

FINANCIAL PERFORMANCE REPRESENTATIONS

The Federal Trade Commission’s Franchise Rule permits us to provide information about the actual or potential financial performance of our franchised and/or company-owned Franchised Businesses, if a reasonable basis for the information exists and we include the information in this Disclosure Document. We may give financial performance information that differs from the information included in this Item 19 only if (1) we provide the actual records of an existing Franchised Business that you are buying or (2) we supplement the information provided in this item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The following table includes historical information for the 2023 fiscal year (July 1, 2022 – June 30, 2023) regarding all OBT Franchised Businesses that were open for all of the 2023 fiscal year. OBT Franchised Businesses that were not open and operating for all of the 2023 fiscal year are not included. As of June 30,

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Owl Be There Franchising, LLC
Franchise Disclosure Document | 2023
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2023, we had four OBT Franchised Businesses open and operating. Of those, two (50%) were open for all of the 2023 fiscal year. Those two OBT Franchised Businesses, which had been operating for an average of 16.5 months as of June 30, 2023, operate in the Washington DC Metropolitan Area and in Charlotte, North Carolina, both of which have a higher cost-of-living than the U.S. average. In our experience, the characteristics of the OBT Franchised Businesses included in the table do not differ materially from those of a franchise offered under this Disclosure Document. No OBT Franchised Businesses closed during the 2023 fiscal year after being open for less than 12 months. The data in the following table is based on information provided to us by the relevant franchisees.

Average Gross Sales	Median Gross Sales	Gross Sales Range	Average Placement Value	Median Placement Value	Placement Value Range
\$82,463	\$82,463	\$64,787 - \$100,138	\$3,927	\$4,000	\$300 - \$8,410

**Annual Gross Sales and Placement Values of OBT Franchised Businesses Fiscal Year
2023 (July 1, 2022 - June 30, 2023)**

NOTES

- (1) Our 2023 fiscal year is the 365-day period commencing on July 1 and ending on June 30. The term “average” refers to the sum of all data points in a set, divided by the number of data points in that set. The term “median” is the numerical value separating the higher half of the sample from the lower half of the sample. As a result, in all cases when a median number is stated, approximately 50% of the OBT Franchised Businesses met or exceeded the stated median. Where there are two data points in a set, the average and median are the same number.
- (2) “Gross Sales” has the same meaning as defined in the Franchise Agreement and means the total gross revenue from the provision of all services and products sold or performed by or for Franchisee in, at, from or away from the Franchised Business, or through or by means of the Franchised Business, including all client fees and payments, including, without limitation, placement fees, client agreement fees, subscription fees, corporate/third party payor fees, or retainer fees, and proceeds from any business interruption insurance, less sales taxes, use taxes, or other taxes, or client or customer refunds or credits.
- (3) Of the two OBT Franchised Businesses included in the above table, one (50%) met or exceeded the Average Gross Sales for the 2023 fiscal year.
- (4) A “placement” or “client placement” means (i) admittance of an individual, for a reasonably anticipated initial period of at least thirty days, into a private pay housing facility or a private pay care facility located within a territory, and (ii) the contracting of full-time in-home care for an individual for a reasonably anticipated initial period of at least thirty days. A placement occurs when the franchised business is paid for all or the first installment or portion of the payment for the placement. For purposes of this Item 19, the placement of two individuals in a single unit is treated as one placement. If an individual moved from one referred/receiving facility to a new referred/receiving facility or to a referred home care service, it is treated as two placements (or more, depending on the number of moves). “Average Placement Value” means the total annual gross placement fees collected by a OBT Franchised Business from providers, divided by the

number of placements made by the OBT Franchised Business during the fiscal year.

- (5) Of the two OBT Franchised Businesses included in the above table, one (50%) met or exceeded the Average Placement Value for the 2023 fiscal year.