevailing party in such proceeding shall be entitled to reimbursement of its costs and expenses, including, but not limited to, reasonable accountants’, attorneys’, attorneys’ assistants’ and expert witnesses’ fees, cost of investigation and proof of facts, court costs, other litigation expenses and travel and living expenses, whether incurred prior to, in preparation for, in contemplation of, or subsequent to the filing of, any such proceeding. In any judicial proceeding, these costs and expenses shall be determined by the court and not by a jury. If Holder utilizes legal counsel (including in-house counsel employed by Holder or its affiliates) in connection with any failure by the undersigned to comply with this Note, Maker shall reimburse Holder for any of the above-listed costs and expenses incurred by it.

D. **Miscellaneous.** Maker acknowledges that its obligations under this Note are unconditional and separate from and independent of any other representations, warranties, commitments, agreements or understandings, whether oral or written, express or implied, between Maker and Holder. The liability of each entity or individual who is included as the “**Maker**” shall be joint and several.

E. **Severability.** If, but only to the extent that, any provision of this Note shall be invalid or unenforceable, then, such offending provision shall be deleted from this Note, but only to the extent necessary to preserve the validity and effectiveness of this Note to the fullest extent permitted by applicable law.

F. **Writing Required.** ORAL AGREEMENTS OR COMMITMENTS TO LOAN MONEY, EXTEND CREDIT OR TO FOREBEAR FROM ENFORCING REPAYMENT OF A DEBT, INCLUDING PROMISES TO EXTEND OR RENEW SUCH DEBT, ARE NOT ENFORCEABLE. TO PROTECT YOU (BORROWER) AND US (CREDITOR) FROM MISUNDERSTANDING OR DISAPPOINTMENT, ANY AGREEMENTS WE REACH COVERING SUCH MATTERS ARE CONTAINED IN THIS WRITING, WHICH IS THE COMPLETE AND EXCLUSIVE STATEMENT OF THE AGREEMENT BETWEEN US, EXCEPT AS WE MAY LATER AGREE IN WRITING TO MODIFY IT.

G. **Jury Trial Waiver.** Maker waives, to the fullest extent permitted by applicable law, the right to a trial by jury in any action arising out of or relating to this Note or any Default under this Note.

IN WITNESS WHEREOF, Maker has executed this Note as of the date below.

MAKER:

Print Name: _____

Date: _____

**AMORTIZATION SCHEDULE
TO PROMISSORY NOTE**

[insert amortization schedule]

GUARANTEE

In consideration of the willingness of STOP Franchising SPE LLC (“**Holder**”) to permit _____ (“**Maker**”) to pay a portion of the Franchise Fee owed to Holder in connection with a STOP Franchising SPE LLC Franchise Agreement and pursuant to the foregoing Promissory Note (“**Note**”), the undersigned _____ (“**Guarantors**”), hereby personally and unconditionally: **(1)** guarantee to Holder and its successors and assigns that Maker shall punctually pay and perform each and every undertaking set forth in the Note; and **(2)** agree personally to be liable for Maker’s Default under the Note.

Each Guarantor waives: **(a)** acceptance and notice of acceptance by Holder of the foregoing undertakings; **(b)** notice of demand for payment of any indebtedness or nonperformance of any obligations hereby guaranteed; **(c)** protest and notice of default to any party with respect to the indebtedness or nonperformance of any obligations hereby guaranteed; **(d)** any right he or she may have to require that an action be brought against Maker or any other person as a condition of liability; **(e)** all rights to payments and claims for reimbursement or subrogation which any Guarantor may have against Maker arising as a result of the execution of and performance under this Guarantee by any Guarantor; **(f)** any law or statute which requires that Holder make demand upon, assert claims against or collect from Maker or any others, foreclose any security interest, sell collateral, exhaust any remedies or take any other action against Maker or any others prior to making any demand upon, collecting from or taking any action against Guarantors with respect to this Guarantee; **(g)** any and all other notices and legal or equitable defenses to which he or she may be entitled; and **(h)** any and all right to have any legal action under this Guarantee decided by a jury.

Each Guarantor consents and agrees that: **(i)** his or her direct and immediate liability under this Guarantee shall be joint and several; **(ii)** he or she shall render any payment or performance required under the Note upon demand if Maker fails or refuses punctually to do so; **(iii)** such liability shall not be contingent or conditioned upon pursuit by Holder of any remedies against Maker or any other person; **(iv)** such liability shall not be diminished, relieved or otherwise affected by any amendment of the Note, any extension of time, credit or other indulgence which Holder may from time to time grant to Maker or to any other person including, without limitation, the acceptance of any partial payment or performance or the compromise or release of any claims, none of which shall in any way modify or amend this Guarantee, which shall be continuing and irrevocable during the term of the Note and for so long thereafter as there are monies or obligations owing from Maker to Holder under the Note; and **(v)** monies received from any source by Holder for application toward payment of the obligations under the Note and under this Guarantee may be applied in any manner or order deemed appropriate by Holder.

If any of the following events occur, a default (“**Default**”) under this Guarantee shall exist: **(a)** failure of timely payment or performance of the obligations under this Guarantee; **(b)** breach of any agreement or representation contained or referred to in this Guarantee; **(c)** the appointment of a guardian for, appointment of a receiver for, assignment for the benefit of creditors of, or the commencement of any insolvency or bankruptcy proceeding by or against, any Guarantor; and/or **(d)** the entry of any monetary judgment or the assessment against, the filing of any tax lien against, or the issuance of any writ of garnishment or attachment against any property of or debts due any Guarantor. If a Default occurs, the obligations of Guarantors shall be due immediately and payable without notice.

All notices, requests and approvals under this Guarantee shall be in writing and shall be deemed to have been properly given if and when personally delivered, or five (5) days after being sent by certified or registered mail, postage prepaid, return receipt requested, or thirty-six (36) hours after being sent by Federal Express or other overnight courier service providing delivery confirmation, to the address of the party set forth below or at such other address as any of the parties hereto from time to time may have designated by

written notice to the other party.

IF TO GUARANTORS:

IF TO HOLDER:

STOP Franchising SPE LLC
7120 Samuel Morse Drive, Suite 300
Columbia, Maryland 21046

This Guarantee shall be governed by and construed in accordance with the laws of the State of Maryland. Each Guarantor hereby submits to the personal jurisdiction of the state and federal courts located in Maryland, consents to venue in those courts, and agrees that Holder may, at Holder’s option, enforce its rights under this Guarantee in those courts. **Each Guarantor waives, to the fullest extent permitted by applicable law, the right to a trial by jury in any action arising out of or relating to this Guarantee or any Default under this Guarantee.**

If Holder brings an action to enforce this Guarantee in a judicial proceeding, the prevailing party in such proceeding shall be entitled to reimbursement of its costs and expenses, including, but not limited to, reasonable accountants’, attorneys’, attorneys’ assistants’ and expert witness fees, cost of investigation and proof of facts, court costs, other litigation expenses and travel and living expenses, whether incurred prior to, in preparation for or in contemplation of the filing of any such proceeding. In any judicial proceeding, these costs and expenses shall be determined by the court and not by a jury.

If Holder utilizes legal counsel (including in-house counsel employed by Holder or its affiliates) in connection with any failure by Guarantors to comply with this Guarantee, Guarantors shall reimburse Holder for any of the above-listed costs and expenses incurred by it.

This Guarantee is personal to the undersigned and is not assignable by Guarantors. This Guarantee is assignable by Holder.

If signed by more than one person or entity, the obligations hereunder shall be joint and several as to each signatory.

Guarantors acknowledge that their obligations under this Guarantee are unconditional and are separate from and independent of any other representations, warranties, commitments, agreements or understandings, whether oral or written, express or implied, between Guarantors and Holder, and that this Guarantee contains the entire agreement of Guarantors and Holder with respect to the subject matter of this Guarantee.

IN WITNESS WHEREOF, each of the undersigned has executed this Guarantee as of the date first above written:

GUARANTORS:

By: _____

By: _____

Print Name: _____

Print Name: _____

SECURITY AGREEMENT

THIS SECURITY AGREEMENT (“Agreement”) is made and entered into as of _____, by and between _____, a _____ formed in _____ (“**Debtor**”), and STOP Franchising SPE LLC, a Delaware limited liability company (“**Secured Party**”), who agree as follows:

1. **Recitals.** This Agreement is made and entered into with reference to the following facts and circumstances:

A. Debtor and Secured Party entered into a STOP Franchising SPE LLC Franchise Agreement (“**Franchise Agreement**”) under which Debtor was required to pay Secured Party a “**Franchise Fee**”;

B. Debtor and Secured Party entered into a Promissory Note (“**Note**”) on the same date as this Security Agreement (“**Agreement**”) under which Secured Party agreed to permit Debtor to pay a portion of the Franchise Fee on a payment plan;

C. Debtor is jointly and severally indebted to Secured Party in the principal amount of \$ _____ as evidenced by the Note (the “**Indebtedness**”); and

D. As a material inducement for Secured Party’s accepting the Note, Debtor has agreed to secure Debtor’s performance under the provisions and conditions of the Note, the Franchise Agreement, and any other debts Debtor owes to Secured Party by granting to Secured Party a security interest in the collateral described in this Agreement.

2. **Grant of Security Interest.** As security for: (i) Debtor’s timely and complete payment of all amounts owing under the Note, the Franchise Agreement, and of any other debts Debtor owes to Secured Party; and (ii) Debtor’s performance of all of the covenants, obligations and agreements contained in the Note, the Franchise Agreement, this Agreement and all other instruments and documents pertaining to, evidencing or securing the Note, the Franchise Agreement or other debts Debtor owes to Secured Party (and as those instruments and documents may be amended from time to time), Debtor hereby grants, transfers, and assigns to Secured Party a continuing security interest in the following items, property and rights (collectively, “**Collateral**”):

A. All of the personal property of Debtor now and hereafter situated at, used in connection with, relating to or deriving from any DRYMEDIC Franchised Business (or its successor) pursuant to the Franchise Agreement or otherwise, including without limitation, at those certain premises which are described on Exhibit A, attached hereto and incorporated herein by this reference (“**Premises**”), and the businesses conducted at such Premises, including, without limitation, all present and after-acquired goods, accounts, documents, instruments, money, deposit accounts, chattel paper, inventory, equipment, supporting obligations, investment property, letter of credit rights, and general intangibles; and

B. Debtor’s entire right, title and interest in and to all replacements, rents, profits, substitutions and (or) additions to or of those items referred to in subparagraph 2.A. above, and any proceeds arising from the sale and(or) other disposition of the same (including, without limitation, sums payable for loss under insurance covering the Collateral).

3. **Warranties; Protection of Collateral.** Debtor warrants that it is the owner of the Collateral free of all liens except the lien created hereby. Debtor agrees that it: (a) will properly maintain, repair and preserve the Collateral and insure the same against casualty loss by a policy of insurance covering such risks and in such amount as the Secured Party may require, with loss payable to Secured Party and will

furnish certificates acceptable to Secured Party; (b) will pay in timely fashion all taxes which may become a lien on the Collateral; (c) except with Secured Party's prior written consent, Debtor will make no sale, contract to sell, lease, encumbrance or other disposition of the Collateral nor change its physical location from the Premises above designated; (d) will use the Collateral lawfully and only within insurance coverage and not use the Collateral so as to cause or result in any waste, unreasonable deterioration or depreciation; (e) will permit Secured Party to enter on Debtor's property and to inspect the Collateral at any reasonable time; (f) will not, with the exception of sales of inventory in the ordinary course of business, remove the Collateral from the Premises without the consent of Secured Party except when reasonably necessary for repair or to replace obsolete or worn out items of Collateral; and (g) will execute any additional agreements, assignments or documents that may be deemed necessary or advisable by Secured Party to effectuate the purpose of this Agreement and the protection of the Collateral.

4. **Delivery and Perfection.** Debtor agrees to execute and deliver to Secured Party any other documents reasonably requested by Secured Party to create, maintain, perfect, or assure the priority of the security interest granted above. Debtor hereby appoints Secured Party as its agent and attorney-in-fact to execute and deliver documents and to take all other actions (to the extent permitted by law) in Debtor's name and on Debtor's behalf that Secured Party may deem necessary or advisable to create, maintain, perfect, assure the priority of, or foreclose its security interest in and lien on the Collateral. This appointment is coupled with an interest and is irrevocable as long as any of the Indebtedness remains outstanding.

5. **Default.** The following shall constitute a default by Debtor hereunder:

A. Any failure to comply with the provisions of the Franchise Agreement, this Agreement, or any other agreement with Secured Party, or to perform any covenant contained herein.

B. Any default by Debtor under the Note or any failure to pay when due any portion of the Indebtedness, including, without limitation, any interest payable thereunder.

C. Any loss, theft, substantial damage or destruction of the Collateral or issuance of attachment, levy, garnishment or judicial process with respect to the Collateral.

D. Insolvency, bankruptcy, business failure, assignment for benefit of creditors or appointment of a receiver for Debtor or its property.

E. Secured Party deeming itself insecure, believing in good faith that the prospect of payment of the Indebtedness (or any portion thereof) or of performance of this Agreement, or any covenant contained herein, is impaired.

6. **Rights and Remedies.** In the event of a default hereunder, Secured Party shall have and shall otherwise be entitled to all rights and remedies provided for or allowed under law. In accordance with the foregoing, and without limitation, Secured Party shall be entitled to:

A. Take possession of and protect the Collateral, including the right to remove all persons from the Premises and take sole possession thereof.

B. If Secured Party is not then in possession of the Collateral, to require Debtor or any other person in possession of the Collateral to assemble it at Debtor's expenses and make it available to Secured Party at a reasonably convenient place, to be designated by Secured Party.

C. Retain the Collateral in satisfaction of Debtor's obligations, or dispose of the Collateral by public or private sale (at which sale the Secured Party may be a buyer), or commence operation of the Business for Debtor's account. Any sale or operation of the Business shall be deemed to be on Debtor's account unless Secured Party gives Debtor written notice of intent to retain the Collateral in satisfaction of Debtor's obligations. The proceeds of sale or operation for Debtor's account shall be applied in total or partial satisfaction of Debtor's obligations to Secured Party and for Secured Party's costs incurred in proceeding under this paragraph. All proceeds shall be applied first to cover Secured Party's costs, and second to satisfy Debtor's obligations to Secured Party. To the extent there is still any deficiency in the amount Secured Party is owed, Secured Party may collect the same from Debtor, and, to the extent that any excess proceeds exist (after the application of such proceeds as provided for herein and under the law), Secured Party shall pay the same to Debtor.

D. Declare any and all amounts outstanding under the Note to be immediately due and payable.

E. Reduce any claim against Debtor to judgment and enforce any such judgment against Debtor.

F. Take such steps as it may deem appropriate to foreclose upon or otherwise enforce the security interest(s) and lien of this Agreement to secure payment and performance of the Debtor's obligations under this Agreement and the Note.

G. Exercise any and all other rights and remedies available at law or equity or otherwise to Secured Party under this Agreement or the Note.

7. **Nonwaiver.** No delay or omission to exercise any right, power, or remedy accruing to Secured Party upon any breach or default of Debtor under this Agreement shall impair any such right, power, or remedy of Secured Party, nor shall it be construed to be a waiver of any such breach thereafter occurring, nor shall any waiver of any single breach or default theretofore occurring be deemed a waiver of any other breach or default. Any waiver, permit, consent, or approval of any kind under this Agreement, or any waiver on the part of the Secured Party of any provision or condition of this Agreement, must be in writing and shall be effective only to the extent specifically set forth in such writing. All remedies, either under this Agreement or by law, or otherwise afforded to Secured Party, shall be cumulative and not alternative.

8. **Notices.** Unless otherwise specifically provided in this Agreement, all notices, demands, or other communications given hereunder will be in writing and pursuant to Section 21 of the Franchise Agreement.

9. **Miscellaneous.**

A. This Agreement has been negotiated at arm's length and between persons sophisticated and knowledgeable in the manners dealt with in this Agreement. In addition each party has had the opportunity to consult with experienced and knowledgeable legal counsel. Accordingly, any rule of law or legal decision that would require interpretation of any ambiguities in this Agreement against the party that has drafted it is not applicable and is waived. The provisions of this Agreement shall be interpreted in a reasonable manner to effect the purpose of the parties and this Agreement.

B. In the event of any dispute arising out of this Agreement, or concerning the meaning or interpretation of any provision contained herein, the losing party shall pay the prevailing party's costs and expenses incurred in any action, arbitration, mediation, or litigation, including without limitation court costs and reasonable attorneys' fees and disbursements.

C. Any provisions of this Agreement which may be prohibited by law or otherwise held invalid shall be ineffective only to the extent of such prohibition or invalidity and shall not invalidate or otherwise render ineffective the remaining provisions of this Agreement.

D. This Agreement shall be governed by and construed in accordance with the laws of the State of Maryland. Sole and proper venue for any action shall be in the state and federal courts in Maryland.

E. This Agreement shall inure to the benefit of and be binding upon the successors and assigns of the parties hereto.

DEBTOR:

By: _____

Its: _____

EXHIBIT A TO SECURITY AGREEMENT

Premises:

EXHIBIT C
RENEWAL ADDENDUM

**RENEWAL ADDENDUM TO THE
DRYMEDIC FRANCHISE AGREEMENT**

THIS RENEWAL ADDENDUM (“Addendum”) to the DRYMEDIC Franchise Agreement dated as of _____ (“**Franchise Agreement**”) by and between STOP Franchising SPE LLC a Delaware limited liability company (“**Franchisor**”), _____, a [state/entity type] (“**Franchisee**”), and _____ ([collectively,] “**Guarantor**”), is entered into simultaneously with the Franchise Agreement.

RECITALS

A. Franchisor and Franchisee are parties to a DRYMEDIC Franchise Agreement dated _____ (“**Prior Agreement**”) under which Franchisor granted Franchisee the right to operate the Franchised Business at the Approved Location. The term of the Prior Agreement has expired or will expire soon.

B. Franchisor and Franchisee are executing the Franchise Agreement to renew the rights granted to Franchisee under the Prior Agreement.

C. The individual(s) identified above as “Guarantor,” guaranteed Franchisee’s obligations under the Franchise Agreement (the “**Guaranty**”).

D. The parties desire to modify certain provisions of the Franchise Agreement as reflected in this Addendum.

NOW THEREFORE, in consideration of the mutual covenants, agreements and obligations set forth below, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, agree as follows:

1. **Pre-Opening Obligations Deleted.** Since Franchisee has been operating the Franchised Business pursuant to the Prior Agreement, the parties acknowledge and agree that no provisions of the Franchise Agreement that relate to pre-opening obligations of either party shall be applicable. Franchisee remains required to comply with the conditions for renewal under the Prior Agreement.

2. **Term.** The text of Section 3 of the Franchise Agreement is deleted and replaced with the following:

*“This Agreement will expire on the anniversary of the Agreement Date specified in the Brand Appendix (the “**Expiration Date**”). You will not have an opportunity to renew your franchise rights when the term expires.*”

3. **Renewal Fee.** Simultaneously with the execution of this Addendum, Franchisee shall pay Franchisor a renewal fee in the amount of _____.

4. **Indemnification.** The indemnification obligations under the Prior Agreement survive the expiration of the Prior Agreement.

5. **Release by Franchisee and Guarantor.** In order to induce Franchisor to renew the Franchise Agreement, Franchisee (on behalf of itself and its parent, subsidiaries and affiliates and their respective past and present members, officers, directors, shareholders, agents, and employees, in their corporate and individual capacities) and Guarantor (each on behalf of themselves and their respective heirs, representatives, successors and assigns) (collectively, “**Franchisee Releasers**”) freely and without any

influence, forever release and covenant not to sue Franchisor, its parent, subsidiaries and affiliates, and their respective past and present officers, directors, shareholders, agents and employees, in their corporate and individual capacities (collectively, “**Franchisor Releasees**”), with respect to any and all claims, demands, liabilities and causes of action of whatever kind or nature, known or unknown, vested or contingent, suspected or unsuspected (collectively, “**claims**”), that any Franchisee Releasor now owns or holds or may at any time have owned or held, including, without limitation, claims arising under federal, state and local laws, rules and ordinances and claims arising out of, or relating to the Franchise Agreement, the Prior Agreement, and all other agreements between any Franchisee Releasor and any Franchisor Releasee, the sale of franchises to any Franchisee Releasor, the development and operation of the Franchised Business, and each Franchisor Releasee’s performance of its obligations under the Prior Agreement and any other agreement between any Franchisor Releasee and any Franchisee Releasor. Franchisee and Guarantor (on behalf of the themselves and the Franchisee Releasors) agree that fair consideration has been given by Franchisor for this release, and they fully understand that this is a negotiated, complete and final release of all of their claims.

FRANCHISEE AND GUARANTOR EACH, ON BEHALF OF ITSELF AND THE FRANCHISEE RELEASORS, WAIVE ANY RIGHTS AND BENEFITS CONFERRED BY ANY APPLICABLE PROVISION OF LAW EXISTING UNDER ANY FEDERAL, STATE OR POLITICAL SUBDIVISION THEREOF WHICH WOULD INVALIDATE ALL OR ANY PORTION OF THE RELEASE CONTAINED IN THIS AGREEMENT BECAUSE SUCH RELEASE MAY EXTEND TO CLAIMS THAT THE FRANCHISEE RELEASORS DO NOT KNOW OR SUSPECT TO EXIST IN THEIR FAVOR AT THE TIME OF EXECUTION OF THIS AGREEMENT.

IF THE FRANCHISE TO WHICH THIS RENEWAL ADDENDUM APPLIES OR IF ANY FRANCHISEE RELEASORS ARE LOCATED IN CALIFORNIA, THE FRANCHISEE RELEASORS EXPRESSLY WAIVE AND RELINQUISH ALL RIGHTS AND BENEFITS WHICH IT/HE/SHE MAY NOW HAVE OR IN THE FUTURE HAVE UNDER AND BY VIRTUE OF CALIFORNIA CIVIL CODE SECTION 1542. FRANCHISEE RELEASORS DO SO UNDERSTANDING THE SIGNIFICANCE AND CONSEQUENCE OF SUCH SPECIFIC WAIVER. SECTION 1542 PROVIDES THAT “[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.” FOR THE PURPOSE OF IMPLEMENTING A GENERAL RELEASE AND DISCHARGE AS DESCRIBED HEREIN, FRANCHISEE RELEASORS EXPRESSLY ACKNOWLEDGE THAT THIS AGREEMENT IS INTENDED TO INCLUDE IN ITS EFFECT, WITHOUT LIMITATION, ALL CLAIMS WHICH RELEASORS DO NOT KNOW OR SUSPECT TO EXIST IN THEIR FAVOR AT THE TIME OF EXECUTION HEREOF, AND THAT THIS AGREEMENT CONTEMPLATES THE EXTINGUISHMENT OF ANY SUCH CLAIMS.

6. **Guaranty Remains in Effect.** Guarantor agrees that none of the amendments, modifications or supplements to the Franchise Agreement set forth above shall release or discharge them from their obligations under the Guaranty and that the Guaranty shall be and remain in full force and effect.

7. **Capitalized Terms.** Any capitalized term that is not defined in this Addendum shall have the meaning given to it in the Franchise Agreement.

8. **Limited Modification.** Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

9. **Counterparts.** The parties may sign this Addendum in counterparts and each such counterpart may be delivered to the other parties by facsimile or by other electronic copy (such as an accurate PDF copy of the signature page sent by e-mail), and when taken together with all other identical copies of this Agreement also signed in counterpart, shall be considered as one agreement.

IN WITNESS WHEREOF, the parties have executed this Addendum, simultaneously with the Franchise Agreement.

FRANCHISOR:

STOP FRANCHISING SPE LLC

FRANCHISEE:

[PRINT NAME OF COMPANY]

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

GUARANTOR:

By: _____

Name: _____, in their
individual capacity

Date: _____

EXHIBIT D

SAMPLE OF GENERAL RELEASE

**SAMPLE OF RELEASE TO BE SIGNED WHEN YOU RENEW OR
TRANSFER A FRANCHISED BUSINESS**

Note: Where required by state law, this Release will be modified so that it does not apply to your rights under the state law. Please see Exhibit K to the disclosure document.

GENERAL RELEASE

THIS GENERAL RELEASE is signed by: (i) STOP Franchising SPE LLC (“**Franchisor**”); (ii) the DRYMEDIC franchisee named at the end of the document (“**Franchisee**” or “**you**”); and (iii) Franchisee’s owners (the “**Owners**”) as an express condition of Franchisee and/or the Owners renewing or transferring their DRYMEDIC franchise.

1. **Release.** You and each of the Owners, on behalf of yourselves and all past, present and future parents, subsidiaries, shareholders, members, partners, managers, directors, officers, employees, successors, assigns, agents and legal representatives, and any of the aforementioned persons’ heirs, executors, administrators or personal representatives, and all other persons acting on your behalf or claiming under you (collectively, the “**Franchisee Parties**”), hereby release and forever discharge Franchisor, its affiliates, and their respective past and present officers, directors, shareholders, members, parents, subsidiaries, affiliates, agents, employees, attorneys, insurers, representatives, predecessors, successors, and assigns, and each of them, from any and all claims, debts, liabilities, demands, obligations, costs, expenses, suits, actions, and causes of action, of whatever nature, known or unknown, suspected or unsuspected, vested or contingent (collectively, “**Claims**”) that the Franchisee Parties ever had, now have, or may in the future have, arising out of or relating to any act, omission or event occurring on or before the date of this General Release.

2. **Risk of changed facts.** You and the Owners understand that the facts in respect of which the release in Section 1 is given may turn out to be different from the facts that you and the Owners now know or believe to be true. You and the Owners, on behalf of yourselves and all other Franchisee Parties, hereby accept the risk of the facts turning out to be different and agree that the release will nevertheless be effective and not subject to termination or rescission by virtue of any such difference in facts.

3. **No prior assignment.** You and the Owners, for yourselves and on behalf of all other Franchisee Parties, represent and warrant that the Franchisee Parties have not assigned or transferred, or purported to assign or transfer, any Claim released under Section 1 above to any person or business entity that is not a Franchisee Party.

4. **Covenant not to sue.** You and the Owners, for yourselves and on behalf of all other Franchisee Parties, promise not to initiate, prosecute, encourage, assist, or (except as required by law) participate in any civil, criminal, or administrative proceeding or investigation in any court, agency, or other forum against any person or entity released under Section 1 with respect to any Claim released under Section 1.

5. **Complete defense.** You and each of the Owners: (i) acknowledges that this General Release will be a complete defense to any Claim released under Section 1 above; and (ii) consents to the entry of a temporary or permanent injunction to prevent or end the assertion of any such Claim.

6. Authorization. You and the Owners represent and warrant that the person signing this General Release on behalf of Franchisee is authorized to do so. You and the Owners also represent and warrant that you and the Owners have the authority to enter into this General Release on behalf of the other Franchisee Parties.

7. California Acknowledgment. If you or the franchise to which this General Release relates is located in California, you and the Owners understand and agree that this release extends to all claims, and you and they expressly waive all rights under Section 1542 of the Civil Code of the State of California, which provides:

“A general release does not extend to claims which 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.”

FRANCHISOR:
STOP FRANCHISING SPE LLC

FRANCHISEE:
[PRINT NAME OF COMPANY]

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

OWNERS:

EXHIBIT E
QUESTIONNAIRE

QUESTIONNAIRE

(TO BE COMPLETED BEFORE EXECUTING FRANCHISE AGREEMENT)

Not Applicable to Prospective Franchisees in CA, HI, IL, IN, MD, MI, MN, NY, ND, RI, SD, VA, WA and WI)

You are about to enter into a Franchise Agreement with STOP Franchising SPE LLC (“we,” “us,” or “our”). The purpose of this Questionnaire is to confirm that you understand the terms of the agreement and that no unauthorized statements or promises have been made to you. Please review each of the following questions and statements carefully and provide honest and complete responses to each.

Note: If you are purchasing an existing franchised business from an existing franchisee, you may have received information from the transferring franchisee, who is not our employee or representative. The questions below do not apply to any communications that you had with the transferring franchisee.

1. Did you receive our Franchise Disclosure Document with an Issuance Date of April 29, 2023 (the “FDD”) and deliver to us a signed and dated Receipt for such FDD? ____ Yes ____ No

2. Has any person representing our company (either an employee or an outside person) given you information that is inconsistent with the information in the FDD concerning the investment necessary to start an DRYMEDIC franchised business? If the answer is “yes,” please (a) identify the person, and (b) describe the information you received from that person in detail below. If the answer is “no,” please write “NONE” below:

3. Has any person representing our company given you information that is inconsistent with the information in the FDD concerning the financial performance of DRYMEDIC franchises? If the answer is “yes,” please (a) identify the person, and (b) describe the information you received from that person in detail below. If the answer is “no,” please write “NONE” below:

4. Has any person representing our company given you any other information that is inconsistent with the FDD and is influencing your decision to sign the Franchise Agreement? If the answer is “yes,” please (a) identify the person, and (b) describe the nature of that information in detail below. If the answer is “no,” please write “NONE” below:

* * *

Please understand that your responses to these questions are important to us and that we will rely on them. By signing this Questionnaire, you are representing that you have responded truthfully to the above questions.

