

EXHIBIT B – MARKET

Animal Behavior College, Inc. (“ABC”) has been working with animal lovers for decades. We are a nationwide, vocational school devoted to help animal lovers succeed in the rewarding animal careers they dream of. ABC has become the industry leader in animal care courses and are, as we often say, in the business of helping people help animals.

ABC was originally founded to elevate the standards of the dog training profession, to aid both dog and human in the solution of the many problems associated with dog ownership and to endorse competent instructors as having attained the skills and knowledge necessary to serve those ends. Additionally, ABC provides high quality education to students throughout North America who are drawn to Veterinary Assisting and Grooming Programs.

Our students are animal lovers who desire a rewarding career that makes a difference. Students are attracted to our programs due to our reputation, program quality, low tuition, and flexible program hours. Potential students learn about our program through the internet, print advertising, television, and trade shows. Our programs are different from our competition in that we are specialists in the animal industry and offer on-site training (Externship) to our students at no additional cost.

Animal Behavior College, Inc. (“ABC”) is aware of our competition. Three of ABC’s most recognized competitors would be Penn Foster, Karen Prior Academy and Catch Academy. While having similar models, not all Dog Trainer programs have an on-site, Externship component in which students will participate in their program of study in real world training. ABC offers Externship training at no extra cost to the student. According to Career Igniter, certificate programs for online dog training, tuition ranges from anywhere from a little over \$3,000 to about \$5,000 to become a Dog Trainer. Costhelper.com explains that Veterinary Assistant Training costs are anywhere from \$1,500 - \$3,000. Career Igniter states that to become a pet groomer, training can cost anywhere from \$3,000 to \$6,000. ABC’s Price compared with other Institution programs:

Nationwide Programs	Online Tuition Range	Animal Behavior Collgee	Online Tuition Full Pay**
Dog Trainer Training Programs	\$3,000 - \$5,600	Dog Obedience Trainer Program	\$3,499
Veterinary Assistant Programs	\$1,500 - \$3,000	Veterinary Assistant Program	\$2,999
Grooming Programs	\$3,000 - \$6,000	Grooming Program	\$3,999
Cat Trainer Training Programs***	\$1,185 - \$3,555	Cat Training Program	\$1,999

Tuition range is dependent on delivery platform, educational components, and payment plans vs. full pay

*National Average

**Some Animal Behavior College payment plans have additional fees and interest added to Online Tuition Full Pay

***Animal Behavior Institute

EXHIBIT C – MANAGEMENT

Animal Behavior College, Inc. (“ABC”) is a Corporation owned by CEO/President, Steven Appelbaum, who has 40+ years of dog training and pet industry experience. Shelley Appelbaum, CPA/Controller, oversees the finances of ABC and works directly with both the Assistant Controller/Bookkeeper and Student Finance Supervisor. Mr. Appelbaum, works with the

company's management and leadership team to develop new programs and on the day-to-day operations of the institution. ABC currently employs 11 members of management/leadership with 85 additional personnel that round out the entire Animal Behavior College staff. The 11 members of management include:

Management & Leadership Team

Tiffany DuFoe, Director of Administration

Tiffany is an expert Project Analyst and Logistic Coordinator from Raytheon/Lockheed Martin Aeronautics with nineteen years of collective experience and advanced skills in both Media and PR. Tiffany uses her expertise to provide executive level support to the CEO and Vice President while maintaining daily operations. Authoring the Action Plan each year, Tiffany moves the Company's objectives from inception to realization while ensuring day-to-day tasks are met. Maintaining the annual budget of 12 million, Tiffany pushes productivity and ROI to ensure company solvency, expansion, and reputation. 12 years with ABC.

Candace Mason, Director of Admissions

Candace began her career in the animal industry as a Dog Trainer in 1994 and worked part-time for Animal Behavior and Training Associates (ABTA). Working as the Human Resources Director, Candace supervised the testing and hiring procedures for more than 400 ABTA Petco group class dog trainers, nationwide. When Animal Behavior and Training Associates (ABTA) evolved into Animal Behavior College (ABC), Candace was hired on as Director of Admissions. Candace oversees the entire Admission's Department with a growing staff. 26 years with ABTA/ABC.

Kristyne Bennett, Assistant Controller/Bookkeeper

Kristyne comes to ABC from the Learning Tree University as the Student Service Representative where she was responsible for notifying the corporate office of shortages and/or potential issues. Kristyne processed all corporate student accounts, maintained the log and assisted with rehabilitation student processing. Prior to LTU, Kristyne worked at the Office of Research in Santa Barbara, California. There, Kristyne honed her skills processing contracts and grants as well as preparing award packages and maintaining accurate logs of awards and proposals. In 1996, Kristyne began working for ABTA as Mr. Appelbaum's Executive Assistant/Bookkeeper and was responsible for managing system and operating costs as well as determining how to maximize resources and dollars spent for the company. In 2004 Kristyne was hired on as ABC's Bookkeeper with additional duties such as conducting spending analysis of all major purchases, assists in the development and implementation of goals, policies, priorities and procedures relating to financial management. Kristyne also maintains the general ledger, prepares various monthly financial statements and reports, process accounts payable, and reviews semimonthly payroll expenses. Kristyne has an undergraduate degree in Mathematical Sciences from UC Santa Barbara. 27 years with ABTA/ABC.

