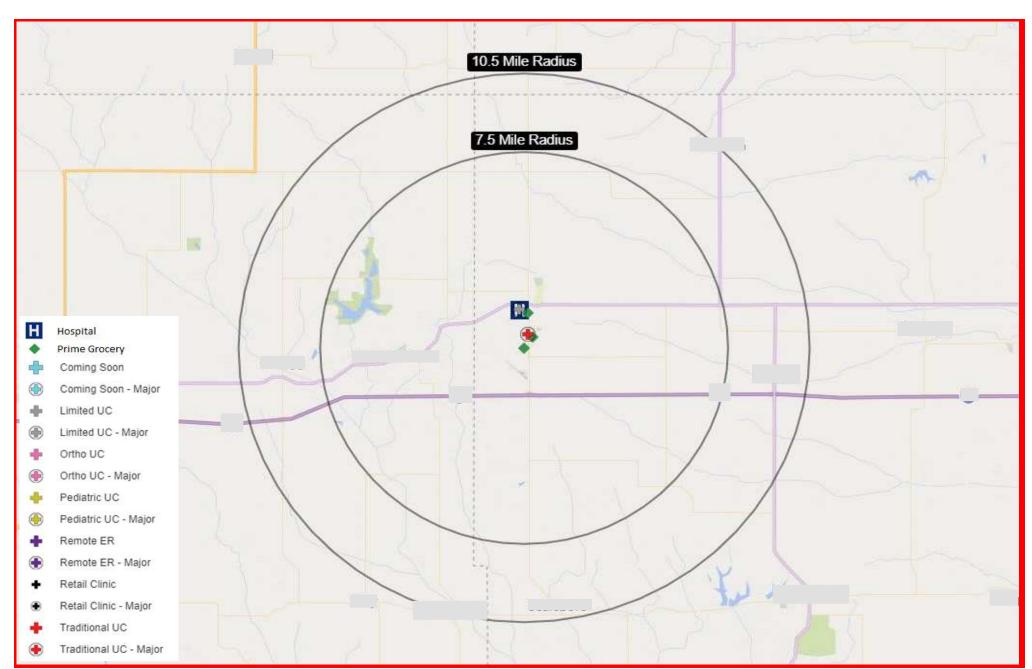
Sample Retail Location

Sample Address





Full Canvass Report

Retail Draw Demographic Summary

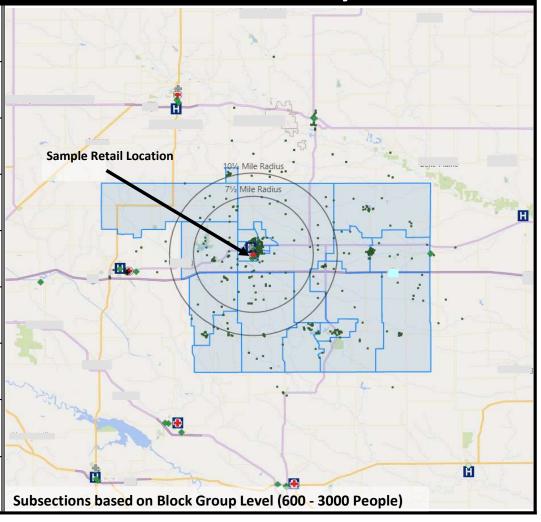
Sample Retail Location

*Dots represent 15 Customer Visits within 12 months



Sample Retail Consistent Consumer Trade Area Analysis

| Population | PPUC | 23,473 | 11,737 |
|---------------------|-------|--------|--------|
| Median Age | | 4 | 1 |
| Median HH Income | | \$60, | 958 |
| % Pop. Under 15 Yrs | 14. | 6% | |
| % Pop 55+ | 36.0% | | |
| % Medicare | 6.6% | | |
| % Medicaid | 13.1% | | |
| % Private Ins. | 77.0% | | |
| % Uninsured | 6.4 | 4% | |