FRANCHISE APPLICANT

By: _____

Name: _____

Date: _____

EXHIBIT F

FRANCHISEES AS OF DECEMBER 31, 2022

ACTIVE FRANCHISEES AS OF DECEMBER 31, 2022

Last Name	First Name	Entity Name	Address	City	State	Zip Code	Telephone Number	# of Territories
Combe	Matt	Off the Front, LLC	3154 E. Lynx Way	Gilbert	AZ	85298	858-472-8109	1
Saltou	Ed	Service Team of Professionals Mesa	9643 E Javelina Ave	Mesa	AZ	85209	480-636-9860	1
Pacheco	Henry	STOP RESTORATION SERVICE LLC	1637 Elzworth, Unit 1	Bakersfield	CA	93312	661-703-3971	1
Ulmer	Jason	Ulmer Enterprises	5510 Whiskey River Drive	Colorado Springs	CO	80923	719-482-8288	1
Steward	Kert	Treasure Coast Inc.	2602 Se Emmett Road	Port St. Lucie	FL	34952	772-233-9089	1
Beiga	Nerijus	BN Arch Enterprises, LTD	1883 Appaloosa Drive	Naperville	IL	60565	312-810-1118	1
Rampage	Dave	Executive Green Carpet Cleaning	8922 South Odell Ave	Bridgeview	IL	60455	708-321-1000	1
Field	Jason	Field Enterprises, Inc.	17212 Shakes Creek Dr	Louisville	KY	40223	502-797-6867	1
Mazza	Chris	STOP Springfield	1739 S West Bypass, Ste H	Springfield	MO	65807	417-838-4065	1
Alexander	John	John Glen Alexander Corp.	10015 Andres Duany Dr	Huntersville	NC	28078	704-309-7258	1
McDonald	Ben	BENJEN Ent Inc.	177 Kiaweh Island Dr	Winston Salem	NC	27107	336-829-0879	1
Cianci	Jeffrey	Goodbye IT Inc	W. Locust Ave	Edison	NJ	08857	917-921-6607	1
Stephens	Kegan	STOP Restoration of Albuquerque, N.M. LLC (c Corp)	12 75 Viga Road	Rio Rancho	NM	87124	505-290-9837	1
Mendoza	Mike	Michael Mendoza Inc.	4549 Little Wren Lane	Las Vegas	NV	89115	702-217-2766	2
Blackburn	Eric	Blackburn & Allen, Inc.	21136 SW Nursery Way	Sherwood	OR	97140	503-408-1212	4
Bowden	Branden	Brandko Unlimited LLC	2911 Lower Brush Valley Rd	Centre Hall	PA	16828	717-649-8065	1

Last Name	First Name	Entity Name	Address	City	State	Zip Code	Telephone Number	# of Territories
Goodson	Phil	Complete Property Restoration, Inc.	178 Buckshire Dr	Holland	PA	18966	215-565-6583	1
Bergeron	Bob	CMB Ventures Inc	1652 Katy Lane	Fort Mill	SC	29708	803-392-0828	1
Lambrecht	Brad	Peydrew Inc.	218 Briar Creek Road	Greer	SC	29650	864-354-5781	1
Smith	Morris	West Tarrant Associates	4253 Glen Abbey Drive	Crowley	TX	76036	682-703-0213	1
Crosse	Michael	Michael Crosse	019 Cartersville Road	Powhatan	VA	23139	804-921-2294	1
Gardiner	Wyatt	Gardiner Capital, LLC.	40615 N Jackson Road	Elk	WA	99009	509-818-7744	1
Wilson	Michael	MF Enterprises LLC	5707 N Cedar Street	Spokane	WA	99205	208-757-0332	1

FRANCHISE AGREEMENTS SIGNED BUT OUTLET NOT OPENED AS OF DECEMBER 31, 2022

Last Name	First Name2	Franchise Entity	Street Address	City	State	Zip Code	Telephone Number	# of Territories
Dawson	Mark	DTRT, LLC	10610 East Voax Drive	Sun Lakes	AZ	85248	602-489-3903	4
Harris	Barry "Mike"	Home Service Solutions, LLC	525 Alfred Thun Road	Clarksville	TN	37043	931-905-2356	2

EXHIBIT G

FRANCHISEES WHO EXITED A FRANCHISE IN 2022

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

FRANCHISEES WHO EXITED A FRANCHISE IN 2022

Last Name	First Name	Franchise Entity	Street Address	City	State	Zip Code	Telephone Number	# of Territories
Clark	Greg	Wayne Clark Enterprises LLC	10809 Southern Loop Blvd., Unit 14	Pineville	NC	28134	704-413-0493	1
Huang	Mike & Agnes	Renew Legacy Corp.	705 Salveson Road	Brea	CA	92821	714-225-3516	1
Schulmeyer	Gordon	G&S Restoration	311 Orchard Rd	MD	MD	21037	301-704-8421	1

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

EXHIBIT H

OPERATIONS MANUAL TABLE OF CONTENTS

Table of Contents

Welcome	6
STATEMENT OF CONFIDENTIALITY	6
YOUR RESPONSIBILITY FOR BUSINESS OPERATIONS	7
Welcome from the President/Chief Executive Officer	8
The Manual Organization	9
The Purpose of this Manual	9
Keeping the Operations Manual Current	9
Submitting Suggestions to the Home Office	10
Section A: Introduction	11
Section B: Pre-Opening Procedures	19
Pre-Opening Procedures	20
Establishment of Business Form and Operation	25
Setting Up Your Office and Facility	26
Vehicle Image and Specifications	30
Employee Image	34
Suggested STOP Restoration® Employee Mock Up	36
Required List of Equipment	37
Signage and Logo Specifications	38
Contracting with Utilities and Services	40
Obtaining Required Licenses and Permits	41
Establishing Bank Accounts	43
Procuring Required Insurance	44
Meeting Your Tax Obligations	45
Initial Marketing Campaign	47
Appendix	48
Section C: Operations	63
Operations	64
Suggested Hours of Operation	71
Customer Service Procedures	74
Call Center Tips for Success	78
Job Overview for Customers	80
Policy Directive	86
Procedures and Care When Packaging Fragile Items	87
Customer Guidance for Category 1 - Water Damage	92
Customer Guidance for Category 1 - Water Damage	93
Appendix	97

Table of Contents

Section D: Marketing	205
The STOP Restoration® Marketing Model	206
Your Marketing Plan	208
Promoting STOP Restoration® In Your Area	212
Trade Shows	213
Internet	215
Online Marketing	221
Email Marketing	226
Relationship Marketing	242
Relationship Marketing Routes	248
Creating Routes	250
Networking	256
Events and Their Great Value	258
Guidelines for Using STOP Restoration® Marks	263
Handling Media Inquiries Properly	266
Logo Guidelines	268
Appendix	273
Section E: Management	277
Management Procedures	279
Business Planning	280
Managing Personnel	291
Inventory Management	302
Safety Procedures	304
Required Equipment and Vehicle Maintenance	312
Appendix	322

Table of Contents

Section F: Finance	379
Chapter 1: Accounting & Financial Basics	380
Chapter 2: The Basics of Accounting	390
Chapter 3: STOP Restoration® Chart of Accounts	392
Chapter 4: STOP Restoration® Financial Statements	395
Chapter 5: Why You Need a Good Accounting System & Financial Statements	401
Chapter 6: Administrative Procedures	412
Chapter 7: The Importance of Having a Budget	417
Chapter 8: Business Planning	422
Chapter 9: Formula for Financial Success	425
Chapter 10: Words to Remember	426
Section Two	427
Chapter 1: Making your Business Fiscally fit by Knowing Your Numbers	428
Chapter 2: What are Financial Ratios and Why are They Important?	431
Chapter 3: Your Break-Even Point	439
Chapter 4: The "Z" Score	442
Chapter 5: Business Danger Signals	444
Chapter 6: Factors Leading to Business Failure	446
Chapter 7: Key Performance Indicators & Benchmarks	448
Chapter 8: Guidance on Applying for a Bank Loan	449
Chapter 9: Effective Improvement Tips	452
Chapter 10: Expense & Management Control	454
Appendix	457

EXHIBIT I
FINANCIAL STATEMENTS

AB Assetco LLC and Subsidiaries

Consolidated Financial Statements

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

AB Assetco LLC and Subsidiaries
Index to Consolidated Financial Statements
Year Ended December 31, 2022 and for the
Period From May 14, 2021 to December 31, 2021

	Page
Report of Independent Auditors	1-2
Consolidated Financial Statements	
Balance Sheets	3
Statements of Operations	4
Statements of Changes in Member's Equity	5
Statements of Cash Flows	6
Notes to Financial Statements	7-20



Report of Independent Auditors

To the Board of Directors of Authority Brands Inc.

Opinion

We have audited the accompanying consolidated financial statements of AB Assetco LLC and its subsidiaries (the "Company"), which comprise the consolidated balance sheets as of December 31, 2022 and December 31, 2021, and the related consolidated statements of operations, of changes in member's equity and of cash flows for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, including the related notes (collectively referred to as the "consolidated financial statements").

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2022 and December 31, 2021, and the results of its operations and its cash flows for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (US GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated 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 audit. 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 Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated 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 consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated 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 for one year after the date the consolidated financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' 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 US 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 consolidated financial statements.

In performing an audit in accordance with US GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the consolidated 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 consolidated 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 consolidated 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.

PricewaterhouseCoopers LLP

April 21, 2023

AB Assetco LLC and Subsidiaries
Consolidated Balance Sheets
(In thousands)

	As of December 31,	
	2022	2021
Assets		
Current assets		
Cash and cash equivalents	\$ 217	\$ 8,169
Accounts receivable, net	21,716	20,305
Inventory, net	2,789	2,797
Prepaid expenses and other current assets	5,526	3,540
Total current assets	30,248	34,811
Property and equipment, net	32,039	28,249
Intangible assets, net	416,494	403,927
Goodwill	291,784	248,871
Other assets	9,547	8,761
Total assets	\$ 780,112	\$ 724,619
Liabilities and Member's Equity		
Current liabilities		
Accounts payable	\$ 1,714	\$ 420
Accrued and other liabilities	10,194	13,691
Deferred revenue	3,499	3,946
Total current liabilities	15,407	18,057
Other long-term liabilities	28,775	17,705
Total liabilities	44,182	35,762
Member's equity	735,930	688,857
Total liabilities and member's equity	\$ 780,112	\$ 724,619

The accompanying notes are an integral part of these consolidated financial statements

AB Assetco LLC and Subsidiaries
Consolidated Statements of Operations
(In thousands)

	Year Ended	For the Period
	December 31,	From
	2022	May 14, 2021 to
		December 31,
		2021
Revenues		
Franchise service fees	\$ 154,607	\$ 85,659
Franchise sales fees	5,045	2,736
Other revenues	31,121	15,737
Total revenues	<u>190,773</u>	<u>104,132</u>
Costs and expenses		
Franchise support expenses	92,890	42,359
Franchise sales expenses	2,520	2,049
General and administrative expenses	23,692	20,103
Stock-based compensation expenses	4,409	5,950
Depreciation and amortization	30,882	19,306
Total costs and expenses	<u>154,393</u>	<u>89,767</u>
Operating income	36,380	14,365
Interest income (expense), net	185	(25)
Net income	<u>\$ 36,565</u>	<u>\$ 14,340</u>

The accompanying notes are an integral part of these consolidated financial statements

AB Assetco LLC and Subsidiaries
Consolidated Statements of Changes in Member's Equity
Year Ended December 31, 2022 and for the
Period From May 14, 2021 to December, 31 2021
(In thousands)

	Total Member's Equity	
Balances at May 14, 2021	\$	10,000
Contributions of assets and liabilities		684,482
Stock-based compensation		5,950
Distribution to Guarantor		(25,915)
Net income		14,340
Balances at December 31, 2021		688,857
Contributions of assets and liabilities		75,743
Stock-based compensation		4,409
Distribution to Guarantor		(69,644)
Net income		36,565
Balances at December 31, 2022	\$	735,930

The accompanying notes are an integral part of these consolidated financial statements

AB Assetco LLC and Subsidiaries
Consolidated Statements of Cash Flows
(In thousands)

	<u>Year Ended</u> <u>December 31,</u> <u>2022</u>	<u>For the Period From</u> <u>May 14, 2021 to</u> <u>December 31, 2021</u>
Cash flows from operating activities		
Net income	\$ 36,565	\$ 14,340
Adjustments to reconcile net income to net cash provided by (used in) operating activities		
Depreciation and amortization	37,282	20,460
Inventory reserve (reduction) increase	(41)	337
Bad debt expense	1,025	570
Stock-based compensation	4,409	5,950
Changes in assets and liabilities		
Accounts receivable	(2,037)	(5,961)
Inventory	49	(592)
Prepaid expenses and other current assets	(1,884)	842
Other assets	(785)	(1,515)
Accounts payable	421	220
Accrued liabilities	(3,838)	(2,754)
Other liabilities	6	(183)
Deferred revenue	2,528	1,915
Net cash provided by operating activities	<u>73,700</u>	<u>33,629</u>
Cash flows from investing activities		
Purchases of property and equipment	(491)	(7,021)
Capitalized software development costs	(11,517)	(2,524)
Net cash used in investing activities	<u>(12,008)</u>	<u>(9,545)</u>
Cash flows from financing activities		
Distribution to Guarantor	(69,644)	(25,915)
Net cash used in financing activities	<u>(69,644)</u>	<u>(25,915)</u>
Decrease in cash and cash equivalents	<u>(7,952)</u>	<u>(1,831)</u>
Cash and cash equivalents		
Beginning of year	<u>\$ 8,169</u>	<u>\$ 10,000</u>
End of year	<u>\$ 217</u>	<u>\$ 8,169</u>
Supplemental disclosures of cash flow information		
Interest paid	\$ 12	\$ 7
Noncash investing and financing activities		
Capital expenditures included in accrued liabilities	860	1,049
Contribution of assets and liabilities, net of cash	75,564	684,482

The accompanying notes are an integral part of these consolidated financial statements

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

1. Organization and Description of Business

AB Assetco LLC and Subsidiaries (“the Company” or “AB Assetco”), a Delaware limited liability company, is the parent company of a number of franchisors and related businesses operating in the United States. On March 24, 2021, in contemplation of a whole business securitization (the “Securitization Transaction”) which was completed on May 14, 2021 (“Securitization Transaction Date”) see Note 2, fifteen wholly owned entities were established by Authority Brands Inc., the entity controlling AB Assetco (the “Parent”). The first three entities formed in conjunction with the planned Securitization Transaction were AB SPE Guarantor LLC and Subsidiaries (“Guarantor”), a direct, wholly-owned subsidiary of the Parent, AB Issuer LLC and Subsidiaries (“Issuer”), a newly formed special purpose Delaware limited liability company, which is directly and wholly owned by Guarantor, AB Assetco LLC and Subsidiaries, which is directly and wholly owned by Issuer.

AB Assetco wholly owns the following Special Purpose Entities (“SPE”):

- The Cleaning Authority Franchising SPE LLC (“The Cleaning Authority Franchisor”)
- Homewatch CareGivers Franchising SPE LLC (“Homewatch Franchisor”)
- Mosquito Squad Franchising SPE LLC (“Mosquito Squad Franchisor”)
- ASP Franchising SPE LLC (“ASP Franchisor”)
- Benjamin Franklin Franchising SPE LLC (“Benjamin Franklin Franchisor”)
- Mister Sparky Franchising SPE LLC (“Mister Sparky Franchisor”)
- One Hour Air Conditioning Franchising SPE LLC (“One Hour Air Conditioning Franchisor”)
- Monster Franchising SPE LLC (“Monster Franchisor”)
- STOP Franchising SPE LLC (“STOP Franchisor”)
- DoodyCalls Franchising SPE LLC (“DoodyCalls Franchisor”)
- BuyMax SPE LLC (“BuyMax SPE”)
- Successware SPE LLC (“SuccessWare SPE”)
- Junkluggers Franchising SPE LLC (“Junkluggers Franchising SPE”) – formed in 2022

The consolidated financial statements of the Company includes its wholly owned subsidiaries identified above. Guarantor and the Company are collectively referred to as Guarantors. Guarantor, Issuer, AB Assetco and its subsidiaries are collectively referred to as “Securitization Entities”.

Concurrent with the Securitization Transaction, the Parent contributed assets and liabilities attributable to the Securitization Entities to Guarantor. Guarantor then contributed all its assets and liabilities to Issuer and Issuer contributed all its assets and liabilities received from Guarantor to AB Assetco. Following the initial contribution, subsequent franchises sold under the SPE trade names are sold by each individual SPE entity. As these transactions represented an asset transfer among entities under common control, the transfers were accounted for by the Company at historical carrying values on a prospective basis.

Other than a cash contribution of \$10,000 from Parent, the Company had no significant activity from the date of formation to the Securitization Transaction Date. Accordingly, the Company and its subsidiaries commenced operations on May 14, 2021, and approximately seven and a half months of operating activity was included in the accompanying consolidated financial statements for the period from May 14, 2021 to December 31, 2021.

On November 30, 2022 (“HELOC Transaction Date”), Binford Aggregator LP, a Delaware limited partnership, (“the Buyer”), indirectly owned by affiliates of Apax Partners Fund X and British Columbia Investment Management Corporation (“BCI”), became the sole limited partner of Authority Brands Inc.'s Parent, Villa Aggregator LP (the “Partnership” or the “Seller”), indirectly owned by Apax Partners Fund IX, whereby the Buyer acquired 100% of the issued and outstanding equity interests of Villa Aggregator LP (collectively the “HELOC Transaction”). The HELOC Transaction qualified as a change of control in accordance with ASC 805. However, the Company has not elected pushdown accounting as a result of the HELOC Transaction and accordingly, the acquisition is not reflected in these consolidated financial statements.

In connection with the HELOC Transaction, the Parent entered into the Binford Aggregator LP Executive Equity Incentive Plan (the “2022 Plan”). All awards granted and outstanding under the Villa Aggregator LP Amended and Restated Executive Equity Incentive Plan (the “2018 Plan”) vested as of the HELOC Transaction Date, as a result of the change in control, and were rolled over or settled in cash on the HELOC Transaction Date. As a result, the Parent allocated stock-based compensation expense for the awards attributed to the Company that vested on the HELOC Transaction Date. Refer to Note 11 Stock-based Compensation for further information.

The Company is a single member LLC and is governed by the March 24, 2021 Limited Liability Company Agreement of AB Assetco LLC, as subsequently amended and restated on May 14, 2021, the same date as the Company commenced operations. The Company’s fiscal year ends on December 31. Dollar values presented in the consolidated financial statements are in thousands of U.S. dollars, unless otherwise stated.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

Franchised outlets as of December 31, 2022 and 2021 are summarized as follows:

	Franchises as of December 31, 2021	Acquired During the Period	Opened During the Period	Closed During the Period	Reacquired by Franchisor	Franchises as of December 31, 2022
Ben Franklin	256	-	24	(4)	-	276
Mister Sparky	116	-	23	-	-	139
One Hour	340	-	16	(5)	-	351
Homewatch	212	-	22	(10)	-	224
Mosquito Squad	223	-	5	(13)	-	215
The Cleaning Authority	209	-	10	(3)	-	216
America's Swimming Pool	345	-	37	(21)	-	361
Monster	244	-	12	(9)	-	247
DoodyCalls	54	-	22	(3)	-	73
STOP/DRYmedic	28	-	2	(3)	-	27
Junkluggers	-	95	29	(8)	(3)	113
Total	2,027	95	202	(79)	(3)	2,242

2. Securitization Transaction and Contributed Assets and Liabilities

Prior to the Securitization Transaction, Parent contributed cash of \$10,000 to the Company. Additionally, on the Securitization Transaction Date, Parent and its subsidiaries contributed assets and liabilities attributable to the Company.

The following table summarizes the historical carrying values of the assets and liabilities contributed to the Company on May 14, 2021:

	May 14, 2021
Accounts Receivables	\$ 14,914
Prepaid expenses and other current assets	4,382
Inventory	2,541
Property and equipment, net	19,621
Goodwill	249,072
Intangible assets, net	422,096
Other long term assets	7,225
Deferred revenue	(7,384)
Other current liabilities	(15,612)
Other long term liabilities	(12,373)
Total contribution to AB Assetco	\$ 684,482

Junkluggers

On December 14, 2022, the Parent entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of Junkluggers Franchising, LLC. Subsequent to the acquisition, on December 31, 2022, the Parent formed Junkluggers Franchising SPE, LLC and legally contributed the assets and liabilities of Junkluggers Franchising, LLC to the Company. The following table summarizes the historical carrying values of the assets and liabilities contributed to the Company on December 31, 2022.

	December 31, 2022
Cash	\$ 179
Accounts Receivables	399
Prepaid expenses and other current assets	103
Goodwill	42,913
Intangible assets, net	36,898
Deferred revenue	(8,089)
Other current liabilities	(1,405)
Total contribution to AB Assetco	\$ 70,998

DRYmedic

On November 4, 2022, the Parent entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of DRYmedic Restoration Services, LLC and its subsidiaries. Subsequent to the acquisition, on November 22, 2022, the Parent legally contributed the trademark of DRYmedic to STOP Franchisor with fair value of \$4,745.

3. Summary of Significant Accounting Policies

Financial Statement Preparation and Principles of Consolidation

The accompanying consolidated financial statements of the Company have been prepared in accordance with generally accepted accounting principles and practices of the United States of America (“GAAP”) and include the accounts of the Company and its wholly owned subsidiaries outlined in Note 1. All intercompany accounts and transactions have been eliminated in consolidation. There is no other comprehensive income, and net income equals comprehensive income. Due to the Securitization Transaction, the accompanying consolidated financial statements are presented for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

Parent uses a centralized approach to payments and cash management. These arrangements are not reflective of the manner in which the Company would have operated had it been a stand-alone business separate from Guarantor and the Parent during the periods presented. Centralized payment arrangements, to the extent not settled, are reflected as due to Guarantor on the consolidated balance sheets. As of December 31, 2022 and 2021, there are no amounts due to Guarantor but rather, for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, the Company made periodic distributions in excess of the amounts due to Guarantor. Net distributions in the amount of \$69,644 and \$25,915 are reflected in the consolidated statements of changes in member’s equity as distribution to Guarantor for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively.

Parent provides a variety of services to the Company. The consolidated statements of operations include direct expenses, such as compensation and benefits for employees of the Company, that would have been incurred in the ordinary course of business if the Company had operated as a stand-alone company. Such direct expenses were included based on specific identification and are reflected primarily in franchise support expenses. The consolidated statements of operations also include expense allocations for services and certain support functions that are provided on a centralized basis by Parent such as legal, business development, human resources, corporate accounting and finance, treasury and various other Parent corporate functions. These Parent expenses are allocated by either specific identification or based on revenue of the Company relative to the Parent’s other subsidiaries and are reflected in the consolidated statements of operations primarily in general and administrative expenses.

For the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, the Parent allocated \$10,191 and \$7,050, respectively, of general and administrative expenses to the Company. For the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, the Parent allocated \$4,409 and \$5,950 of stock-based compensation expense, respectively, of which \$3,181 and \$1,390 was specific identification by unit holder and \$1,228 and \$4,560 was allocated based on revenue, respectively. Refer to Note 12 Related Parties for further information.

Use of Estimates

The preparation of the consolidated financial statements in conformity with GAAP requires management to make certain 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, and the reported amounts of revenues and expenses during the reporting period. The areas that require the use of management estimates include stock-based compensation and the carrying value of goodwill. Actual results could differ from those estimates.

Revenue Recognition

Revenue is recognized in accordance with Accounting Standards Codification (“ASC”) 606 - Revenue from Contracts with Customers, using a five-step revenue model, as follows: identifying the contract with the customer; identifying the performance obligations in the contract; determining the transaction price; allocating the transaction price to the performance obligations; and recognizing revenue when (or as) the entity satisfies a performance obligation.

The following describes principal activities from which the Company generates its revenues and the associated revenue recognition policies:

Franchise Revenue

Franchise revenue consists of royalty, national advertising, local advertising, software fees, call center and initial franchise fees charged to franchisees. The Company administers the national advertising fund (“NAF”) which is funded by the franchisees and is used to pay for the costs of preparing and producing various advertising and marketing materials for the franchisees.

The Company’s primary performance obligation under franchise agreements is granting rights to use the Company’s intellectual property over the term of the franchise agreement. Brand royalty and NAF fees are primarily based on a percentage of franchisee sales and the Company recognizes revenue for these fees as they become billable when the underlying franchisee sales occur. These fees are generally billed on a monthly basis. Fixed franchise and NAF fees, which are included in certain brand franchise agreements, are recognized on a straight-line basis over the franchise agreement term. Initial franchise fees are not associated with a service distinct from the overall initial franchise right performance obligation and are therefore recognized on a straight-line basis over the franchise agreement term. The advertising funded through the NAF benefits the franchise brands overall, rather than the individual franchise owners, and therefore is not a performance obligation separate from the overall franchise right. Any underspending of NAF contributions is recorded as accrued and other liabilities on the consolidated balance sheets.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

Local advertising, software and call center services provide a distinct benefit from the franchise right and are therefore separate performance obligations. Fees associated with these services are generally billed as a monthly fixed or usage-based amount and are recognized as revenue as the services are performed either on a straight-line basis over the contract term if the fee is fixed or as invoiced if the fee is based on usage.

Franchise revenue, except for initial franchise fees, is included in franchise services fees on the consolidated statements of operations. Initial franchise fees are included in franchise sales fees on the consolidated statements of operations.

Product Sales Revenue

The Company sells products to franchisee and non-franchisee customers. Revenue for product sales in which the Company has inventory risk is recognized at a point in time when control transfers to the buyer, which is generally when the product is shipped to the customer. Payment is due within a short period of time after the shipment.

The Company acts as an agent in respect of certain third-party products that are sold through the Company's online platform. The Company has no inventory risk on these products as they are drop shipped to the end customer and the third-party vendor is primarily responsible for fulfilling the order. The Company therefore recognizes revenue at an amount equal to the net fees received after payment to the third-party vendor.

The Company recognized \$9,588 and \$5,620 of revenue from Product sales for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively in other revenues on the consolidated statements of operations.

Obligations arising for returns, refunds, and other assurance warranties are infrequent and are not significant to the consolidated financial statements for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

Revenue is recognized net of any taxes collected from customers which are subsequently remitted to taxing authorities. These taxes are recorded as a liability when the amounts are billed to franchisees and the liability is relieved when payments are made to the respective taxing authority.

Rebates

Rebates received from third-party vendors in return for the Company maintaining a buying program that connects the vendors with the Company's franchisee customers are recognized as revenue as they become due, which is generally on a monthly basis. Rebates are calculated as a percentage of third-party sales. The Company recognized \$15,906 and \$7,399 of rebates in other revenue on the consolidated statements of operations for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

Software Service Revenue

Software service revenue consists of the Company's software and mobile product services that are provided on a continuous basis for the contractual period. Where the Company has determined that the customer obtains a right to access software services, the Company recognizes revenue on a straight-line basis over the contractual term beginning when the customer has access to the service. Software service revenue is typically billed on a monthly basis. The Company's performance obligation is satisfied evenly over time. The Company recognized \$7,084 and \$6,752 of software service revenue for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively, in franchise service fees on the consolidated statements of operations.

Revenue is recognized net of any taxes collected from customers which are subsequently remitted to taxing authorities. These taxes are recorded as a liability when the amounts are billed to franchisees and the liability is relieved when payments are made to the respective taxing authority.

Contract Balances

Contract assets, which relate to fixed franchise and NAF fees for certain franchise agreements, are amounts for which revenue has been recognized but the Company's right to consideration is conditional upon performing further service. Current contract assets are included in prepaid expenses and other current assets. The long-term contract asset balance is included in other assets on the consolidated balance sheets.

Contract liabilities are amounts collected, or an unconditional right to consideration (receivable) in advance of delivery of goods or services. Contract liabilities are typically related to billed amounts for obligations that have not yet been satisfied and therefore may not be recognized until conditions of the contract are met. Contract liabilities consist of initial franchise fees. Initial franchise fees are collected near the execution date of the franchise agreement and recognized on a straight-line basis over the franchise agreement term. The current portion of contract liabilities is included in deferred revenue on the consolidated balance sheets. Long-term contract liabilities are included in other long-term liabilities on the consolidated balance sheets.

AB Assetco LLC and Subsidiaries**Notes to Consolidated Financial Statements (in thousands of dollars)****Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021**

The following table presents closing balances of contract assets and liabilities as of December 31, 2022 and 2021:

	Balance at December 31,		Location on the Consolidated Balance Sheets
	2022	2021	
Contract assets - short-term	\$ 406	\$ -	Prepaid expenses and other current assets
Contract assets - long-term	-	406	Other assets
Contract liabilities - short-term	3,499	2,952	Deferred revenue
Contract liabilities - long-term	28,439	17,375	Other long-term liabilities

The Company recognized revenue of \$3,609 and \$1,765 for amortization of initial franchise fees for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 in franchise sales fees on the consolidated statements of operations, respectively.

Costs Incurred to Obtain a Contract with Customers

The Company capitalizes commissions paid to brokers that are a direct result of obtaining a new franchise agreement and amortizes these costs over the franchise agreement period. These costs are capitalized in prepaid expenses and other current assets and other assets on the consolidated balance sheets. The Company recognized \$675 and \$334 of commission costs in franchise support expenses on the consolidated statements of operations for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively.

Accounts Receivable and Allowance for Doubtful Accounts

Accounts receivable are stated at the amount management expects to collect from outstanding balances. Management determines the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Uncollectible accounts are written off against the allowance when collection of the amounts appears doubtful. As of December 31, 2022 and 2021 the allowance for doubtful accounts was \$2,356 and \$1,557, respectively. As of December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, the Company recognized bad debt expense of \$1,025 and \$570 and had write-offs of uncollectible accounts of \$403 and \$29, respectively.

Cash and Cash Equivalents

The Company considers all cash and highly liquid investments purchased with an initial maturity of three months or less to be cash or cash equivalents. Cash consists primarily of cash on hand and cash on deposit. The Company maintains its cash in banks in which deposits may, from time to time, exceed federally insured limits. The Company has not experienced any losses in such accounts and believes that it is not exposed to any significant credit risks related to cash.

Inventory

Inventory consists of products, materials and equipment to be sold and is stated at the lower of cost or net realizable value, with cost determined using weighted-average, on a first-in, first-out method. Inventory is assessed on an annual basis for slow moving and obsolete items and as of December 31, 2022 and 2021, the Company had an inventory reserve of \$416 and \$457, respectively.

Property and Equipment

Property, and equipment is stated at historical cost and depreciated using the straight-line method over the estimated useful life of the assets. Additions and betterments are capitalized, maintenance and repairs which do not extend the useful life of the assets are expensed as incurred in general and administrative expenses on the consolidated statements of operations.

Capitalized Software, Net

The Company capitalizes certain costs incurred in the development of various internally used software platforms, in accordance with ASC 350-40, "Internal-Use Software", which requires certain costs incurred during the application development stage be capitalized and other costs incurred during the preliminary project and post-implementation stages be expensed as they are incurred. The Company also develops software platforms and mobile applications to be sold and capitalizes costs in accordance with ASC 985-20, "Software - Cost of Software to be Sold, Leased or Marketed", which requires development costs incurred in the research and development of new software products be expensed as incurred until technological feasibility, in the form of a working model, has been established, at which time such costs are capitalized until the product is available for general release to customers.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

The Company capitalizes software development costs when the preliminary project stage is completed and the technological feasibility is established. Capitalized costs include personnel and related expenses for employees and third-party contractors who are directly associated with and who devote time to software projects. Any costs incurred to significantly upgrade or enhance the Company's software platform are also capitalized. Costs related to the preliminary project activities and post-implementation support activities are expensed as incurred. Amortization of capitalized software costs accounted for in accordance with ASC 350-40 and ASC 985-20 are recognized in depreciation and amortization and franchise support expenses, respectively, on the consolidated financial statements using a straight-line method over an estimated useful life of three to five years for mobile applications and software platforms, respectively.

Leases

Leases are not significant for the Company as the Parent is the primary obligor of the majority of lease contracts. Further, the Company does not lease any significant office space directly for its own benefit. As such, rent expense is allocated from the Parent to the Company and is recognized in general and administrative expenses on the consolidated statements of operations.

Effective January 1, 2022, the Company adopted ASC Topic 842 Leases ("ASC 842") and applied the transition option, whereby prior comparative periods were not retrospectively presented in the consolidated financial statements. Under ASC 842, a lease is a contract, or part of a contract, that conveys the right to control the use of identified asset(s) for a period of time in exchange for consideration. Contracts determined to be or contain a lease include explicitly or implicitly identified assets where the Company has the right to substantially all of the economic benefits of the assets and the ability to direct how and for what purpose the assets are used during the lease term. Leases are classified as either operating or financing.

Finance and operating lease right-of-use ("ROU") assets and lease liabilities are recognized at the lease commencement date based on the present value of the future minimum lease payments over the lease term. The lease term represents the non-cancelable period of the lease, including any lessee options to renew, extend, or terminate which are considered to be reasonably certain of exercise. The Company did not include options to renew within the Company's lease terms as they are not reasonably certain to exercise.

As of December 31, 2022, there were no significant assets or liabilities recognized in connection with the adoption of ASC 842.

For operating leases, the Company utilizes the private company practical expedient for discount rates and uses a risk-free rate when the discount rate is not readily determinable in the lease. The Company recognizes lease expense for fixed lease payments on operating leases on a straight-line basis over the lease term, while variable lease payments are recognized as incurred.

Assets held under finance leases are included in property and equipment on the consolidated balance sheets and are amortized over the lesser of the term of the related lease or the estimated useful life of the asset. For financing leases, the implied rate is utilized based on the monthly interest disclosed by vendors on monthly invoicing.

The Company applies the short term lease exemption and does not recognize ROU assets and lease liabilities for leases with a lease term less than 12 months for all asset classes. The Company has elected to not separate lease and non-lease components (such as common area maintenance) when amounts are fixed, determinable and combined within monthly lease payment.

The Company evaluates whether events and circumstances have occurred that indicate right-of-use assets have been impaired. Measurement of any impairment of such assets is based on their fair values. Once a right-of-use asset for an operating lease is impaired, the carrying amount of the right-of-use asset is reduced through expense and the remaining balance is subsequently amortized on a straight-line basis.

Intangible Assets

Intangible assets consist of trademarks, franchise relationships, software, proprietary processes, and noncompetition agreements. Intangible assets are stated at their estimated fair value at the date of acquisition. Amortization is computed over the estimated useful lives of the related intangible assets using the straight-line method.

Long-lived Assets

In accordance with ASC 360, "Accounting for Impairment or Disposal of Long-Lived Assets", long-lived assets, such as property and equipment and intangible assets, are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Recoverability of assets to be held and used is measured by a comparison of the carrying amount of an asset group to estimated undiscounted future cash flows expected to be generated by the asset group. If not recoverable, the Company determines the fair value of the asset group using a discounted cash flow. If the carrying amount of an asset group exceeds its estimated discounted future cash flows, an impairment charge is recognized at the amount by which the carrying amount of the asset group exceeds the fair value of the asset group. The Company did not recognize any impairment charges for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

Goodwill

Goodwill represents the excess of acquisition costs over the fair value of assets and liabilities acquired, including specifically identified intangible assets. Goodwill is not amortized but is tested for impairment annually as of the last day of each fiscal year in line with guidance

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

prescribed by ASU 2021-03 "Accounting Alternative for Evaluating Triggering Events" and evaluated if the facts and circumstances at year end indicate if any triggering event existed.

In conducting impairment testing, the Company has the option to first assess qualitative factors to determine whether the existence of events or circumstances leads to a determination that it is more likely than not that the estimated fair value of a reporting unit is less than its carrying amount. If the Company performs a qualitative assessment and determines that the carrying value more likely than not exceeds the fair value, then the quantitative impairment test is performed, otherwise no further analysis is required. The Company also may elect not to perform the qualitative assessment and, instead, proceed directly to the quantitative impairment test. The ultimate outcome of the goodwill impairment assessment will be the same whether the Company chooses to perform the qualitative assessment or proceed directly to the quantitative impairment test.

The Company chose to perform a qualitative impairment test for goodwill as of December 31, 2022 and 2021. The Company determined that the recorded value for goodwill was not impaired.

Member's Equity

The Company has one class of units. All items of income and loss are allocated to the Company and its subsidiaries as discussed in Note 1 and Note 3 above.

