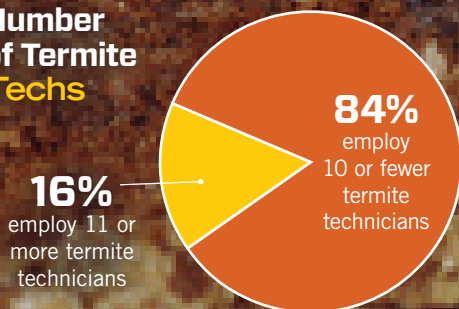


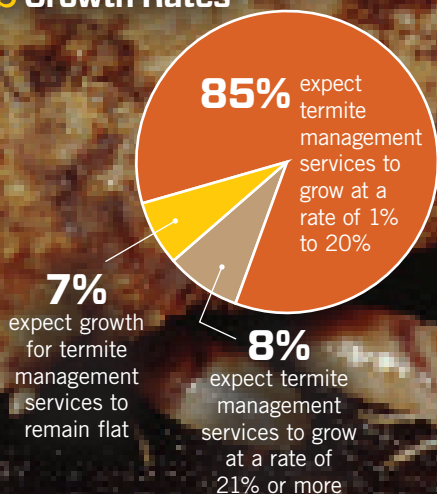
TERMITE MANAGEMENT SURVEY

SOURCE: PMP ONLINE SURVEY CONDUCTED OCTOBER - NOVEMBER 2024

Number of Termite Techs



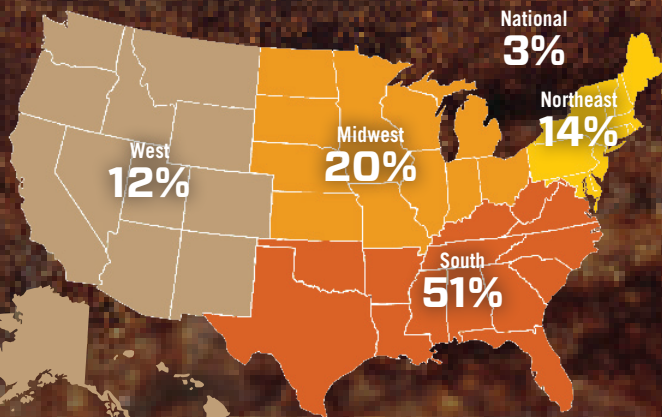
Projected 2025 Termite Job Growth Rates



Top Opportunities for Maintaining and Growing Termite Revenue

- ① Rebounding economy
- ② Effective, affordable termite control solutions
- ③ Better job pricing
- ④ Fewer callbacks
- ⑤ Improving termite renewal conversion rate

Area of Operations



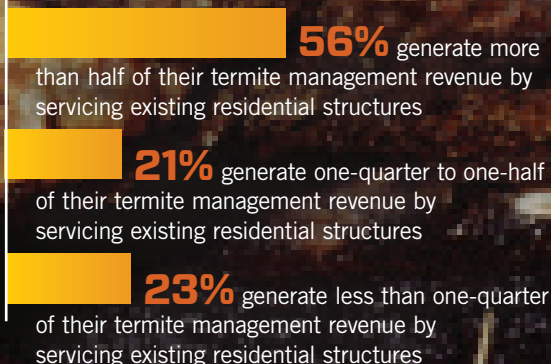
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV

WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

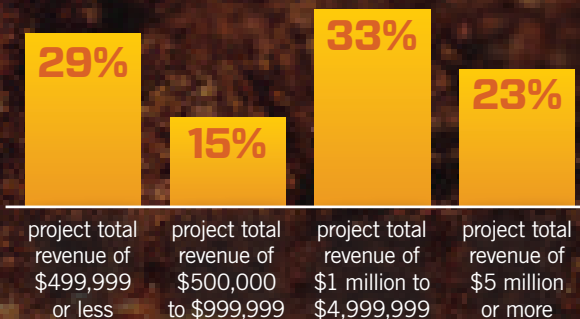
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS

NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

Termite Management Revenue from Existing Residential Structures



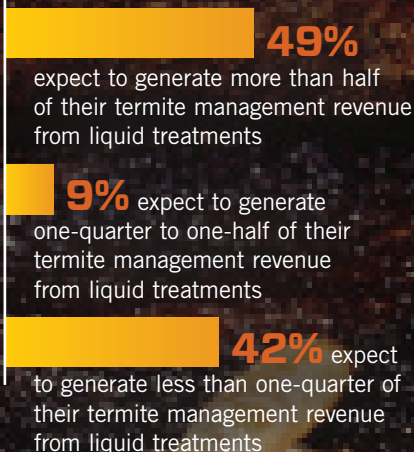
Projected 2025 **Total** Revenue



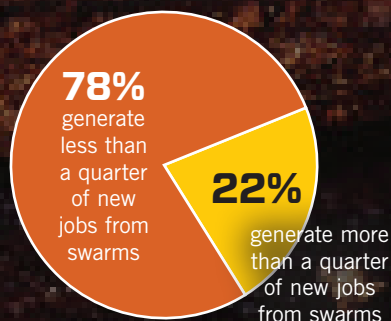
Projected 2025 **Termite** Management Revenue



Projected 2025 Termite Management Revenue from **Liquid** Treatments



New Termite Jobs Triggered (in Part) by **Swarms**



Top **Obstacles** for Maintaining and Growing Termite Revenue

- ① Sluggish economy
- ② Lack of swarms
- ③ Fierce pricing competition
- ④ Hiring and retaining termite technicians
- ⑤ Control technologies and techniques that work too well

Projected 2025 **Average Initial** Termite Inspection & Treatment Price

16% expect to charge an average of \$499 or less for initial termite inspection and treatment services

37% expect to charge an average of \$500 to \$999 for initial termite inspection and treatment services

47% expect to charge an average of \$1,000 or more for initial termite inspection and treatment services

Projected 2025 **Average Annual** Termite Renewal Inspection & Treatment Price

12% expect to charge an average of \$99 or less for renewal termite inspection and treatment services

75% expect to charge an average of \$100 to \$499 for renewal termite inspection and treatment services

13% expect to charge an average of more than \$500 for renewal termite inspection and treatment services