Retail Mobile Data Summary

Sample Retail Location

*Dots represent 15 Customer Visits within 12 months



| | Sample Re | etail Ke | y Indi | cators | - Tra | iling | 12 M | onth | S | | |
|-----------------------------|-------------|----------|--------|----------|---|-------|------------|--------------|-----------|----------|------|
| Est. Customers | Avg. Visits | 91,528 | 10.6 | | | N. | | | S. | | 닏 |
| Tracked Devices | | 38, | 38,749 | | | | | | : 15 | | |
| Loyal Customers (15+) | | 20,703 | 22.6% | Sample R | Sample Retail Location 10½ Mile Radius 7½ Mile Radius | | | | | | |
| Loyal Customers within 5 Mi | | 50 |)% | | | | | | | 1 | H |
| Loyal Customers wit | hin 10 Mi | 60 | 60% | | 1 | • • • | | | | <i>i</i> | 1 |
| Loyal Customers wit | hin 30 Mi | 95 | 95% | | | | | | | | |
| Avg Dwell Time | | 36 | 36 min | | 1 | 1 | | T | Lt: | | 15 |
| % From Home Wo | rk | 52.3% | 9.5% | Subsecti | ons based | 1 | Group Leve | el (600 - 30 | 00 People | | i d |
| Traffic Count | | 11, | 183 | Mon. | Tues. | Wed. | Thu. | Fri. | Sat. | Sun. | Avg. |
| | | | | 13% | 11% | 12% | 13% | 16% | 18% | 17% | 14% |

Existing UC Mobile Data Summary

Sample Urgent Care

*Dots represent 1 Customer Visits within 12 months



| Dots represent 1 custom | iei visits within 12 | 2 1110111115 | | | | | | | | | |
|-------------------------|----------------------|--------------|---------|-------------------------|-------------|--------------|---------------|-----------------------------|----------------|-----------|------|
| | Sample | e Urger | nt Care | e - Tra | iling : | 12 M | onths | | | | |
| Est. Customers | Avg. Visits | 8,893 | 2.1 | Polygon = Dots = San | Sample Reta | | | | S | 7 | H |
| Tracked Devices | | 79 | 798 | | | - | | 75 | 15 | Sample UC | |
| Avg. Dwell Time | | 167 | | | | | 101/2 Mile Ra | | M ₁ | | E H |
| Customers within 5 Mi | | 47. | .7% | | | | | | | | |
| Customers within 10 | 0 Mi | 55 | .8% | | | | 7 | | | | |
| Customers within 30 | 0 Mi | 91.8% | | A. | | 3. | | 17 | | | |
| % From Home Wo | rk | 71.8% | 57.1% | المراشير | 734 S | | | K | | | |
| % To Home Work | | 10.8% | 4.8% | Subsecti | ons based | on Block (| Group Leve | el (6 <mark>0</mark> 0 - 30 | 00 People | | 1 |
| Traffic Count | | 10 | 566 | Mon. | Tues. | Wed. | Thu. | Fri. | Sat. | Sun. | Avg. |
| Hame Count | | 10, | 200 | 18% | 15% | 14% | 14% | 14% | 14% | 11% | 14% |