Income Taxes

Under the Internal Revenue Code, a limited liability company may be treated as a partnership for federal income tax purposes. As a direct result of the Securitization Transaction, the Securitization Entities are each a limited liability company that is disregarded as an entity separate from Parent for federal and state income tax purposes, and are not jointly and severally liable for any income taxes owned by the parent corporate entities. Further, no tax sharing agreement exists, or is expected to exist, between the Securitization Entities and Parent that would require the Securitization Entities to directly or indirectly reimburse Parent for taxes related to the operations of the Securitization Entities. Therefore, taxable income or loss is includable in the income tax returns of its members. Accordingly, no provision has been made for federal or state income taxes in the accompanying consolidated financial statements.

Stock-based Compensation

Upon the formation of the Parent in 2018, the Partnership established the Villa Aggregator LP Amended and Restated Executive Equity Incentive Plan (the "2018 Plan"), which governs certain stock-based and other incentive compensation with the employees. The Plan provides employees an opportunity to indirectly participate in the distribution of the future profits of the Company.

The awards issued under the 2018 Plan (known as Class B Profit Interest Units) are classified as equity awards. Compensation expense is estimated at the grant date based on an award's fair value as calculated by the Monte-Carlo simulation valuation model. Compensation expense is recognized using the graded vesting attribution method over the requisite service period of five years and is included in stock-based compensation expense on the consolidated statements of operations. The Company made a policy election to recognize forfeitures as they occur.

Parent also provided certain Company executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity. The promissory notes only have recourse against the employee's Class A-2 units, as such they are considered to be a stock option in accordance with GAAP. In addition, the notes have an interest rate that is based on a third party indexed rate, and therefore the stock option is classified as a liability award by the Partnership. Liability classified awards are measured at each reporting date using the intrinsic value model with the related compensation expense recognized in stock-based compensation expense in the consolidated statements of operations. Until the stock option is deemed to have been exercised through the repayment of the notes, any distributions on these shares will be deemed compensation expense.

The Company is not the legal obligor of the Class A-2 Unit awards. Therefore, the obligation (liability classified award) remains with the Partnership and any stock-based compensation charges incurred are recognized as additional paid-in capital through a noncash contribution with an offsetting charge to stock-based compensation expense.

In connection with the HELOC Transaction in November 2022, the Buyer established the Binford Aggregator LP Executive Equity Incentive Plan (the "2022 Plan"), which governs the Class B stock-based incentive compensation granted to certain employees. All remaining units available for issuance under the 2018 Plan were settled upon adoption of the 2022 Plan.

The 2022 Plan provides participants with an opportunity to indirectly participate in the distribution of the future profits of the Company. The awards issued under the 2022 Plan (known as Class B Profit Interest Units) are classified as equity awards. Compensation expense is estimated at the grant date based on an award's fair value as calculated by an options pricing model. Compensation expense is recognized using the graded vesting attribution method over the requisite service period of five years and is included in stock-based compensation expense on the consolidated statements of operations. The Company made a policy election to recognize forfeitures as they occur.

The Company recognized stock-based compensation expense related to the settlement of the awards issued under the 2018 Plan and the Class A-2 Unit awards in connection with the HELOC Transaction. Refer to Note 11 for further details.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

Advertising Costs

The Company administers the NAF funded by the franchisees for which the associated revenue is recognized in franchise service fees on the consolidated statements of operations. The NAF pays for costs of preparing and producing various advertising and marketing materials for the franchisees.

The NAF advertising expenses are recognized as incurred and are included in franchise support expenses on the consolidated statements of operations. NAF expenses for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 were \$14,972 and \$8,613, respectively.

Non-NAF advertising expenses are recognized as incurred and included in both franchise sales expense and franchise support expenses on the consolidated statements of operations. For the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, \$1,916 and \$2,079, respectively, were expensed in the consolidated statements of operations.

Fair Value Measurements

The Company applies fair value accounting for all financial assets and liabilities and nonfinancial assets and liabilities that are recognized or disclosed at fair value in the consolidated financial statements on a recurring basis. The Company defines fair value as the price that would be received from selling an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. When determining the fair value measurements for assets and liabilities, which are required to be recorded at fair value, the Company considers the principal or most advantageous market in which the Company would transact and the market-based risk measurements or assumptions that market participants would use in pricing the asset or liability, such as inherent risk, transfer restrictions and credit risk.

The Company applies the following fair value hierarchy, which prioritizes the inputs used to measure fair value into three levels and bases the categorization within the hierarchy upon the lowest level of input that is available and significant to the fair value measurement:

Level 1 Quoted prices in active markets for identical assets or liabilities.

Level 2 Observable inputs other than quoted prices in active markets for identical assets and liabilities, quoted prices for identical or similar assets or liabilities in inactive markets, or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities.

Level 3 Inputs that are generally unobservable and typically reflect management's estimates of assumptions that market participants would use in pricing the asset or liability.

The carrying amounts of cash and cash equivalents, accounts receivable, inventory, prepaid expenses, accounts payable, accrued liabilities and deferred franchise fees approximate fair value because of the short maturity of the instruments.

Recently Issued Accounting Pronouncements

Leases

In February 2016, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) No. 2016-02, Leases (Topic 842), which supersedes the current lease guidance under Accounting Standards Codification (ASC) 840. Topic 842 increases transparency and comparability among organizations by requiring the recognition of lease assets and lease liabilities on the balance sheets and disclosure of key information about leasing arrangements for both lessees and lessors.

The Company adopted Topic 842 on January 1, 2022, using the modified retrospective transition approach, and as a result did not recast prior periods. Prior year amounts are presented under ASC 840. The Company applied the package of practical expedients permitted under the transition guidance which allows for the carry forward of historical lease identification, lease classification and initial direct costs for existing leases on the adoption date and does not require the assessment of existing lease contracts to determine whether the contracts contain a lease or initial direct costs. The adoption of ASC 842 did not have a significant impact on the Company's consolidated financial statements.

Credit Losses

In June 2016, the FASB issued ASU No. 2016-13, Financial Instruments - Credit Losses ("ASC 326"): Measurement of Credit Losses on Financial Instruments, which requires the application of a current expected credit loss ("CECL") impairment model to financial assets measured at amortized cost (including trade accounts receivable), net investments in leases, and certain off-balance-sheet credit exposures. Under the CECL model, lifetime expected credit losses on such financial assets are measured and recognized at each reporting date based on historical, current, and forecasted information. Furthermore, the CECL model requires financial assets with similar risk characteristics to be analyzed on a collective basis. ASC 326 is effective for the Company on January 1, 2023. The Company is in the process of assessing the impact that ASU No. 2016-13 will have on the Company's consolidated financial position, results of operations, cash flows, and disclosures.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

Reference Rate Reform

In March 2020, the FASB issued ASU 2020-04, "Reference Rate Reform (Topic 848)." This ASU provides optional means and exceptions for applying GAAP to contracts, hedging relationships and other transactions that reference LIBOR or other reference rates expected to be discontinued because of the reference rate reform. The amendments in this ASU are effective for all entities as of March 12, 2020 through December 31, 2024. As the Company enters into new contracts, the Company is implementing the ASU.

4. Inventory, net

Inventory consisted of the following as of December 31, 2022 and 2021:

	2022		
	Gross	Reserve	Net
Products for sale	\$ 3,205	\$ (416)	\$ 2,789
Total inventory	\$ 3,205	\$ (416)	\$ 2,789

	2021		
	Gross	Reserve	Net
Products for sale	\$ 3,254	\$ (457)	\$ 2,797
Total inventory	\$ 3,254	\$ (457)	\$ 2,797

5. Prepaid Expenses and Other Current Assets

Prepaid expenses and other current assets consisted of the following as of December 31, 2022 and 2021:

	2022	2021
Notes receivable	\$ 1,084	\$ 1,198
Prepaid expenses	3,981	1,792
Other current assets	461	550
Total prepaid expenses and other current assets	\$ 5,526	\$ 3,540

6. Property and Equipment

Property and equipment consisted of the following as of December 31, 2022 and 2021:

	Estimated Useful Life	2022	2021
Buildings and leasehold improvements	5 - 30 years	\$ 1,895	\$ 1,895
Software- for internal use	1 - 3 years	4,211	3,853
Software- to be sold	3 - 5 years	30,214	8,472
Vehicles	2 - 5 years	473	473
Office equipment and furniture	2 - 5 years	995	992
Machinery, equipment and tools	2 - 7 years	258	38
Land		143	143
Software in development		6,791	17,498
Total property and equipment		44,980	33,364
Less: Accumulated depreciation and amortization		(12,941)	(5,115)
Property and equipment, net		\$ 32,039	\$ 28,249

As of December 31, 2022 and 2021, software in development consisted of software for internal use of \$2,680 and \$710, respectively, and to be sold of \$4,111 and \$16,788, respectively.

Depreciation and amortization expense recognized in the consolidated statements of operations was \$8,207 and \$2,340 for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, of which \$6,401 and \$1,154 for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 related to software to be sold and was included in franchise support expenses in the consolidated statements of operations.

AB Assetco LLC and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

7. Other Long-Term Assets

Other long-term assets consisted of the following as of December 31, 2022 and 2021:

	2022	2021
Cost to obtain contracts - commissions	\$ 7,551	\$ 5,745
Contract assets	-	406
Prepaid customer incentive payments	957	1,449
Notes receivable	630	470
Other	409	691
Total other long-term assets	\$ 9,547	\$ 8,761

8. Intangible Assets and Goodwill

Intangible Assets, Net

Intangible assets consisted of the following as of December 31, 2022 and 2021:

As of December 31, 2022					
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 169,610	\$ 21,566	\$ 148,044	21.9
Franchise relationships	15 years	347,807	85,974	261,833	10.8
Software	10 years	7,500	2,750	4,750	6.3
Proprietary processes	10 years	2,449	888	1,561	6.5
Noncompetition agreements	5 years	641	335	306	2.7
Intangible assets, net		\$ 528,007	\$ 111,513	\$ 416,494	

As of December 31, 2021					
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 147,156	\$ 15,585	\$ 131,571	22.4
Franchise relationships	15 years	328,618	64,002	264,616	12.2
Software	10 years	7,500	2,000	5,500	7.3
Proprietary processes	10 years	2,449	643	1,806	7.5
Noncompetition agreements	5 years	641	207	434	3.7
Intangible assets, net		\$ 486,364	\$ 82,437	\$ 403,927	

Amortization expense was \$29,076 and \$18,120, for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively.

Estimated amortization expense for the subsequent five years and thereafter is as follows:

2023	\$ 31,121
2024	31,094
2025	31,071
2026	30,997
2027	30,994
Thereafter	261,217
	\$ 416,494

Goodwill

Changes in the net carrying amount of goodwill for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 was as follows:

Balance at May 14, 2021	\$ 249,072
Parent business combination adjustments	(201)
Balance at December 31, 2021	248,871
Contribution of assets and liabilities	42,913
Balance at December 31, 2022	\$ 291,784

AB Assetco LLC and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

During the periods presented, the Company did not record any goodwill impairment charges.

9. Accrued and Other Liabilities

Accrued and other liabilities consisted of the following as of December 31, 2022 and 2021:

	2022	2021
Employee expenses	\$ 476	\$ 316
Rebates	1,405	2,213
Advertising	6,234	7,326
Capital expenditures	860	1,049
Other	1,219	2,787
Total accrued and other liabilities	\$ 10,194	\$ 13,691

10. Other Long-Term Liabilities

Other long-term liabilities consisted of the following as of December 31, 2022 and 2021:

	2022	2021
Deferred revenue	\$ 28,439	\$ 17,375
Other	336	330
Total other long-term liabilities	\$ 28,775	\$ 17,705

11. Stock-based Compensation

Class B Profit Interest Units

2018 Equity Plan

Upon the formation of the Parent in 2018, the Parent established an equity incentive plan (the "2018 Plan"). The Plan provided participants with an opportunity to participate in the distribution of the future profits of the Parent. The awards issued under the Plan are also referred to as Class B Profit Interest Units. One third of Class B Profit Interest Units vest over time and are conditioned upon the achievement of a set return on invested capital. Remaining awards vest as the Parent achieves multiples of the invested capital and are conditioned upon occurrence of a change in control, Initial Public Offering ("IPO") or a qualified leverage recapitalization ("change in control events").

In connection with the HELOC Transaction, all of the Class B awards issued under the 2018 Plan vested and were settled pursuant to the change in control provisions provided for in the award agreement. The Company recognized \$1,149 and \$4,030 in stock-based compensation expense for the settlement of the time vesting and performance vesting awards, respectively, of which \$3,244 was allocated by specific allocation (unit holder) and \$1,935 was allocated based on revenue for the year ended December 31, 2022. Compensation expense related to the time vesting Class B interest units of \$584 was recognized in stock-based compensation expense on the consolidated statements of operations, of which \$275 was allocated by specific identification (unit holder) and \$309 was allocated based on revenue for the period from May 14, 2021 to December 31, 2021.

Prior to closing of the HELOC Transaction, the Parent modified the terms of the Class B Profit Interests previously granted to five management team members to allow for continued vesting post-separation. As a result of these modifications, the Company recognized stock-based compensation expense of approximately \$1,215 for the year ended December 31, 2022 based on the modification date fair value which is reflected in amounts disclosed above.

2022 Equity Plan

In November of 2022, in connection with the HELOC Transaction, the Parent entered into the Binford Aggregator LP Executive Equity Incentive Plan (the "2022 Plan").

The awards issued under the 2022 Plan are also referred to as Class B Profit Interest Units. For the 2022 Plan, 26.67% of Class B Profit Interest Units vest over time and are conditioned upon the participant's continued employment and the achievement of a set return on invested capital. Remaining awards vest as the Company achieves multiples of the invested capital and are conditioned upon occurrence of a change in control or a qualified leverage recapitalization ("change in control events").

For the Class B Profit Interest Units granted under the 2022 Plan, for the year ended December 31, 2022, the Company determined that it is not probable that any of the change in control events will occur and, as such, compensation expenses related to the portion of the awards conditioned upon occurrence of these events has not been recognized in the consolidated financial statements as of and for the year ended December 31, 2022.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

The awards that have a time-vesting component are earned in equal tranches upon each of the anniversaries over the period of five years which was determined to be the requisite service period. These awards will not vest until the return on invested capital condition is met or upon occurrence of the change in control events even as the time-vesting condition is met. As of December 31, 2022, no units were vested.

The table below summarizes transactions for unit holders of the Company:

	Time-Vesting Units		
	Weighted Average Fair Value	Class B Profit Interest Units	Weighted Average Remaining Contractual Term
Units outstanding as of May 14, 2021	\$ 0.31	4,317,274	2.2 years
Granted	0.49	716,970	
Forfeitures	-	-	
Units outstanding as of December 31, 2021	\$ 0.34	5,034,244	2.5 years
Granted	-	-	
Forfeitures	-	-	
Vested due to change of control	0.34	(5,034,244)	
Units outstanding as of November 30, 2022	\$ -	-	N/A
Granted under 2022 Plan	0.30	17,539,639	
Forfeitures	-	-	
Vested	-	-	
Units outstanding as of December 31, 2022	\$ 0.30	17,539,639	4.92 years

	Performance-Vesting Units		
	Weighted Average Fair Value	Class B Profit Interest Units	Weighted Average Remaining Contractual Term
Units outstanding as of May 14, 2021	\$ 0.17	8,634,547	2.2 years
Granted	0.26	1,433,940	
Forfeitures	-	-	
Units outstanding as of December 31, 2021	\$ 0.18	10,068,487	2.5 years
Granted	-	-	
Forfeitures	-	-	
Vested due to Plan modification	0.18	(10,068,487)	
Units outstanding as of November 30, 2022	\$ -	-	N/A
Granted under 2022 Plan	0.22	48,225,786	
Forfeitures	-	-	
Vested	-	-	
Units outstanding as of December 31, 2022	\$ 0.22	48,225,786	4.92 years

The fair value of each option award is estimated on the date of the grant using the Black-Scholes options pricing model with the following assumptions for the years ended December 31, 2022 and 2021:

	2022	2021
Dividend Yield	0%	0%
Risk-free interest rate	3.8%	1.6%
Expected life of options	5 years	5 years
Volatility	47.5%	37.5%

Expected volatilities are based on the average volatilities of comparable companies over the expected term. The risk-free interest rate is based on the average of the five-year treasury rate on the grant date of the options.

For the year ended December 31, 2022, compensation expense related to time vesting Class B profit interest units of \$310 was recognized in stock-based compensation expense under the 2022 Plan on the consolidated statements of operations, of which \$190 was allocated by specific allocation (unit holder) and \$120 was allocated based on revenue.

As of December 31, 2022 and 2021, the Company had \$4,941 and \$649 of unrecognized stock-based compensation expense related to unvested time vesting stock-based compensation arrangements. As of December 31, 2022 and 2021, the Company had \$10,719 and \$1,379 of unrecognized stock-based compensation expense related to unvested performance vesting stock-based compensation arrangements.

AB Assetco LLC and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021

Class A-2 Units Issued to Certain Executives

The Partnership provided certain executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity, in accordance with the Contribution, Rollover and Subscription agreement. Under the terms of this agreement, the Company's executives were provided ownership interests in the Partnership in exchange for promissory notes.

These agreements are in substance, compensation arrangements and are accounted for as instruments similar to a stock option. Compensation expense is recognized at each balance sheet date with the changes in value recorded in the consolidated statements of operations with the corresponding recognition of the noncash contribution from the Partnership in additional paid in capital in the consolidated balance sheets.

The Company elected to account for these awards using the intrinsic valuation technique which represents excess value of the employees' Class A-2 units that were exchanged for promissory notes over the exercise price (which represents the face value of the promissory notes plus accrued interest). 15,600,000 of A-2 units were granted on September 21, 2018 and the intrinsic value of these awards on the grant date was equal to the value of the award. There were no additional grants of these awards during 2021 or 2022. There were no forfeitures or exercises of these award during the years ended December 31, 2022 and 2021.

All Class A-2 units were settled by the Partnership as a result of the HELOC Transaction based on the Transaction Date fair value. As a result, the Company recognized a gain of \$1,080 for the year ended December 31, 2022 in stock-based compensation expense on the consolidated statements of operations. For the period from May 14, 2021 to December 31, 2021, the Company recognized a stock-based compensation expense of \$5,366 in the consolidated statements of operations. As of November 30, 2022 and December 31, 2021, the amount of (gain) expense allocated to the Company by specific identification (unit holder) amounted to \$(253) and \$1,115 and amount of (gain) expense allocated based on revenue amounted to \$(827) and \$4,251, respectively.

12. Related Parties

The Company has related party transactions with the Parent and Guarantor, which for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 consists of a distribution to Guarantor related to the Parent's centralized cash management arrangement of \$69,644 and \$25,915 and general and administrative expenses and stock-based compensation allocated to the Company by the Parent of \$10,191 and \$7,050 and \$4,409 and \$5,950, respectively (Note 3). The Company also has related party revenue with the Parent due to certain royalty and other contractual fees owed to the Company by the Parent. For the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021 the Company recognized \$15,642 and \$5,417, respectively, of related party revenue. As of December 31, 2022 and 2021, the Company had related party receivables of \$1,213 and \$520, respectively.

The Company has several agreements in place with related parties through common ownership by the Partnership, in the ordinary course of business as follows:

- Paycor, a HR and payroll solutions company, provided payroll support services to the Parent and related expenses were allocated to the Company for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.
- Assured Partners, a national partnership of financial services firms, provided insurance and employee benefits services to the Parent and related expenses were allocated to the Company for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.
- Thoughtworks, a software development and digital transformation company, provided software solutions to the Parent and related expenses were allocated to the Company for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

The Company also employs twenty-seven individuals as of December 31, 2022 and 2021 who own and operate franchises of wholly owned subsidiary businesses.

The Company recorded revenue and the corresponding accounts receivable related to these arrangements for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021.

AB Assetco LLC and Subsidiaries**Notes to Consolidated Financial Statements (in thousands of dollars)****Year Ended December 31, 2022 and for the Period From May 14, 2021 to December 31, 2021**

Related party transactions consisted of the following:

	Transaction	2022	2021
Related parties through common ownership			
Paycor	Expenses paid	\$ 117	\$ 64
Assured partners	Expenses paid	50	36
Thoughtworks	Expenses paid	1,694	5,088
Transactions with employees			
Revenue		\$ 4,973	\$ 2,134
Accounts receivable		529	103

13. Contingencies

The Company is engaged in various legal proceedings incidental to its normal business activities. Management has determined that it is not probable that the Company has incurred any loss contingencies as defined in ASC Topic 450, Contingencies. Accordingly, no liabilities have been recorded for such matters as of December 31, 2022 and 2021. Management believes that the outcome of such matters will not have a material effect on the Company's consolidated financial statements.

14. Employee Benefit Plans

The Company sponsors a 401 (k) plan covering the majority of its employees meeting certain eligibility requirements. During the year ended December 31, 2022, the Plan provides for matching contributions of 50% of employee contributions, up to 10% of the participating employee's contributions. During the period from May 14, 2021 to December 31, 2021, the Plan provided for matching contributions of 100% of employee contributions, up to 4% of the participating employee's contributions. The Company's contributions to the Plan totaled \$896 and \$469 for the year ended December 31, 2022 and for the period from May 14, 2021 to December 31, 2021, respectively.

15. Subsequent Events

The Company evaluated subsequent events and transactions for potential recognition and disclosure in the consolidated financial statements through April 21, 2023, the date the consolidated financial statements were available to be issued. The Company did not identify any matters.

GUARANTEE OF PERFORMANCE

For value received, AB Assetco LLC, a Delaware limited liability company located at 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046 (the “**Guarantor**”), absolutely and unconditionally guarantees to assume the duties and obligations of STOP Franchising SPE LLC, a Delaware limited liability company located at 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046 (the “**Franchisor**”), under its franchise registration in each state where the franchise is registered, and under its Franchise Agreement identified in its Franchise Disclosure Document issued April 29, 2023, as it may be amended, 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 registrations and the Franchise Agreement are satisfied or until the liability of Franchisor to its franchisees under the Franchise Agreement has been completely discharged, whichever occurs first. The Guarantor is not discharged from liability if a claim by a franchisee against the Franchisor 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 executes this guarantee at Columbia, Maryland, on the 29th day of April, 2023.

Guarantor: AB Assetco LLC

By: 

Print Name: Silpa Velaga
Title: Chief Financial Officer

Authority Brands Inc. and Subsidiaries

Consolidated Financial Statements

**December 31, 2022, 2021 and 2020 and for the years
then ended**

Authority Brands Inc. and Subsidiaries
Index to Consolidated Financial Statements
December 31, 2022, 2021 and 2020 and for the years then ended

	Page
Report of Independent Auditors	1-2
Consolidated Financial Statements	
As of December 31, 2022 and 2021 and for the years then ended	
Balance Sheets	3
Statements of Comprehensive Loss	4
Statements of Changes in Stockholder's Equity	5
Statements of Cash Flows	6-7
Notes to Financial Statements	8-29
As of December 31, 2021 and 2020 and for the years then ended	
Balance Sheets	30
Statements of Comprehensive Loss	31
Statements of Changes in Stockholder's Equity	32
Statements of Cash Flows	33-34
Notes to Financial Statements	35-61



Report of Independent Auditors

To the Board of Directors of Authority Brands Inc.

Opinion

We have audited the accompanying consolidated financial statements of Authority Brands Inc. and its subsidiaries (the "Company"), which comprise the consolidated balance sheets as of December 31, 2022, 2021 and 2020, and the related consolidated statements of comprehensive loss, of changes in stockholder's equity and of cash flows for the years then ended, including the related notes (collectively referred to as the "consolidated financial statements").

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2022, 2021 and 2020, 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 audit in accordance with auditing standards generally accepted in the United States of America (US GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated 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 audit. 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 2 to the consolidated financial statements, the Company changed the manner in which it accounts for leases in 2022. Our opinion is not modified with respect to this matter.

Responsibilities of Management for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated 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 consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated 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 for one year after the date the consolidated financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' 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 US 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 consolidated financial statements.

In performing an audit in accordance with US GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the consolidated 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 consolidated 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 consolidated 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.

PricewaterhouseCoopers LLP

April 21, 2023

Authority Brands Inc. and Subsidiaries
Consolidated Balance Sheets
(In thousands)

	As of December 31,	
	2022	2021
Assets		
Current assets		
Cash and cash equivalents	\$ 14,151	\$ 26,889
Restricted cash	3,216	2,001
Accounts receivable, net	31,519	24,179
Inventory, net	6,739	5,712
Prepaid expenses and other current assets	9,482	6,933
Total current assets	<u>65,107</u>	<u>65,714</u>
Property and equipment, net	50,459	40,877
Operating lease right-of-use assets	14,136	-
Intangible assets, net	463,026	440,261
Goodwill	429,385	349,439
Other assets	11,886	9,315
Total assets	<u>\$ 1,033,999</u>	<u>\$ 905,606</u>
Liabilities and Stockholder's Equity		
Current liabilities		
Accounts payable	\$ 10,968	\$ 8,005
Accrued and other liabilities	28,405	29,950
Deferred revenue	13,586	10,406
Operating lease liabilities, current portion	3,870	-
Current maturities on long-term debt	4,500	4,250
Total current liabilities	<u>61,329</u>	<u>52,611</u>
Operating lease liabilities, non-current portion	10,979	-
Long-term debt, net	513,058	414,273
Deferred tax liability, net	28,603	33,570
Other long-term liabilities	35,390	21,591
Total liabilities	<u>649,359</u>	<u>522,045</u>
Stockholder's equity	384,640	383,561
Total liabilities and stockholder's equity	<u>\$ 1,033,999</u>	<u>\$ 905,606</u>

The accompanying notes are an integral part of these consolidated financial statements

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Comprehensive Loss
(In thousands)

	Years Ended December 31,	
	2022	2021
Revenues		
Franchise service fees	\$ 152,837	\$ 129,084
Franchise sales fees	5,222	4,339
Residential services	186,266	133,347
Other revenues	31,031	23,967
Total revenues	<u>375,356</u>	<u>290,737</u>
Costs and expenses		
Franchise support expenses	101,662	71,316
Franchise sales expenses	2,355	4,259
Residential service expenses	148,881	112,523
General and administrative expenses	51,338	42,155
Stock-based compensation expenses	21,820	26,803
Management fees and expenses	345	-
Transaction costs	25,103	2,183
Depreciation and amortization	44,370	35,628
Total costs and expenses	<u>395,874</u>	<u>294,867</u>
Operating loss	(20,518)	(4,130)
Loss on extinguishment of debt	-	(9,715)
Interest expense, net	(18,902)	(22,696)
Loss before income taxes	(39,420)	(36,541)
Income tax benefit	3,790	2,402
Net loss	<u>\$ (35,630)</u>	<u>\$ (34,139)</u>
Other comprehensive loss		
Change in foreign currency translation adjustment	-	(12)
Other comprehensive loss	-	(12)
Comprehensive loss	<u>\$ (35,630)</u>	<u>\$ (34,151)</u>

The accompanying notes are an integral part of these consolidated financial statements

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Changes in Stockholder's Equity
Years Ended December 31, 2022 and 2021
(In thousands)

	Common Stock		Additional Paid-In Capital	Accumulated Deficit	Accumulated Other Comprehensive Loss	Total Stockholder's Equity
	Units	Amount				
Balances at December 31, 2020	1	-	\$ 437,418	\$ (48,381)	\$ (3)	\$ 389,034
Capital contributions	-	-	1,875	-	-	1,875
Stock-based compensation	-	-	26,803	-	-	26,803
Other comprehensive loss	-	-	-	-	(12)	(12)
Net loss	-	-	-	(34,139)	-	(34,139)
Balances at December 31, 2021	1	-	466,096	(82,520)	(15)	383,561
Capital contributions	-	-	36,024	-	-	36,024
Stock-based compensation	-	-	21,820	-	-	21,820
Distributions to parent	-	-	(21,135)	-	-	(21,135)
Net loss	-	-	-	(35,630)	-	(35,630)
Balances at December 31, 2022	1	-	\$ 502,805	\$ (118,150)	\$ (15)	\$ 384,640

The accompanying notes are an integral part of these consolidated financial statements

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Cash Flows
(In thousands)

	Years Ended December 31,	
	2022	2021
Cash flows from operating activities		
Net loss	\$ (35,630)	\$ (34,139)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities		
Depreciation and amortization	50,771	37,069
Reduction in inventory reserve	(39)	339
Bad debt expense	1,637	1,290
Stock-based compensation	21,820	26,803
Gain on disposal of property and equipment	(305)	(288)
Amortization of deferred loan costs	1,692	1,976
Loss on extinguishment of debt	-	9,715
Deferred taxes	(4,278)	(2,984)
Other	-	308
Changes in assets and liabilities		
Accounts receivable	(3,845)	(5,836)
Inventory	(843)	(836)
Prepaid expenses and other current assets	(2,326)	(1,431)
Other assets	(1,572)	(1,518)
Accounts payable	1,815	1,819
Accrued liabilities	(6,254)	8,166
Other liabilities	138	59
Deferred revenue	3,365	4,588
Operating lease right-of-use assets and operating lease liabilities, net	145	-
Net cash provided by operating activities	<u>26,291</u>	<u>45,100</u>
Cash flows from investing activities		
Business acquisitions, net of cash acquired	(94,792)	(21,828)
Purchases of assets through asset acquisition	(1,570)	(26,414)
Purchases of property and equipment	(1,772)	(1,272)
Proceeds on disposal of property and equipment	332	257
Capitalized software development costs	(12,446)	(15,955)
Net cash used in investing activities	<u>(110,248)</u>	<u>(65,212)</u>
Cash flows from financing activities		
Distributions to parent	(21,135)	-
Capital contributions	-	275
Principal payments on finance lease obligations	(2,775)	(2,302)
Borrowings from long-term debt, net of deferred financing cost	103,869	445,943
Repayments of long-term debt	(7,525)	(409,982)
Net cash provided by financing activities	<u>72,434</u>	<u>33,934</u>
(Decrease)/increase in cash and cash equivalents	<u>(11,523)</u>	<u>13,822</u>
Cash, restricted cash and cash equivalents		
Beginning of year	\$ 28,890	\$ 15,068
End of year	<u>\$ 17,367</u>	<u>\$ 28,890</u>

The accompanying notes are an integral part of these consolidated financial statements

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Cash Flows, Continued
(In thousands)

	<u>Years Ended December 31,</u>	
	<u>2022</u>	<u>2021</u>
Reconciliation of cash, restricted cash, and cash equivalents reported in the consolidated balance sheet		
Cash and cash equivalents	\$ 14,151	\$ 26,889
Restricted cash	3,216	2,001
Total cash, restricted cash, and cash equivalents shown in the statement of cash flows	\$ 17,367	\$ 28,890
Supplemental disclosures of cash flow information		
Interest paid	\$ 16,243	18,830
Taxes paid, net of refunds	1,098	400
Noncash investing and financing activities		
Change in indemnification asset	-	1,060
Change in uncertain tax position	-	(1,060)
Capital expenditures included in accrued liabilities	906	1,227
Finance lease assets exchanged for lease liabilities	6,688	2,691
Noncash business acquisition consideration	(36,024)	(1,600)
Capital contribution – rollover equity	36,024	1,600

The accompanying notes are an integral part of these consolidated financial statements

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

1. Organization and Description of Business

Authority Brands Inc. and Subsidiaries (“the Company” or “Authority Brands”), formally known as Villa Bidco Inc. and Subsidiaries prior to the Company’s name change on May 17, 2021, is the parent company of a number of franchisors and related businesses operating in the United States and internationally. The Company is wholly owned by Villa Aggregator LP (the “Partnership”) through Villa TopCo Inc.

On March 24, 2021, in contemplation of a whole business securitization which was completed on May 14, 2021 (see Note 12), fifteen wholly owned entities were established by the Company. The first three entities formed were AB SPE Guarantor LLC and Subsidiaries (“Guarantor”) a direct, wholly-owned subsidiary of the Company which directly and wholly owns AB Issuer LLC (“Issuer”), a newly formed special purpose Delaware limited liability company which directly and wholly owns AB Assetco LLC and Subsidiaries (“AB Assetco”), a Delaware limited liability company.

AB Assetco wholly owns the following Special Purpose Entity (“SPE”) entities:

- The Cleaning Authority Franchising SPE LLC (“The Cleaning Authority Franchisor”)
- Homewatch CareGivers Franchising SPE LLC (“Homewatch Franchisor”)
- Mosquito Squad Franchising SPE LLC (“Mosquito Squad Franchisor”)
- ASP Franchising SPE LLC (“ASP Franchisor”)
- Benjamin Franklin Franchising SPE LLC (“Benjamin Franklin Franchisor”)
- Mister Sparky Franchising SPE LLC (“Mister Sparky Franchisor”)
- One Hour Air Conditioning Franchising SPE LLC (“One Hour Air Conditioning Franchisor”)
- Monster Franchising SPE LLC (“Monster Franchisor”)
- STOP Franchising SPE LLC (“STOP Franchisor”)
- DoodyCalls Franchising SPE LLC (“DoodyCalls Franchisor”)
- BuyMax SPE LLC (“BuyMax SPE”)
- Successware SPE LLC (“SuccessWare SPE”)
- Junkluggers Franchising SPE LLC (“Junkluggers Franchising SPE”) – formed in 2022

Guarantor and each of its subsidiaries other than Issuer are collectively referred to as Guarantors. Issuer and Guarantors are collectively referred to as “Securitization Entities”.

