



BEAUTY SALONS EXCLUSIVELY FOR WOMEN

— THE FRANCHISE —

...experience wellness in a high-performance network...





BODY'MINUTE... A GROUP OF WOMEN SERVING WOMEN...

FIFTEEN YEARS AGO, BODY'MINUTE REVOLUTIONIZED THE WORLD OF BEAUTY BY OFFERING NOT ONLY A NEW ACCESSIBLE APPROACH TO BEAUTY, WITH AFFORDABLE PRICES AND WITHOUT ANY TIME CONSTRAINTS, BUT ALSO BY RETHINKING THE BUSINESS MODEL OF SO-CALLED "TRADITIONAL" BEAUTY SALONS.

CONTINUALLY INNOVATIVE WITH A UNIQUE CONCEPT, BODY'MINUTE CONTINUES TO GROW AND DEVELOP ITS BRAND BY OFFERING AN INCREASING COMPLETE RANGE OF SERVICES AND PRODUCTS.

BODY'MINUTE IS A NETWORK OF 390 EXCLUSIVELY FEMALE BEAUTY SALONS. THESE "MODERN" BEAUTY SALONS COMBINE EFFICIENT PROCESSES, WELLBEING AND RESULTS, ALL WITHOUT AN APPOINTMENT. THIS CONCEPT FULFILLS THE EXPECTATIONS OF ACTIVE, ATTRACTIVE AND URBAN WOMEN IN AN ONGOING QUEST FOR QUALITY AND WELLBEING. OUR SALONS ARE ACCESSIBLE TO THE MAJORITY OF WOMEN BECAUSE OF A MEMBERSHIP PLAN AND MEMBERSHIP RATES (WAXING, FACIALS, BODY TREATMENTS, RELAXATION, MANICURES, SLIMMING, ETC.).

OBJECTIVE: ALLOW THE MAJORITY OF WOMEN TO DISCOVER BEAUTY SALON TREATMENTS, FOR THEIR GREAT PLEASURE!

JEAN-CHRISTOPHE DAVID
BODY'MINUTE PRESIDENT



OUR HISTORY

FROM A CONCEPT TO A BRAND, 15 YEARS OF WOMEN'S SUCCESS STORIES

IN 2013, BODY'MINUTE CELEBRATED ITS 15TH ANNIVERSARY. SINCE THE FIRST INSTITUTE OPENED IN PARIS IN 1998, THE NETWORK HAS GROWN TO TODAY'S 390 BEAUTY SALONS AND NEARLY 220 FRANCHISES THROUGHOUT FRANCE WITH A TURNOVER OF 100 MILLION EUROS.

- **1997**: Creation of Body'minute.
- BODY'MINUTE entered the market **under the name Epil'minute**. The success of this hair removal service without an appointment led Jean-Christophe David to evolve the concept **into BODY'MINUTE**, which also offers face and body treatments.
- **Spring 1997**: The concept was successfully pre-tested in the basement of a hair salon in the 16th arrondissement in Paris.
- **January 1998**: The first Epil'minute salon opened on Avenue de Villiers, 75017 Paris.
- **100%** growth rate in the early years
- **For 5 years**, the network has grown at an annual rate of 30%.
- A rapidly **developing** brand
- **In 2013**, the Body'minute concept developed new services: **Nail'minute** nail bars and **Hair'minute** hair salons continue to be developed.

NOW IT'S YOUR TURN TO MAKE THE RIGHT CHOICE AND JOIN THE BODY'MINUTE NETWORK.

MAKE AN APPOINTMENT
(CONFIDENTIALITY GUARANTEED)

BODY'MINUTE HEADQUARTERS
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BODY' MINUTE BY THE NUMBERS

9.90 €

THE COST OF **THE MONTHLY MEMBERSHIP FEE** TO PAMPER YOURSELF WHENEVER YOU WANT, WHEREVER YOU WANT: HAIR REMOVAL, FACIALS, BODY TREATMENTS, RELAXATION, SLIMMING, ETC.

More than **350,000**
LOYAL MEMBERS




+ **10,000** 
NEW MEMBERS PLACE THEIR TRUST IN US EACH MONTH

× **5** TURNOVER 5 TIMES HIGHER THAN MARKET AVERAGE

15
YEARS OF EXISTENCE

15,000

BEAUTICIANS

390

BEAUTY SALONS



YOUR FRANCHISE

A BRAND, CONCEPT AND EXPERTISE THAT WILL HELP YOU TO REALIZE YOUR DREAMS!