Sample Retail Location

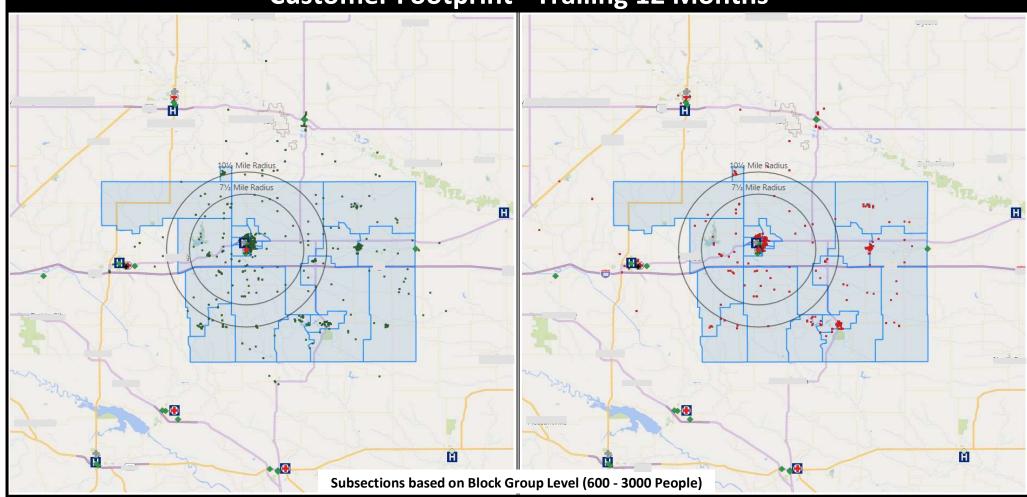


Sample Urgent Care

*Dots represent 15 Customer Visits within 12 months

*Dots represent 1 Customer Visit within 12 months

Customer Footprint - Trailing 12 Months



Existing UC Mobile Data Summary

Sample Competitor

*Dots represent 2 Customer Visits within 12 months (capture includes Hospital)



| Sample Competition - Trailing 12 Months | | | | | | | | | | | |
|---|-------------|--------|-------------|---|-------------|-------------|--------------|--------------|----------------|----------------|-------------|
| Est. Customers | Avg. Visits | 27,906 | 5.7 | Dots = San | nple Compet | tition | * | | H | \$5 | |
| Tracked Devices | | 6,143 | | | | | | Samp | le . | | |
| Avg. Dwell Time | | 22 | 225 | | | A | 101/2 Mile R | | etitor | | , |
| Customers within 5 Mi | | 24.1% | | | | | | | | | H |
| Customers within 10 Mi | | 31.1% | | | - De | - 19 | | | | | · · |
| Customers within 30 |) Mi | 79. | 1% | 1 | 5 | | | 1 | | | |
| % From Home Wo | rk | 79.5% | 61.1% | March March | | | | | | | |
| % To Home Work | | 8.5% | 6.8% | Subsections based on Block Group Level (600 - | | | | el (600 - 30 | 00 People |) | A |
| Traffic Count | | 1,7 | ' 54 | Mon. 18% | Tues. | Wed. 18% | Thu. 18% | Fri. 15% | Sat. 7% | Sun. 5% | Avg. 14% |

Sample Urgent Care

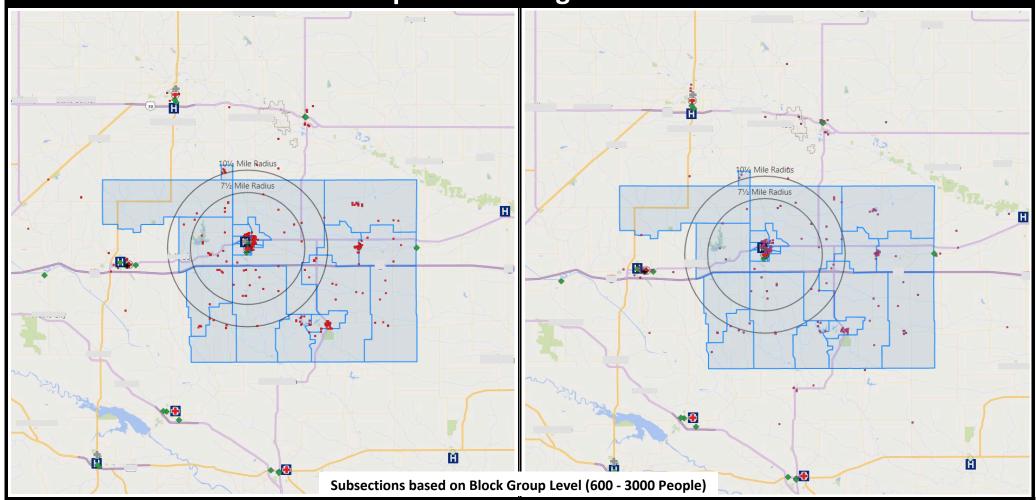


Sample Competitor

*Dots represent 1 Customer Visit within 12 months

*Dots represent 2 Customer Visits within 12 months

Footprint - Trailing 12 Months



Opportunity Zone Analysis

Payor Mix

Secondary %

American Community Survey

Health Insurance Data

LOCATION: Sample Retail Location

Project: NUCR Reporting



The **Opportunity Zone Analysis** is a preliminary evaluation of an area to determine if the specific zone contains sufficient synergies that may warrant further investigation. Due to the fluid nature of the real estate and industry landscape, Opportunity Zone Analysis is subject to change based on the evolution of key market variables.