The Company wholly owns the following remaining entities, collectively referred to as “Non Securitization Entities”:

- The Cleaning Authority, Inc. (“The Cleaning Authority Canada”)
- The Cleaning Authority LLC (“The Cleaning Authority”)
- Mighty Maids LLC (“TCA of Columbia, MD”)
- Homewatch CareGivers LLC (“Homewatch CareGivers”)
- Homewatch Canada, Inc. (“Homewatch Canada”)
- Homewatch CareGivers International, Inc. (“Homewatch International”)
- Pool Water Holdings LLC and its subsidiaries (“America’s Swimming Pool” or “ASP”) which includes: ASP Franchising LLC, ASP Aviation LLC and Greenland LLC
- Clockwork Inc. and its subsidiaries (“Clockwork”), which includes: Successware, Inc., Benjamin Franklin Franchising LLC, Mister Sparky Franchising LLC, One Hour Air Conditioning Franchising LLC, Clockwork IP LLC, Quality A/C Service LLC, New Millenium Academy LLC, UWIN LLC and BuyMax LLC
- Authority Brands LLC

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

- Mosquito Squad Franchising LLC (“Mosquito Squad”)
- Monster Topco LLC and its subsidiaries (“Monster”) which includes Monster New Franchisor LLC and Monster New Tree Service LLC
- DoodyCalls Inc. and its affiliates DoodyCalls LLC, DoodyCalls Services LLC and DoodyCalls Intellectual Property LLC (“DoodyCalls”)
- STOP Franchising, Inc. (“STOP”)
- LMS LLC, LMSNH LLC, and LMSRI Inc. (“Macchia”)
- Color World Topco LLC and its subsidiaries (“Color World”) which includes: Color World New Housepainting LLC and Color World New Franchise Systems LLC
- Woofie's TopCo LLC and its subsidiaries (“Woofie”) which includes: Woofie's Leesburg LLC, Woofie's Ashburn LLC, Woofie's Pet Ventures LLC and Woofie's Mobile Pet Spa LLC
- DRYmedic Restoration Novi, LLC (“DRYmedic”)
- DRYmedic Restoration Services LLC (“DRYmedic Restoration”)
- Junkluggers Franchising LLC (“Junkluggers Franchising”)
- JL TopCo Inc. and its subsidiaries (“Junkluggers”) which includes Junkluggers LLC and Lug Life LLC.

Color World, Woofie's, DRYmedic, DRYmedic Restoration, Junkluggers Franchising, and Junkluggers were acquired by the Company in 2022 (Note 3).

DoodyCalls and Macchia were acquired by the Company in 2021 (Note 3).

On November 30, 2022 (“Transaction Date”), Binford Aggregator LP, a Delaware limited partnership, (“the Buyer”), indirectly owned by affiliates of Apax Partners Fund X and British Columbia Investment Management Corporation (“BCI”), became the sole limited partner of the Company’s parent company, Villa Aggregator LP (the “Partnership” or “Seller”), indirectly owned by Apax Partners Fund IX, whereby the Buyer acquired 100% of the issued and outstanding equity interests of Villa Aggregator LP (collectively the “HELOC Transaction”). The HELOC Transaction qualified as a change of control in accordance with ASC 805. However, the Company has not elected pushdown accounting and accordingly, the acquisition is not reflected in these consolidated financial statements. The Company paid \$15,402 of Buyer transaction expenses on behalf of the Partnership, which have been recognized as a distribution to parent in the consolidated statements of stockholder’s equity for the year ended December 31, 2022. The Company incurred \$20,790 of seller transaction expenses, which is recognized in transaction costs in the consolidated statements of comprehensive loss for the year ended December 31, 2022. In addition, the Company distributed \$5,733 to the Partnership as a source of funds for the transaction.

In connection with the HELOC Transaction, the Company entered into the Binford Aggregator LP Executive Equity Incentive Plan (the “2022 Plan”). All awards granted and outstanding under the Villa Aggregator LP Amended and Restated Executive Equity Incentive Plan (the “2018 Plan”) vested as of the Transaction Date, as a result of the change in control, and were rolled over or settled in cash on the Transaction Date. As a result, the Company recognized stock-based compensation expense for the awards that vested on the Transaction Date. Refer to Note 14 Stock-Based Compensation for further information.

As of December 31, 2022 and 2021, the Company owned and operated 25 and 20 store locations, respectively. Expenses related to the management and operation of these owned businesses are included in the residential service expenses line in the consolidated statements of comprehensive loss for the years ended December 31, 2022 and 2021.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

Franchised outlets as of December 31, 2022 and 2021 are summarized as follows:

	Franchises as of December 31, 2021	Acquired During the Period	Opened During the Period	Closed During the Period	Reacquired by Franchisor	Franchises as of December 31, 2022
Ben Franklin	256	-	24	(4)	-	276
Mister Sparky	116	-	23	-	-	139
One Hour	340	-	16	(5)	-	351
Homewatch	212	-	22	(10)	-	224
Mosquito Squad	223	-	5	(13)	-	215
The Cleaning Authority	209	-	10	(3)	-	216
America's Swimming Pool	345	-	37	(21)	-	361
Monster	244	-	12	(9)	-	247
DoodyCalls	54	-	22	(3)	-	73
STOP/DRYmedic	28	-	2	(3)	-	27
Junkluggers	-	95	29	(8)	(3)	113
Color World	-	56	8	(14)	-	50
Woofie's	-	2	7	-	-	9
Total	2,027	153	217	(93)	(3)	2,301

Dollar values presented in the consolidated financial statements are in thousands of US dollars, unless otherwise stated.

2. Summary of Significant Accounting Policies

Financial Statement Preparation and Principles of Consolidation

The accompanying consolidated financial statements of the Company have been prepared in accordance with generally accepted accounting principles and practices of the United States of America ("GAAP") and include the accounts of the Company and its wholly owned subsidiaries outlined in Note 1. All intercompany accounts and transactions have been eliminated in consolidation.

Use of Estimates

The preparation of the consolidated financial statements in conformity with GAAP requires management to make certain 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, and the reported amounts of revenues and expenses during the reporting period. The areas that require the use of management estimates include purchase price allocation, deferred income taxes, the carrying value of goodwill and stock-based compensation. Actual results could differ from those estimates.

Revenue Recognition

Revenue is recognized in accordance with Accounting Standards Codification ("ASC") 606 – Revenue from Contracts with Customers, using a five-step revenue model, as follows: identifying the contract with the customer; identifying the performance obligations in the contract; determining the transaction price; allocating the transaction price to the performance obligations; and recognizing revenue when (or as) the entity satisfies a performance obligation.

The following describes principal activities from which the Company generates its revenues and the associated revenue recognition policies:

Franchise Revenue

Franchise revenue consists of royalty, national advertising, local advertising, software fees, call center and initial franchise fees charged to franchisees. The Company administers the national advertising fund ("NAF") which is funded by the franchisees and is used to pay for the costs of preparing and producing various advertising and marketing materials for the franchisees.

The Company's primary performance obligation under franchise agreements is granting rights to use the Company's intellectual property over the term of the franchise agreement. Brand royalty and NAF fees are primarily based on a percentage of franchisee sales and the Company recognizes revenue for these fees as they become billable when the underlying franchisee sales occur. These fees are generally billed on a monthly basis. Fixed franchise and NAF fees, which are included in certain brand franchise agreements, are recognized on a straight-line basis over the franchise agreement term. Initial franchise fees are not associated with a service distinct from the overall initial franchise right performance obligation and are therefore recognized on a straight-line basis over the franchise agreement term. The advertising funded through the NAF benefits the franchise brands overall, rather than the individual franchise owners, and therefore is not a performance obligation separate from the overall franchise right. Any underspending of NAF contributions is recorded as accrued and other liabilities on the consolidated balance sheets.

Local advertising, software and call center services provide a distinct benefit from the franchise right and are therefore separate performance

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

obligations. Fees associated with these services are generally billed as a monthly fixed or usage-based amount and are recognized as revenue as the services are performed either on a straight-line basis over the contract term if the fee is fixed or as invoiced if the fee is based on usage.

Franchise revenue, except for initial franchise fees, is included in the franchise services fees on the consolidated statements of comprehensive loss. Initial franchise fees are included in franchise sales fees on the consolidated statements of comprehensive loss.

Company-Owned Store Revenue

Revenue from company-owned stores is generally recognized when the services are performed, which typically occurs on a single day. Payment is due within a short period of time after the service has been performed. The Company also offers extended warranties and annual service plans. Revenue associated with these services is recognized on a straight-line basis over the contract term. Fees are generally billed annually in advance and are included in deferred revenue and other long-term liabilities on the consolidated balance sheets until revenue recognition occurs.

Company-owned store revenue is included in residential services on the consolidated statements of comprehensive loss.

Product Sales Revenue

The Company sells products to franchisee and non-franchisee customers. Revenue for product sales in which the Company has inventory risk is recognized at a point in time when control transfers to the buyer, which is generally when the product is shipped to the customer. Payment is due within a short period of time after the shipment.

The Company acts as an agent in respect of certain third-party products that are sold through the Company's online platform. The Company has no inventory risk on these products as they are drop shipped to the end customer and the third-party vendor is primarily responsible for fulfilling the order. The Company therefore recognizes revenue at an amount equal to the net fees received after payment to the third-party vendor.

The Company recognized \$9,913 and \$9,320 of revenue from product sales for the years ended December 31, 2022 and 2021, respectively, in other revenues on the consolidated statements of comprehensive loss.

Obligations arising for returns, refunds, and other assurance warranties are infrequent and are not significant to the consolidated financial statements for the years ended December 31, 2022 and 2021.

Revenue is recognized net of any taxes collected from customers which are subsequently remitted to taxing authorities. These taxes are recorded as a liability when the amounts are billed to franchisees and the liability is relieved when payments are made to the respective taxing authority.

Rebates

Rebates received from third-party vendors in return for the Company maintaining a buying program that connects the vendors with the Company's franchisee customers are recognized as revenue as they become due, which is generally on a monthly basis. Rebates are calculated as a percentage of third-party sales. The Company recognized \$18,134 and \$12,558 of rebates in other revenue on the consolidated statements of comprehensive loss for the year ended December 31, 2022 and 2021, respectively.

Software Service Revenue

Software service revenue consists of the Company's software and mobile product services that are provided on a continuous basis for the contractual period. Where the Company has determined that the customer obtains a right to access software services, the Company recognizes revenue on a straight-line basis over the contractual term beginning when the customer has access to the service. Software service revenue is typically billed on a monthly basis. The Company's performance obligation is satisfied evenly over time. The Company recognized \$7,084 and \$6,752 of software service revenue for the years ended December 31, 2022 and 2021, respectively, in franchise service fees on the consolidated statements of comprehensive loss.

Revenue is recognized net of any taxes collected from customers which are subsequently remitted to taxing authorities. These taxes are recorded as a liability when the amounts are billed to franchisees and the liability is relieved when payments are made to the respective taxing authority.

Contract Balances

Contract assets, which relate to fixed franchise and NAF fees for certain franchise agreements, are amounts for which revenue has been recognized but the Company's right to consideration is conditional upon performing further service. Current contract assets are included in prepaid expenses and other current assets. The long-term contract asset balance is included in other assets on the consolidated balance sheets.

Contract liabilities are amounts collected, or an unconditional right to consideration (receivable) in advance of delivery of goods or services. Contract liabilities are typically related to billed amounts for obligations that have not yet been satisfied and therefore may not be recognized until conditions of the contract are met. Contract liabilities consist of initial franchise fees and service plans. Initial franchise fees are collected near the execution date of the franchise agreement and recognized on a straight-line basis over the franchise agreement term. Fees for services plans are collected upfront and recognized over the life of the plan, which is generally one year. The current portion of contract liabilities is included in deferred revenue on the consolidated balance sheets. Long-term contract liabilities are included in other long-term liabilities on the consolidated balance sheets.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

The following table presents closing balances of contract assets and liabilities as of December 31, 2022 and 2021:

	Balance at December 31,			Location on the Consolidated Balance Sheets
	2022	2021		
Contract assets - short-term	\$ 406	\$ -		Prepaid expenses and other current assets
Contract assets - long-term	-	406		Other assets
Contract liabilities - short-term	13,586	9,382		Deferred revenue
Contract liabilities - long-term	28,439	17,375		Other long-term liabilities

The Company recognized revenue of \$3,681 and \$2,749 for amortization of initial franchise fees for the years ended December 31, 2022 and 2021 in franchise sales fees on the consolidated statements of comprehensive loss. The Company recognized revenue of \$8,101 and \$6,584 for amortization of service plans for the years ended December 31, 2022 and 2021 in residential services on the consolidated statements of comprehensive loss.

Costs Incurred to Obtain a Contract with Customers

The Company capitalizes commissions paid to brokers that are a direct result of obtaining a new franchise agreement and amortizes these costs over the franchise agreement period. These costs are capitalized in prepaid expenses and other current assets and other assets on the consolidated balance sheets. The Company recognized \$689 and \$479 of commission costs in franchise sales expenses on the consolidated statements of comprehensive loss for the years ended December 31, 2022 and 2021.

Accounts Receivable and Allowance for Doubtful Accounts

Accounts receivable are stated at the amount management expects to collect from outstanding balances. Management determines the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Uncollectible accounts are written off against the allowance when collection of the amounts appears doubtful. As of December 31, 2022 and 2021, the allowance for doubtful accounts was \$3,170 and \$1,866, respectively. During the years ended December 31, 2022 and 2021, the Company recognized bad debt expense of \$1,637 and \$1,290 and had write-offs of uncollectible accounts of \$403 and \$77, respectively.

Cash and Cash Equivalents

The Company considers all cash and highly liquid investments purchased with an initial maturity of three months or less to be cash or cash equivalents. Cash consists primarily of cash on hand and cash on deposit. The Company maintains its cash in banks in which deposits may, from time to time, exceed federally insured limits. The Company has not experienced any losses in such accounts and believes that it is not exposed to any significant credit risks related to cash.

In accordance with Accounting Standards Update (“ASU”) 2016-15 Statement of Cash Flows (Topic 230), cash payments made not soon after (defined as more than three months) the acquisition date of a business combination to settle any contingent consideration liabilities, the payments are separated and classified as cash outflows from financing activities and operating activities. Cash payments up to the amount of the contingent consideration liability recognized at the acquisition date (including measurement-period adjustments) are classified as financing activities; any excess is classified as operating activities. The Company did not pay any contingent consideration during the years ended December 31, 2022 and 2021.

Restricted Cash

As of December 31, 2022 and 2021, the Company held \$3,216 and \$2,001, respectively, in restricted cash under the requirements of certain corporate insurance plans and as collateral in connection with the borrowing facilities.

Inventory

Inventory consists of products, materials and equipment to be sold and is stated at the lower of cost or net realizable value, with cost determined using weighted-average, on a first-in, first-out method. Inventory is assessed on an annual basis for slow moving and obsolete items. As of December 31, 2022 and 2021, the Company had an inventory reserve of \$513 and \$552, respectively.

Property and Equipment

Property and equipment is stated at historical cost and depreciated using the straight-line method over the estimated useful life of the assets. Additions and betterments are capitalized, maintenance and repairs which do not extend the useful life of the assets are expensed as incurred in general and administrative expenses on the consolidated statements of comprehensive loss.

Capitalized Software, Net

The Company capitalizes certain costs incurred in the development of various internally used software platforms, in accordance with ASC 350-40, “Internal-Use Software”, which requires certain costs incurred during the application development stage be capitalized and other costs incurred during the preliminary project and post-implementation stages be expensed as they are incurred. The Company also develops software platforms and mobile applications to be sold and capitalizes costs in accordance with ASC 985-20, “Software – Cost of Software to be Sold, Leased or Marketed”, which requires development costs incurred in the research and development of new software products be expensed as incurred until technological feasibility, in the form of a working model, has been established, at which time such costs are capitalized until the

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

product is available for general release to customers.

The Company capitalizes software development costs when the preliminary project stage is completed and the technological feasibility is established. Capitalized costs include personnel and related expenses for employees and third-party contractors who are directly associated with and who devote time to software projects. Any costs incurred to significantly upgrade or enhance the Company's software platform are also capitalized. Costs related to the preliminary project activities and post-implementation support activities are expensed as incurred. Amortization of capitalized software costs accounted for in accordance with ASC 350-40 and ASC 985-20 are recognized in depreciation and amortization and franchise support expenses, respectively, on the consolidated financial statements using a straight-line method over an estimated useful life of three to five years for mobile applications and software platforms, respectively.

Leases

A lease is a contract, or part of a contract, that conveys the right to control the use of an identified asset(s) for a period of time in exchange for consideration. Contracts determined to be or contain a lease include explicitly or implicitly identified assets where the Company has the right to substantially all of the economic benefits of the assets and the ability to direct how and for what purpose the assets are used during the lease term. Leases are classified as either operating or financing.

Finance and operating lease right-of-use ("ROU") assets and lease liabilities are recognized at the lease commencement date based on the present value of the future minimum lease payments over the lease term. The lease term represents the non-cancelable period of the lease, including any lessee options to renew, extend, or terminate which are considered to be reasonably certain of exercise. Some of the Company's leases include one or more options to renew and extend the lease term. The exercise of lease renewal options is at the Company's sole discretion and generally, a renewal option is not deemed to be reasonably certain to be exercised until such option is legally executed.

For operating leases, the Company utilizes the private company practical expedient for discount rates and uses a risk-free rate when the discount rate is not readily determinable in the lease. The Company recognizes lease expense for fixed lease payments on operating leases on a straight-line basis over the lease term, while variable lease payments are recognized as incurred.

Assets held under finance leases are included in property and equipment on the consolidated balance sheets and are amortized over the lesser of the term of the related lease or the estimated useful life of the asset. For financing leases, the implied rate is utilized based on the monthly interest disclosed by vendors on monthly invoicing.

The Company applies the short term lease exemption and does not recognize ROU assets and lease liabilities for leases with a lease term of 12 months or less for all asset classes. The Company has elected to not separate lease and non-lease components (such as common area maintenance) when amounts are fixed, determinable and combined within monthly lease payments.

The Company evaluates whether events and circumstances have occurred that indicate right-of-use assets have been impaired. Measurement of any impairment of such assets is based on their fair values. Once a ROU asset for a lease is impaired, the carrying amount of the right-of-use asset is reduced through expense and the remaining balance is subsequently amortized on a straight-line basis.

Intangible Assets

Intangible assets consist of trademarks, franchise and referral relationships, customer relationships, software, proprietary processes, and noncompetition agreements. Intangible assets are stated at their estimated fair value at the date of acquisition. Amortization is computed over the estimated useful lives of the related intangible assets using the straight-line method.

Long-lived Assets

In accordance with ASC 360, "Accounting for Impairment or Disposal of Long-Lived Assets", long-lived assets, such as property and equipment and intangible assets, are reviewed for impairment, whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Recoverability of assets to be held and used is measured by a comparison of the carrying amount of an asset group to estimated undiscounted future cash flows expected to be generated by the asset group. If not recoverable, the Company determines the fair value of the asset group using a discounted cash flow. If the carrying amount of an asset group exceeds its estimated discounted future cash flows, an impairment charge is recognized at the amount by which the carrying amount of the asset group exceeds the fair value of the asset group. The Company did not recognize any impairment charges for the years ended December 31, 2022 and 2021.

Goodwill

Goodwill represents the excess of acquisition costs over the fair value of assets and liabilities acquired, including specifically identified intangible assets. Goodwill is not amortized but is tested for impairment annually as of the last day of each fiscal year in line with guidance prescribed by ASU 2021-03 "Accounting Alternative for Evaluating Triggering Events" and evaluated if the facts and circumstances at year end indicate if any triggering event existed.

In conducting impairment testing, the Company has the option to first assess qualitative factors to determine whether the existence of events or circumstances leads to a determination that it is more likely than not that the estimated fair value of a reporting unit is less than its carrying

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

amount. If the Company performs a qualitative assessment and determines that the carrying value more likely than not exceeds the fair value, then the quantitative impairment test is performed, otherwise no further analysis is required. The Company also may elect not to perform the qualitative assessment and, instead, proceed directly to the quantitative impairment test. The ultimate outcome of the goodwill impairment assessment will be the same whether the Company chooses to perform the qualitative assessment or proceed directly to the quantitative impairment test.

The Company chose to perform a qualitative impairment test for goodwill as of December 31, 2022 and 2021. The Company determined that the recorded value for goodwill was not impaired.

Deferred Loan Costs

In accordance with ASU 2015-03, Simplifying the Presentation of Debt Issuance Costs (“ASU 2015-03”), the Company capitalizes and defers certain loan costs, which are presented on the consolidated balance sheets as a reduction of long-term debt or within other assets, when they relate to undrawn amounts from the Company’s Class A-1 Notes and delayed draw facility. These costs are amortized over the term of the debt using the straight-line method, which approximates the effective interest method.

Stock-Based Compensation

Upon the formation of the Company in 2018, the Partnership established the Villa Aggregator LP Amended and Restated Executive Equity Incentive Plan (the “2018 Plan”), which governs certain stock-based and other incentive compensation with the employees. The Plan provides employees an opportunity to indirectly participate in the distribution of the future profits of the Company.

The awards issued under the 2018 Plan (known as Class B Profit Interest Units) are classified as equity awards. Compensation expense is estimated at the grant date based on an award’s fair value as calculated by the Monte-Carlo simulation valuation model. Compensation expense is recognized using the graded vesting attribution method over the requisite service period of five years and is included in stock-based compensation expense on the consolidated statements of comprehensive loss. The Company made a policy election to recognize forfeitures as they occur.

The Company also provided certain executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity. The promissory notes only have recourse against the employee’s Class A-2 units, as such they are considered to be a stock option in accordance with GAAP. In addition, the notes have an interest rate that is based on a third party indexed rate, and therefore the stock option is classified as a liability award by the Partnership. Liability classified awards are measured at each reporting date using the intrinsic value model with the related compensation expense recognized in stock-based compensation expense in the consolidated statements of comprehensive loss. Until the stock option is deemed to have been exercised through the repayment of the notes, any distributions on these shares will be deemed compensation expense.

The Company is not the legal obligor of the Class A-2 Unit awards. Therefore, the obligation (liability classified award) remains with the Partnership and any stock-based compensation charges incurred are recognized as additional paid-in capital through a noncash contribution with an offsetting charge to stock-based compensation expense.

In connection with the HELOC Transaction in November 2022, the Company established the Binford Aggregator LP Executive Equity Incentive Plan (the “2022 Plan”), which governs the Class B stock-based incentive compensation granted to certain employees. All remaining units available for issuance under the 2018 Plan were settled upon adoption of the 2022 Plan.

The 2022 Plan provides participants with an opportunity to indirectly participate in the distribution of the future profits of the Company. The awards issued under the Plan (known as Class B Profit Interest Units) are classified as equity awards. Compensation expense is estimated at the grant date based on an award’s fair value as calculated by an options pricing model. Compensation expense is recognized using the graded vesting attribution method over the requisite service period of five years and is included in stock-based compensation expense on the consolidated statements of comprehensive loss. The Company made a policy election to recognize forfeitures as they occur.

The Company recognized stock-based compensation expense related to the settlement of the awards issued under the 2018 Plan and Class A-2 Units in connection with the HELOC Transaction. Refer to Note 14 for further details.

Taxes

The Company is subject to federal and state income taxes. Accordingly, an income tax provision has been recognized for federal and state income taxes. The Cleaning Authority Canada and Homewatch Canada are Canadian corporations that are subject to Canadian income taxes. For 2022 and 2021, income taxes for The Cleaning Authority Canada and Homewatch Canada were insignificant.

The Company provides for income taxes in accordance with the asset and liability method. Under this method, deferred tax assets and liabilities are recognized for future tax consequences attributable to differences between the carrying amounts of existing assets and liabilities for financial reporting and for income tax reporting. The deferred tax assets or liabilities represent the future tax return consequences of those differences, which will either be taxable or deductible when the assets and liabilities are recovered or settled. Deferred tax assets are reduced by a valuation allowance when it is more likely than not that some portion or all of the deferred tax assets will not be realized.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

For balance sheet presentation purposes, the Company nets its deferred tax asset and deferred tax liability positions by tax jurisdiction and classifies the resulting net deferred tax asset and/or net deferred tax liability as noncurrent in accordance with ASU 2015-17, Income Taxes (Topic 740) Balance Sheet Classification of Deferred Taxes on the consolidated balance sheets.

The Company utilizes a two-step approach for recognizing and measuring uncertain tax positions accounted for in accordance with the asset and liability method. The first step is to evaluate the tax position for recognition by determining whether evidence indicates that it is more likely than not that a position will be sustained if examined by a taxing authority. The second step is to measure the tax benefit as the largest amount that is 50% likely to be realized upon settlement with a taxing authority. Income taxes are accounted for on an accrual basis.

Advertising Costs

The Company administers the NAF funded by the franchisees for which the associated revenue is recognized in franchise service fees on the consolidated statements of comprehensive loss. The NAF pays for costs of preparing and producing various advertising and marketing materials for the franchisees.

The NAF advertising expenses are recognized as incurred and are included in franchise support expenses on the consolidated statements of comprehensive loss. NAF expenses for the years ended December 31, 2022 and 2021 were \$15,008 and \$12,858, respectively.

Non-NAF advertising expenses are recognized as incurred and included in both franchise sales expense and residential service expenses on the consolidated statements of comprehensive loss. For the years ended December 31, 2022 and 2021, \$16,970 and \$15,904, respectively, were expensed in the consolidated statements of comprehensive loss.

Foreign Currency Translation

The assets and liabilities of foreign operations in Canada, whose functional currency is other than the U.S. dollar, are translated to U.S. dollars at the period end exchange rates and revenues and expenses are translated at average exchange rates for the period. Differences arising from this translation are included in the foreign currency translation adjustment component of accumulated other comprehensive (loss) income.

For all operations, the monetary items denominated in currencies other than the functional currency are remeasured at period-end exchange rates and transaction gains and losses are included in general and administrative expense in the consolidated statements of comprehensive loss.

Nonmonetary items are remeasured at historical rates. Impacts resulting from the foreign currency fluctuations were not significant to the consolidated financial statements as of and during the periods presented.

Fair Value Measurements

The Company applies fair value accounting for all financial assets and liabilities and nonfinancial assets and liabilities that are recognized or disclosed at fair value in the consolidated financial statements on a recurring basis. The Company defines fair value as the price that would be received from selling an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. When determining the fair value measurements for assets and liabilities, which are required to be recorded at fair value, the Company considers the principal or most advantageous market in which the Company would transact and the market-based risk measurements or assumptions that market participants would use in pricing the asset or liability, such as inherent risk, transfer restrictions and credit risk.

The Company applies the following fair value hierarchy, which prioritizes the inputs used to measure fair value into three levels and bases the categorization within the hierarchy upon the lowest level of input that is available and significant to the fair value measurement:

Level 1 Quoted prices in active markets for identical assets or liabilities.

Level 2 Observable inputs other than quoted prices in active markets for identical assets and liabilities, quoted prices for identical or similar assets or liabilities in inactive markets, or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities.

Level 3 Inputs that are generally unobservable and typically reflect management's estimates of assumptions that market participants would use in pricing the asset or liability.

The carrying amounts of cash and cash equivalents, restricted cash, accounts receivable, inventory, prepaid expenses, accounts payable, accrued liabilities and deferred franchise fees approximate fair value because of the short maturity of the instruments. The carrying value of long-term debt approximates fair value as the stated interest rates are at market rates.

Recently Issued Accounting Pronouncements

Leases

In February 2016, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) No. 2016-02, Leases (Topic 842), which supersedes the current lease guidance under Accounting Standards Codification (ASC) 840. Topic 842 increases transparency and comparability among organizations by requiring the recognition of lease assets and lease liabilities on the balance sheet and disclosure of key

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

information about leasing arrangements for both lessees and lessors.

The Company adopted Topic 842 on January 1, 2022 using the modified retrospective transition approach, and as a result did not recast prior periods. Prior year amounts are presented under ASC 840. The Company applied the package of practical expedients permitted under the transition guidance which allows for the carry forward of historical lease identification, lease classification and initial direct costs for existing leases on the adoption date and does not require the assessment of existing lease contracts to determine whether the contracts contain a lease or initial direct costs.

The adoption of this standard resulted in the recognition of operating lease ROU assets in the amount of \$14,773 and lease liabilities in the amount of \$15,300 for operating leases on the consolidated balance sheets for leases entered into before January 1, 2022. There was no cumulative effect adjustment to accumulated deficit as of January 1, 2022. The adoption of Topic 842 did not have a significant impact on the consolidated statements of comprehensive loss or cash flows. See Note 15 Leases.

Credit Losses

In June 2016, the FASB issued ASU No. 2016-13, Financial Instruments - Credit Losses (“ASC 326”): Measurement of Credit Losses on Financial Instruments, which requires the application of a current expected credit loss (“CECL”) impairment model to financial assets measured at amortized cost (including trade accounts receivable), net investments in leases, and certain off-balance-sheet credit exposures. Under the CECL model, lifetime expected credit losses on such financial assets are measured and recognized at each reporting date based on historical, current, and forecasted information. Furthermore, the CECL model requires financial assets with similar risk characteristics to be analyzed on a collective basis. ASC 326 is effective for the Company on January 1, 2023. The Company is in the process of assessing the impact that ASU No. 2016-13 will have on the Company’s consolidated financial position, results of operations, cash flows, and disclosures.

Reference Rate Reform

In March 2020, the FASB issued ASU 2020-04, “Reference Rate Reform (Topic 848).” This ASU provides optional means and exceptions for applying GAAP to contracts, hedging relationships and other transactions that reference LIBOR or other reference rates expected to be discontinued because of the reference rate reform. The amendments in this ASU are effective for all entities as of March 12, 2020 through December 31, 2024. As the Company enters into new contracts, the Company is implementing the ASU.

3. Acquisitions

Asset Acquisitions

Macchia

On December 30, 2021, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of LMS, LLC, LMSRI, Inc., and LMSNH, LLC for a purchase price of \$24,726. The businesses represent a group of retail operations of Mosquito Squad. The purchase price was allocated to customer relationships intangible assets in the amount of \$27,766, which will be amortized on straight line basis over its useful life of 5 years, vehicles and equipment in the amount of \$1,500, deferred tax liability of \$5,490 and other liabilities in the amount of \$1,000. The transaction was funded with cash held on the seller’s balance sheet of \$1,950 and cash held by the Company.

In accordance with guidance issued by the FASB for asset acquisitions, the purchase price was allocated to the assets acquired and liabilities assumed at cost. As such, no goodwill was recognized.

Other

During 2022 and 2021, the Company entered into several purchase and sale agreements to acquire 100% of the assets of other retail operations for an aggregate purchase price of \$1,570 and \$3,638, respectively. The acquisitions were funded with cash held by the Company. In accordance with guidance issued by the FASB for asset acquisitions, the purchase price was allocated to the assets acquired and liabilities assumed at cost. As such, no goodwill was recognized. The purchase price was allocated as follows:

	<u>2022</u>	<u>2021</u>
Assets acquired		
Current assets	\$ 145	\$ -
Property and equipment	270	405
Intangible assets and other assets	<u>1,243</u>	<u>3,312</u>
Assets acquired	1,658	3,717
Liabilities assumed	<u>(88)</u>	<u>(79)</u>
Purchase price	<u>\$ 1,570</u>	<u>\$ 3,638</u>

The acquired intangible assets had a preliminary useful life of 4 years.

As a result of the above transactions, the Company did not incur significant transaction costs during the year ended December 31, 2022. During the year ended December 31, 2021, the Company incurred transaction costs of \$445.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

Business Combinations

Junkluggers

On December 14, 2022, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of Junkluggers Franchising, LLC, Junkluggers, LLC and LugLife, LLC for a purchase price of \$79,202. Junkluggers is an eco-friendly junk removal franchise company that focuses on utilizing sustainable practices to divert waste from landfills. Junkluggers was acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was primarily funded with rollover equity of \$16,000 and cash held by the Company. Goodwill largely consists of strategic and synergistic opportunities resulting from combining Junkluggers with the Company's existing businesses. The goodwill resulting from this acquisition is tax deductible.

As a result of the transaction, the Company incurred and expensed transaction costs of \$2,084, which are included in transaction costs on the consolidated statements of comprehensive loss.

The Company accounted for the acquisition as a business combination pursuant to ASC 805. In accordance with ASC 805, fair values are assigned to tangible and identifiable intangible assets acquired and liabilities assumed at the acquisition date based on the information that was available as of the acquisition date.

The Company allocated the purchase price of the acquisition to identifiable assets acquired and liabilities assumed based on their estimated fair values as of the acquisition date. The excess of the purchase price over the aggregate fair values was recorded as goodwill.

