

MASSAGE LUXE®



FRANCHISE OPPORTUNITY

A Message From the CEO

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“ The scope of our business is expanding. Along with providing the time-honored escape and stress relief that people have sought for years through massage services, consumers are actively searching for alternative methods to meet their health and self-care needs. The movement from pharmaceuticals to looking for complementary and alternative relief is in full swing. Our membership model, upscale environment and years of experience not only positions MassageLuXe to meet this expanding consumer demand, but also positions the franchise owner for success. You won't find a more dedicated and passionate franchisor team. Our central focus is ensuring that our franchisees feel supported and that they have all of the resources available to them to run a very successful business.

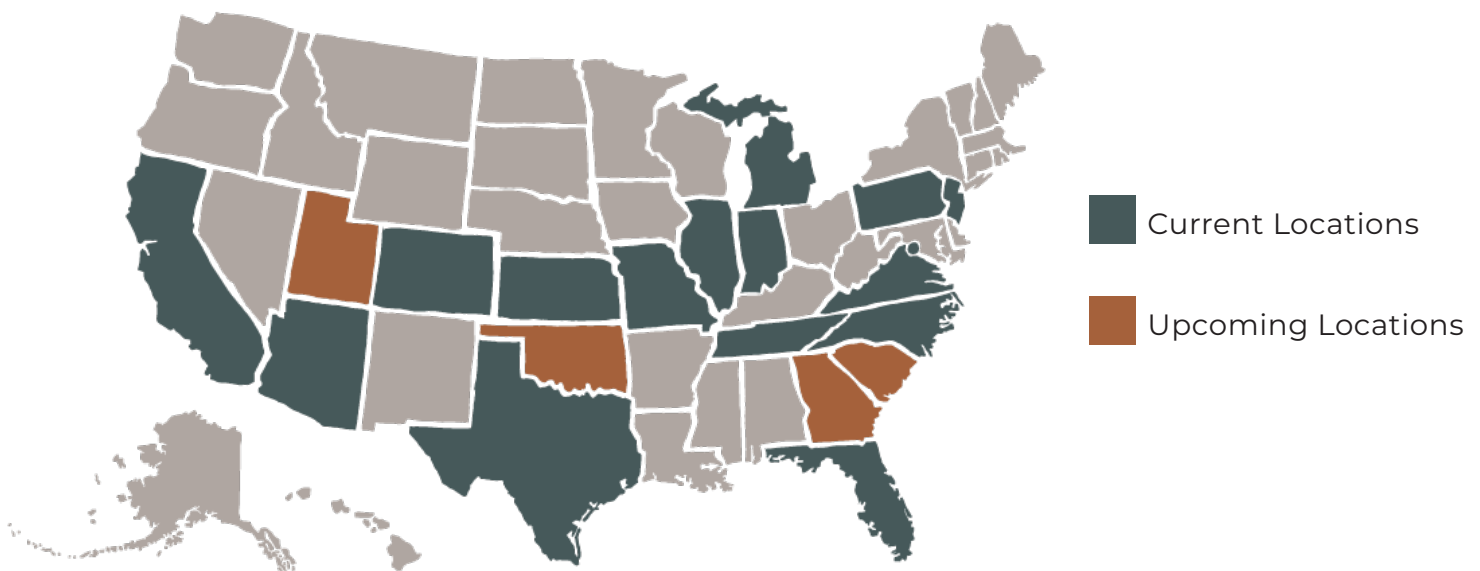
- MARK OTTER, CEO





OUR HISTORY

MassageLuXe is a fast-growing franchise that offers massage, facial and waxing services. Founded in 2007, MassageLuXe has over a decade of experience and growth in the industry. We provide an unparalleled experience that supports and encourages health, wellbeing and quality of life.



78 Units



Founded in
2007



HQ in
Chesterfield, MO



69% Growth
in 4 years



Strong
Leadership Team

OUR DIFFERENCE

MassageLuXe believes in the strength and power of massage therapy and treating your skin properly. Massage therapy can relieve stress and anxiety, which improves your mental health and wellbeing. Additionally, therapeutic massage provides pain management and relief for people suffering from numerous ailments and chronic conditions.

Therapeutic massage and skin health treatments aren't just a luxury — they are methods of self-care that lead to better health, pain management, and overall improvements to your wellbeing.