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LEGEND Green highlight Value > 20% vs median comp set Orange highlight Value < -15% vs median comp set Lime highlight Value > 10% vs median comp set Gold highlight Value < -35% vs median comp set **Study Variables** Report Data Report Date **Benchmark Zone: Comparison Zone:** 10.5 Mile Ring Date: Site ID: Polygon Agent Contact: Mike Zelnik **Comparison Data Set:** Rural Comparison Set - Comparison Set: 2,043 Agent Phone: 614-309-3288 Benchmark Zone PPUC (Trad+Lim) Rural Comparison Set PPUC (Trad+Lim) Map ID: Agent Email: Mike@nationalucr.com **Existing Location** 11,737 14,114 **Indices & Comparisons Subject Zone Comparative Benchmark** Primary Draw В С В Α Α C In Core Trade A - Prime Grocery/Walmart | B - Drugstore | C - Hospital 3 3 1 1 1 1 Zone Composition Traditional Limited Peds Other Traditional Limited Peds Other of Core Trade | Traditional | Limited | Peds | Remote ER/Occ Med/Coming Soon 1 0 0 1 1 0 0 Zone **Total Count Total Count** High Impact Represents activities which may translate into an Urgent Care or Orthopedic Event. Examples include playgrounds, schools, gyms, recreational parks/areas, etc. Activity Count 18 **Tier I Impact Zone** 12 **Rural Comparison Set** Private Medicare Total Private Medicare Total **Payor Mix** American Community Survey Private | Medicare | Total Private & Medicare Primary % Health Insurance Data 77% 84% 66% 6% 71%

| Mohile | Data | Footprint | |
|----------|------|-------------|--|
| IVIODIIC | Dutu | 1 Ootpillit | |

Uninsured

| Ira | attic C | .ount: | 11,183 |
|-----|---------|--------|--------|
| | | | |

Medicaid

15%

Total

24%

| Customer Foot Traffic | Represents estimated number of customer visits to major draw based on mobile data tracking in the past 12 months. | Sample Refail Location | | | | | | |
|--|---|------------------------|--|--|--|--|--|--|
| Customer Pattern Customer Traffic Origination and Destination to the Major Draw | | | | | | | | |
| Weekly Foottraffic Average Percent of Customer Foottraffic to Major Draw throughout the week. | | | | | | | | |

Uninsured | Medicaid | Total Uninsured &

Medicaid

| Est. Unique Customers | Avg. Visits | Loyal Customers (15+) | Tracked Devices |
|-----------------------|-------------|-----------------------|-----------------|
| 91,528 | 10.6 | 20,703 | 38,749 |