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired	
Current assets	\$ 3,139
Operating lease right-of-use assets	1,115
Property and equipment	716
Goodwill	49,394
Intangible assets and other assets ⁽¹⁾	38,055
Deferred tax assets	458
Assets acquired	92,877
Operating lease liabilities	(1,115)
Deferred revenue	(8,089)
Other liabilities assumed	(4,471)
Purchase price	\$ 79,202

(1) Identifiable intangible assets acquired include referral relationships, trademarks, franchise relationships and noncompetition agreements which will be amortized on a straight-line basis over their preliminary useful lives of 15 years, 25 years, 15 years and 1 year, respectively.

DRYmedic

On November 4, 2022, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of DRYmedic Restoration Services, LLC and its subsidiaries for a purchase price of \$45,556. DRYmedic provides disaster restoration services with a focus on water damage restoration, fire damage repair and mold removal and has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was funded with rollover equity of \$18,984 and borrowings from the Company's 2022 A-1 loan. Goodwill largely consists of strategic and synergistic opportunities resulting from combining DRYmedic with the Company's existing businesses. The goodwill resulting from this acquisition is tax deductible.

As a result of the transaction, the Company incurred and expensed transaction costs of \$1,077, which are included in transaction costs on the consolidated statements of comprehensive loss.

The Company accounted for the acquisition as a business combination pursuant to ASC 805. In accordance with ASC 805, fair values are assigned to tangible and identifiable intangible assets acquired and liabilities assumed at the acquisition date based on the information that was available as of the acquisition date.

The Company allocated the purchase price of the acquisition to identifiable assets acquired and liabilities assumed based on their estimated fair values as of the acquisition date. The excess of the purchase price over the aggregate fair values was recorded as goodwill.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired

Current assets	\$	5,038
Operating lease right-of-use assets		175
Property and equipment		276
Goodwill		25,963
Intangible assets and other assets ⁽¹⁾		17,113
Deferred tax assets		231
Assets acquired		48,796
Deferred revenue		(2,210)
Operating lease liabilities		(175)
Other liabilities assumed		(855)
Purchase price	\$	45,556

(1) Identifiable intangible assets acquired include referral relationships, trademarks and noncompetition agreements which will be amortized on a straight-line basis over their preliminary useful lives of 15 years, 25 years and 3 years, respectively.

Woofie's

On January 21, 2022, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of Woofie's, LLC and its subsidiaries Woofie's Mobile Pet Spa, LLC and Woofie's Pet Venture, LLC for a purchase price of \$5,043. Woofie's is a professional pet care franchise company that provides pet sitting, training, walking as well as mobile pet spa services and was acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was funded with rollover equity of \$1,040 and cash held by the Company. Goodwill largely consists of strategic and synergistic opportunities resulting from combining Woofie's with the Company's existing businesses. No goodwill related to this acquisition is expected to be deductible for income tax purposes.

As a result of the transaction, the Company incurred and expensed transaction costs of \$248, which are included in transaction costs on the consolidated statements of comprehensive loss.

The Company accounted for the acquisition as a business combination pursuant to ASC 805. In accordance with ASC 805, fair values are assigned to tangible and identifiable intangible assets acquired and liabilities assumed at the acquisition date based on the information that was available as of the acquisition date. The Company allocated the purchase price of the acquisition to identifiable assets acquired and liabilities assumed based on their estimated fair values as of the acquisition date. The excess of the purchase price over the aggregate fair values was recorded as goodwill.

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired

Current assets	\$	514
Operating lease right-of-use assets		989
Property and equipment		328
Goodwill		1,942
Intangible assets and other assets ⁽¹⁾		2,423
Assets acquired		6,196
Operating lease liabilities		(989)
Other liabilities assumed		(164)
Purchase price	\$	5,043

(1) Identifiable intangible assets acquired include customer relationships, trademarks and franchise relationships which will be amortized on a straight-line basis over their preliminary useful lives of 4 years, 25 years and 15 years, respectively.

Color World

On January 10, 2022, the Company entered into a purchase and sale agreement to acquire 100% of the assets of Color World Franchise Systems, LLC, and Color World Housepainting Inc. for a purchase price of \$4,386. Color World is a paint service franchising company that has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was funded with cash held by the Company. Goodwill largely consists of strategic and synergistic opportunities resulting from combining Color World with the Company's existing businesses. No goodwill related to this acquisition is expected to be deductible for income tax purposes.

As a result of the transaction, the Company incurred and expensed transaction costs of \$197, which are included in transaction costs on the consolidated statements of comprehensive loss.

The Company accounted for the acquisition as a business combination pursuant to ASC 805. In accordance with ASC 805, fair values are assigned to tangible and identifiable intangible assets acquired and liabilities assumed at the acquisition date based on the information that was available as of the acquisition date.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

The Company allocated the purchase price of the acquisition to identifiable assets acquired and liabilities assumed based on their estimated fair values as of the acquisition date. The excess of the purchase price over the aggregate fair values was recorded as goodwill.

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired

Current assets	\$	33
Operating lease right-of-use assets		263
Property and equipment		33
Goodwill		2,647
Intangible assets and other assets ⁽¹⁾		2,154
Assets acquired		5,130
Operating lease liabilities		(263)
Other liabilities assumed		(481)
Purchase price	\$	4,386

(1) Identifiable intangible assets acquired include customer relationships, trademarks and franchise relationships which will be amortized on a straight-line basis over their preliminary useful lives of 4 years, 25 years and 15 years, respectively.

DoodyCalls

On February 17, 2021, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of DoodyCalls, Inc. and its affiliates DoodyCalls LLC, DoodyCalls Intellectual Property LLC for a purchase price of \$23,428. DoodyCalls is a franchising company that provides pet waste removal services for homeowners and has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was funded with rollover equity of \$1,600 and borrowings from the Company's delayed draw credit facility. All goodwill that has been recognized in the acquisition relates to intangible assets that do not qualify for separate recognition. The goodwill resulting from this acquisition is tax deductible.

As a result of the transaction, the Company incurred and expensed transaction costs of \$751, which are included in transaction costs on the consolidated statements of comprehensive loss. During the year ended December 31, 2022, there were no material changes to the purchase price allocation for the DoodyCalls Acquisition.

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired

Current assets	\$	1,163
Property and equipment		462
Goodwill		7,761
Intangible assets and other assets ⁽¹⁾		14,321
Assets acquired		23,707
Liabilities assumed		(279)
Purchase price	\$	23,428

(1) Identifiable intangible assets acquired include customer relationships, trademarks, noncompetition agreements and franchise relationships which will be amortized on a straight-line basis over their preliminary useful lives of 4 years, 25 years, 5 years and 15 years, respectively.

4. Inventory, net

Inventory consisted of the following as of December 31, 2022 and 2021:

	2022		
	Gross	Reserve	Net
Products for sale	\$ 3,382	\$ (416)	\$ 2,966
Materials	2,604	(59)	2,545
Equipment	1,266	(38)	1,228
Total inventory	\$ 7,252	\$ (513)	\$ 6,739

	2021		
	Gross	Reserve	Net
Products for sale	\$ 3,310	\$ (457)	\$ 2,853
Materials	2,080	(69)	2,011
Equipment	874	(26)	848
Total inventory	\$ 6,264	\$ (552)	\$ 5,712

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

5. Prepaid Expenses and Other Current Assets

Prepaid expenses and other current assets consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Notes receivable	\$ 1,081	\$ 1,196
Prepaid insurance	469	733
Prepaid advertising	2,598	914
Prepaid expenses - other	4,225	2,771
Other current assets	1,109	1,319
Total prepaid expenses and other current assets	\$ 9,482	\$ 6,933

6. Property and Equipment

Property and equipment consisted of the following as of December 31, 2022 and 2021:

	<u>Estimated Useful Life</u>	<u>2022</u>	<u>2021</u>
Buildings and leasehold improvements	5 - 30 years	\$ 4,667	\$ 4,473
Software- for internal use	1 - 3 years	5,568	4,085
Software- to be sold	3 - 5 years	30,214	8,472
Vehicles	2 - 5 years	20,548	12,715
Office equipment and furniture	2 - 5 years	3,255	2,493
Machinery, equipment and tools	2 - 7 years	1,813	835
Land		143	143
Software in development		7,242	18,392
Total property and equipment		73,450	51,608
Less: Accumulated depreciation and amortization		(22,991)	(10,731)
Property and equipment, net		\$ 50,459	\$ 40,877

As of December 31, 2022 software in development consisted of software for internal use and to be sold of \$3,131 and \$4,111, respectively. As of December 31, 2021, software in development consisted of software for internal use and to be sold of \$1,376 and \$17,016, respectively.

Depreciation and amortization expense recognized in the consolidated statements of comprehensive loss was \$12,548 and \$5,846, for the years ended December 31, 2022 and 2021, respectively, of which, \$6,401 and \$1,441 for the years ended December 31, 2022 and 2021 related to software to be sold was included in franchise support expenses in the consolidated statement of comprehensive loss.

7. Other Long-Term Assets

Other long-term assets consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Indemnification asset	\$ -	\$ 402
Cost to obtain contracts - commissions	7,974	5,745
Contract assets	-	406
Prepaid customer incentive payments	957	1,449
Notes receivable	632	470
Deferred financing cost	1,811	779
Other	512	64
Total other long-term assets	\$ 11,886	\$ 9,315

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

8. Intangible Assets and Goodwill

Intangible Assets, Net

Intangible assets consisted of the following as of December 31, 2022 and 2021:

	As of December 31, 2022				
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 170,832	\$ 21,611	\$ 149,221	21.9
Franchise relationships	15 years	350,075	86,114	263,961	11.5
Referral relationships	15 years	12,626	129	12,497	14.8
Software	10 years	7,500	2,750	4,750	6.3
Customer relationships	4-5 years	43,156	13,280	29,876	3.8
Proprietary processes	10 years	2,449	888	1,561	6.5
Noncompetition agreements	1-5 years	1,541	381	1,160	2.0
Intangible assets, net		\$ 588,179	\$ 125,153	\$ 463,026	

	As of December 31, 2021				
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 147,156	\$ 15,585	\$ 131,571	22.4
Franchise relationships	15 years	328,618	64,002	264,616	12.2
Software	10 years	7,500	2,000	5,500	7.3
Customer relationships	4-5 years	40,827	4,493	36,334	3.2
Proprietary processes	10 years	2,449	643	1,806	7.5
Noncompetition agreements	5 years	641	207	434	3.7
Intangible assets, net		\$ 527,191	\$ 86,930	\$ 440,261	

Amortization expense was \$38,223 and \$31,223, for the years ended December 31, 2022 and 2021, respectively.

Estimated amortization expense for the subsequent five years and thereafter is as follows:

2023	\$ 41,143
2024	40,623
2025	39,200
2026	37,754
2027	32,574
Thereafter	271,732
	\$ 463,026

Goodwill

Changes in the net carrying amount of goodwill for the years ended December 31, 2022 and 2021 are as follows:

Balance at December 31, 2020	\$ 342,008
DoodyCalls	7,761
Monster adjustment	(281)
STOP adjustment	(49)
Balance at December 31, 2021	349,439
Color World	2,647
Woofie's	1,942
DRYmedic	25,963
Junkluggers	49,394
Balance at December 31, 2022	\$ 429,385

The adjustments to the purchase price allocation during 2021 were made to reflect consideration true-ups in accordance with the sale and purchase agreement and to reflect incremental information made available after the purchase price allocation.

During the periods presented, the Company did not record any goodwill impairment charges.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

9. Accrued and Other Liabilities

Accrued and other liabilities consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Employee expenses	\$ 8,118	\$ 9,569
Rebates	1,285	2,106
Accrued interest	3,355	2,727
Advertising	6,621	7,777
Capital expenditures	906	1,277
Finance lease obligations	2,742	1,796
Other	5,378	4,698
Total accrued and other liabilities	\$ 28,405	\$ 29,950

10. Taxes

Income tax benefit consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Current		
Federal	\$ -	\$ -
State	488	582
	<u>488</u>	<u>582</u>
Deferred		
Federal	(3,441)	(2,411)
State	(837)	(573)
	<u>(4,278)</u>	<u>(2,984)</u>
Income tax benefit	\$ (3,790)	\$ (2,402)

Deferred income taxes consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Deferred tax assets		
Net operating losses and credits	\$ 19,966	\$ 18,162
Deferred revenue	8,047	6,017
Interest limitation	7,237	3,056
Lease obligation liability	2,249	1,257
Operating lease liabilities	3,705	-
Accrued expenses	1,319	1,590
Allowance for doubtful accounts	780	466
Gross deferred tax asset	<u>43,303</u>	<u>30,548</u>
Deferred tax liabilities		
Intangibles	(43,665)	(46,975)
Goodwill	(22,130)	(16,131)
Operating lease right-of-use asset	(3,527)	-
Property and equipment	(2,578)	(993)
Other	(6)	(19)
Gross deferred tax liability	<u>(71,906)</u>	<u>(64,118)</u>
Total deferred tax liability	\$ (28,603)	\$ (33,570)

As of December 31, 2022 and 2021, the Company has net operating loss (“NOL”) carryforwards for U.S. federal tax purposes of \$80,083 and \$72,928, respectively. The federal NOL carryforwards have no expiration. As of December 31, 2022 and 2021, the Company has NOL carryforwards of approximately \$61,762 and \$58,501, respectively, for state income tax purposes. The state NOL carryforwards expire at various dates through 2042. As of December 31, 2022 and 2021, the Company has cumulative interest limitation carryforwards for U.S. federal tax purposes of \$29,006 and \$12,248, respectively.

The Company believes that it is more likely than not that the reversal of current deferred tax liabilities and the results of future operations will be sufficient to realize the deferred tax assets and has not recorded a valuation allowance as of December 31, 2022 and 2021.

Tax year 2019 and forward are open to examination by the Internal Revenue Service and various state tax authorities.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

On March 27, 2020, the Coronavirus Aid, Relief, and Economic Security Act (the “CARES Act”) was signed into law. The CARES Act is a stimulus bill that includes lending facilities to large and small business, expands unemployment benefits and implements individual and business tax changes. Furthermore, as permitted by the CARES Act, the Company elected to defer certain payments of employer share of social security tax that would otherwise be required to be paid during the period beginning on March 27, 2020 and ending December 31, 2020. The CARES Act allows employers to deposit 50% of the deferred taxes on or before December 31, 2021, and the remaining 50% by December 31, 2022. As of December 31, 2022 and 2021, the Company had remaining deferred employer social security taxes of \$0 and approximately \$1,266, respectively. The balance is reflected in accrued and other liabilities in the consolidated balance sheet.

As of December 31, 2022 and 2021, the Company recognized a liability for an uncertain tax position related to Mosquito Squad and its S-Corp election of \$0 and \$402, respectively, which includes potential interest and penalties. As of December 31, 2022 and 2021, potential interest was \$0 and \$38, respectively, and penalties were \$0 and \$61, respectively. This liability has been reflected in other long-term liabilities. An offsetting indemnification asset for \$0 and \$402 as of December 31, 2022 and 2021, respectively, has been recognized in other assets as a result of indemnifications provided in the stock purchase agreement between the Company and the seller of Mosquito Squad.

11. Other Long-Term Liabilities

Other long-term liabilities consisted of the following as of December 31, 2022 and 2021:

	<u>2022</u>	<u>2021</u>
Deferred revenue	\$ 28,439	\$ 17,375
Finance lease obligation	6,600	3,372
Uncertain tax position liability	-	402
Other	351	442
Total other long-term liabilities	\$ 35,390	\$ 21,591

12. Long-Term Debt

Long-term debt consisted of the following as of December 31, 2022 and 2021:

	<u>Year Ended December 31,</u>	
	<u>2022</u>	<u>2021</u>
Securitization		
Class A-1 2021 Notes	\$ 15,500	\$ 5,400
Class A-1 2022 Notes	91,330	-
Class A-2 Notes	421,813	423,938
Total debt	528,643	429,338
Less: Current portion	4,500	4,250
Less: Unamortized deferred loan costs	11,085	10,815
Long-term debt	\$ 513,058	\$ 414,273

	<u>2022 Original</u>	<u>2021 Original</u>	<u>Rate</u>	<u>Maturity</u>
Terms Loans	<u>Principal</u>	<u>Principal</u>		
Class A-2 Notes	\$ -	\$ 425,000	3.734%	7/30/2051
Other				
Class A-1 2022 Notes	\$ 200,000	\$ -	3.25%+ ⁽¹⁾	10/31/2052
Class A-1 2021 Notes	\$ -	10,400	2.625% + LIBOR	7/30/2051

(1) The interest rate for purposes of the Series 2022-1 Class A-1 Notes is equal to the sum of 3.25% plus the greater of (i) the Series 2022-1 Prime Rate in effect, (ii) the Federal Funds Rate in effect on such day plus 0.50% and (iii) Term SOFR for one-month tenor plus 1.00%.

As of December 31, 2022 and 2021, interest rates were as follows:

	<u>As of December 31,</u>	
	<u>2022</u>	<u>2021</u>
Class A-1 2021 Notes	7.081%	2.728%
Class A-1 2022 Notes	8.893%	N/A
Class A-2 Notes	3.734%	3.734%

Debt Issuance costs related to undrawn amounts from the Company’s Class A-1 Notes and delayed draw facility were \$1,811 and \$779 as of December 31, 2022 and 2021, respectively, and included within other assets on the consolidated balance sheets. Other deferred financing

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

costs related to debt of \$11,085 and \$10,815 as of December 31, 2022 and 2021, respectively, are netted in long term debt on the consolidated balance sheets. Amortization of \$1,692 and \$1,976 is included in interest expense on the consolidated statements of comprehensive loss for the years ended December 31, 2022 and 2021, respectively.

The outstanding debt has a final legal maturity of July 2051 for Class A-2 and Class A-1 2021 Notes and October 2052 for Class A-1 2022 Notes. The Company expects to make principal payments on the Class A-2 Notes of \$4,500 in the next year and has such amount in the current portion of long-term debt as of December 31, 2022.

Securitization

On May 14, 2021 ("Closing Date"), the Issuer completed a financing transaction (the "Securitization Transaction") resulting in the issuance of the \$5,000 in maximum principal amount Advance Funding Facility (the "Advance Funding Facility" or "AFF"), \$50,000 in maximum principal amount of Series 2021-1 Variable Funding Senior Notes, Class A-1 (the "VFN" or the "Class A-1 2021 Notes") and \$425,000 of Series 2021-1 3.734% Fixed Rate Senior Secured Notes, Class A-2 (the "Term Notes" or "Class A-2 Notes") and, together with the Advance Funding Facility and VFN, (the "Series 2021-1 Notes"). Additionally, on November 7, 2022, the Issuer completed an additional financing transaction resulting in the issuance of \$200,000 in maximum principal amount of Series 2022-1 Variable Funding Senior Notes (the "Class A-1 2022 Notes").

As part of Securitization Transaction, the Company capitalized and deferred costs of \$12,663, of which \$11,863 were recorded as contra-liability to debt and \$800 were recorded within other assets as they relate to undrawn amounts from the Company's Class A-1 Notes as of December 31, 2021.

Advance Funding Facility

The Advance Funding Facility, which was undrawn as of December 31, 2022 and 2021, provides for a maximum outstanding principal amount of \$5,000. Under the provisions of the AFF, any outstanding advances under the AFF bear interest at a variable rate, Prime Rate + 3%, and the Issuer is obligated to pay a commitment fee related to undrawn amounts. The Company paid a commitment fee of \$150 and \$130, which is recognized in interest expense in the consolidated statements of comprehensive loss for the years ended December 31, 2022 and December 31, 2021, respectively. Prime Rate means the rate of interest publicly announced from time to time by a commercial bank mutually agreed upon by the Manager and the Advance Funding Administrative Agent as its reference rate, base rate or prime rate. The AFF will terminate upon the earlier of the (i) the payment in full of all obligations relating to the Class A-2 Notes and (ii) payment in full of all interest on and principal of all AFF advances. The AFF is not a revolving facility and, accordingly, advances made and repaid are not permitted to be reborrowed.

Class A-1 2021 Notes

The Class A-1 2021 Notes provide for a maximum outstanding principal amount of \$50,000. On the Closing Date, \$10,400 was drawn in the form of advances and \$5,076 in the form of letters of credit. Under the provisions of the Class A-1 2021 Notes, any outstanding LIBOR borrowings bear interest quarterly at a variable rate of 2.625% plus LIBOR, and the Issuer is obligated to pay fees of 0.50% accrued daily and paid quarterly related to undrawn amounts and any outstanding letters of credit. The anticipated repayment date for the Class A-1 2021 Notes is July 2026, subject to two one-year extensions upon the satisfaction of certain conditions. The final legal maturity date of the Class A-1 2021 Notes is July 2051. There are no principal payments due on the Class A-1 2021 Notes in the ordinary course, but the Class A-1 2021 Notes will be subject to rapid amortization if not paid in full by the anticipated repayment date. Since the Closing Date, the Company has repaid \$5,400 of the advance and withdrew an additional \$15,500 resulting in an outstanding balance of \$15,500 as of December 31, 2022.

Class A-1 2022 Notes

On November 7, 2022 the Company entered into the Class A-1 2022 Notes purchase agreement. The Class A-1 2022 Notes provide for a maximum outstanding principal amount of \$200,000. On the closing date, no amounts were drawn. The transaction was treated as issuance of new debt and not a modification or extinguishment to the Class A-1 2021 Notes and does not impact the borrowing capacity of terms of the Company's previous notes. Under the provisions of the Class A-1 2022 Notes, the Advance shall bear interest at (i) the base rate or (ii) if the required notice has been given for any SOFR interest accrual period, the term SOFR rate applicable to such SOFR interest accrual period for such advance. The base rate is defined as a rate per annum equal to the sum of (i) 3.25% plus (ii) the greater of (a) the series 2022-1 prime rate in effect on such day, (b) the Federal Funds Rate in effect on such day plus .50%, and (c) Term SOFR for a one-month tenor in effect on such day plus 1.00%. The anticipated repayment date for the Class A-1 2022 Notes is October 2024, subject to three one-year extensions upon the satisfaction of certain conditions. The Company intends to exercise the extension options and expects the subsequent repayment date to be October, 2026. The final legal maturity date of the Class A-1 2022 Notes is October 2052. There are no principal payments due on the Class A-1 2022 Notes in the ordinary course, but the Class A-1 2022 Notes will be subject to rapid amortization if not paid in full by the anticipated repayment date. Since the Closing Date, the Company has withdrawn \$91,330 resulting in an outstanding balance of \$91,330 as of December 31, 2022. As a result of the transaction, the Company incurred costs of \$2,528, of which \$1,154 were recorded as contra-liability to debt as of December 31, 2022 and \$1,374 were recorded within other assets as they relate to undrawn amounts.

Class A-2 Notes

The Class A-2 Notes were issued in the amount of \$425,000. The Class A-2 Notes have an anticipated repayment date of July 2028 and a legal final maturity date of July 2051. Interest is due quarterly, with 3 months of interest and commitment fees on the Class A-2 Notes, Class

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

A-1 2021 Notes and Class A-1 2022 Notes required to be on deposit at all times in an interest reserve account. Interest on the A-2 notes accrues at 3.734% per annum and is due and payable on a quarterly basis. Principal payments of 0.25% of the initial principal amount of the Class A-2 Notes is payable on a quarterly basis (unless a non-amortization test is satisfied, as defined in the agreement governing the Class A-2 Notes).

The Series 2021-1 Notes are collateralized by substantially all of the assets of Issuer and collateralized by substantially all of the assets of and guaranteed by the Guarantor. The Series 2021-1 Notes are not secured, collateralized or guaranteed by any entities other than the SPE entities as defined in Note 1. The net proceeds from the Securitization Transaction, after transaction expenses, in the amount of \$397,737 were distributed by the Issuer to the Company to repay all of its previously outstanding term and revolving debt and to terminate all commitments thereunder.

Letters of Credit

The Company has three and two letters of credit outstanding in an aggregate face amount of \$6,165 and \$5,076 as of December 31, 2022 and 2021, respectively, for interest reserve requirements required by the Securitization Transaction, which reflects 3 months of interest on the Class A-2 Notes amount of \$425,000, 3 months of interest and commitment fees on the 2021 Class A-1 Notes assuming an estimated usage of \$25,000, and 3 months of interest and commitment fees on the 2022 Class A-1 Notes assuming an estimated usage of \$95,000.

The Series 2021-1 Notes agreements require, among other things, maintenance by the Company of principal and interest debt service coverage ratios, debt to EBITDA ratios and debt to net cash flows of Securitized entities ratios. As of December 31, 2022 and 2021, the Company was in compliance with these covenants.

13. Stockholder's Equity

As of December 31, 2022 and 2021, the Company had 1,000 shares of common stock issued, authorized and outstanding. The Company issued all 1,000 fully paid, nonassessable shares of the common stock at a par value of \$0.001 per share, in exchange for aggregate subscription consideration of \$1 US Dollar.

In accordance with the Certificate of Incorporation, the Company had a total of 1,000 shares of common stock to which it has the authority to issue with a par value of \$0.001 per share.

Distributions to Parent were made totaling \$21,135 in 2022 in connection with the HELOC Transaction, refer to Note 1 for details. No dividends or distributions were paid in 2021.

14. Stock-Based Compensation

Class B Profit Interest Units

2018 Equity Plan

Upon the formation of the company in 2018, the Company established an equity incentive plan (the "2018 Plan"). The Plan provided participants with an opportunity to participate in the distribution of the future profits of the Company. The awards issued under the Plan are also referred to as Class B Profit Interest Units. One third of Class B Profit Interest Units vest over time and are conditioned upon the achievement of a set return on invested capital. Remaining awards vest as the Company achieves multiples of the invested capital and are conditioned upon occurrence of a change in control, Initial Public Offering ("IPO") or a qualified leverage recapitalization ("change in control events").

In connection with the HELOC Transaction, all of the Class B awards issued under the 2018 plan vested and were settled pursuant to the change in control provisions provided for in the award agreement. The Company recognized \$1,416 and \$5,450 in stock-based compensation expense for the settlement of the time-vesting and performance-vesting awards, respectively, for the year ended December 31, 2022. Compensation expense related to the time-vesting Class B interest units of \$1,502 was recognized in stock-based compensation expense on the consolidated statements of comprehensive loss for the year ended December 31, 2021. No units were vested as of December 31, 2021.

Prior to closing of the HELOC transaction, the Company modified the terms of the Class B Profit Interests previously granted to five management team members to allow for continued vesting post-separation. As a result of these modifications, the Company recognized stock-based compensation expense of \$18,004 for the year ended December 31, 2022 based on the modification date fair value.

2022 Equity Plan

In November of 2022, in connection with the HELOC Transaction, the Company entered into the Binford Aggregator LP Executive Equity Incentive Plan (the "2022 Plan"). The Company had 249,963,605 Class B Profit Interest Units authorized for issuance under the 2022 Plan and 175,724,414 units outstanding as of December 31, 2022.

The awards issued under the 2022 Plan are also referred to as Class B Profit Interest Units. For the 2022 Plan, 26.67% of Class B Profit Interest Units vest over time and are conditioned upon the participant's continued employment and the achievement of a set return on invested capital.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

Remaining awards vest as the Company achieves multiples of the invested capital and are conditioned upon occurrence of a change in control or a qualified leverage recapitalization (“change in control events”).

For the Class B Profit Interest Units granted under the 2022 Plan, for the year ended December 31, 2022, the Company determined that it is not probable that any of the change in control events will occur and, as such, compensation expenses related to the portion of the awards conditioned upon occurrence of these events has not been recognized in the consolidated financial statements as of and for the year ended December 31, 2022.

The awards that have a time-vesting component are earned in equal tranches upon each of the anniversaries over the period of five years which was determined to be the requisite service period. These awards will not vest until the return on invested capital condition is met or upon occurrence of the change in control events even as the time-vesting condition is met. As of December 31, 2022, no units were vested.

The table below summarizes transactions under the Company's stock-based compensation plans:

	Time-Vesting Units		
	Weighted Average Fair Value	Class B Profit Interest Units	Weighted Average Remaining Contractual Term
Units outstanding as of December 31, 2020	\$ 0.31	18,197,559	3.19 years
Granted	0.59	1,216,609	
Forfeitures	-	-	
Units outstanding as of December 31, 2021	\$ 0.33	19,414,168	2.57 years
Granted	0.02	964,876	
Forfeitures	0.28	(964,876)	
Vested due to change of control	0.32	(19,414,168)	
Units outstanding as of November 30, 2022	\$ -	-	N/A
Granted under 2022 Plan	0.30	46,865,701	
Forfeitures	-	-	
Vested	-	-	
Units outstanding as of December 31, 2022	\$ 0.30	46,865,701	4.92 years
	Performance-Vesting Units		
	Weighted Average Fair Value	Class B Profit Interest Units	Weighted Average Remaining Contractual Term
Units outstanding as of December 31, 2020	\$ 0.17	36,395,119	3.19 years
Granted	0.32	2,433,219	
Forfeitures	-	-	
Units outstanding as of December 31, 2021	\$ 0.18	38,828,338	2.57 years
Granted	0.02	9,663,251	
Forfeitures	0.15	(3,618,889)	
Vested due to Plan modification	0.13	(44,872,700)	
Units outstanding as of November 30, 2022	\$ -	-	N/A
Granted under 2022 Plan	0.22	128,858,713	
Forfeitures	-	-	
Vested	-	-	
Units outstanding as of December 31, 2022	\$ 0.22	128,858,713	4.92 years

The fair value of each option award is estimated on the date of the grant using the Black-Scholes options pricing model with the following assumptions for the years ended December 31, 2022 and 2021:

	2022	2021
Dividend Yield	0%	0%
Risk-free interest rate	3.8%	1.6%
Expected life of options	5 years	5 years
Volatility	47.5%	37.5%

Expected volatilities are based on the average volatilities of comparable companies over the expected term. The risk-free interest rate is based on the average of the five-year treasury rate on the grant date of the options.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

Compensation expense related to time-vesting Class B profit interest units of \$535 was recognized in stock-based compensation expense under the 2022 Plan on the consolidated statements of comprehensive loss during the year ended December 31, 2022.

As of December 31, 2022 and 2021, the Company had \$13,525 and \$1,669 of unrecognized stock-based compensation expense related to unvested time-vesting stock-compensation arrangements. As of December 31, 2022 and 2021, the Company had \$28,642 and \$6,941 of unrecognized stock-based compensation expense related to unvested performance-vesting stock-compensation arrangements.

Class A-2 Units Issued to Certain Executives

The Partnership provided certain executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity, in accordance with the Contribution, Rollover and Subscription agreement. Under the terms of this agreement, the Company's executives were provided ownership interests in the Partnership in exchange for promissory notes.

These agreements are in substance, compensation arrangements and are accounted for as instruments similar to a stock option. Compensation expense is recognized at each balance sheet date with the changes in value recorded in the consolidated statements of comprehensive loss with the corresponding recognition of the noncash contribution from the Partnership in additional paid in capital in the consolidated balance sheet.

The Company elected to account for these awards using the intrinsic valuation technique which represents excess value of the employees' Class A-2 units that were exchanged for promissory notes over the exercise price (which represents the face value of the promissory notes plus accrued interest). 15,600,000 of A-2 units were granted on September 21, 2018 and the intrinsic value of these awards on the grant date was equal to the value of the award. There were no additional grants of these awards during 2021 or 2022. There were no forfeitures or exercises of these award during the years ended December 31, 2022 and 2021.

All Class A-2 units were settled by the Partnership as a result of the HELOC Transaction based on the Transaction Date fair value. As a result, the Company recognized a gain of \$3,585 for the year ended December 31, 2022 in stock-based compensation expense on the consolidated statements of comprehensive loss. For the year ended December 31, 2021, the Company recognized a stock-based compensation expense of \$25,301 in the consolidated statements of comprehensive loss, which represents the change in the fair value of these awards as of November 30, 2022 and December 31, 2021, respectively.

15. Leases

The Company leases office and retail space for its corporate employees, retail operations and vehicles.

Supplemental balance sheet information related to our finance and operating leases are as follows:

	Classification	2022
Assets		
Operating leases	Operating lease right-of-use assets	\$ 14,136
Finance leases	Property and equipment, net	9,122
Total leased assets		23,258
Liabilities		
Current portion:		
Operating leases	Operating lease liabilities, current portion	3,870
Finance leases	Accrued and other liabilities	2,742
Non-current portion:		
Operating leases	Operating lease liabilities, non-current portion	10,979
Finance leases	Other long-term liabilities	6,600
Total lease liabilities		24,191
Weighted average remaining lease term (in years):		
Operating leases		6.15
Finance leases		2.36
Weighted average discount rate:		
Operating leases		1.68%
Finance leases		6.33%

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

The Company's total operating and finance lease cost are comprised of the following for the years ended December 31, 2022:

	<u>2022</u>
Operating lease expense	\$ 3,675
Finance lease expense	
Depreciation expense	2,138
Interest on lease liabilities	261
Variable lease expense	643

Operating lease expense is recognized as a component of general and administrative expenses in the consolidated statements of comprehensive loss. There was no short-term lease expense for the year ended December 31, 2022. The Company excludes variable payments, such as common area maintenance, and operating expenses such as real estate taxes and insurance, from lease ROU assets and lease liabilities, to the extent not considered fixed, and instead expenses these costs as incurred.