Our People

We deliver an approachable, comfortable and consistent experience every time.



Our Memberships

Our flexible and affordable membership options have been specifically designed to meet customer needs.



Our Spas

We are fanatic about creating a relaxing, clean and upscale environment.



INDUSTRY OVERVIEW

\$18B

The Health & Wellness is a 18 billion dollar industry.

88%

Believe massage can be effective in reducing pain.

70%

Believe massage should be considered a form of health care.

63%

Consumers who got a massage as part of a treatment plan from a doctor or medical provider.



THE PATH TO SUCCESS

Unparalleled Franchisee Support and Training

MassageLuXe has a proven track record of franchise success fueled by industry knowledge coupled with best-in-class support from experts that will help you grow your business.



Reoccurring Revenue in a Booming Industry

Massage is an 18-billion-dollar industry and MassageLuXe has pioneered an innovative and flexible approach to membership-based massage services.



Top-End AUVS (Average Unit Value)

With a quick ramp-up, franchisees have early profit opportunities thanks to an expanding service line, product offerings, and top-notch marketing support.



Scaled Operations Enabled by Technology

Franchisees have access to a state-of-the-art management software that helps to coordinate all aspects of the franchise business.





MULTIPLE REVENUE STREAMS

\$1,225,911

Average Spa Revenue Top 25%

\$237,632

Net Income



Memberships

- » Creates steady revenue stream
- » Ties together session quality, compensation and revenue
- » Most flexible program in the industry



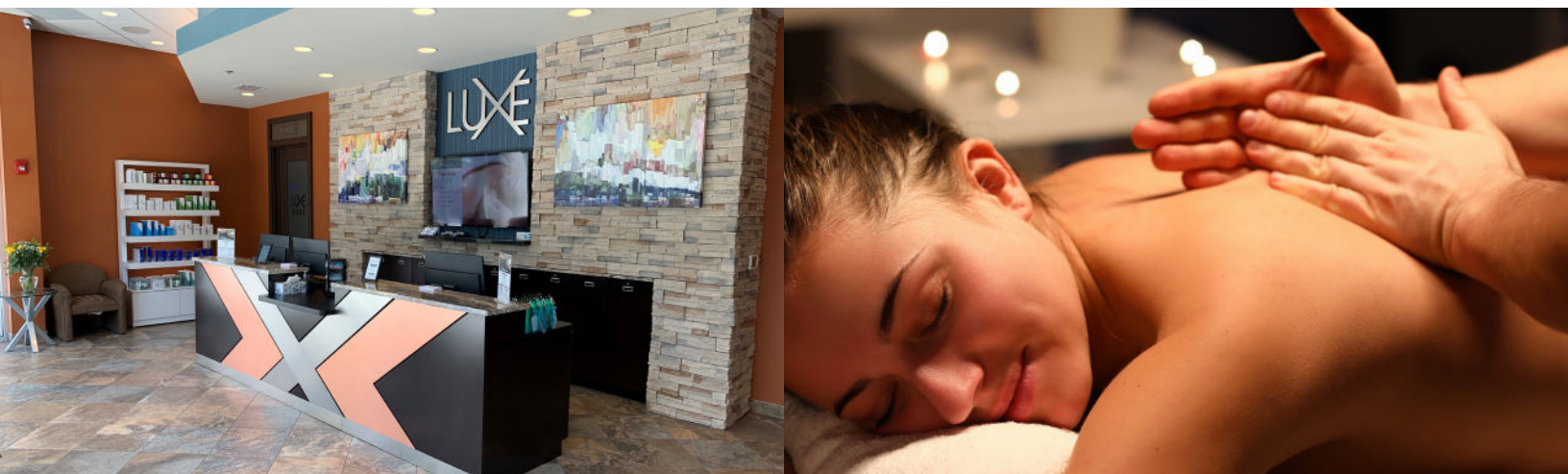
Services & Products

- » Wide array of massage, facial and wax services offered at all locations
- » Hand selected; premium retail products



Gift Cards

- » Multiple gift card promotions run throughout the year
- » Drives future membership conversions