Uninsured

9%

Total

19%

| % From Home | % From Work |
|-------------|-------------|
| 52.3% | 9.5% |

Medicaid

13%

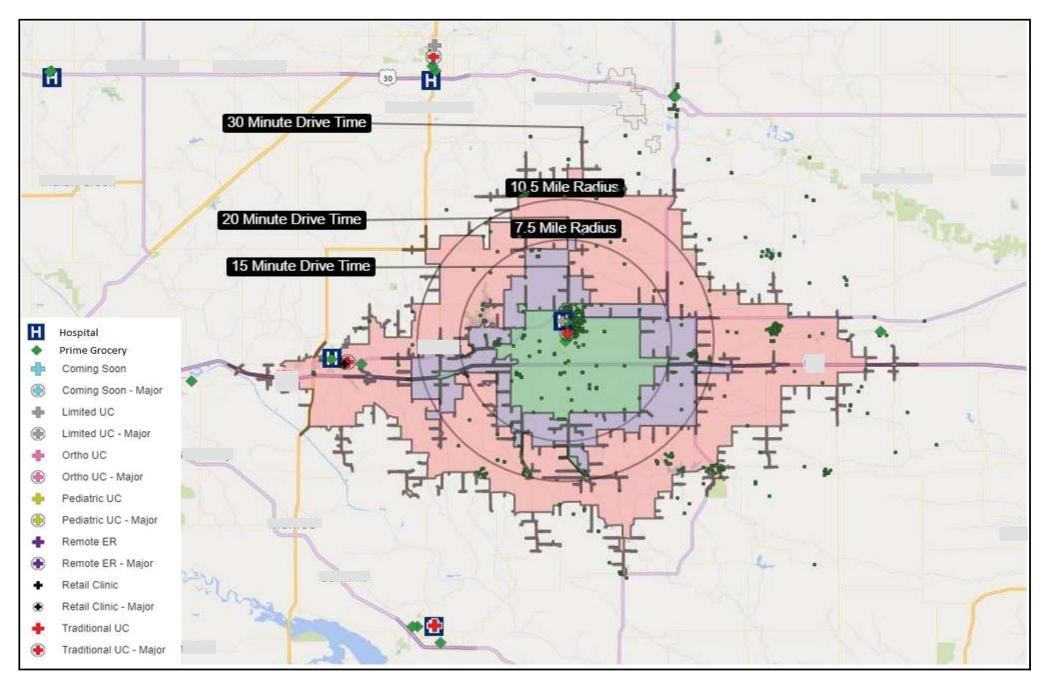
| % To Home | % To Work |
|-----------|-----------|
| 70.2% | 3.8% |

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Median |
|--------|---------|-----------|----------|--------|----------|--------|--------|
| 12.73% | 11.37% | 11.61% | 12.97% | 15.81% | 18.01% | 17.49% | 12.97% |

Sample Retail Location

Sample Address







Sample Retail Location



Sample Address

Snapshot Qualifier - Existing Location

Polygon

7.5 Mile Radius

10.5 Mile Radius

Rural Comparison Set

10.5 Mile Ring 2043 Units

| | 10.5 Mile Ring 2043 Units | | | | |
|------------------------------|---------------------------|--------------|--------------|----------|--|
| Population | 23,473 | 11,532 | 14,433 | 28,164 | |
| Median Age | 41 | 37 | 39 | 41 | |
| Traditional UC PPUC+0 | 1 [1] 23,473 | 1 [1] 11,532 | 1 [1] 14,433 | 1 19,780 | |
| Traditional+Limited PPUC+0 | 2 [2] 11,737 | 2 [2] 5,766 | 2 [2] 7,217 | 2 14,114 | |
| Pediatric UC PPUC+0 | 0 [0] 23,473 | 0 [0] 11,532 | 0 [0] 14,433 | 0 28,164 | |
| Total UC (non-retail) PPUC+0 | 2 [2] 11,737 | 2 [2] 5,766 | 2 [2] 7,217 | 2 14,114 | |
| Households | 9,435 | 4,490 | 5,654 | 10,842 | |
| Daytime Population | 19,520 | 12,713 | 14,128 | 20,156 | |
| Median Income | \$60,958 | \$57,641 | \$61,096 | \$49,863 | |
| Avg HH Income | \$78,576 | \$76,962 | \$78,678 | \$64,050 | |
| Median to Avg Income % | 78% | 75% | 78% | 77% | |
| Group YXB Score % | 51.7% | 55.3% | 54.2% | 46.0% | |
| Group F Score % | 18.4% | 17.5% | 17.8% | 18.7% | |
| Count of Physicians | 14 | 13 | 13 | 20 | |
| Pop per Physician | 1,677 | 887 | 1,110 | 1,415 | |
| Personal Crime Index | 88.5 | 124.9 | 110.4 | 64.3 | |
| % Pop under 15 Yrs 19Yrs | 15% 22% | 14% 23% | 14% 23% | 17% 24% | |
| % Pop 55+ | 36% | 32% | 34% | 33% | |
| Private Ins. % | 77% | 76% | 76% | 66% | |
| Medicaid % | 13% | 13% | 13% | 15% | |



