

with your attorney concerning these and other local laws, rules and regulations that may affect the operation of the Franchised Business.

ITEM 2

BUSINESS EXPERIENCE

Ernest “E.J.” McCoy, Jr., Co-Founder and Chief Executive Officer

E.J. McCoy is our co-founder and CEO and has served in this role since January 2023. From June 2019 to January 2023, Mr. McCoy served as our Vice President. Since December 2010 and August 2020, respectively, Mr. McCoy has served and continues to serve as Chief Executive Officer of Chorbie, LLC and Chorbie Franchising, LLC located in Frisco, Texas. Since May 2024 and continuing to date, Mr. McCoy serves as an owner of our affiliate White Picket Team LLC located in Frisco, Texas. Since January 2019 and continuing to date, Mr. McCoy has served as Chief Executive Officer and Co-Founder of White Picket Team LLC. Since March 2016 and continuing to date, Mr. McCoy serves as President of EJ McCoy Enterprises, LLC located in Frisco, Texas.

Jeremy Langlitz, Vice President of Business Administration

Jeremy Langlitz is our Vice President of Business Administration and has served in this role since November 2022. Since May 2024 and continuing to date, Mr. Langlitz serves as an owner of our affiliate White Picket Team LLC located in Frisco, Texas. From October 2021 to April 2024, Mr. Langlitz serves as Vice President of Business Administration Of our affiliate White Picket Team LLC located in Frisco, Texas. From July 2019 to October 2021, Mr. Langlitz served as Business Manager of our affiliate White Picket Team located in Dallas, Texas. From May 2019 to October 2021, Mr. Langlitz served as Marketing Manager at Chorbie, LLC located in Frisco, Texas. From August 2016 to May 2019, Mr. Langlitz served as Marketing Specialist at Chorbie, LLC located in Frisco, Texas.

Ben Gonzalez, Marketing Manager

Ben Gonzalez is our Marketing Manager and has served in this role since January 2024. From November 2022 to December 2023, Mr. Gonzalez served as our Vice President of Development and Communications. From May 2021 to November 2022, Mr. Gonzalez served as our Training and Development Manager until he became our Vice President of Development and Communications. Since January 2024 and continuing to date, Mr. Gonzalez has served as Vice President of Communications our affiliate White Picket Team LLC. Since May 2024 Mr. Gonzalez has served as an owner of our affiliate White Picket Team LLC. Since May 2021 and continuing to date, Mr. Gonzalez has served as Vice President of Development and Communications of our affiliate Scoop Soldiers Service Company, LLC located in Frisco, Texas. Since January 2024 and continuing to date, Mr. Gonzalez served as Marketing Manager of our affiliate Scoop Soldiers Service Company, LLC located in Frisco, Texas. From August 2020 to January 2024, Mr. Gonzalez served as Vice President of Development and Communications at Chorbie, LLC and Chorbie Franchising, LLC located in Frisco, Texas. From February 2019 to August 2020, Mr. Gonzalez served as Account Manager and Coordinator at Chorbie, LLC located in Frisco, Texas.

Michayla Sims, Chief Operating Officer

Michayla Sims is our Chief Operating Officer and has served in this role since October 2024. From June 2022 to September 2024, Mrs. Sims served as our Chief of Staff. Since July 2023 and continuing to date, Mrs. Sims has served as Head of the Client Care Team for our affiliate Scoop Soldiers Service Company, LLC located in Frisco, Texas. From July 2020 to June 2022, Mrs. Sims served as New Account Representative at Chorbie, LLC located in Frisco, Texas. From November 2019 to August 2020, Mrs. Sims served as Marketing Director at Chick-fil-A-Franchise. From July 2015 to November 2019, Mrs. Sims served as a Preschool Director at Schoolhouse 226 located in Frisco, Texas.

Kandra Witkowski, Director of Business Development

Kandra Witkowski is our Director of Business Development and has served in this role since March 2025. Since March 2023 and continuing to date, Ms. Witkowski has served as the Board President of Paws For A Cause Vet Care located in Naperville, Illinois. From June 2017 to December 2024, Ms. Witkowski had served as a Franchise Development Manager for Pet Butler in Plainfield, Illinois.