Prior to the adoption of ASC 842, rent expense was \$3,070 for the year ended December 31, 2021. Minimum capital lease payments were accounted for as principal and interest payments. Interest expense for all capital leases was \$80 for the year ended December 31, 2021.

The following table describes the future maturities of the Company's operating and finance lease liabilities at December 31, 2022:

	<u>Finance Leases</u>	<u>Operating Leases</u>
2023	\$ 3,442	\$ 4,083
2024	2,912	2,825
2025	2,208	2,134
2026	1,477	1,905
2027	730	1,602
Thereafter	-	3,002
Total minimum lease payments	<u>10,769</u>	<u>15,551</u>
Less: Amount representing interest and fees	1,427	702
Total lease liabilities	<u>9,342</u>	<u>14,849</u>

Future lease payments related to the Company's finance leases for leased vehicles include maintenance and administrative fees and interest.

Supplemental cash flow information related to leases was as follows:

	<u>2022</u>
Cash paid, net, for lease liabilities	
Operating cash flows from operating leases	\$ 3,529
Financing cash flows from finance leases	2,775
ROU assets obtained in exchange for lease liabilities in non-cash transactions:	
Operating leases ⁽¹⁾	319
Finance leases	6,688

(1) Amount represents ROU assets obtained in exchange for lease liabilities in non-cash transactions for new leases during the year and excludes the impact of the ASC 842 adoption and leases acquired through acquisitions.

16. Related Parties

The Company has several agreements in place with related parties through common ownership by the Partnership, in the ordinary course of business as follows:

- Paycor, a HR and payroll solutions company, provided payroll support services to the Company for the years ended December 31, 2022 and 2021
- Assured Partners, a national partnership of financial services firms, provided insurance and employee benefits services to the Company for the years ended December 31, 2022 and 2021
- Thoughtworks, a software development and digital transformation company, provided software solutions to the Company for the years ended December 31, 2022 and 2021.

Board fees were paid to stockholders who provided services through membership on the Company board.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2022 and 2021

The Company also employs twenty-seven individuals, as of December 31, 2022 and 2021 who own and operate franchises of wholly owned subsidiary businesses. The Company recorded revenue and the corresponding accounts receivable related to these arrangements for the years ended December 31, 2022 and 2021, respectively. For the years ended December 31, 2022 and 2021, the Company paid rent expenses of \$556 and \$56, respectively, for a property owned by an employee and there were no corresponding accounts payable related to these arrangements.

Related party transactions consisted of the following:

	Transaction	2022		2021	
Related parties through common ownership					
Paycor	Expenses paid	\$	293	\$	223
Assured partners	Expenses paid		125		125
Thoughtworks	Expenses paid		1,694		7,675
Stockholders					
Board members	Board fees	\$	150	\$	214
Transactions with employees					
Revenue		\$	4,973	\$	4,028
Accounts receivable			529		103
Rent expenses paid			556		56

17. Contingencies

The Company is engaged in various legal proceedings incidental to its normal business activities. Management has determined that it is not probable that the Company has incurred any loss contingencies as defined in ASC Topic 450, Contingencies. Accordingly, no liabilities have been recorded for such matters as of December 31, 2022 and 2021. Management believes that the outcome of such matters will not have a material effect on the Company's consolidated financial statements.

18. Employee Benefit Plans

The Company sponsors a 401 (k) plan covering the majority of its employees meeting certain eligibility requirements. During the year ended December 31, 2022, the Plan provides for matching contributions of 50% of employee contributions, up to 10% of the participating employee's contributions. During the year ended December 31, 2021, the Plan provided for matching contributions of 100% of employee contributions, up to 4% of the participating employee's contributions. The Company's contributions to the Plan totaled \$2,309 and \$1,653 for the years ended December 31, 2022 and 2021, respectively.

19. Subsequent Events

The Company evaluated subsequent events and transactions for potential recognition and disclosure in the consolidated financial statements through April 21, 2023, the date the consolidated financial statements were available to be issued. The Company did not identify any matters except for those below:

- On February 8, 2023, the Company entered into an agreement to acquire 100% of the issued and outstanding equity interests of The Screenmobile Corporation. The purchase price of \$18,000 was funded with \$900 of rollover equity and borrowings from the Company's Class A-1 2022 Notes
- On March 31, 2023, the Company entered into an agreement to acquire 100% of the issued and outstanding equity interests of Weed Pro LTD. The purchase price of \$24,750 was funded with \$5,500 of rollover equity and borrowings from the Company's Class A-1 2022 Notes.

At the time the financial statements are available to be issued, the accounting for the above business combinations was incomplete and the purchase price allocation was not finalized.

Authority Brands Inc. and Subsidiaries
Consolidated Balance Sheets
December 31, 2021 and 2020

in (000's)	2021	2020
Assets		
Current assets		
Cash and cash equivalents	\$ 26,889	\$ 14,128
Restricted cash	2,001	940
Accounts receivable, net	24,179	18,224
Inventory, net	5,712	4,939
Prepaid expenses and other current assets	6,933	5,436
Total current assets	<u>65,714</u>	<u>43,667</u>
Property and equipment, net	40,877	24,274
Intangible assets, net	440,261	426,148
Goodwill	349,439	342,008
Other assets	9,315	8,587
Total assets	<u>\$ 905,606</u>	<u>\$ 844,684</u>
Liabilities and Stockholder's Equity		
Current liabilities		
Accounts payable	\$ 8,005	\$ 6,121
Accrued and other liabilities	29,950	21,415
Deferred revenue	10,406	6,427
Current maturities on long-term debt	4,250	4,130
Total current liabilities	<u>52,611</u>	<u>38,093</u>
Long-term debt, net	414,273	366,575
Deferred tax liability, net	33,570	31,065
Other long-term liabilities	21,591	19,917
Total liabilities	<u>522,045</u>	<u>455,650</u>
Stockholder's equity	<u>383,561</u>	<u>389,034</u>
Total liabilities and stockholder's equity	<u>\$ 905,606</u>	<u>\$ 844,684</u>

The accompanying notes are an integral part of these consolidated financial statements.

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Comprehensive Loss
Years Ended December 31, 2021 and 2020

in (000's)	2021	2020
Revenues		
Franchise service fees	\$ 129,084	\$ 96,941
Franchise sales fees	4,339	2,860
Residential services	133,347	117,750
Other revenues	23,967	21,647
Total revenues	<u>290,737</u>	<u>239,198</u>
Costs and expenses		
Franchise support expenses	71,316	55,587
Franchise sales expenses	4,259	1,991
Residential service expenses	112,523	97,833
General and administrative expenses	42,155	34,500
Stock based compensation	26,803	7,446
Transaction costs	2,183	4,095
Depreciation and amortization	35,628	32,159
Total costs and expenses	<u>294,867</u>	<u>233,611</u>
Operating (loss) income	(4,130)	5,587
Interest expense, net	(22,696)	(27,181)
Loss on extinguishment of debt	(9,715)	-
Loss before income taxes	(36,541)	(21,594)
Income tax benefit	2,402	4,958
Net loss	<u>(34,139)</u>	<u>(16,636)</u>
Other comprehensive loss		
Change in foreign currency translation adjustment	(12)	(7)
Other comprehensive loss	(12)	(7)
Comprehensive loss	<u>\$ (34,151)</u>	<u>\$ (16,643)</u>

The accompanying notes are an integral part of these consolidated financial statements.

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Changes in Stockholder's Equity
Years Ended December 31, 2021 and 2020

in (000's)	Common stock		Additional Paid In Capital	Accumulated Deficit	Accumulated Other Comprehensive (Loss) Income	Total Stockholder's Equity
	Units	Amount				
Balances at December 31, 2019	1	\$ -	\$ 455,842	\$ (31,745)	\$ 4	\$ 424,101
Capital contributions	-	-	36,135	-	-	36,135
Stock based compensation	-	-	7,446	-	-	7,446
Other comprehensive loss	-	-	-	-	(7)	(7)
Dividend to partnership	-	-	(62,005)	-	-	(62,005)
Net loss	-	-	-	(16,636)	-	(16,636)
Balances at December 31, 2020	1	-	437,418	(48,381)	(3)	389,034
Capital contributions	-	-	1,875	-	-	1,875
Stock based compensation	-	-	26,803	-	-	26,803
Other comprehensive loss	-	-	-	-	(12)	(12)
Net loss	-	-	-	(34,139)	-	(34,139)
Balances at December 31, 2021	1	\$ -	\$ 466,096	\$ (82,520)	\$ (15)	\$ 383,561

The accompanying notes are an integral part of these consolidated financial statements.

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Cash Flows
Years Ended December 31, 2021 and 2020

in (000's)	2021	2020
Cash flows from operating activities		
Net loss	\$ (34,139)	\$ (16,636)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities		
Depreciation and amortization	37,069	32,159
Inventory reserve	339	213
Bad debt expense	1,290	1,250
Stock based compensation	26,803	7,446
Gain on disposal of property and equipment	(288)	(288)
Amortization of deferred loan costs	1,976	1,959
Loss on extinguishment of debt	9,715	-
Deferred taxes	(2,984)	(5,358)
Other	308	-
Changes in assets and liabilities		
Accounts receivable	(5,836)	(5,171)
Inventory	(836)	(78)
Prepaid expenses and other current assets	(1,431)	150
Other assets	(1,518)	(3,843)
Accounts payable	1,819	(1,593)
Accrued liabilities	8,166	7,149
Other liabilities	59	(6,128)
Deferred revenue	4,588	4,477
Net cash provided by operating activities	<u>45,100</u>	<u>15,708</u>
Cash flows from investing activities		
Business acquisitions, net of cash acquired	(21,828)	(39,881)
Purchase of assets through asset acquisition	(26,414)	-
Purchases of property and equipment	(1,272)	(93)
Proceeds on disposal of property and equipment	257	539
Capitalized software development costs	(15,955)	(10,126)
Purchase of intellectual property	-	(840)
Net cash used in investing activities	<u>(65,212)</u>	<u>(50,401)</u>
Cash flows from financing activities		
Capital contributions	275	16,135
Dividend to Partnership	-	(62,005)
Payments of capital leases	(2,302)	(2,004)
Borrowings from long-term debt, net of deferred financing cost	445,943	176,526
Repayments of long-term debt	(409,982)	(92,910)
Net cash provided by financing activities	<u>33,934</u>	<u>35,742</u>
Increase in cash and cash equivalents	13,822	1,049
Cash, restricted cash and cash equivalents		
Beginning of year	<u>15,068</u>	<u>14,019</u>
End of year	<u>\$ 28,890</u>	<u>\$ 15,068</u>

The accompanying notes are an integral part of these consolidated financial statements.

Authority Brands Inc. and Subsidiaries
Consolidated Statements of Cash Flows
Years Ended December 31, 2021 and 2020

in (000's)	2021	2020
Supplemental disclosures of cash flow information		
Interest paid	\$ 18,830	\$ 24,205
Taxes paid, net of refunds	400	(32)
Supplemental disclosures of noncash flow information		
Change in indemnification asset	1,060	741
Change in uncertain tax position	(1,060)	(741)
Capital expenditures included in accrued liabilities	1,277	1,107
Capital lease acquisitions	2,691	3,199
Noncash business acquisition consideration	(1,600)	(20,000)
Capital contribution – rollover equity	1,600	20,000
Reconciliation of cash, restricted cash, and cash equivalents reported in the consolidated balance sheet		
Cash and cash equivalents	\$ 26,889	\$ 14,128
Restricted cash	<u>2,001</u>	<u>940</u>
Total cash, restricted cash, and cash equivalents shown in the statement of cash flows	<u>\$ 28,890</u>	<u>\$ 15,068</u>

The accompanying notes are an integral part of these consolidated financial statements.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

1. Organization and Description of Business

Authority Brands Inc. and Subsidiaries (“the Company” or “Authority Brands”), formally known as Villa Bidco Inc. and Subsidiaries prior to the Company’s name change on May 17, 2021, is the parent company of a number of franchisors and related businesses operating in the United States and internationally. The Company is wholly owned by Villa Aggregator LP (the “Partnership”) through Villa TopCo Inc.

On March 24, 2021, in contemplation of a whole business securitization which was completed on May 14, 2021 (see Note 12), fifteen wholly owned entities were established by the Company. The first three entities formed were AB SPE Guarantor LLC and Subsidiaries (“Guarantor”) a direct, wholly-owned subsidiary of the Company which directly and wholly owns AB Issuer LLC (“Issuer”), a newly formed special purpose Delaware limited liability company which directly and wholly owns AB Assetco LLC and Subsidiaries (“AB Assetco”), a Delaware limited liability company.

AB Assetco wholly owns the following remaining twelve Special Purpose Entity (“SPE”) entities formed as follows:

- The Cleaning Authority Franchising SPE LLC (“The Cleaning Authority Franchisor”)
- Homewatch CareGivers Franchising SPE LLC (“Homewatch Franchisor”)
- Mosquito Squad Franchising SPE LLC (“Mosquito Squad Franchisor”)
- ASP Franchising SPE LLC (“ASP Franchisor”)
- Benjamin Franklin Franchising SPE LLC (“Benjamin Franklin Franchisor”)
- Mister Sparky Franchising SPE LLC (“Mister Sparky Franchisor”)
- One Hour Air Conditioning Franchising SPE LLC (“One Hour Air Conditioning Franchisor”)
- Monster Franchising SPE LLC (“Monster Franchisor”)
- STOP Franchising SPE LLC (“STOP Franchisor”)
- DoodyCalls Franchising SPE LLC (“DoodyCalls Franchisor”)
- BuyMax SPE LLC (“BuyMax SPE”)
- Successware SPE LLC (“SuccessWare SPE”).

Guarantor and each of its subsidiaries other than Issuer are collectively referred to as Guarantors. Issuer and Guarantors are collectively referred to as “Securitization Entities”.

The Company wholly owns the following remaining entities, collectively referred to as “Non Securitization Entities”:

- The Cleaning Authority, Inc. (“The Cleaning Authority Canada”)
- The Cleaning Authority LLC (“The Cleaning Authority”)
- Mighty Maids LLC (“TCA of Columbia, MD”)
- Homewatch CareGivers LLC (“Homewatch CareGivers”)
- Homewatch Canada, Inc. (“Homewatch Canada”)
- Homewatch CareGivers International, Inc. (“Homewatch International”)
- Pool Water Holdings LLC (“America’s Swimming Pool” or “ASP”) and its subsidiaries which includes: ASP Franchising LLC, ASP Aviation LLC and Greeneland LLC
- Clockwork Inc. and its subsidiaries (“Clockwork”), which includes: Successware, Inc., Benjamin Franklin Franchising LLC, Mister Sparky Franchising LLC, One Hour Air Conditioning Franchising LLC, Clockwork IP LLC, Quality A/C Service LLC, New Millenium Academy LLC, UWIN LLC and BuyMax LLC
- Authority Brands LLC

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

- Mosquito Squad Franchising LLC (“Mosquito Squad”)
- Monster Topco LLC and its subsidiaries (“Monster”) which includes Monster New Franchisor LLC and Monster New Tree Service LLC
- DoodyCalls Inc. and its affiliates DoodyCalls LLC and DoodyCalls Intellectual Property LLC (“DoodyCalls”)
- STOP Franchising, Inc. (“STOP”)
- LMS LLC, LMSNH LLC, and LMSRI Inc. (“Macchia”)

Monster Topco LLC and its subsidiaries (“Monster”) and STOP Franchising, Inc. (“STOP”) were acquired by the Company in 2020 (Note 3).

DoodyCalls and Macchia were acquired by the Company during 2021 (Note 3).

As of December 31, 2021 and 2020, the Company owned and operated 20 and 16 franchise locations, respectively. Expenses related to the management and operation of these owned businesses are included in the residential service expenses line in the consolidated statements of comprehensive loss for the years ended December 31, 2021 and 2020.

Franchised outlets as of December 31, 2021 and 2020 are summarized as follows:

	Franchises as of December 31, 2020	Acquired During the Period	Opened During the Period	Closed During the Period	Reacquired by Franchisor	Franchises as of December 31, 2021
Ben Franklin	247	-	9	-	-	256
Mister Sparky	98	-	20	(2)	-	116
One Hour	322	-	27	(7)	-	342
Homewatch	198	-	27	(13)	-	212
Mosquito Squad	220	-	22	(6)	(14)	222
The Cleaning Authority	207	-	7	(5)	-	209
America's Swimming Pool	321	-	35	(11)	-	345
Monster	176	-	72	(8)	-	240
DoodyCalls	-	36	18	(1)	-	53
STOP	29	-	1	(2)	-	28
	<u>1,818</u>	<u>36</u>	<u>238</u>	<u>(55)</u>	<u>(14)</u>	<u>2,023</u>

Dollar values presented in the consolidated financial statements are in thousands of US dollars, unless otherwise stated.

2. Summary of Significant Accounting Policies

Financial Statement Preparation and Principles of Consolidation

The accompanying consolidated financial statements of the Company have been prepared in accordance with generally accepted accounting principles and practices of the United States of America (“GAAP”) and include the accounts of the Company and its wholly owned subsidiaries outlined in Note 1. All intercompany accounts and transactions have been eliminated in consolidation.

Use of Estimates

The preparation of the consolidated financial statements in conformity with GAAP requires management to make certain 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, and the reported amounts of revenues and expenses during the reporting period. The areas that require the use of management estimates include purchase price allocation, deferred income taxes, the carrying value of goodwill and stock-based compensation. Actual results could differ from those estimates.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

The Company assessed certain accounting matters that generally require consideration of forecasted financial information in context with the information reasonably available to us and the unknown future impacts of COVID-19 as of December 31, 2021 and through the date of this report. The accounting matters assessed included, but were not limited to, our allowance for doubtful accounts, stock-based compensation, the carrying value of our goodwill and other long-lived assets, and revenue recognition. While there was not a material impact to our consolidated financial statements resulting from our assessments as of and for the year ended December 31, 2021 and 2020, our future assessment of our current expectations at that time of the magnitude and duration of COVID-19, as well as other factors, could result in material impacts to our consolidated financial statements in future reporting periods.

Revenue Recognition

Revenue is recognized in accordance with Accounting Standards Codification (“ASC”) 606 – Revenue from Contracts with Customers, using a five-step revenue model, as follows: identifying the contract with the customer; identifying the performance obligations in the contract; determining the transaction price; allocating the transaction price to the performance obligations; and recognizing revenue when (or as) the entity satisfies a performance obligation.

The following describes principal activities from which the Company generates its revenues and the associated revenue recognition policies:

Franchise Revenue

Franchise revenue consists of royalty, national advertising, local advertising, software fees, call center and initial franchise fees charged to franchisees. The Company administers the national advertising fund (“NAF”) which is funded by the franchisees and is used to pay for the costs of preparing and producing various advertising and marketing materials for the franchisees.

The Company’s primary performance obligation under franchise agreements is granting rights to use the Company’s intellectual property over the term of the franchise agreement. Brand royalty and NAF fees are primarily based on a percentage of franchisee sales and the Company recognizes revenue for these fees as they become billable when the underlying franchisee sales occur. These fees are generally billed on a monthly basis. Fixed franchise and NAF fees, which are included in certain brand franchise agreements, are recognized on a straight-line basis over the franchise agreement term. Initial franchise fees are not associated with a service distinct from the overall initial franchise right performance obligation and are therefore recognized on a straight-line basis over the franchise agreement term. The advertising funded through the NAF benefits the franchise brands overall, rather than the individual franchise owners, and therefore is not a performance obligation separate from the overall franchise right. Any underspending of NAF contributions is recorded as accrued and other liabilities on the consolidated balance sheets.

Local advertising, software and call center services provide a distinct benefit from the franchise right and are therefore separate performance obligations. Fees associated with these services are generally billed as a monthly fixed or usage-based amount and are recognized as revenue as the services are performed either on a straight-line basis over the contract term if the fee is fixed or as invoiced if the fee is based on usage.

Franchise revenue, except for initial franchise fees, is included in the franchise services fees on the consolidated statements of comprehensive loss. Initial franchise fees are included in franchise sales fees on the consolidated statements of comprehensive loss.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

Company-Owned Store Revenue

Revenue from company-owned stores is generally recognized when the services are performed, which typically occurs on a single day. Payment is due within a short period of time after the service has been performed. The Company also offers extended warranties and annual service plans. Revenue associated with these services is recognized on a straight-line basis over the contract term. Fees are generally billed annually in advance and are included in deferred revenue and other long-term liabilities on the consolidated balance sheets until revenue recognition occurs.

Company-owned store revenue is included in residential services on the consolidated statements of comprehensive loss.

Product Sales Revenue

The Company sells products to franchisee and non-franchisee customers. Revenue for product sales in which the Company has inventory risk is recognized at a point in time when control transfers to the buyer, which is generally when the product is shipped to the customer. Payment is due within a short period of time after the shipment.

The Company acts as an agent in respect of certain third-party products that are sold through the Company's online platform. The Company has no inventory risk on these products as they are drop shipped to the end customer and the third-party vendor is primarily responsible for fulfilling the order. The Company therefore recognizes revenue at an amount equal to the net fees received after payment to the third-party vendor.

Product sales revenue is included in other revenues on the consolidated statements of comprehensive loss for the years ended December 31, 2021 and 2020.

Obligations arising for returns, refunds, and other assurance warranties are infrequent and are not significant to the consolidated financial statements for the years ended December 31, 2021 and 2020.

Revenue is recognized net of any taxes collected from customers which are subsequently remitted to taxing authorities. These taxes are recorded as a liability when the amounts are billed to franchisees and the liability is relieved when payments are made to the respective taxing authority.

Rebates

Rebates received from third-party vendors in return for the Company maintaining a buying program that connects the vendors with the Company's franchisee customers are recognized as revenue as they become due, which is generally on a monthly basis. Rebates are calculated as a percentage of third-party sales and are included in other revenue on the consolidated statements of comprehensive loss.

Contract Balances

Contract assets, which relate to fixed franchise and NAF fees for certain franchise agreements, are amounts for which revenue has been recognized but the Company's right to consideration is conditional upon performing further service. Current contract assets are included in prepaid expenses and other current assets. The long-term contract asset balance is included in other assets on the consolidated balance sheets.

Contract liabilities are amounts collected, or an unconditional right to consideration (receivable) in advance of delivery of goods or services. Contract liabilities are typically related to billed amounts for obligations that have not yet been satisfied and therefore may not be recognized until conditions

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

of the contract are met. Contract liabilities consist of initial franchise fees and service plans. Initial franchise fees are collected near the execution date of the franchise agreement and recognized on a straight-line basis over the franchise agreement term. Fees for services plans are collected upfront and recognized over the life of the plan, which is generally one year. The current portion of contract liabilities is included in deferred revenue on the consolidated balance sheets. Long-term contract liabilities are included in other long-term liabilities on the consolidated balance sheets.

The following table presents closing balances of contract assets and liabilities as of December 31, 2021 and 2020:

	Balance at December 31, 2021	Balance at December 31, 2020	Location on the Consolidated Balance Sheets
Contract assets - short-term	\$ -	\$ -	Prepaid expenses and other current assets
Contract assets - long-term	406	406	Other assets
Contract liabilities - short-term	9,382	5,476	Deferred revenue
Contract liabilities - long-term	17,375	14,542	Other long-term liabilities

The Company recognized revenue of \$9,333 and \$9,019 for amortization of initial franchise fees and service plans for the years ended December 31, 2021 and 2020 in franchise sales fees and residential services, respectively, on the consolidated statements of comprehensive loss.

Costs Incurred to Obtain a Contract with Customers

The Company capitalizes commissions paid to brokers that are a direct result of obtaining a new franchise agreement and amortizes these costs over the franchise agreement period. The Company recognized \$479 and \$248 of commission costs in franchise sales expenses on the consolidated statements of comprehensive loss for the years ended December 31, 2021 and 2020.

Accounts Receivable and Allowance for Doubtful Accounts

Accounts receivable are stated at the amount management expects to collect from outstanding balances. Management determines the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Uncollectible accounts are written off against the allowance when collection of the amounts appears doubtful. As of December 31, 2021 and 2020, the allowance for doubtful accounts was \$1,866 and \$1,983, respectively. During the years ended December 31, 2021 and 2020, the Company had write-offs of uncollectible accounts of \$77 and \$720, respectively.

Cash and Cash Equivalents

The Company considers all cash and highly liquid investments purchased with an initial maturity of three months or less to be cash or cash equivalents. Cash consists primarily of cash on hand and cash on deposit. The Company maintains its cash in banks in which deposits may, from time to time, exceed federally insured limits. The Company has not experienced any losses in such accounts and believes that it is not exposed to any significant credit risks related to cash.

In accordance with Accounting Standards Update (“ASU”) 2016-15 Statement of Cash Flows (Topic 230), cash payments made not soon after (defined as more than three months) the acquisition date of a business combination to settle any contingent consideration liabilities, the payments are separated and classified as cash outflows from financing activities and operating activities. Cash payments up to the amount of the contingent consideration liability recognized at

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

the acquisition date (including measurement-period adjustments) are classified as financing activities; any excess is classified as operating activities. The Company did not pay any contingent consideration during the years ended December 31, 2021 and 2020.

Restricted Cash

As of December 31, 2021 and 2020, the Company held \$2,001 and \$940, respectively, in restricted cash under the requirements of certain corporate insurance plans and as collateral in connection with the borrowing facilities.

Inventory

Inventory consists of products, materials and equipment to be sold and is stated at the lower of cost or net realizable value, with cost determined using weighted-average, on a first-in, first-out method. Inventory is assessed on an annual basis for slow moving and obsolete items. As of December 31, 2021 and 2020, the Company had an inventory reserve of \$552 and \$213, respectively.

Property and Equipment

Property and equipment is stated at historical cost and depreciated using the straight-line method over the estimated useful life of the assets. Additions and betterments are capitalized, maintenance and repairs which do not extend the useful life of the assets are expensed as incurred in general and administrative expenses on the consolidated statements of comprehensive loss.

Capitalized Software, Net

The Company capitalizes certain costs incurred in the development of various internally used software platforms, in accordance with ASC 350-40, "Internal-Use Software", which requires certain costs incurred during the application development stage be capitalized and other costs incurred during the preliminary project and post-implementation stages be expensed as they are incurred. The Company capitalizes implementation costs incurred in cloud computing arrangements that are service contracts in accordance with ASU 2018-15, "Intangibles – Goodwill and Other – Internal Use Software". The Company also develops software platforms and mobile applications to be sold and capitalizes costs in accordance with ASC 985-20, "Software – Cost of Software to be Sold, Leased or Marketed", which requires development costs incurred in the research and development of new software products be expensed as incurred until technological feasibility, in the form of a working model, has been established, at which time such costs are capitalized until the product is available for general release to customers.

The Company capitalizes software development costs when the preliminary project stage is completed and the technological feasibility is established. Capitalized costs include personnel and related expenses for employees and third-party contractors who are directly associated with and who devote time to internal-use software projects. Any costs incurred to significantly upgrade or enhance the Company's software platform are also capitalized. Costs related to the preliminary project activities and post-implementation support activities are expensed as incurred. Amortization of capitalized software costs accounted for in accordance with ASC 350-40 and ASC 985-20 are recognized in depreciation and amortization and franchise support expenses on the consolidated financial statements using a straight-line method over an estimated useful life of three to five years for mobile applications and software platforms, respectively.

Leases

The Company leases retail locations, office space and equipment. Under ASC 840 "Leases", leases are classified as either operating or capital.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

For leases classified as operating, the minimum rental payments over the lease term (including reasonably assured renewal periods) are recognized on a straight-line basis over the lease term. The excess of straight-line rent expense over scheduled payments is recorded as a deferred rent. Deferred rent as of December 31, 2021 and 2020, was \$539 and \$387, respectively. Executory costs such as real estate taxes and maintenance, and contingent rentals such as those based on a percentage of sales are recognized as incurred. The lease term, which includes all renewal periods that are reasonably assured, begins on the date the Company has access to the leased property. The Company receives contributions from landlords for leasehold improvements. Such contributions are recorded as deferred rent and amortized as reductions to lease expense over the lease term.

Assets held under capital leases are included in property and equipment on the consolidated balance sheet and are amortized over the lesser of the term of the related lease or the estimated useful life of the asset.

Intangible Assets

Intangible assets consist of trademarks, franchise relationships, customer relationships, proprietary processes, and noncompetition agreements. Intangible assets are stated at their estimated fair value at the date of acquisition. Amortization is computed over the estimated useful lives of the related intangible assets using the straight-line method.

Long-lived Assets

In accordance with ASC 360, Accounting for Impairment or Disposal of Long-Lived Assets, long-lived assets, such as property and equipment and intangible assets, are reviewed for impairment, whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Recoverability of assets to be held and used is measured by a comparison of the carrying amount of an asset group to estimated undiscounted future cash flows expected to be generated by the asset group. If not recoverable, the Company determines the fair value of the asset group using a discounted cash flow. If the carrying amount of an asset group exceeds its estimated discounted future cash flows, an impairment charge is recognized at the amount by which the carrying amount of the asset group exceeds the fair value of the asset group. The Company did not recognize any impairment charges for the years ended December 31, 2021 and 2020.

Goodwill

Goodwill represents the excess of acquisition costs over the fair value of assets and liabilities acquired, including specifically identified intangible assets. Goodwill is not amortized but is tested for impairment annually as of the last day of each fiscal year in line with guidance prescribed by ASU 2021-03 "Accounting Alternative for Evaluating Triggering Events" and evaluated if the facts and circumstances at year end indicate if any triggering event existed.

In conducting impairment testing, the Company has the option to first assess qualitative factors to determine whether the existence of events or circumstances leads to a determination that it is more likely than not that the estimated fair value of a reporting unit is less than its carrying amount. If the Company performs a qualitative assessment and determines that the carrying value more likely than not exceeds the fair value, then the quantitative impairment test is performed, otherwise no further analysis is required. The Company also may elect not to perform the qualitative assessment and, instead, proceed directly to the quantitative impairment test. The ultimate outcome of the goodwill impairment assessment will be the same whether the Company chooses to perform the qualitative assessment or proceed directly to the quantitative impairment test.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

The Company chose to perform a qualitative impairment test for goodwill as of December 31, 2021 and 2020. The Company determined that the recorded value for goodwill was not impaired.

Deferred Loan Costs

In accordance with ASU 2015-03, Simplifying the Presentation of Debt Issuance Costs ("ASU 2015-03"), the Company capitalizes and defers certain loan costs, which are presented on the consolidated balance sheets as a reduction of long-term debt or within other assets, when they relate to undrawn amounts from the Company's Class A-1 Notes and delayed draw facility. These costs are amortized over the term of the debt using the straight-line method, which approximates the effective interest method.

Stock Based Compensation

Upon the formation of the Company in 2018, the Partnership established the Villa Aggregator LP Amended and Restated Executive Equity Incentive Plan (the "Plan"), which governs certain stock-based and other incentive compensation with the employees. The Plan provides employees an opportunity to indirectly participate in the distribution of the future profits of the Company.

The awards issued under the Plan (known as Class B Profit Interest Units) are classified as equity awards. Compensation expense is estimated at the grant date based on an award's fair value as calculated by the Monte-Carlo simulation valuation model. Compensation expense is recognized using the graded vesting attribution method over the requisite service period of five years and is included in stock based compensation on the consolidated statements of comprehensive loss. The Company made a policy election to recognize forfeitures as they occur.

The Company also provided certain executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity. The promissory notes only have recourse against the employee's Class A-2 units, as such they are considered to be a stock option in accordance with GAAP. In addition, the notes have an interest rate that is based on a third party indexed rate, and therefore the stock option is classified as a liability award by the Partnership. Liability classified awards are measured at each reporting date using the intrinsic value model with the related compensation expense recognized in stock compensation expense in the consolidated statements of comprehensive loss. Until the stock option is deemed to have been exercised through the repayment of the notes, any distributions on these shares will be deemed compensation expense.

The Company is not the legal obligor of these stock awards. Therefore, the obligation (liability classified award) remains with the Partnership and any stock compensation charges incurred are recognized as additional paid-in capital through a noncash contribution with an offsetting charge to compensation expense.

Taxes

The Company is subject to federal and state income taxes. Accordingly, an income tax provision has been recognized for federal and state income taxes. The Cleaning Authority Canada and Homewatch Canada are Canadian corporations that are subject to Canadian income taxes. For 2021 and 2020, income taxes for The Cleaning Authority Canada and Homewatch Canada were insignificant.

The Company provides for income taxes in accordance with the asset and liability method. Under this method, deferred tax assets and liabilities are recognized for future tax consequences attributable to differences between the carrying amounts of existing assets and liabilities for financial reporting and for income tax reporting. The deferred tax assets or liabilities represent the

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

future tax return consequences of those differences, which will either be taxable or deductible when the assets and liabilities are recovered or settled. Deferred tax assets are reduced by a valuation allowance when it is more likely than not that some portion or all of the deferred tax assets will not be realized.