Sample Retail Location



Sample Address

Polygon

15 Minute Drive Time

20 Minute Drive Time

30 Minute Drive Time

| Population |
|------------------------------|
| Median Age |
| Traditional UC PPUC+0 |
| Traditional+Limited PPUC+0 |
| Pediatric UC PPUC+0 |
| Total UC (non-retail) PPUC+0 |
| Households |
| Daytime Population |
| Median Income |
| Avg HH Income |
| Median to Avg Income % |
| Group YXB Score % |
| Group F Score % |
| Count of Physicians |
| Pop per Physician |
| Personal Crime Index |
| % Pop under 15 Yrs 19Yrs |
| % Pop 55+ |
| Private Ins. % |
| Medicaid % |

| 23,473 | | | | | | | | |
|---------|--------------|--------|--|--|--|--|--|--|
| 41 | | | | | | | | |
| 1 | 1 [1] 23,473 | | | | | | | |
| 2 | [2] | 11,737 | | | | | | |
| 0 | [0] | 23,473 | | | | | | |
| 2 | [2] | 11,737 | | | | | | |
| | 9,4 | 35 | | | | | | |
| | 19, | 520 | | | | | | |
| | \$60, | ,958 | | | | | | |
| | \$78, | ,576 | | | | | | |
| 78% | | | | | | | | |
| 51.7% | | | | | | | | |
| 18.4% | | | | | | | | |
| | 1 | 4 | | | | | | |
| 1,677 | | | | | | | | |
| 88.5 | | | | | | | | |
| 15% 22% | | | | | | | | |
| 36% | | | | | | | | |
| 77% | | | | | | | | |
| 13% | | | | | | | | |

| 10,318 | | | | | | | | | |
|---------|--------------|--------|--|--|--|--|--|--|--|
| 36 | | | | | | | | | |
| 1 | 1 [1] 10,318 | | | | | | | | |
| 2 | [2] | 5,159 | | | | | | | |
| 0 | [0] | 10,318 | | | | | | | |
| 2 | [2] | 5,159 | | | | | | | |
| | 4,0 | 004 | | | | | | | |
| | 12, | 192 | | | | | | | |
| | \$53 | ,921 | | | | | | | |
| | \$75 | ,107 | | | | | | | |
| 72% | | | | | | | | | |
| 55.5% | | | | | | | | | |
| 18.3% | | | | | | | | | |
| | 1 | 3 | | | | | | | |
| | 79 | 94 | | | | | | | |
| 131.7 | | | | | | | | | |
| 15% 23% | | | | | | | | | |
| 31% | | | | | | | | | |
| 75% | | | | | | | | | |
| | 13% | | | | | | | | |
| | | | | | | | | | |

| 12,827 | | | | | | | |
|---------|-----------|--------|--|--|--|--|--|
| 38 | | | | | | | |
| 1 | 1 [1] 12, | | | | | | |
| 2 | [2] | 6,414 | | | | | |
| 0 | [0] | 12,827 | | | | | |
| 2 | [2] | 6,414 | | | | | |
| | 4,9 | 92 | | | | | |
| | 13, | 526 | | | | | |
| | \$58, | .852 | | | | | |
| | \$77, | 459 | | | | | |
| 76% | | | | | | | |
| 54.5% | | | | | | | |
| | 18.1% | | | | | | |
| | 1 | 3 | | | | | |
| | 98 | 37 | | | | | |
| | 116.4 | | | | | | |
| 14% 23% | | | | | | | |
| 33% | | | | | | | |
| | 76% | | | | | | |
| | 13% | | | | | | |

| 37,308 | | | | | | | |
|----------|----------|--|--|--|--|--|--|
| 41 | | | | | | | |
| 2 | 2 18,654 | | | | | | |
| 3 | 12,436 | | | | | | |
| 0 | 37,308 | | | | | | |
| 3 | 12,436 | | | | | | |
| | 15,129 | | | | | | |
| | 30,458 | | | | | | |
| | \$56,237 | | | | | | |
| \$72,147 | | | | | | | |
| 78% | | | | | | | |
| 51.1% | | | | | | | |
| 18.6% | | | | | | | |
| 28 | | | | | | | |
| 1,332 | | | | | | | |
| 89.3 | | | | | | | |
| 15% 23% | | | | | | | |
| 35% | | | | | | | |
| 74% | | | | | | | |
| 16% | | | | | | | |