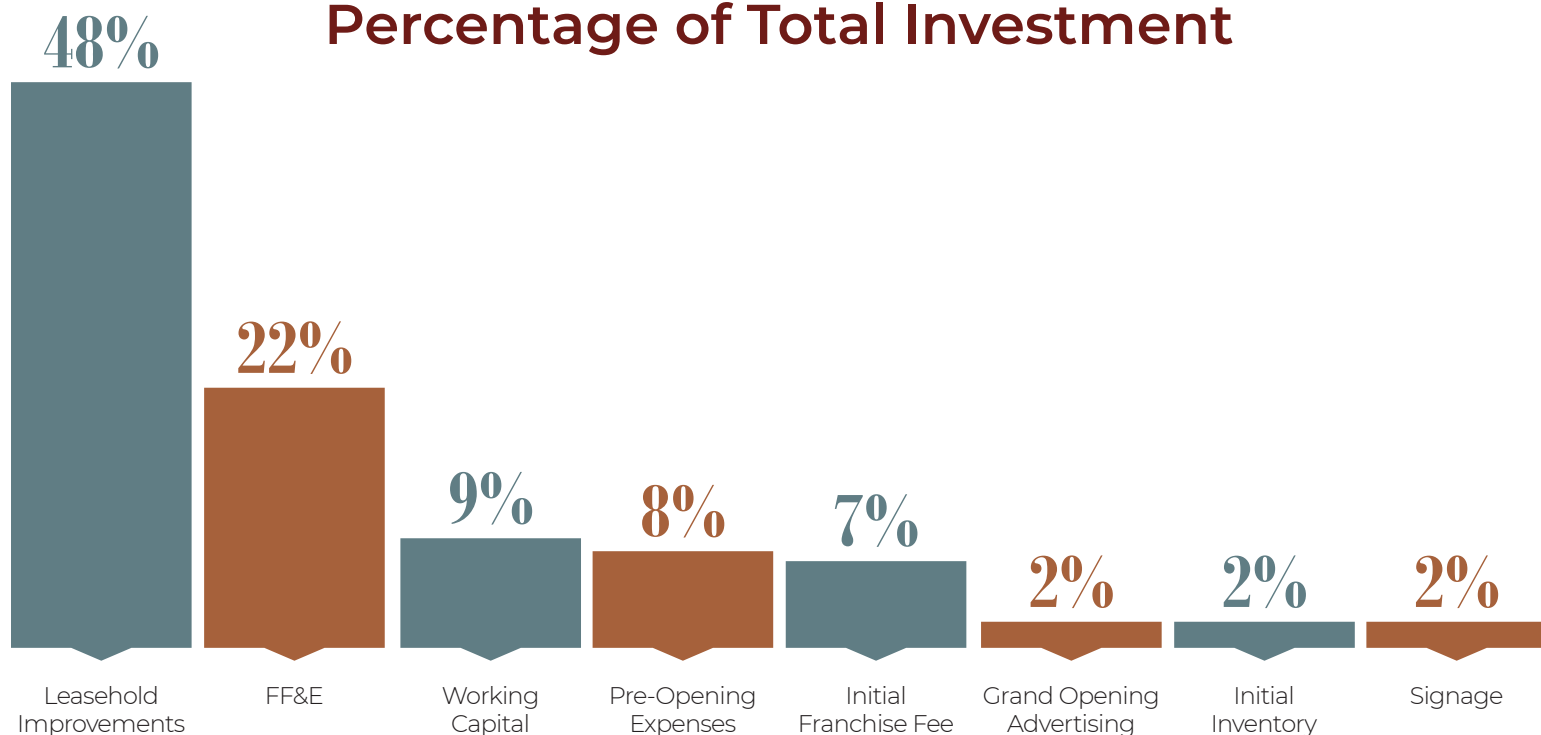
Source: Revenue and expense information reflect data presented in Item 19 of the MassageLuXe FDD dated April 30, 2021. Financial Comparison is for demonstration purposes only and has not been audited. Sales performance will vary by market conditions, abilities of franchise operator and other factors. Franchisee and/or candidate should make their own final determination of sales projections, investment, operating cost and return on investment.