Cris Acuna, Talent Acquisition Manager and Benefits Administrator

Cris began with ABC's Parent Company, Animal Behavior Training Associates (ABTA) in 2002 as the Human Resource Recruiter and climbed the ranks to Talent Acquisition Manager and Benefits Administrator for ABC in 2012. Wearing many hats over the years, Cris now manages the Leave of Absence program in compliance with applicable laws such as FMLA,

CFRA, and PFL. She maintains State and Federal compliance requirements for SDI, SUI, ADA, EEO, PDA, COBRA, and Workers Compensation. Cris regularly conducts safety inspections and ensures the company is OSHA compliant. Cris has an undergraduate degree in Broadcasting from Chaffey College. 21 years with ABTA/ABC.

Wendy Engels, Compliance Officer/School Certifying Official (SCO)

Wendy comes to ABC with a background in law and has worked for several attorneys in Corporate, Personal Injury and Family Law. Wendy is a published writer/editor for such mediums as Connect Savannah Newspaper (Entertainment Reporter), Real Estate Today Magazine, (staff writer/Advertising Assistant), and Kosmo Aviano (Editor/Senior Journalist), in Aviano, Italy. Wendy has additional experience in the Entertainment Industry. Originally hired as a Finance Assistant, Wendy was promoted to Finance Manager after 3 years. In her seven years as the Finance Lead, Wendy was able to streamline processes thereby saving ABC \$20,000 annually in service-fees and practices that were no longer required. Wendy would oversee a budget of \$50k and came in, under budget, each year. Additionally, Wendy secured bi-monthly rebates from a servicing company ABC employs. In 2018, Wendy was promoted to Compliance Officer and maintains compliance at both the state and federal level. As the School Certifying Official, Wendy works with CSAAVE, CalVet, and Veterans Affairs for Compliance and Veteran assistance. Graduated from Waterson College with honors. 15 years with ABC.

Michelle Metzger, Program Operations Manager

Michelle comes to ABC with over 17 years' experience as a Licensed Veterinary Technician. Working in Animal Hospitals, small animal private practices as well clinics, Michelle spent years honing her technical skills as well as learning Chinese concepts due to the growing interest in the Eastern medicine philosophy. In addition, Michelle took 4 years to refine one of her favorite facets of medicine-Animal Dentistry. Combining Eastern and Western medicine while continuing her education in the industry and taking on the student side of education, Michelle has turned ABC's curricula into highly coveted programs with industry approvals; such as NAVTA for our Veterinary Assisting program. Leading the trade in positive reinforcement and fresh concepts, Michelle oversees the Program Manager (Instructor) and Externship Coordinator teams. Michelle has an RVT License from Western Career College. 14 years with ABC.

Jessica Lopez, Human Resource Manager

Jessica has an extensive HR and legal background with a combined six-years of experience. Director of Communications and member of the Society for Human Resource Management (SHRM), Brandman Chapter since 2016, she established and chartered the program and was responsible for all internal/external communications and outreach strategy planning. Jessica runs ABC's HR Department and has increased morale and company satisfaction by tenfold, increasing employee appreciation days, launching the "Culture Club" where employees can go, speak up and take part in the evolution of the company as well as sparking joy with fun surprises. Jessica has an undergraduate degree in Psychology with a Minor in Political Science from the University of San Francisco and an MBA with a concentration in Human Resources from Brandman University. 7 years with ABC.

Kimberly Decker, Admissions Compliance Manager

Kimberly has a background in Finance with 11 years in marketing and company logistics. Kimberly's organizing and supervising skills lead her to management in which she oversees two departments simultaneously; Communications with a staff of 8 (including two managers) and the Admission Counselor Department which fluctuates between 20 and 30 personnel at any given time. With unmatched reliability and a "no-waste" attitude (time and resources), Kimberly manages both teams utilizing both the Visionary and Transformational styles of management thereby cultivating a unified approach to change and supervision in the modern age. Kimberly has an ABCDT Certification (Dog Trainer Certification) from Animal Behavior College. 14 years with ABC.

Shannon Guida, Student Finance Supervisor

Shannon's years as a financial professional has prepared her for this very important role at ABC. As the Director of Financial Planning at Gibbs College, Shannon assisted students by processing and scheduling financial aid awards in accordance with Federal and State regulations as well as certified and processed student loan applications. Shannon brings her expertise to ABC's Finance Department and leads her team of 7 with new ideas and a fresh perspective. Shannon has a Bachelor of Science in Accounting from Western Governors University. 2 year with ABC.