Sample Retail Location Report Date Sample Address Crime Overview Statistics Polygon **Personal Crime Index Spread** 10.5 Mile Radius Subject Site Personal Crime 88 Index (Target Geography): *Color-Code Based on 100 Median Personal Crime Index 64 7.5 Mile Radius (Comparison Set): **Index Total** % of Index Sites 7,269 Under 100 62.41% 101-150 2,127 18.26% 151-200 1,103 9.47% 201-250 642 5.51% 251 & Up 508 4.36% ** Sample Set 11,647 Units - Traditional + Limited Ucs - 3 Mi Radius Less than 50 50 - 100 100 - 150 150 - 200 200 - 250

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Version 060920

250 or more



Mosaic Psychographic Distribution

Sample Retail Location

Sample Address

10.5 Mile Radius

| Youth (Group Y) | | Career Buildin (Group X) | g | Earning Years (Group B) | ; | Late Career (Group M) | | Retirement Low Program (Group S) | | Low Probability U | ow Probability Users (Group F) | |
|-----------------------------|------------|-------------------------------|----------|---------------------------------|----------|-----------------------------|----------|----------------------------------|----------|--------------------------------|-----------------------------------|--|
| Category | <u>%</u> | <u>Category</u> | <u>%</u> | Category | <u>%</u> | <u>Category</u> | <u>%</u> | <u>Category</u> | <u>%</u> | <u>Category</u> | <u>%</u> | |
| 24 - Status Seeking Singles | 0.05% | 5 - Couples with Clout | 0.49% | 1 - American Royalty | 0.00% | 2 - Platinum Prosperity | 0.92% | 12 - Golf Carts and Gourmets | 0.44% | 19 - Full Pockets, Empty Nests | 0.14% | |
| 25 - Urban Edge | 0.00% | 8 - Babies and Bliss | 0.59% | 3 - Kids and Cabernet | 0.09% | 6 - Jet Set Urbanites | 0.02% | 34 - Aging in Place | 3.41% | 35 - Rural Escape | 6.04% | |
| 51 - Digital Dependents | 3.62% | 22 - Fast Track Couples | 1.57% | 4 - Picture Perfect Families | 1.68% | 7 - Generational Soup | 0.02% | 62 - Reaping Rewards | 2.04% | 36 - Settled and Sensible | 0.69% | |
| 53 - College and Cafes | 4.57% | 23 - Families Matter Most | 0.63% | 9 - Family Fun-tastic | 2.59% | 13 - Silver Sophisticates | 0.21% | 63 - Footloose and Family Free | 0.00% | 38 - Gotham Blend | 0.00% | |
| 54 - Striving Single Scene | 1.03% | 33 - Balance and Harmony | 0.00% | 10 - Cosmopolitan Achievers | 0.00% | 14 - Boomers and Boomerangs | 0.68% | 64 - Town Elders | 5.15% | 39 - Metro Fusion | 0.02% | |
| 67 - Hope for Tomorrow | 0.00% | 37 - Wired for Success | 0.51% | 11 - Aging of Aquarius | 2.69% | 20 - No Place Like Home | 4.54% | | | 40 - Bohemian Groove | 2.85% | |
| | | 44 - Red, White and Bluegrass | 1.19% | 15 - Sports Utility Families | 2.53% | 21 - Unspoiled Splendor | 7.87% | | | 49 - Touch of Tradition | 0.02% | |
| | | 45 - Diapers and Debit Cards | 1.68% | 16 - Settled in Suburbia | 0.74% | 26 - Progressive Potpourri | 0.00% | | | 57 - Modest metro Means | 0.00% | |
| | | 46 - True Grit Americans | 12.53% | 17 - Cul De Sac Diversity | 0.00% | 41 - Booming and Consuming | 0.13% | | | 58 - Heritage Heights | 0.00% | |
| | | 47 - Countrified Pragmatics | 0.50% | 18 - Suburban Attainment | 0.02% | 42 - Rooted Flower Power | 2.15% | | | 60 - Striving Forward | 0.00% | |
| | | 52 - Urban Ambition | 0.02% | 27 - Birkenstocks and Beemers | 0.26% | 43 - Homemade Happiness | 0.45% | | | 61 - Humble Beginnings | 0.05% | |
| | | 55 - Family Troopers | 1.37% | 28 - Everyday Moderates | 0.00% | | | | | 65 - Senior Discounts | 3.51% | |
| | | 59 - Expanding Horizons | 0.00% | 29 - Destination Recreation | 0.30% | | | | | 66 - Dare to Dream | 1.00% | |
| | | | | 30 - Stockcars and State Parks | 11.96% | | | | | 68 - Small Town Shallow Pocke | 2.39% | |
| | | | | 31 - Blue Collar Comfort | 0.54% | | | | | 69 - Urban Survivors | 0.00% | |
| | | | | 32 - Steadfast Conventionalists | 0.02% | | | | | 70 - Tight Money/Tough Times | 1.05% | |
| | | | | 48 - Rural Southern Bliss | 0.00% | | | | | | | |
| | | | | 50 - Full Steam Ahead | 0.28% | | | | | | | |
| | | | | 56 - Mid-Scale Medley | 0.14% | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Group Y Total: | 9.3% | Group X Total: | 21.1% | Group B Total: | 23.8% | Group M Total: | 17.0% | Group S Total: | 11.0% | Group F Total: | 17.89 | |
| Rural Comparison Set - 10 |).5 Mile I | Ring - 2043 | | | | | | | | | | |
| Group Y | 5.7% | Group X | 19.9% | Group B | 16.9% | Group M | 20.3% | Group S | 13.3% | Group F | 18.79 | |