- **Cost of a Body'minute** starting at 130,000 €
- **Fixed monthly fee** per treatment room (communication and training budgets included)
- **Personal contribution** 30% of the total investment
- **Bank facilities**
- 95% **success rate** in the network for 15 years
- Best **quality / price ratio**
- **Average salon turnover** 250,000 € after 2 years
- 90% are **multi-service salons**
- **#1** in Paris and Île-de-France: 200 salons
- Salons in Bordeaux, Lyon, Marseilles, Lille, Nice, Nantes, Strasbourg, Cannes, Toulouse, Orleans, Clermont-Ferrand, overseas French departments / territories
- **Planned openings:** 30 beauty salons in 2015
- **2014 advertising budget:** 4,000,000 €



OPENING PACKAGE
20,000 € / 25,000 €
INCLUDING:

- * LAUNCH ADVERTISING
- * ACCESS TO THE BRAND
- * ACCESS TO THE EXPERTISE
- * INITIAL TRAINING OF THE FRANCHISEE AND THE TEAM
- * SOFTWARE INCLUDED



BODY'MINUTE... IN THE PRESS



In the highly-fragmented world of beauty salons and spas, Body'minute is a major player. Although its positioning is focused on very affordable prices and the principle of "no appointment necessary". Claiming nearly 10% of the market, the network had a turnover of approximately 100 million euros in 2012.

Les Échos - January 2014

Body'minute works for female entrepreneurship.

L'observatoire de la franchise - January 2014

In 15 years, the company has revolutionized the world of beauty...

Défis & créations - February 2014

After the success of Body'minute, which democratized the idea of beauty treatments at low prices, with or without membership, and most notably without an appointment, the company founded by Jean-Christophe David in 1997 has recently broadened its scope.

Les nouvelles esthétiques Spa - March 2014

Body'minute, the brand that appeals to women.

Les nouvelles esthétiques Spa - March 2014

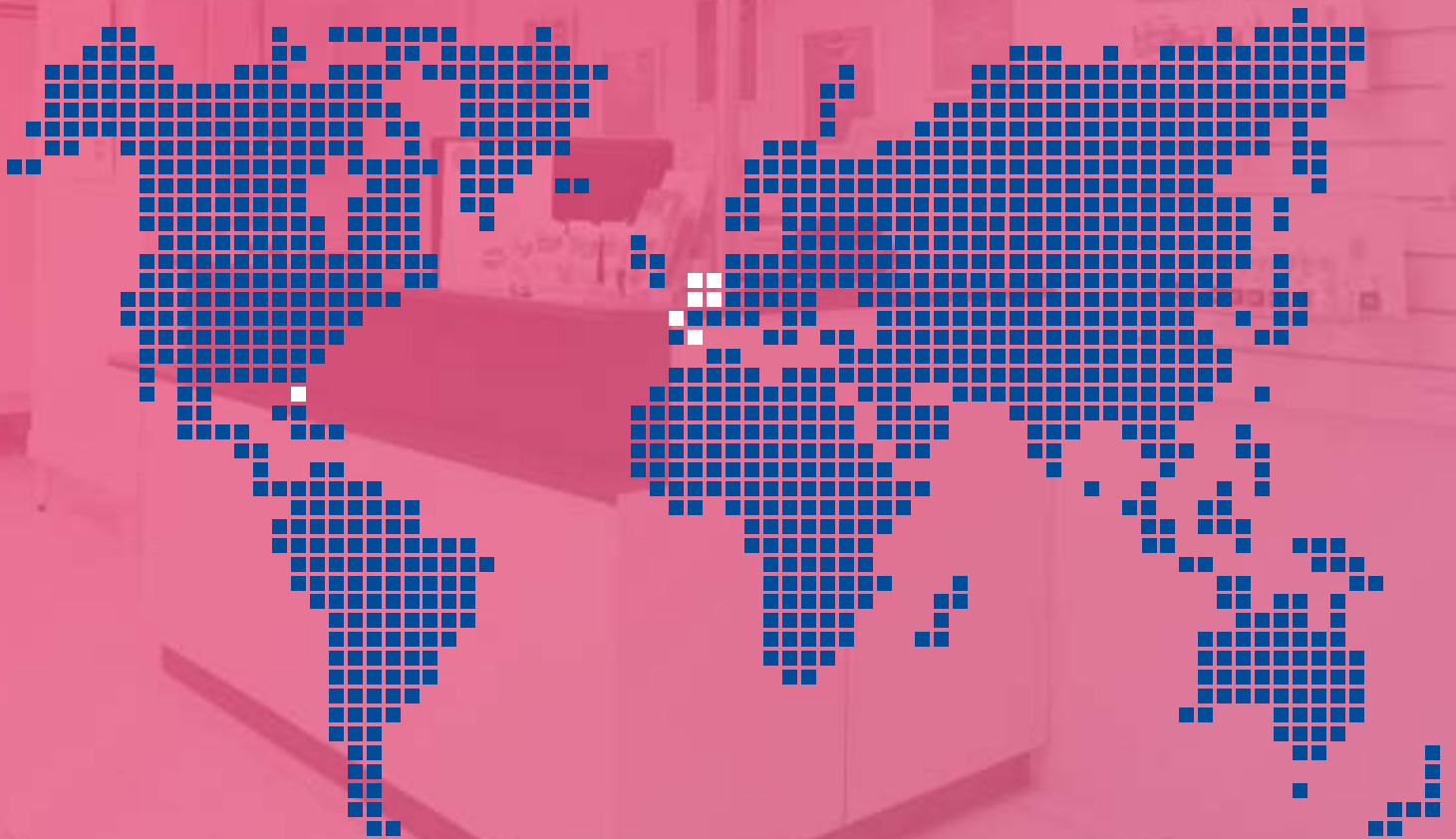
Women: the future of entrepreneurship!