For balance sheet presentation purposes, the Company nets its deferred tax asset and deferred tax liability positions by tax jurisdiction and classifies the resulting net deferred tax asset and/or net deferred tax liability as noncurrent in accordance with ASU 2015-17, Income Taxes (Topic 740) Balance Sheet Classification of Deferred Taxes on the consolidated balance sheets.

The Company utilizes a two-step approach for recognizing and measuring uncertain tax positions accounted for in accordance with the asset and liability method. The first step is to evaluate the tax position for recognition by determining whether evidence indicates that it is more likely than not that a position will be sustained if examined by a taxing authority. The second step is to measure the tax benefit as the largest amount that is 50% likely of being realized upon settlement with a taxing authority. Income taxes are accounted for on an accrual basis.

Advertising Costs

The Company administers the NAF funded by the franchisees for which the associated revenue is recognized in franchise service fees on the consolidated statements of comprehensive loss. The NAF pays for costs of preparing and producing various advertising and marketing materials for the franchises.

The NAF advertising expenses are recognized as incurred and are included in franchise support expenses on the consolidated statements of comprehensive loss. NAF expenses for the years ended December 31, 2021 and 2020 were \$12,858 and \$14,212, respectively.

Non-NAF advertising expenses are recognized as incurred and included in both franchise sales expense and residential service expenses on the consolidated statements of comprehensive loss. For the years ended December 31, 2021 and 2020, \$15,904 and \$28,503, respectively, was expensed in the consolidated statements of comprehensive loss.

Foreign Currency Translation

The assets and liabilities of foreign operations in Canada, whose functional currency is other than the U.S. dollar, are translated to U.S. dollars at the period end exchange rates and revenues and expenses are translated at average exchange rates for the period. Differences arising from this translation are included in the foreign currency translation adjustment component of accumulated other comprehensive (loss) income.

For all operations, the monetary items denominated in currencies other than the functional currency are remeasured at period-end exchange rates and transaction gains and losses are included in general and administrative expense in the consolidated statements of comprehensive loss. Nonmonetary items are remeasured at historical rates. Impacts resulting from the foreign currency fluctuations were not significant to the consolidated financial statements as of and during the periods presented.

Fair Value Measurements

The Company applies fair value accounting for all financial assets and liabilities and nonfinancial assets and liabilities that are recognized or disclosed at fair value in the consolidated financial statements on a recurring basis. The Company defines fair value as the price that would be received from selling an asset or paid to transfer a liability in an orderly transaction between market

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

participants at the measurement date. When determining the fair value measurements for assets and liabilities, which are required to be recorded at fair value, the Company considers the principal or most advantageous market in which the Company would transact and the market-based risk measurements or assumptions that market participants would use in pricing the asset or liability, such as inherent risk, transfer restrictions and credit risk.

The Company applies the following fair value hierarchy, which prioritizes the inputs used to measure fair value into three levels and bases the categorization within the hierarchy upon the lowest level of input that is available and significant to the fair value measurement:

- Level 1 Quoted prices in active markets for identical assets or liabilities.

- Level 2 Observable inputs other than quoted prices in active markets for identical assets and liabilities, quoted prices for identical or similar assets or liabilities in inactive markets, or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities.

- Level 3 Inputs that are generally unobservable and typically reflect management's estimates of assumptions that market participants would use in pricing the asset or liability.

The carrying amounts of cash and cash equivalents, accounts receivable, inventory, prepaid expenses, accounts payable, accrued liabilities and deferred franchise fees approximate fair value because of the short maturity of the instruments. The carrying value of long-term debt approximates fair value as the stated interest rates are at market rates.

Recently Issued Accounting Pronouncements

Leases

In February 2016, the FASB issued ASU 2016-02, as subsequently updated (Topic 842) to increase transparency and comparability among organizations by recognizing lease assets and lease liabilities on the balance sheets and disclosing key information about leasing arrangements. The new standard applies a right-of-use model that requires a lessee to record, for all leases with a lease term of more than 12 months, an asset representing its right to use the underlying asset for the lease term and a liability to make lease payments. For leases with a term of 12 months or less, a lessee is permitted to make an accounting policy election by class of underlying asset not to recognize lease assets and lease liabilities. Lessees and lessors are required to provide certain qualitative and quantitative disclosures to enable users of financial statements to assess the amount, timing, and uncertainty of cash flows arising from leases. Currently these amendments will become effective for the Company beginning January 1, 2022. A modified retrospective transition approach is allowed for lessees for capital and operating leases existing at, or entered into after, the beginning of the earliest comparative period presented in the financial statements, with certain practical expedients available. The Company is currently evaluating the impact of the adoption of the standard on the consolidated financial statements.

Credit Losses

In June 2016, the FASB issued ASU No. 2016-13, Financial Instruments -Credit Losses ("ASC 326"): Measurement of Credit Losses on Financial Instruments, which requires the application of a current expected credit loss ("CECL") impairment model to financial assets measured at amortized cost (including trade accounts receivable), net investments in leases, and certain off-balance-sheet credit exposures. Under the CECL model, lifetime expected credit losses on such financial assets are measured and recognized at each reporting date based on historical, current, and forecasted information. Furthermore, the CECL model requires financial assets with similar risk characteristics

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

to be analyzed on a collective basis. ASC 326 is effective for the Company on January 1, 2023. The Company is in the process of assessing the impact that ASU No. 2016-13 will have on the Company's consolidated financial position, results of operations, cash flows, and disclosures.

Income Taxes

In December 2019, the FASB issued ASU 2019-12, "Income Taxes (Topic 740): Simplifying the Accounting for Income Taxes." ASU 2019-12 introduced a number of simplification initiatives by removing certain exceptions to the general principles in Topic 740. ASU 2019-12 is effective for the Company on January 1, 2022, with early adoption permitted. The amendments in the standard would need to be applied on a retrospective basis. The Company is currently reviewing the requirements of the standard and evaluating the impact on its consolidated financial statements.

Reference Rate Reform

In March 2020, the FASB issued ASU 2020-04, "Reference Rate Reform (Topic 848)." This ASU provides optional means and exceptions for applying GAAP to contracts, hedging relationships and other transactions that reference LIBOR or other reference rates expected to be discontinued because of the reference rate reform. The amendments in this ASU are effective for all entities as of March 12, 2020 through December 31, 2022. As the Company enters into new contracts, the Company is implementing the ASU.

3. Acquisitions

Asset Acquisitions

Macchia

On December 30, 2021, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of LMS, LLC, LMSRI, Inc., and LMSNH, LLC for a purchase price of \$24,726. The businesses represent a group of retail operations of Mosquito Squad. The purchase price was allocated to customer relationships intangible assets in the amount of \$27,766, which will be amortized on straight line basis over its useful life of 5 years, vehicles and equipment in the amount of \$1,500, deferred tax liability of \$5,490 and other liabilities in the amount of \$1,000. The transaction was funded with cash held on the seller's balance sheet of \$1,950 and cash held by the Company.

In accordance with guidance issued by the FASB for asset acquisitions, the purchase price was allocated to the assets acquired and liabilities assumed at cost. As such, no goodwill was recognized.

Other

During 2021, the Company entered into several purchase and sale agreements to acquire 100% of the assets of other retail operations for an aggregate purchase price of \$3,638. The purchase price was allocated to customer relationships intangible assets for \$3,312, which will be amortized on a straight-line basis over a useful life of 4 years. The acquisitions were funded with cash held by the Company.

In accordance with guidance issued by the FASB for assets acquisition, the purchase price was allocated to the assets acquired and liabilities assumed at cost. As such, no goodwill was recognized.

As a result of the above transactions, the Company paid transaction fees of \$445.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

Business Combinations

DoodyCalls

On February 17, 2021, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of DoodyCalls, Inc. and its affiliates DoodyCalls LLC, DoodyCalls Intellectual Property LLC for a purchase price of \$23,428. DoodyCalls is a franchising company that provides pet waste removal services for homeowners and has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. The acquisition was funded with rollover equity of \$1,600 and borrowings from the Company's delayed draw credit facility. All goodwill that has been recognized in the acquisition relates to intangible assets that do not qualify for separate recognition. Acquired goodwill is expected to be deductible for tax purposes.

As a result of the transaction, the Company incurred and expensed transaction costs of \$751, which are included in transaction costs on the consolidated statements of comprehensive loss.

The purchase price was allocated to the assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired

Current assets	\$ 1,163
Property and equipment	462
Goodwill	7,761
Intangible assets and other assets	<u>14,321</u>
Assets acquired	23,707
Liabilities assumed	<u>(279)</u>
Purchase price, net of cash acquired	<u>\$ 23,428</u>

STOP

On November 2, 2020, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding equity interests of STOP Franchising, Inc., for an aggregate net purchase price of \$5,140. The transaction was funded with cash held by the Company. STOP is a home restoration franchising company and has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. All goodwill that has been recognized in the acquisition relate to intangible assets that do not qualify for separate recognition. Identified goodwill is not deductible for tax purposes.

As a result of the transaction, the Company incurred and expensed transaction costs of \$259, which are included in transaction costs on the consolidated statements of comprehensive loss.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

The purchase price was allocated to assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired	
Current assets	\$ 276
Goodwill	3,792
Intangible assets and other assets	<u>1,658</u>
Assets acquired	5,726
Deferred revenue	(259)
Liabilities assumed	<u>(426)</u>
Purchase price, net of cash acquired	<u>\$ 5,041</u>

Monster

On September 15, 2020, the Company entered into a purchase and sale agreement to acquire 100% of the outstanding assets of Monster Topco LLC., for an aggregate net purchase price of \$54,840. The transaction was funded by \$15,000 from equity contributions from the Partnership, \$20,440 through draws on the existing term loan facility and \$1,981 of cash on hand. The transaction also included rollover of equity totaling \$20,000. These amounts were used as consideration to the seller and payment of associated transaction costs with any excess funds retained by the Company. Monster is a tree servicing franchising company and has been acquired to allow for the expansion of the Company's presence within its home services franchising platform. All goodwill that has been recognized in the acquisition relate to intangible assets that do not qualify for separate recognition. Identified goodwill is expected to be deductible for tax purposes.

As a result of the transaction, the Company incurred and expensed transaction costs of \$2,581, which are included in transaction costs on the consolidated statements of comprehensive loss.

The purchase price was allocated to assets acquired and liabilities assumed based on their estimated fair values as follows:

Assets acquired	
Current assets	\$ 714
Property and equipment	923
Goodwill	29,067
Intangible assets and other assets	<u>30,550</u>
Assets acquired	61,254
Deferred revenue	(6,096)
Liabilities assumed	<u>(318)</u>
Purchase price	<u>\$ 54,840</u>

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

4. Inventory, Net

Inventory, net consisted of the following as of December 31, 2021 and 2020:

	2021		
	Gross	Reserve	Net
Products for sale	\$ 3,310	\$ (457)	\$ 2,853
Materials	2,080	(69)	2,011
Equipment	874	(26)	848
Total inventory	<u>\$ 6,264</u>	<u>\$ (552)</u>	<u>\$ 5,712</u>
	2020		
	Gross	Reserve	Net
Products for sale	\$ 2,981	\$ (117)	\$ 2,864
Materials	1,765	(84)	1,681
Equipment	406	(12)	394
Total inventory	<u>\$ 5,152</u>	<u>\$ (213)</u>	<u>\$ 4,939</u>

5. Prepaid Expenses and Other Current Assets

Prepaid expenses and other current assets consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Notes receivable	\$ 1,196	\$ 884
Prepaid insurance	733	835
Prepaid advertising	914	858
Prepaid expenses - other	2,771	1,856
Other	1,319	1,003
Total prepaid expenses and other current assets	<u>\$ 6,933</u>	<u>\$ 5,436</u>

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

6. Property and Equipment

Property and equipment consisted of the following as of December 31, 2021 and 2020:

	Estimated Useful Life	2021	2020
Buildings and leasehold improvements	5 - 30 years	\$ 4,473	\$ 3,864
Software- for internal use	1 - 3 years	4,085	2,428
Software- to be sold	3 - 5 years	8,472	2,316
Vehicles	2 - 5 years	12,715	8,706
Office equipment and furniture	2 - 5 years	2,493	2,103
Machinery, equipment and tools	2 - 7 years	835	395
Land		143	143
Software in development		18,392	9,793
Total property and equipment		51,608	29,748
Less: Accumulated depreciation and amortization		(10,731)	(5,474)
Property and equipment, net		\$ 40,877	\$ 24,274

As of December 31, 2021, software in development consisted of software for internal use and to be sold of \$1,376 and \$17,016, respectively. As of December 31, 2020, software in development consisted of software for internal use and to be sold of \$1,011 and \$8,782, respectively.

Depreciation and amortization expense recognized in the consolidated statements of comprehensive loss was \$5,846 and \$4,015, for the years ended December 31, 2021 and 2020, respectively, of which, \$1,441 and \$0 for the years ended December 31, 2021 and 2020 related to software to be sold was included in franchise support expenses in the consolidated statement of comprehensive loss.

7. Other Long-Term Assets

Other long-term assets consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Indemnification asset	\$ 402	\$ 1,462
Cost to obtain contracts - commissions	5,745	2,792
Contract assets	406	406
Prepaid customer incentive payments	1,449	1,433
Notes receivable	470	1,183
Other	843	1,311
Total other long-term assets	\$ 9,315	\$ 8,587

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

8. Intangible Assets and Goodwill

Intangible Assets, Net

Intangible assets consisted of the following as of December 31, 2021 and 2020:

2021					
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 147,156	\$ 15,585	\$ 131,571	22.4
Franchise relationships	15 years	328,618	64,002	264,616	12.2
Software	10 years	7,500	2,000	5,500	7.3
Customer relationships	4-5 years	40,827	4,493	36,334	3.2
Proprietary processes	10 years	2,449	643	1,806	7.5
Noncompetition agreements	5 years	641	207	434	3.7
Intangible assets, net		<u>\$ 527,191</u>	<u>\$ 86,930</u>	<u>\$ 440,261</u>	
2020					
	Estimated Useful Life	Gross Amount	Accumulated Amortization	Net Amount	Weighted Average Remaining Useful Life
Trademarks	15-25 years	\$ 143,416	\$ 9,691	\$ 133,725	23.4
Franchise relationships	15 years	324,118	42,133	281,985	13.2
Software	10 years	7,500	1,250	6,250	8.3
Customer relationships	4 years	3,849	2,153	1,696	1.8
Proprietary processes	10 years	2,449	398	2,051	8.5
Noncompetition agreements	5 years	523	82	441	4.5
Intangible assets, net		<u>\$ 481,855</u>	<u>\$ 55,707</u>	<u>\$ 426,148</u>	

Amortization expense was \$31,223 and \$28,144, for the years ended December 31, 2021 and 2020, respectively.

Estimated amortization expense for the subsequent five years and thereafter is as follows:

2022	\$ 36,275
2023	35,588
2024	35,543
2025	34,138
2026	33,129
Thereafter	<u>265,588</u>
	<u>\$ 440,261</u>

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

Goodwill

Changes in the net carrying amount of goodwill for the years ended December 31, 2021 and 2020 are as follows:

Balance at December 31, 2019	\$ 307,634
Acquisition of Monster	29,067
Acquisition of STOP	3,792
Clockwork adjustment	1,515
Balance at December 31, 2020	<u>342,008</u>
DoodyCalls	7,761
Monster adjustment	(281)
STOP adjustment	(49)
Balance at December 31, 2021	<u>\$ 349,439</u>

The adjustments to the purchase price allocation were made to reflect consideration true-ups in accordance with the sale and purchase agreement and to reflect incremental information made available after the purchase price allocation.

During the periods presented, the Company did not record any goodwill impairment charges.

9. Accrued and Other Liabilities

Accrued and other liabilities consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Employee expenses	\$ 9,569	\$ 6,950
Rebates	2,106	1,309
Accrued interest	2,727	729
Advertising	7,777	6,443
Capital expenditures	1,277	1,107
Capital lease obligations	1,796	1,810
Other	4,698	3,067
Total accrued and other liabilities	<u>\$ 29,950</u>	<u>\$ 21,415</u>

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

10. Taxes

Income tax benefit consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Current		
Federal	\$ -	\$ -
State	582	400
	<u>582</u>	<u>400</u>
Deferred		
Federal	(2,411)	(4,301)
State	(573)	(1,057)
	<u>(2,984)</u>	<u>(5,358)</u>
Income tax benefit	<u>\$ (2,402)</u>	<u>\$ (4,958)</u>

Deferred income taxes consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Deferred tax assets		
Net operating losses and credits	\$ 18,162	\$ 14,638
Deferred revenue	6,017	3,944
Interest limitation	3,056	2,202
Lease obligation liability	1,257	1,062
Accrued expenses	1,590	955
Allowance for doubtful accounts	466	471
Gross deferred tax asset	<u>30,548</u>	<u>23,272</u>
Deferred tax liabilities		
Intangibles	(46,975)	(43,610)
Goodwill	(16,131)	(10,113)
Property and equipment	(993)	(595)
Other	(19)	(19)
Gross deferred tax liability	<u>(64,118)</u>	<u>(54,337)</u>
Total deferred tax liability	<u>\$ (33,570)</u>	<u>\$ (31,065)</u>

As of December 31, 2021 and 2020, the Company has net operating loss ("NOL") carryforwards for U.S. federal tax purposes of \$72,928 and \$58,822, respectively. The federal NOL carryforwards have no expiration. As of December 31, 2021 and 2020, the Company has NOL carryforwards of approximately \$58,501 and \$50,274, respectively, for state income tax purposes. The state NOL carryforwards expire at various dates through 2041. As of December 31, 2021 and 2020, the Company has cumulative interest limitation carryforwards for U.S. federal tax purposes of \$12,248 and \$8,826, respectively.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

The Company believes that it is more likely than not that the reversal of current deferred tax liabilities and the results of future operations will be sufficient to realize the deferred tax assets and has not recorded a valuation allowance as of December 31, 2021 and 2020.

Tax year 2018 and forward are open to examination by the Internal Revenue Service and various state tax authorities.

On March 27, 2020, the Coronavirus Aid, Relief, and Economic Security Act (the “CARES Act”) was signed into law. The CARES Act is a stimulus bill that includes lending facilities to large and small business, expands unemployment benefits and implements individual and business tax changes. Furthermore, as permitted by the CARES Act, the Company elected to defer certain payments of employer share of social security tax that would otherwise be required to be paid during the period beginning on March 27, 2020 and ending December 31, 2020. The CARES Act allows employers to deposit 50% of the deferred taxes on or before December 31, 2021, and the remaining 50% by December 31, 2022. As of December 31, 2021, the Company has remaining deferred employer social security taxes of approximately \$1,266, which is payable to the U.S. Treasury on or before December 31, 2022. The balance is reflected in accrued and other liabilities in the consolidated balance sheet.

As of December 31, 2021 and 2020, the Company recognized a liability for an uncertain tax position related to Mosquito Squad and its S-Corp election of \$402 and \$1,462, respectively, which includes potential interest and penalties. As of December 31, 2021 and 2020, potential interest was \$38 and \$142, respectively, and penalties were \$61 and \$220, respectively. This liability has been reflected in other long-term liabilities. An offsetting indemnification asset for \$402 and \$1,462 as of December 31, 2021 and 2020, respectively, has been recognized in other assets as a result of indemnifications provided in the stock purchase agreement between the Company and the seller of Mosquito Squad.

11. Other Long-Term Liabilities

Other long-term liabilities consisted of the following as of December 31, 2021 and 2020:

	2021	2020
Deferred revenue	\$ 17,375	\$ 15,192
Capital lease obligation	3,372	2,969
Uncertain tax position liability	402	1,462
Other	442	294
Total other long-term liabilities	<u>\$ 21,591</u>	<u>\$ 19,917</u>

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

12. Long-Term Debt

Long-term debt consisted of the following as of December 31, 2021 and 2020:

	2021	2020
2018 Credit Agreement		
Term loan	\$ -	\$ 319,966
Revolving credit facility	-	4,000
Delayed draws	-	56,455
Securitization		
Class A-1 Notes	5,400	-
Class A-2 Notes	423,938	-
Total debt	429,338	380,421
Less: Current portion	4,250	4,130
Less: Unamortized deferred loan costs	10,815	9,716
Long-term debt	\$ 414,273	\$ 366,575

	2021 Original Principal	2020 Original Principal	Rate	Maturity
Term loan/Term note				
Credit agreement	\$ -	\$ 364,900	5.75% + LIBOR	3/20/2025
Class A-2 Notes	425,000	-	3.734%	7/30/2051
Other				
Delayed draws	\$ -	\$ 56,915	5.75% + LIBOR	3/20/2025
Revolving Credit Facility	-	8,000	4.75% + LIBOR	3/21/2025
Class A-1 Notes	10,400	-	2.625% + LIBOR	7/30/2051

As of December 31, 2021 and 2020, interest rates were as follows:

	2021	2020
Term loan	N/A	6.75 %
Revolving credit facility	N/A	8.00 %
Delayed draws		
March 2020	N/A	6.75 %
September 2020	N/A	6.75 %
Class A-1 Notes	2.728 %	N/A
Class A-2 Notes	3.734 %	N/A

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

Debt Issuance costs related to undrawn amounts from the Company's Class A-1 Notes and delayed draw facility were \$779 and \$612 as of December 31, 2021 and 2020, respectively, and included within other assets on the consolidated balance sheets. Other deferred financing costs related to debt of \$10,815 and \$9,716 as of December 31, 2021 and 2020, respectively, are netted in long term debt on the consolidated balance sheets. Amortization of \$1,976 and \$1,959 is included in interest expense on the consolidated statements of comprehensive loss for the years ended December 31, 2021 and 2020, respectively.

All outstanding debt has a final legal maturity of July 2051. The Company expects to make principal payments on the Class A-2 Notes of \$4,250 in the next year and has such amount in the current portion of long-term debt as of December 31, 2021.

Securitization

On May 14, 2021 ("Closing Date"), the Issuer completed a financing transaction (the "Securitization Transaction") resulting in the issuance of the \$5,000 in maximum principal amount Advance Funding Facility (the "Advance Funding Facility" or "AFF"), \$50,000 in maximum principal amount of Series 2021-1 Variable Funding Senior Notes, Class A-1 (the "VFN" or the "Class A-1 Notes") and \$425,000 of Series 2021-1 3.734% Fixed Rate Senior Secured Notes, Class A-2 (the "Term Notes" or "Class A-2 Notes") and, together with the Advance Funding Facility and VFN, (the "Series 2021-1 Notes"). As part of Securitization Transaction, the Company capitalized and deferred costs of \$12,663, of which \$11,863 were recorded as contra-liability to debt and \$800 were recorded within other assets as they relate to undrawn amounts from the Company's Class A-1 Notes.

Advance Funding Facility

The Advance Funding Facility, which was undrawn as of December 31, 2021, provides for a maximum outstanding principal amount of \$5,000. Under the provisions of the AFF, any outstanding advances under the AFF bear interest at a variable rate, Prime Rate + 3%, and the Issuer is obligated to pay a commitment fee related to undrawn amounts. The Company paid a commitment fee of \$130, which is recognized in interest expense in the consolidated statements of comprehensive loss for the year ended December 31, 2021. Prime Rate means the rate of interest publicly announced from time to time by a commercial bank mutually agreed upon by the Manager and the Advance Funding Administrative Agent as its reference rate, base rate or prime rate. The AFF will terminate upon the earlier of the (i) the payment in full of all obligations relating to the Class A-2 Notes and (ii) payment in full of all interest on and principal of all AFF advances. The AFF is not a revolving facility and, accordingly, advances made and repaid are not permitted to be reborrowed.

Class A-1 Notes

The Class A-1 Notes provide for a maximum outstanding principal amount of \$50,000. On the Closing Date, \$10,400 was drawn in the form of advances and \$5,076 in the form of letters of credit. Under the provisions of the Class A-1 Notes, any outstanding LIBOR borrowings bear interest quarterly at a variable rate of 2.625% plus LIBOR, and the Issuer is obligated to pay fees of 0.50% accrued daily and paid quarterly related to undrawn amounts and any outstanding letters of credit. The anticipated repayment date for the Class A-1 Notes is July 2026, subject to two one-year extensions upon the satisfaction of certain conditions. The final legal maturity date of the Class A-1 Notes is July 2051. There are no principal payments due on the Class A-1 Notes in the ordinary course, but the Class A-1 Notes will be subject to rapid amortization if not paid in full by the anticipated repayment date. On August 16, 2021 the Company repaid \$5,000 of the advance resulting in \$5,400 outstanding balance as of December 31, 2021.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

Class A-2 Notes

The Class A-2 Notes were issued in the amount of \$425,000. The Class A-2 Notes have an anticipated repayment date of July 2028 and a legal final maturity date of July 2051. Interest is due quarterly, with 3 months of interest and commitment fees on the Class A-2 Notes and Class A-1 Notes required to be on deposit at all times in an interest reserve account. Interest on the A-2 notes accrues at 3.734% per annum and is due and payable on a quarterly basis. Principal payments of 0.25% of the initial principal amount of the Class A-2 Notes is payable on a quarterly basis (unless a non-amortization test is satisfied, as defined in the agreement governing the Class A-2 Notes).

The Series 2021-1 Notes are collateralized by substantially all of the assets of Issuer and collateralized by substantially all of the assets of and guaranteed by the Guarantor. The Series 2021-1 Notes are not secured, collateralized or guaranteed by any entities other than the SPE entities as defined in Note 1. The net proceeds from the Securitization Transaction, after transaction expenses, were distributed by the Issuer to the Company to repay all of its previously outstanding term and revolving debt and to terminate all commitments thereunder.

Letters of Credit

The Company has two letters of credit outstanding in an aggregate face amount of \$5,076 for interest reserve requirements required by the Securitization Transaction, which reflects 3 months of interest on the Class A-2 Note amount of \$425,000, 3 months of interest and commitment fees on the Class A-1 Notes assuming an estimated usage of \$25,000, and 12 months of interest on the pre-funding proceeds of \$25,000 at the Class A-2 Notes interest rate of 3.734%.

2018 Credit Agreement

Through various amendments throughout 2018 and 2019, the Company obtained new financing participants, changes to certain covenants, increases in the credit facility available and changes related to audited financial statement requirements. In March 2020, the Company entered into an amendment to obtain funding of an additional term loan of \$116,900 and a delayed draw of \$34,287 ("March 2020 Amended Credit Agreement"). These drawn down funds were primarily used by the Company to fund the dividend of \$62,451, including transaction costs of \$446, to the Partnership and repay existing delayed draws of \$46,000 and terms loans of \$38,780, which were replaced with the new loans. The amendments also increased the revolving line of credit available to the Company by \$5,000 to \$29,000. In March 2020, the Company drew down \$8,000 from the revolving line of credit and as of December 31, 2020, a principal amount of \$4,000 was outstanding. As the amendment was treated as a debt modification for accounting purposes, the transaction costs incurred were capitalized.

In September 2020, the Company entered into an Amendment to the March 2020 Amended Credit Agreement ("September 2020 Amended Agreement") which provided for the funding of an additional draw down of \$22,628 from the Company's Delayed Draw Term Commitment of \$75,000, and was utilized for the Monster acquisition.

As part of the 2020 modifications to the debt agreement, the Company capitalized and deferred costs of \$5,290.

Substantially all the assets of the Company collateralized the outstanding debt as of December 31, 2020.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

Interest on all borrowings under the September 2020 Amended Agreement is at either the Eurocurrency Rate of 5.75% per annum or at the Base Rate of 4.75% per annum plus the Applicable Rate for each loan.

The September 2020 Amended Agreement provided for a Commitment Fee equal to 0.50% per annum on the actual daily amount by which the aggregate Revolving Credit Commitment exceeds the sum of (A) the Outstanding Amount of Revolving Credit Loans and (B) the Outstanding Amount of L/C Obligations. The Company also paid a quarterly Delayed Draw Commitment Fee in an amount equal to 1.00% per annum on the unfunded Delayed Draw Term Commitments. As of December 31, 2020, the unfunded Delayed Draw Term Commitment was \$52,372.

The September 2020 Amended Agreement was repaid on May 14, 2021 with funds from the Securitization Transaction. The repayment was accounted for as an extinguishment of debt, which resulted in a write off of deferred finance cost in the amount of \$9,715 and is presented as a loss on extinguishment of debt in the consolidated statements of comprehensive loss.

The Series 2021-1 Notes agreements require, among other things, maintenance by the Company of principal and interest debt service coverage ratios, debt to EBITDA ratios and debt to net cash flows of Securitized entities ratios. As of December 31, 2021, the Company was in compliance with these covenants.

2018 Credit Agreement as amended by March 2020 Amended Credit Agreement and September 2020 Amended Agreement required, among other things, maintenance by the Company of minimum levels of cash flow coverage, leverage to EBITDA ratios, and also limited capital expenditures. As of December 31, 2020, the Company was in compliance with these covenants.

13. Stockholder's Equity

As of December 31, 2021 and 2020, the Company had 1,000 shares of common stock issued, authorized and outstanding. The Company issued all 1,000 fully paid, nonassessable shares of the common stock at a par value of \$0.001 per share, in exchange for aggregate subscription consideration of \$1 US Dollar.

In accordance with the Certificate of Incorporation, the Company had a total of 1,000 shares of common stock to which it has the authority to issue with a par value of \$0.001 per share.

During 2020, the Company paid a dividend from incremental funding provided by the Company's March 2020 Amended Credit Agreement (Note 12). The dividend was paid on March 13, 2020 in the amount of \$62,005. No dividends were paid in 2021.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

14. Stock Based Compensation

Class B Profit Interest Units

The Plan provides participants with an opportunity to participate in the distribution of the future profits of the Company. The awards issued under the Plan are also referred to as Class B Profit Interest Units. One third of Class B Profit Interest Units vest over time and are conditioned upon the achievement of a set return on invested capital. Remaining awards vest as the Company achieves multiples of the invested capital and are conditioned upon occurrence of a change in control, Initial Public Offering (“IPO”) or a qualified leverage recapitalization (“change in control events”). The Company had 60,277,036 Class B Profit Interest Units authorized for issuance under the Plan.

During the years ended December 31, 2021 and 2020 the Company determined that it is not probable that any of the change in control events will occur and, as such, compensation expenses related to the portion of the awards conditioned upon occurrence of these events has not been recognized in the consolidated financial statements as of and for the years ended December 31, 2021 and 2020.

The awards that are not conditioned upon occurrence of the change in control events and have a time-vesting component are earned in equal tranches upon each of the anniversaries over the period of five years which was determined to be the requisite service period. These awards will not vest until the return on invested capital condition is met even as the time-vesting condition is met. As of December 31, 2021 and 2020, no units were vested. The fair value of these awards was estimated on the grant date using the Monte Carlo simulation valuation model utilizing a vesting period of 5 years, equity volatility of 37.5%, risk-free rate of 1.62% and dividend yield of 0% for both 2021 and 2020 grants.

	Weighted Average Fair Value	Class B Profit Interest Units	Weighted Average Remaining Contractual Term
Units outstanding as of December 31, 2019		45,694,919	3.97 years
Granted during 2020	\$ 0.36	9,077,879	
Forfeited during 2020	0.24	<u>(180,120)</u>	
Units outstanding as of December 31, 2020		54,592,678	3.19 years
Granted during 2021	\$ 0.80	3,649,828	
Forfeited during 2021		<u>-</u>	
Units outstanding as of December 31, 2021		<u>58,242,506</u>	2.57 years

Compensation expense related to Class B Profit Interest Units of \$1,502 and \$1,931 was recognized in stock compensation expense on the consolidated statements of comprehensive loss during the years ended December 31, 2021 and 2020, respectively.

As of December 31, 2021 and 2020, the Company had \$1,669 and \$2,447 of unrecognized stock-based compensation expense.

Authority Brands Inc. and Subsidiaries

Notes to Consolidated Financial Statements (in thousands of dollars)

December 31, 2021 and 2020

Class A-2 Units Issued to Certain Executives

The Partnership provided certain executives with ownership interests in the Partnership (known as Class A-2 Units) in exchange for promissory notes and rollover equity, in accordance with the Contribution, Rollover and Subscription agreement. Under the terms of this agreement, the Company's executives were provided ownership interests in the Partnership in exchange for promissory notes.

These agreements are in substance, compensation arrangements and are accounted for as instruments similar to a stock option. Compensation expense is recognized at each balance sheet date with the changes in value recorded in the consolidated statements of comprehensive loss with the corresponding recognition of the noncash contribution from the Partnership in additional paid in capital in the consolidated balance sheet.

The Company elected to account for these awards using the intrinsic valuation technique which represents excess value of the employees' Class A-2 units that were exchanged for promissory notes over the exercise price (which represents the face value of the promissory notes plus accrued interest). 15,600,000 of A-2 units were granted on September 21, 2018 and the intrinsic value of these awards on the grant date was equal to the value of the award. There were no additional grants of these awards during 2020 or 2021. There were no forfeitures or exercises of these award during the years ended December 31, 2021 and 2020.