^{*}This is a median value for each respective group, the sum of each group may not equal 100%



| Final Project Summary Checklist Address: Sample Retail Location | | | | | | | |
|---|------------------------------|-----------------------|---|--|----------|----------|------------|
| | Project Trade Area | Polygon | Rural Comparison Set 10.5 Mile Ring - 2043 | Subject vs Comp | Optimal | Neutral | Suboptimal |
| | Population | 23,473 | 28,164 | 83% | | ✓ | |
| | Pop Per UC | 11,737 o çç | 14,114 PC | 83% | | / | |
| es | High Impact Active | 18 | 12 | 150% | ✓ | | |
| ibut | Major Draw to Area | 5 | 5 | 100% | ✓ | | |
| Attr | Competition | 2 | 2 | 100% | | ✓ | |
| Analytic Attributes | Pop Under 15 | 14.6% | 17.2% | 85% | | ✓ | |
| \nal | Pop Over 55 | 36.0% | 33.0% | 109% | | ✓ | |
| A) | Private Payor Mix | 77.0% | 65.7% | 117% | ✓ | | |
| | Medicaid Payor Mix | 13.1% | 14.9% | 88% | ✓ | | |
| | Personal Crime (vs. FBI 100) | 88 | 64 | 138% | ✓ | | |
| əi | Building Location | Freestanding | Freestanding | oes Set | ✓ | | |
| ibut | Building Size | 3,500 | 3,000 - 4,000 SF | rison | ✓ | | |
| Attr | Signage | Highly Visible | Individual | Attribute t Compa Values | ✓ | | |
| ırty | Traffic Count | 11,183 | 15,000 - 40,000 VPD | d Attr | | ✓ | |
| Property Attribute | Available Parking | Individual High Ratio | Individual High Ratio | Targeted Attributes - Does Not Reflect Comparison Set Values | ✓ | | |
| <u> </u> | Access | Full Access | Traffic Light | Not | ✓ | | |

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Mike Zelnik 614-309-3288



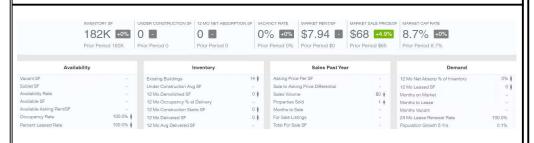
Mike@nationalucr.com

Dots Based on Customer Frequency of 15+ visits in 12 month period

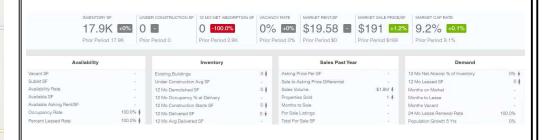
Site:

Sample Urgent Care Location





Office 1 Mi Radius



Warehouse 3 Mi Radius