La Tribune - March 2014



INTERNATIONAL

GERMANY (3), SPAIN (1), THE UNITED STATES (2), FRANCE (390),





INTERNAL COMMUNICATION

AN INTERNAL MAGAZINE: BODY'MINUTE WOMEN
DISTRIBUTED FREE IN OUR BEAUTY SALONS
AND WITH A CIRCULATION OF 110,000 COPIES



BRAND
AWARENESS RATE
52%
(18-45 YR. OLDS)

SOURCE: TNS SOFRES 2014



ADVERTISING

NO BRAND AWARENESS, NO CUSTOMERS...

- * NATIONAL ADVERTISING
- * LOCAL ADVERTISING
- * MEMBER MONTHLY MAILINGS
- * MEMBER SMS CAMPAIGNS
- * TV ADVERTISING:
SPONSOR PROGRAMS WITH HIGH VIEWERSHIP RATINGS ON NATIONAL AND DTTV CHANNELS



- * SIGNIFICANT PRESENCE IN FRENCH WOMEN'S MAGAZINES:

COSMOPOLITAN



ELLE

BIBA



Be

...

2014 ADVERTISING BUDGET
4,000,000 €





THE FRANCHISE

THE RANGE

A RANGE OF PROFESSIONAL PRODUCTS

RECOMMENDED BY OUR 1,500 BEAUTICIANS





TRAINING

NO TRAINING, NO RESULTS

A 250 M² TRAINING SCHOOL AT THE HEART OF PARIS

PROFESSIONAL PRODUCTS, MADE IN SWITZERLAND SANS PARABEN

- * ORIGINAL AND PROGRESSIVE TREATMENT TECHNIQUES
- * INITIAL AND CONTINUING TECHNICAL TRAINING AT THE SCHOOL OR IN YOUR SALON
- * MANAGER, IT, BEHAVIORAL, & MARKETING TRAINING
- * 6 FULL-TIME TRAINERS
- * WE WILL TEACH YOU ALL ABOUT AESTHETICS AND WILL ACCOMPANY YOU THROUGHOUT YOUR SUCCESSFUL JOURNEY
- * A REAL FRANCHISOR / FRANCHISEE RELATIONSHIP:
ANNUAL NATIONAL SEMINAR + REGIONAL ROUND TABLES



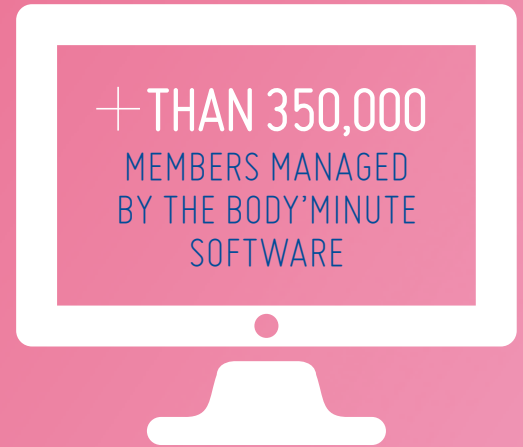




IT

HEALTHY, CLEAR MANAGEMENT FOR A STABLE NETWORK BRAND-SPECIFIC SOFTWARE

4,000,000
PURCHASES PER YEAR



10,000
NEW MEMBERS
EVERY MONTH





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