As part of the dividend to the Partnership, \$0 and \$1,340 related to the partial repayment of the promissory notes held by employees of the Company was recognized as compensation expense during the year ended December 31, 2021 and 2020, respectively.

As of December 31, 2021, these awards were fully vested and compensation expense of \$25,301 and \$4,175 was recognized in the consolidated statements of comprehensive loss during the years ended December 31, 2021 and 2020, respectively, which represents the change in the fair value of these awards as of December 31, 2021 and 2020, respectively.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

15. Leases

The Company leases office and retail space for its corporate employees and retail operations. Rent expense is recognized on a straight-line basis over the terms of the leases. Future minimum rental payments under all operating leases with initial or remaining noncancelable terms in excess of one year as of December 31, 2021 are as follows:

	Capital Leases	Operating Leases
2022	\$ 1,726	\$ 3,008
2023	1,477	2,461
2024	1,243	1,923
2025	768	1,482
2026	195	1,411
Thereafter	-	3,612
Total minimum lease payments	<u>5,409</u>	<u>\$ 13,897</u>
Less: Amount representing interest	<u>241</u>	
Present value of net minimum lease payments	5,168	
Less: Current portion	<u>1,796</u>	
Capital lease obligations, less current portion	<u>\$ 3,372</u>	

Rent expense was \$3,070 and \$2,791, for the years ended December 31, 2021 and 2020, respectively.

Minimum capital lease payments are accounted for as principal and interest payments. Interest expense for all capital leases was \$80 and \$147 for the years ended December 31, 2021 and 2020, respectively.

16. Related Parties

The Company has several agreements in place with related parties through common ownership by the Partnership, in the ordinary course of business as follows:

- Paycor, a HR and payroll solutions company, provided payroll support services to the Company for the years ended December 31, 2021 and 2020.
- Assured Partners, a national partnership of financial services firms, provided insurance and employee benefits services to the Company for the years ended December 31, 2021 and 2020.
- Thoughtworks, a software development and digital transformation company, provided software solutions to the Company for the years ended December 31, 2021 and 2020.

Board fees were paid to stockholders who provided services through membership on the Company board.

Authority Brands Inc. and Subsidiaries
Notes to Consolidated Financial Statements (in thousands of dollars)
December 31, 2021 and 2020

The Company also employs twenty-seven and eighteen individuals, as of December 31, 2021 and 2020, respectively, who own and operate franchises of wholly owned subsidiary businesses. The Company recorded revenue and the corresponding accounts receivable related to these arrangements for the years ended December 31, 2021 and 2020, respectively. For the years ended December 31, 2021 and 2020, the Company paid rent expenses of \$56 and \$54, respectively, for a property owned by an employee and there were no corresponding accounts payable related to these arrangements.

Related party transactions consisted of the following:

	Transaction	2021	2020
Related parties through common ownership			
Paycor	Expenses paid	\$ 223	\$ 205
Assured partners	Expenses paid	125	239
Thoughtworks	Expenses paid	7,675	8,096
Stockholders			
Board members	Board fees	\$ 214	\$ 190
Transactions with employees			
Revenue		\$ 4,028	\$ 2,936
Accounts receivable		103	72
Expenses paid		56	54

17. Contingencies

The Company is engaged in various legal proceedings incidental to its normal business activities. Management has determined that it is not probable that the Company has incurred any loss contingencies as defined in ASC Topic 450, Contingencies. Accordingly, no liabilities have been recorded for such matters as of December 31, 2021 and 2020. Management believes that the outcome of such matters will not have a material effect on the Company's consolidated financial statements.

18. Employee Benefit Plans

The Company sponsors a 401 (k) plan covering the majority of its employees meeting certain eligibility requirements. The Plan provides for matching contributions of 100% of employee contributions, up to 4% of the participating employee's contributions. The Company's contributions to the Plan totaled \$1,653 and \$1,080 for the years ended December 31, 2021 and 2020, respectively.

EXHIBIT J

STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS

LIST OF STATE ADMINISTRATORS

We intend to register this disclosure document as a “franchise” in some or all of the following states, if required by the applicable state laws. If and when we pursue franchise registration (or otherwise comply with the franchise investment laws) in these states, the following are the state administrators responsible for the review, registration, and oversight of franchises in these states:

<p>CALIFORNIA Commissioner of Financial Protection and Innovation Department of Financial Protection and Innovation 320 West Fourth Street, Suite 750 Los Angeles, California 90013-2344 (213) 576-7500 Toll Free: (866) 275-2677</p>	<p>NEW YORK NYS Department of Law Investor Protection Bureau 28 Liberty St. 21st Fl New York, NY 10005 (212) 416-8222</p>
<p>HAWAII Commissioner of Securities Department of Commerce & Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722</p>	<p>NORTH DAKOTA North Dakota Securities Department State Capitol Department 414 600 East Boulevard Avenue, Fourteenth Floor Bismarck, North Dakota 58505-0510 (701) 328-4712</p>
<p>ILLINOIS Illinois Office of the Attorney General Franchise Bureau 500 South Second Street Springfield, Illinois 62706 (217) 782-4465</p>	<p>RHODE ISLAND Department of Business Regulation Securities Division, Building 69, First Floor John O. Pastore Center 1511 Pontiac Avenue Cranston, Rhode Island 02920 (401) 462-9527</p>
<p>INDIANA Secretary of State Franchise Section 302 West Washington, Room E-111 Indianapolis, Indiana 46204 (317) 232-6681</p>	<p>SOUTH DAKOTA Division of Insurance Securities Regulation 124 South Euclid Avenue, 2nd Floor Pierre, South Dakota 57501 (605) 773-3563</p>
<p>MARYLAND Office of the Attorney General Securities Division 200 St. Paul Place Baltimore, Maryland 21202-2020 (410) 576-6360</p>	<p>VIRGINIA State Corporation Commission Division of Securities and Retail Franchising 1300 East Main Street, 9th Floor Richmond, Virginia 23219 (804) 371-9051</p>
<p>MICHIGAN Michigan Attorney General’s Office Corporate Oversight Division, Franchise Section 525 West Ottawa Street G. Mennen Williams Building, 1st Floor Lansing, Michigan 48913 (517) 335-7567</p>	<p>WASHINGTON Department of Financial Institutions Securities Division – 3rd Floor 150 Israel Road, Southwest Tumwater, Washington 98501 (360) 902-8760</p>
<p>MINNESOTA Minnesota Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (651) 539-1600</p>	<p>WISCONSIN Division of Securities 4822 Madison Yards Way, North Tower Madison, Wisconsin 53705 (608) 266-2139</p>

AGENTS FOR SERVICE OF PROCESS

We intend to register this disclosure document as a “franchise” in some or all of the following states, if required by the applicable state law. If and when we pursue franchise registration (or otherwise comply with the franchise investment laws) in these states, we will designate the following state offices or officials as our agents for service of process in these states:

<p>CALIFORNIA Commissioner of Financial Protection and Innovation Department of Financial Protection and Innovation 320 West Fourth Street, Suite 750 Los Angeles, California 90013-2344 (213) 576-7500 Toll Free: (866) 275-2677</p>	<p>NEW YORK New York Secretary of State One Commerce Plaza 99 Washington Avenue Albany, NY 12231 (518) 473-2492</p>
<p>HAWAII Commissioner of Securities Department of Commerce & Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, Hawaii 96813 (808) 586-2722</p>	<p>NORTH DAKOTA North Dakota Securities Commissioner State Capitol Department 414 600 East Boulevard Avenue, Fourteenth Floor Bismarck, North Dakota 58505-0510 (701) 328-4712</p>
<p>ILLINOIS Illinois Attorney General 500 South Second Street Springfield, Illinois 62706 (217) 782-4465</p>	<p>RHODE ISLAND Director of Department of Business Regulation Department of Business Regulation Securities Division, Building 69, First Floor John O. Pastore Center 1511 Pontiac Avenue Cranston, Rhode Island 02920 (401) 462-9527</p>
<p>INDIANA Secretary of State Franchise Section 302 West Washington, Room E-111 Indianapolis, Indiana 46204 (317) 232-6681</p>	<p>SOUTH DAKOTA Division of Insurance Director of the Securities Regulation 124 South Euclid Avenue, 2nd Floor Pierre, South Dakota 57501 (605) 773-3563</p>
<p>MARYLAND Maryland Securities Commissioner 200 St. Paul Place Baltimore, Maryland 21202-2020 (410) 576-6360</p>	<p>VIRGINIA Clerk of the State Corporation Commission 1300 East Main Street, 1st Floor Richmond, Virginia 23219 (804) 371-9733</p>
<p>MICHIGAN Michigan Attorney General’s Office Corporate Oversight Division, Franchise Section 525 West Ottawa Street G. Mennen Williams Building, 1st Floor Lansing, Michigan 48913 (517) 335-7567</p>	<p>WASHINGTON Director of Department of Financial Institutions Securities Division – 3rd Floor 150 Israel Road, Southwest Tumwater, Washington 98501 (360) 902-8760</p>
<p>MINNESOTA Commissioner of Commerce Minnesota Department of Commerce 85 7th Place East, Suite 280 St. Paul, Minnesota 55101 (651) 539-1600</p>	<p>WISCONSIN Division of Securities 4822 Madison Yards Way, North Tower Madison, Wisconsin 53705 (608) 266-2139</p>

EXHIBIT K

STATE DISCLOSURES AND CONTRACT ADDENDA

INFORMATION REQUIRED
BY THE STATE OF CALIFORNIA

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 FRANCHISE DISCLOSURE DOCUMENT.

SEE THE COVER PAGE OF THE DISCLOSURE DOCUMENT FOR OUR WEB SITE ADDRESS. OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT AT www.dbo.ca.gov.

Item 3, Additional Disclosure.

Neither we nor any person in Item 2 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 parties from membership in such association or exchange.

Item 17, Additional Disclosures.

California Business and Professions Code Sections 20000 through 20043 provide rights to California franchisees concerning transfer, termination, or non-renewal of a franchise. If the Franchise Agreement contains a provision that is inconsistent with the law, the law will control.

The Franchise Agreement provides for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C. § 101 *et seq.*).

The Franchise Agreement contains a liquidated damages clause. Under California Civil Code § 1671, certain liquidated damages clauses are unenforceable.

The Franchise Agreement contains a covenant not to compete which extends beyond the termination of the agreement. This provision may not be enforceable under California law.

The Franchise Agreement requires application of the laws of the State of Maryland. This provision may not be enforceable under California law.

The Franchise Agreement contains a venue provision for litigation. This provision may not be enforceable under California law.

You must sign a general release if you renew or transfer the franchise. This provision may not be enforceable under California law. 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 Professional Code Section 21000 voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).

Section 31125 of the California Corporations Code requires us to give you a disclosure document, in a form containing the information that the Commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.

Each owner of the franchise is required to execute a personal guarantee. Doing so could jeopardize the marital assets of non-owner spouses domiciled in a community property state such as California.

Item 22, Additional Disclosures.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in California. 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.

**INFORMATION REQUIRED
BY THE STATE OF ILLINOIS**

Cover Page, Additional Disclosures.

THE GOVERNING LAW, VENUE AND JURISDICTION REQUIREMENTS IN THE DISCLOSURE DOCUMENT AND THE FRANCHISE AGREEMENT ARE SUBJECT TO THE PROVISIONS OF THE ILLINOIS FRANCHISE DISCLOSURE ACT, AND NOTHING IN THESE DOCUMENTS SHALL BE CONSIDERED A WAIVER OF ANY RIGHT CONFERRED UPON YOU BY THE ILLINOIS FRANCHISE DISCLOSURE ACT.

Item 17, Additional Disclosures.

The conditions under which the Franchise Agreement can be terminated and your rights upon non-renewal may be affected by Sections 19 and 20 of the Illinois Franchise Disclosure Act.

Pursuant to Section 4 of the Illinois Franchise Disclosure Act, any provision in the Franchise Agreement that designates jurisdiction or venue for litigation in a forum outside of Illinois is void.

The Illinois Franchise Regulations, Section 200.608, require that Illinois law govern franchise agreements entered into in Illinois.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in Illinois. 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.

ILLINOIS ADDENDUM TO THE FRANCHISE AGREEMENT

This Addendum relates to franchises sold in Illinois and is intended to comply with Illinois statutes and regulations. The parties agree to modify the Franchise Agreement as follows:

1. Key Accounts. Section 2.5 is amended by adding the following:

A National Account customer is a customer responsible for a business in more than one location. The franchisor has the exclusive right to negotiate and enter into agreements to provide services to National Account customers. You may be offered the opportunity to service a National Account. If you decline or are unable to service the account, the franchisor, an affiliate or another franchisee may provide the service with no compensation to you (even if the service is provided within your territory).

2. Termination. Section 16 is amended by adding the following:

If anything in this Section concerning termination is inconsistent with Section 19 of the Illinois Franchise Disclosure Act of 1987, then the Act shall apply.

3. Renewal. Section 19 is amended by adding the following:

If anything in this Section concerning non-renewal is inconsistent with Section 20 of the Illinois Franchise Disclosure Act of 1987, then the Act shall apply.

4. Governing Law. Section 23.1 is deleted. The Illinois Franchise Regulations, Section 200.608, require that Illinois law govern franchise agreements entered into in Illinois.

5. Venue for Litigation. Section 23.6 is amended by adding the following:

Section 4 of the Act states that any provision in a franchise agreement that designates jurisdiction or venue for litigation in a forum outside of Illinois is void with respect to any action which is otherwise enforceable in Illinois.

6. Time Limit on Filing. Section 23.5 is amended by adding the following:

Any claims arising under the Act shall be commenced within the period of limitation established in Section 27 of the Act.

7. Section 41 of the Illinois Franchise Disclosure Act of 1987 states that any condition, stipulation, or provision purporting to bind any person acquiring a franchise to waive compliance with any provision of the Act or any other law of Illinois is void. Section 41 will control over any inconsistent provisions in the Franchise Agreement.

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.

9. This Addendum will have effect only if the Franchise Agreement and/or the relationship between Franchisor and you satisfy all of the jurisdictional requirements of the Illinois Franchise Disclosure Act of 1987, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

STOP FRANCHISING SPE LLC

FRANCHISEE (Print name of company):

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

INDIANA ADDENDUM TO THE FRANCHISE AGREEMENT

This Addendum relates to franchises sold in Indiana and is intended to comply with the Indiana statutes and regulations. The parties agree to supplement the Franchise Agreement as follows:

1. Pursuant to Section 23.2-2.7-1 of the Indiana Code, it is unlawful for any franchise agreement entered into between any franchisor and a franchisee who is either a resident of Indiana or a nonresident who will be operating a franchise in Indiana to contain any of the following provisions:

(1) Requiring goods, supplies, inventories, or services to be purchased exclusively from the franchisor or sources designated by the franchisor where such goods, supplies, inventories, or services of comparable quality are available from sources other than those designated by the franchisor. However, the publication by the franchisor of a list of approved suppliers of goods, supplies, inventories, or service or the requirement that such goods, supplies, inventories, or services comply with specifications and standards prescribed by the franchisor does not constitute designation of a source nor does a reasonable right of the franchisor to disapprove a supplier constitute a designation. This subdivision does not apply to the principal goods, supplies, inventories, or services manufactured or trademarked by the franchisor.

(2) Allowing the franchisor to establish a franchisor-owned outlet engaged in a substantially identical business to that of the franchisee within the exclusive territory granted the franchisee by the franchise agreement; or, if no exclusive territory is designated, permitting the franchisor to compete unfairly with the franchisee within a reasonable area.

(3) Allowing substantial modification of the franchise agreement by the franchisor without the consent in writing of the franchisee.

(4) Allowing the franchisor to obtain money, goods, services, or any other benefit from any other person with whom the franchisee does business, on account of, or in relation to, the transaction between the franchisee and the other person, other than for compensation for services rendered by the franchisor, unless the benefit is promptly accounted for, and transmitted to the franchisee.

(5) Requiring the franchisee to prospectively assent to a release, assignment, novation, waiver, or estoppel which purports to relieve any person from liability to be imposed by this chapter or requiring any controversy between the franchisee and the franchisor to be referred to any person, if referral would be binding on the franchisee. This subdivision does not apply to arbitration before an independent arbitrator.

(6) Allowing for an increase in prices of goods provided by the franchisor which the franchisee had ordered for private retail consumers prior to the franchisee's receipt of an official price increase notification. A sales contract signed by a private retail consumer shall constitute evidence of each order. Price changes applicable to new models of a product at the time of introduction of such new models shall not be considered a price increase. Price increases caused by conformity to a state or federal law, or the revaluation of the United States dollar in the case of foreign-made goods, are not subject to this subdivision.

(7) Permitting unilateral termination of the franchise if such termination is without good cause or in bad faith. Good cause within the meaning of this subdivision includes any material violation of the franchise agreement.

(8) Permitting the franchisor to fail to renew a franchise without good cause or in bad faith. This chapter shall not prohibit a franchise agreement from providing that the agreement is not renewable upon expiration or that the agreement is renewable if the franchisee meets certain conditions specified in the agreement.

(9) Requiring a franchisee to covenant not to compete with the franchisor for a period longer than three (3) years or in an area greater than the exclusive area granted by the franchise agreement or, in absence of such a provision in the agreement, an area of reasonable size, upon termination of or failure to renew the franchise.

(10) Limiting litigation brought for breach of the agreement in any manner whatsoever.

(11) Requiring the franchisee to participate in any:

(A) advertising campaign or contest;

(B) promotional campaign;

(C) promotional materials; or

(D) display decorations or materials;

at an expense to the franchisee that is indeterminate, determined by a third party, or determined by a formula, unless the franchise agreement specifies the maximum percentage of gross monthly sales or the maximum absolute sum that the franchisee may be required to pay.

2. If the Franchise Agreement contains a provision that is inconsistent with the Indiana Code, the provisions of the Indiana Code will supersede the Franchise Agreement.

3. 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.

4. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and Franchisor satisfy all of the jurisdictional requirements of the Indiana Code, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

STOP FRANCHISING SPE LLC

FRANCHISEE (Print name of company):

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

**INFORMATION REQUIRED
BY THE STATE OF MARYLAND**

Item 5 , Additional Disclosures.

Based on the financial condition of our guarantor, AB Assetco LLC, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement.

Item 17, Additional Disclosures.

The Franchise Agreement requires you to sign a general release as a condition of renewal or transfer of the franchise. This releases will not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

A franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.

Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three (3) years after the grant of the franchise.

Item 22, Additional Disclosure.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in Maryland. 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.

MARYLAND ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the Maryland Franchise Registration and Disclosure Law, Maryland Stat. §§ 14-201 to 14-233, and the Rules and Regulations promulgated thereunder, the parties agree to modify the Franchise Agreement as follows:

1. Franchise Fee. Section 7.1 is amended by adding the following:

Based on the financial condition of franchisor's guarantor, AB Assetco LLC, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisee shall be deferred until the franchisor completes its pre-opening obligations under the Franchise Agreement.

2. Releases. Section 15.2.4 and Section 19.1.7 are each amended to add the following:

This release will not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

3. Entire Agreement. Section 22.12 is amended by adding the following:

Notwithstanding anything to the contrary in this Agreement, you are not required to waive any of your rights under the Maryland Franchise Registration and Disclosure Law with regard to our prior representations.

4. Time Limit on Filing. Section 23.5 is amended by adding the following:

The foregoing limitation on the period of time arbitration and/or litigation claims must be brought shall not act to reduce the 3-year statute of limitations afforded a franchisee for bringing a claim arising under the Maryland Franchise Registration and Disclosure Law. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

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 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.

6. This Addendum will have effect only if the Franchise Agreement and/or the relationship between Franchisor and you satisfy all of the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

[Signatures on Following Page]

STOP FRANCHISING SPE LLC

FRANCHISEE (Print name of company):

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

**INFORMATION REQUIRED
BY THE STATE OF MICHIGAN**

THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES 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 a 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 not subject to compensation. This subsection applies only if: (i) the term of the franchise is less than 5 years; and (ii) 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 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 arbitration or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration 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:
 - (i) the failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
 - (ii) the fact that the proposed transferee is a competitor of the franchisor or subfranchisor.
 - (iii) the unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

(iv) 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 provisions 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.

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 FACT THAT THERE IS A NOTICE OF THIS DISCLOSURE ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

Any questions regarding these Additional Disclosures shall be directed to the Department of the Attorney General, Consumer Protection Division, 670 Law Building, 525 West Ottawa Street, Lansing, Michigan 48913, (517) 373-7717.

*** NOTE: NOTWITHSTANDING PARAGRAPH (f) ABOVE, WE INTEND TO, AND YOU AGREE THAT WE AND YOU WILL, ENFORCE FULLY THE PROVISIONS OF THE ARBITRATION SECTION OF OUR AGREEMENTS. WE BELIEVE THAT PARAGRAPH (f) IS UNCONSTITUTIONAL AND CANNOT PRECLUDE US FROM ENFORCING THE ARBITRATION PROVISIONS.**

**INFORMATION REQUIRED
BY THE STATE OF MINNESOTA**

Item 13, Additional Disclosure.

We will indemnify you against liability to a third party resulting from claims that your use of the Marks infringes trademark rights of the third party, provided that your use of the Marks is in accordance with the requirements of the Franchise Agreement and the System.

Item 17, Additional Disclosures.

We will comply with Minnesota Statutes Section 80C.14, subdivisions 3, 4, and 5, which require, except in certain specified cases, that a franchisee be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Franchise Agreement.

Minnesota Statutes § 80C.21 and Minnesota Rule 2860.4400J prohibit us from requiring you to waive 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.

Minnesota Rule 2860.4400D prohibits us from requiring you to assent to a release, assignment, novation, or waiver that would relieve any person from liability imposed by Minnesota Statutes §§ 80C.01 - 80C.22.

Minnesota Rule 2860.4400J prohibits us from requiring you to waive your rights to a trial or to consent to liquidated damages, termination penalties, or judgment notes. This rule does not bar a voluntary arbitration of any matter.

Item 22, Additional Disclosures.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in Minnesota. 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.

MINNESOTA ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the Minnesota Franchises Law, Minn. Stat. §§ 80C.01-80C.22, and the Rules and Regulations promulgated thereunder by the Minnesota Commissioner of Commerce, the parties agree to modify the Franchise Agreement as follows:

1. Releases. The following sentence is added to Section 15.2 and Section 19.1.7:

Notwithstanding the foregoing, Franchisee will not be required to assent to a release, assignment, novation, or waiver that would relieve any person from liability imposed by Minnesota Statute §§ 80C.01 - 80C.22, provided that the foregoing shall not bar the voluntary settlement of disputes.

2. Term and Successor Franchise Agreement; Default and Termination. Sections 3, 16, and 19 are each amended by adding the following:

Notwithstanding anything to the contrary in Sections 3, 16, and 19, Franchisor will comply with Minnesota Statutes Clause 80C.14, Subdivision 3, 4, and 5, which require, except in certain cases, that Minnesota franchisees be given 90 days notice of termination (with 60 days to cure) and 180 days notice for non-renewal of the Franchise Agreement.

3. Licensed Marks and Copyrights. Section 11 is amended by adding the following:

Franchisor will indemnify you against liability to a third party resulting from claims that your use of the Marks or the Works infringes trademark rights of the third party, provided that your use is in accordance with the requirements of the Franchise Agreement and the System.

4. Time Limit on Filing. Section 23.5 is amended to add the following:

Notwithstanding anything to the contrary in this Section, any claim or action arising out of or relating to the Minnesota Franchises Law must be commenced within three (3) years from the occurrence of the facts giving rise to the claim or action, or the claim or action is barred.

5. Jurisdiction and Venue. Section 23.6 is amended to add the following:

Under Minnesota Statutes Section 80C.21, this section will not in any way abrogate or reduce any rights of the Franchisee as provided for in Minnesota Statutes, Chapter 80C, including the right to submit matters to the jurisdiction of the courts in Minnesota. Minnesota Statutes Section 80C.21 and Minnesota Rule 2860.4400J prohibit us from requiring litigation to be conducted outside Minnesota.

6. Entire Agreement. Section 22 is amended by adding the following:

Pursuant to Minn. Stat. § 80C.21 and Minn. Rule Part 2860.4400J, nothing in the Agreement shall in any way abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C.

7. 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.

8. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and Franchisor satisfy all of the jurisdictional requirements of Minnesota Statutes §§ 80C.01 - 80C.22. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

STOP FRANCHISING SPE LLC

FRANCHISEE (Print name of company):

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

**INFORMATION REQUIRED
BY THE STATE OF NEW YORK**

Cover page, Additional Disclosures.

INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT J 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 DISCLOSURE DOCUMENT. IF YOU LEARN THAT ANYTHING IN THE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE NEW YORK STATE DEPARTMENT OF LAW, BUREAU OF INVESTOR PROTECTION AND SECURITIES, 28 LIBERTY STREET, 21ST FLOOR, NEW YORK, NEW YORK 10005.

FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE DISCLOSURE DOCUMENT. HOWEVER, FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON YOU TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS DISCLOSURE DOCUMENT.

Item 3, Additional Disclosures.

Other than as disclosed in Item 3, neither Franchisor nor any person listed in Item 2:

1. Has any administrative, criminal or material 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. There are no pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of Franchisor franchises and the size, nature or financial condition of the System or its business operations.

2. Has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the ten-year period immediately preceding the date of this disclosure document, 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.

3. Is subject to a currently effective injunctive or restrictive order or decree relating to the Franchisor franchise or under any 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.

Item 4, Additional Disclosure.

Except as described in this Item, neither Franchisor, its affiliates, its predecessors, officers, nor general partners, during the ten-year period immediately before the date of the disclosure document: (a) filed as a debtor (or had filed against it) a petition to start an action under the U.S. Bankruptcy Code or any foreign bankruptcy laws; (b) obtained a discharge of its debts under the U.S. Bankruptcy Code or any foreign bankruptcy laws; or (c) was a principal officer of a company or general partner of 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 any foreign bankruptcy laws, or that obtained a discharge of its debts under the U.S. Bankruptcy Code or any foreign bankruptcy laws during or within one year after the officer or general partner of Franchisor held this position in the company or partnership.

Item 5, Additional Disclosure.

We use the initial franchise fee to defray our costs of offering franchises and assisting franchisees to start business. A portion of the initial franchise fee may be profit to us.

Item 17, Revised Disclosures.

1. *In the Item 17 Table, the following sentence is added to item "d":*

You may also terminate the Franchise Agreement on any grounds available by law.

2. *In the Item 17 Table, the following sentence is added to item "j":*

However, no assignment will be made by Franchisor except to an assignee who, in Franchisor's good faith judgment, is willing and able to assume Franchisor's obligations under the Franchise Agreement.

3. *In the Item 17 Table, the following sentence is added to item "w":*

The foregoing choice of law should not be considered a waiver of any right conferred upon you by the General Business Law of the State of New York, Article 33.

Item 17, Additional Disclosures.

The New York General Business Law, Article 33, Sections 680 through 695 may supersede any provision of the Franchise Agreement inconsistent with that law.

You must sign a general release when you renew or transfer a franchise. This provision may not be enforceable under New York law.

Item 22, Additional Disclosures.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in New York. 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.

STATEMENT OF DISCLOSURE DOCUMENT ACCURACY

THE FRANCHISOR REPRESENTS THAT THIS DISCLOSURE DOCUMENT DOES NOT KNOWINGLY OMIT ANY MATERIAL FACT OR CONTAIN ANY UNTRUE STATEMENT OF A MATERIAL FACT.

NEW YORK ADDENDUM TO THE FRANCHISE AGREEMENT

In recognition of the requirements of the New York General Business Law, Article 33, Sections 680 through 695, and of the regulations promulgated thereunder (N.Y. Comp. Code R. & Regs., tit. 13, §§ 200.1 through 201.16), the parties agree to modify the Franchise Agreement as follows:

1. Any provision in the Franchise Agreement that is inconsistent with the New York General Business Law, Article 33, Sections 680 – 695 may not be enforceable.
2. Releases. Section 15.2.4 and Section 19.1.7 are each amended to add the following:

The foregoing release of claims against Franchisor does not release any claim you may have under New York General Business Law, Article 33, Sections 680-695.
3. Assignment by Franchisor. Section 15 is amended by adding the following:

Franchisor will not assign its rights under the Franchise Agreement except to an assignee who in Franchisor's good faith judgment is willing and able to assume Franchisor's obligations under the Franchise Agreement.
4. Termination by Franchisee. Section 16 is amended by adding the following:

You may terminate this Agreement on any grounds available by law under the provisions of Article 33 of the General Business Law of the State of New York.
5. Governing Law. Section 23.1 is amended by adding the following:

Notwithstanding the foregoing, the New York General Business Law shall govern any claim arising under that 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.
7. This Addendum will have effect only if the Franchise Agreement and/or the relationship between Franchisor and you satisfy all of the jurisdictional requirements of New York General Business Law, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

[Signatures on Following Page]

STOP FRANCHISING SPE LLC

By: _____

Name: _____

Title: _____

Date: _____

FRANCHISEE (Print name of company):

By: _____

Name: _____

Title: _____

Date: _____

**RHODE ISLAND ADDENDUM TO THE
FRANCHISE AGREEMENT**

In recognition of the Rhode Island Franchise Investment Act, §§ 19-28.1-1 through 19-28.1-34, the parties agree to modify the Franchise Agreement as follows:

1. Governing Law. Section 23.1 is amended by adding the following:

Notwithstanding the foregoing, Rhode Island law governs any claim arising under the Rhode Island Franchise Investment Act.

2. Jurisdiction and Venue. Section 23.6 is amended by adding the following:

Notwithstanding the foregoing, you have the right to file any litigation under the Rhode Island Franchise Investment Act in Rhode Island.

3. 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.

4. This Addendum will have effect only if the Franchise Agreement and/or the relationship between you and Franchisor satisfy all of the jurisdictional requirements of the Rhode Island Franchise Investment Act, without considering this Addendum. Except as expressly modified by this Addendum, the Franchise Agreement remains unmodified and in full force and effect.

STOP FRANCHISING SPE LLC

FRANCHISEE (Print name of company):

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

INFORMATION REQUIRED
BY THE COMMONWEALTH OF VIRGINIA

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document for use in the Commonwealth of Virginia is amended to add the following:

According 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 grounds for default or termination stated in the franchise agreement does not constitute “reasonable cause,” as that the term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, the provision may not be enforceable.

According to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to use undue influence to induce a franchisee to surrender any right given to him under the franchise. If any provision of the Franchise Agreement involves the use of undue influence by the franchisor to induce a franchisee to surrender any rights given to him under the franchise, that provision may not be enforceable.

Item 22, Additional Disclosures.

Exhibit E to the Franchise Disclosure Document (*Questionnaire to be Completed Before Executing Franchise Agreement*) is not applicable in Virginia. 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.

State Effective Dates

The following states have franchise laws that 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, Virginia, Washington and Wisconsin.

This 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:

STATE	EFFECTIVE DATE
California	Pending
Hawaii	Pending
Illinois	Pending
Indiana	Pending
Maryland	Pending
Michigan	Pending
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.

RECEIPT
(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 we offer you a franchise, we must provide this disclosure document to you 14 calendar days before you sign a binding agreement with, or make a payment to, us or an affiliate in connection with the proposed franchise sale. New York requires 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 Agreement or other agreement or the 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. **Iowa** requires that we give you this disclosure document at the earlier of the first personal meeting or 14 calendar days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship.

If we do 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, DC 20580, and the appropriate state agency identified on Exhibit J.

Issuance Date: April 29, 2023

The franchisor is STOP Franchising SPE LLC, located at 7120 Samuel Morse Drive, Suite 300, Columbia, Maryland 21046, tel. 410-740-1900. The franchise sellers are: Mark Dawson, Carlos Hesano, Benjamin Gergis, Marc Siegel, Heather McLeod, Jordan Wilson, David Montanez, Joshua Minturn, David Colella, Dominic Hesano, Karen Riker, and Kristen Schrass at the above address. Any other franchise sellers will be provided to you separately before you sign a Franchise Agreement: _____

We authorize the respective state agencies identified on Exhibit J to receive service of process for us in the particular state.

I received a disclosure document dated April 29, 2023, that included the following Exhibits:

A. Franchise Agreement (including multiple attachments)	F. Franchisees as of December 31, 2022
B. Promissory Note, Guaranty and Security Agreement	G. Franchisees Who Exited a Franchise in 2022
C. Renewal Addendum	H. Operations Manual Table of Contents
D. Sample of General Release	I. Financial Statements
E. Questionnaire	J. List of State Administrators and Agents for Service of Process
	K. State Addenda/State Franchise Agreement Amendments

Date Received

Signature of Prospective Franchisee

Name (please print)

RECEIPT

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If we do 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, DC 20580, and the appropriate state agency identified on Exhibit J.

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Date Received

Signature of Prospective Franchisee

Name (please print)

SIGN THIS COPY AND KEEP FOR YOUR RECORDS