INITIAL INVESTMENT

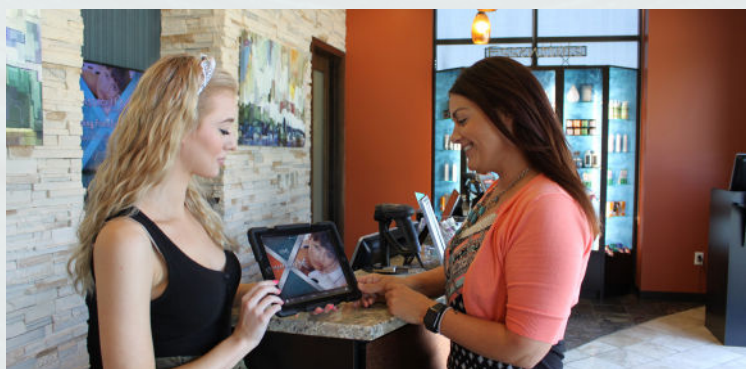
\$387,800 - \$732,900

Percentage of Total Investment





WORLD-CLASS SUPPORT



Start-Up Support

- » Site selection criteria and review
- » Spa design and construction support
- » Financing resources
- » Guidance in recruiting qualified massage therapists and hiring and training spa staff
- » Grand Opening promotion planning



Comprehensive Training

- » Extensive classroom training supplemented by on-the-job training at an active MassageLuXe
- » On-site training at your facility
- » Use of confidential training manuals
- » Marketing and sales training
- » Ongoing field consultation and training



Exclusive Programs & Tools

- » Use of the MassageLuXe brand & logo
- » Access to customized management software
- » Use of confidential operations manual
- » Access to our integrated advertising, marketing and public relations program
- » Negotiated pricing with preferred vendors



Ongoing Support

- » Ongoing program enhancements and updates
- » Ongoing consultation with franchise representatives
- » Regularly scheduled visits from franchise representatives

THE PROCESS



PART 1: WEBINAR

Tune into a webinar to further review the MassageLuXe business opportunity and get your questions answered



PART 2: QUALIFICATIONS DETAILS FORM

Complete and return a copy of the qualification details form and any supporting documentation



PART 3: RECEIVE FDD

Acknowledge the receipt of the franchise disclosure document by completing item 23



PART 4: DISCOVERY DAY

Come visit the corporate office, meet the corporate team and tour a Spa



PART 5: FRANCHISE AGREEMENT

Execute the appropriate franchise agreements to begin your journey



OUR DIFFERENCE

Do I need experience in the spa industry to open a MassageLuXe location?

No, you do not need to have experience in the spa industry to open a MassageLuXe location, but we encourage prior successful business experience.

Is financing available?

MassageLuXe does not offer direct financing. However, MassageLuXe has relationships with preferred lenders that are familiar with our brand and happy to assist qualified candidates.

What are the royalty fees?

MassageLuXe's current royalty fee is 6 percent of gross revenue, payable weekly.

Does MassageLuXe offer protected territories?

The protected territory for a MassageLuXe Spa is typically a three-mile radius around the physical location of the spa. The territory might be larger or smaller, as the size of the territory depends on population density, demographics, market trends, and traffic flows.

How long does it take to open a MassageLuXe franchise?

The timeline for opening a MassageLuXe Spa can vary based on multiple factors. This includes the site selection process and when your approved location is ready to begin construction. On average, a MassageLuXe franchisee can expect to open their spa six to 12 months after signing their franchise agreement. Actual construction generally takes only 10 to 12 weeks. MassageLuXe

will help you secure real estate and permitting. We find that these processes take up much of the opening timeline.

What assistance does MassageLuXe offer while opening a franchise?

Our team will help you with the tools, information, and support you need to get your MassageLuXe massage spa business up and running. The experts at MassageLuXe will answer your franchise questions and guide you through all phases and details of building and opening your new spa location. This includes assistance with financing, construction, demographics research, site development, and marketing.

How long does the franchise agreement last?

The initial franchise agreement is a 10-year agreement. There are renewal options for additional 10-year terms.

Will MassageLuXe help me find and hire talented spa professionals?

As a MassageLuXe franchise owner, you will be responsible for the recruitment and hiring of your spa's employees. Although, MassageLuXe will assist you prior to opening your spa. During the pre-opening process, all franchisees receive a copy of the MassageLuXe operations manual. Our operations manual contains best hiring practices within the spa franchise industry among other things. Additionally, a MassageLuXe franchise representative will provide direct support and guidance on recruiting spa professionals.





The next step in learning more about MassageLuXe is to schedule a business overview webinar. While we will be in contact with you soon to schedule this event, please feel free to contact us at your earliest convenience.

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