Sheena Donorovich, Assistant Admissions Compliance Manager

Sheena's positive personality and strong interpersonal and organizational skills has made her shine in the industry. Seven years in customer service working both retail and hospitality, Sheena knows how to work with different and sometimes challenging personalities. With outstanding problem-solving skills, Sheena's experience working with the public has groomed her for the important position of overseeing the Communications Department (the Communication Department Manager reports to Sheena) and works directly with the Admissions Compliance Manager to govern Admissions. 11 years with ABC.

Melissa Smith, Communication Department Manager

Melissa is a 14-year, Customer Service Specialist with 7 years of supervisory experience. Mel is formally trained in American Sign Language and has volunteered with SCADB (Southern California Association of Deaf/Blind) for the sight and hearing impaired as well as the Commission on Compassion, SSP (Support Service Providers) and Volunteered for the Children's Program with CalEd Conference in Marina Del Rey as an Interpreter. Mel manages the Communication Department, overseeing a staff of 5 that covers multiple phone lines, Live Chat, Spitfire, and Text Messaging communication. Mel has an undergraduate degree in American Sign Language Interpreting from the College of the Canyons. 8 years with ABC.

EXHIBIT D–SWOT

Based on our STRENGTHS and WEAKNESSES outlined in our most recent SWOT ANALYSIS, our top goals for Strengths and Weaknesses and how they are addressed:

1. ABC is a debt-free Corporation and will continue to operate in this manner.
2. ABC will continue to offer high quality products and services by remaining up-to-date and modernizing content to meet and exceed industry standards.
3. Continuing. ABC may consider adding a digital classroom experience for optimize viewing conditions with Instructor led class and peer-to-peer collaboration. Additional research will be necessary.

Based on our OPPORTUNITIES and THREATS outlined in our most recent SWOT ANALYSIS, our top goals for Opportunities and Threats and how they are addressed:

1. Expand product innovation and new growth platforms. ABC has launched one new program with an additional program to be launched within the next calendar year.
2. Increase Social Media presence to engage millennial, Gen-Z, & tech savvy market and to limit social media attacks with customer satisfaction and attentive cyber presence.
3. Ensure ABC remains up-to-date and in compliance with all state and federal laws, rules, statues, codes for regulatory compliance as the Private, For-Profit Institution environment continues to shift. Remaining debt-free is an operating standard that ABC will continue. This freedom from creditors allows the company to grow, organically, without the need of inflating tuition which, in turn, would be rolled over to the student. This allows ABC to keep tuition lower than most of our competition.

Expanding and offering fresh, new programs will enable us to meet our mission of providing quality training to enrich the lives of animals nationwide with relevant and up-to-date information. To accomplish our goal, ABC will continue to:

- Provide quality instruction and professional preparation of students by faculty with extensive knowledge, skill, and concern for student achievement and success.
- Provide outstanding material and support to students.
- Provide on-site instruction to ensure the applicability of the skills taught in preparation of meeting animal, business, and environment requirements.
- Provide outstanding facilities, equipment and delivery to ensure a high-quality learning environment.
- Provide fresh, new programs relevant to growing industry needs. ABC expects to launch one new program within the next calendar year.

As the education industry evolves, ABC acknowledges that online, classroom environments have advanced into virtual classrooms where students and teachers alike are able to communicate in real-time and participate collectively. ABC views this an exciting avenue and will consider similar modes. More research is required.

As Social Media continues to grow, social media attacks are on the rise for all companies. ABC acknowledges this and works with our Marketing Department to engage the cyber-generations with information that resonates with their culture as well as an attentive cyber presence to monitor and respond to any posted comments; either positive or negative. In either situation, ABC will reach out to the posted individual to honor their comments by appreciating or correcting the situation to the satisfaction to all parties involved. Due to this, ABC continues and maintains an A+ rating with the Better Business Bureau.

As the For-Profit education environment continues its volatility, ABC reaffirms its commitment to ensure a good standing status, adhering to states and federal laws, rules, statues, and codes for regulatory compliance. ABC will do this with ongoing education and training, both online and in person for its Compliance Officer, Managers, Assistants and all managing personnel.

EXHIBIT E–FUTURE VISION

Animal Behavior College will remain an industry leader in vocational and adult education whose practical, high quality programs and certifications are known and respected by students, graduates, and the public at large.

The Animal Behavior College name will be synonymous with a high-quality learning experience.

Our certified graduates will be coveted employees known for their in-depth knowledge, focus on safety, advanced techniques, and their ongoing commitment to continuing education.

Our employees will maintain the industry's highest level of professionalism and integrity, exceeding industry standards and the standards of our students as well.

Our work environment will be positive, fun, energetic, supportive, respectful, and disciplined to ensure employees have the opportunity to achieve their career goals while positively contributing to the success of Animal Behavior College.

The practice of continuous improvement in daily work will guide all of our operational activities toward the maximization of effectiveness and efficiency in every aspect of the company, its mission and vision.