

of our existing franchisees.

ITEM 8. RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

You must operate your Franchised Business in accordance with our methods, standards, and specifications, which we prescribe in our Confidential Operations Manual (“Manual”), our proprietary and confidential operations portal (also known as the “Aussie Customer Management System” or “ACMS”), and various other confidential manuals, writings, and other information prepared by us for your use in operating the Franchised Business which are provided on ACMS or other means. We may periodically change our standards and specifications at our sole discretion, and you must comply with all changes.

Lead Source Tracking

You must participate in our corporate phone tracking system which utilizes dynamic telephone numbers to track the source of your leads.

Customized Vehicle

You must obtain your Sprinter Vans from our authorized supplier and only use an approved service center for repairs and maintenance of the Customized Vehicle, Hydrobath and all other Designated Equipment. We have one authorized supplier for Sprinter Vans and one authorized van conversion contractor as of the date of this disclosure document. Our authorized supplier of Sprinter Vans currently offers a \$1,000 volume discount for each Sprinter Van purchased by one of our franchisees; this offer could change or be withdrawn. Currently, the entire volume discount is applied to decrease the cost to our franchisees of each Sprinter Van, but we reserve the right to derive revenue in the future from franchisees’ purchases of Sprinter Vans.

Designated Equipment

Currently, we are the sole approved source for certain portions of the Designated Equipment, including the Designated Equipment Package, as well as the Aussie Customer Management System and Initial Business Training. During the fiscal year ended 12/31/23, we received \$2,638,122 or 38% of our total revenues of \$6,981,416 from the purchase of these goods and services by franchisees.

Website

We will include your business on our website. You must also purchase a search engine optimization plan for your grand opening marketing and other marketing tactics from our designated supplier. See ~~Item 7.~~, currently BizMktg.com. The price is \$1,500 a month for the first three months of operations, and includes the following opening-related search optimization services: (a) creation of an online presence for your business so Google will serve up your business; (b) creation of an email review campaign to garner as many reviews as possible for Google Business Profile, which is a critical component of local SEO; (c) claiming and set-up of your Google Business Profile and facilitating postings for key relevant tags and key words; and (d) setting up separate Facebook and Instagram accounts for your business.

ITEM 18. PUBLIC FIGURES

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

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a Franchisor to provide information about the actual or potential financial performance of its Franchised and/or Franchisor owned outlets, if there is a reasonable basis for the information and if the information is included in this disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: a Franchisor provides the actual records of an existing outlet you are considering buying; or 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.

The following is historical financial information concerning the reported annual sales of a subset of our existing outlets, namely those franchisees who were open for business for all of calendar year 2023 (58 of our 76 franchisees at the end of the calendar 2023 representing an aggregate total of 352 Customized Vehicles).

~~A.~~

Annual Sales Levels

The following table shows annual gross sales reported by the 20 franchisees operating 1-3 vans, 21 franchisees operating 4-6 vans, 11 franchisees operating 7-10 vans and 6 franchisees operating more than 10 vans that were in business throughout calendar year 2023. These franchisees represent 100% of the franchisees who were open for all of calendar 2023. Excluded are six franchises that closed in 2023 and 12 that were not open for all of calendar 2023. All gross sales figures are presented without regard to the size of the territory. Although we currently grant territories that are at least 33,000 households, not all territories are that size. These variations in size arise both because we formerly sold territories of differing sizes and because territories can experience either growth or contraction after a franchise is sold.

These sales results are based upon sales reported to us by the franchisees.

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2. Of our franchisees reporting and in operation for all of 2023, ten or 50% of franchisees with one to three vans had total annual sales that equaled or exceeded the median sales figure stated. Of those franchisees with four to six vans, eleven or 52% had total annual sales that equaled or exceeded the mean sales figure. Of those franchisees with seven to ten vans, six or 55% had total annual sales that equaled or exceeded the mean sales figure. Of those franchisees with more than ten vans, three or 50% had total annual sales that equaled or exceeded the mean sales figure.
3. The calculation of this average disregards the franchisees that had sales lower than the 25th percentile or higher than the 75th percentile.

B. Leads

For 2023, the following website and Meta leads were generated for our franchisees:

	January-2023	February-2023	March-2023	April-2023	May2023	June 2023	
Website-Leads*	15,931	15,879	16,419	16,526	17,812	17,898	
Meta-Leads	771	763	715	684	678677	677	
Total	16,702	16,642	17,134	17,210	18,490	18,575	
	July 2023	August-2023	September-2023	October-2023	November-2023	December-2023	Grand-Total
Website-Leads*	16,838	15,235	13,230	13,327	15,084	15,383	189,562
Meta-Leads	673	630	669	793	777	858	8,688
Total	17,511	15,865	13,899	14,120	15,861	16,241	198,250

*Website Leads includes leads from all website sources including Google PPC.

As of the date of this disclosure document, 33 of our franchisees run Google pay per click (“PPC”) advertising and 27 of our franchisees run Meta advertising. The lowest Google PPC spend is \$0 per month and the highest is \$3,640 per month. The lowest Meta advertising spend is \$0 per month and the highest is \$1,000 per month.

Some franchisees have earned this amount. Your individual results may differ. There is no assurance you will earn as much.

Written substantiation for this financial performance representation will be made available to the prospective franchise upon reasonable request.

Other than the preceding financial performance representation, Aussie Pet Mobile, Inc. does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally in or in writing. 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 Paul Ebert, President,