Nurture Gift Shops

The leader in custom hospital gift shops, Nurture provides a fully-managed program with highly curated merchandise assortments for patients, visitors and caregivers. Our shops are carefully designed with a warm, open and welcoming space, as an escape and unwind from the day-to-day rigors of a hospital.

Our employees are an extension of the hospital's brand and offer caregiving support to our customers.

Our commitment to quality service: enabling moments of surprise and delight as well as comfort and compassion.

Nurture
GIFT SHOP

www.nurturegifts.com



Bright, elevated store design excites and engages customers. Finishes & fixtures are designed in collaboration with hospitalpartners to achieve a seamless look & feel within the larger facility.



Product assortment & visual merchandising tell stories and engage customers (example: grilling gifts for Father's Day).

About 1/3 of sales comes from traditional "convenience" categories like snack/beverage, OTC medications, floral, and phone accessories. Another 20% comes from logowear apparel and 50% comes from a curated assortment of fashion, local gifts, home & garden, beauty & fragrance, baby gifts, etc.





Nurture

@ Stonybrook University Medical Center (NY)

- Prior gift shop was self-managed. Environment was dated, assortment was not compelling to customers, and operating hours and staffing were inconsistent.
- The new Nurture gift shop has wowed hospital leadership, employees and visitors who now have an on-site retail destination, with an aesthetic and assortment seen in any high-end shopping center, including the convenience of a corner store.

BEFORE: Self-Managed







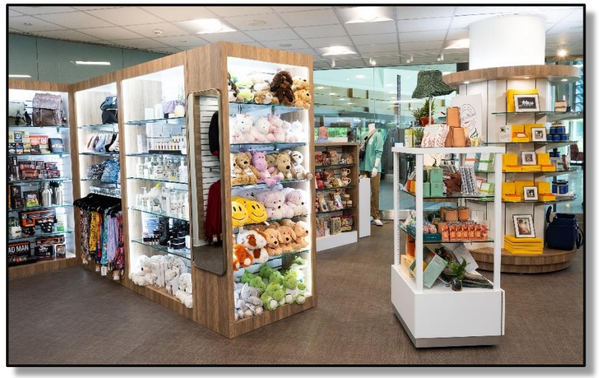
AFTER: Nurture Renovation















Nourish Coffee Shops







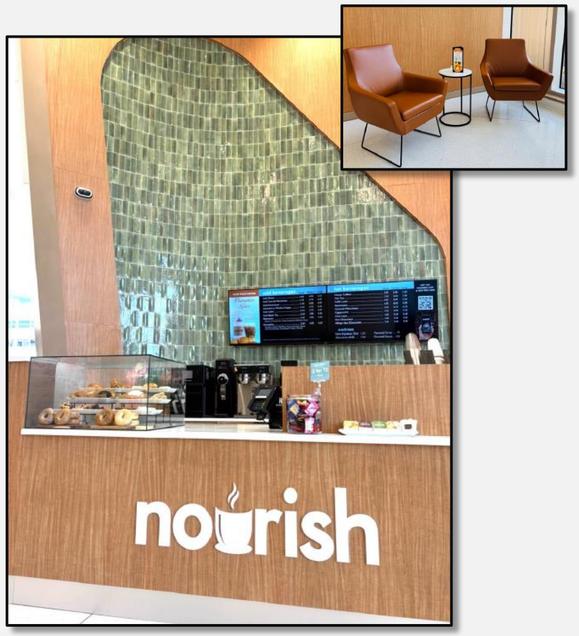
Traditional coffee shop offerings are complemented by a broad assortment of cold beverages, grab-&-go meals (salads, sandwiches, etc.), specialty packaged food and, in some locations, hot soup. Assortments change regularly to keep customers coming back often. Nourish represents a compelling dining alternative to the hospital cafeteria.



Visual displays engage customers and highlight the rotating assortment of seasonal and specialty foods.

Our Nourish shops are staffed by associates who know their regular customers AND know how to keep them efficiently moving through their day. Our shops are typically open 12+ hours, a convenience for both visitors and hospital employees across both day and evening shifts.





We create unique experiences for patients, visitors and caregivers to refuel and recharge—relax and unwind. We provide delicious themed beverages, foods, snacks and treats that surprise and delight.

Our shop is modern and efficient, with comfortable seating to connect and engage with work colleagues and loved ones.

Our team is an extension of the hospital's brand and creates authentic and personalized connections with guests, with speed and efficiency. Nourish is always open and always staffed to meet visitors' and employees' needs.

nourish

EAT CLEAN • FEEL GOOD • LIVE WELL

Nourish
@ The Christ Hospital

- Existing $2.5M gift shop with integrated pharmacy. Nearby Starbucks with limited offerings and closed at 2PM every day.
- Nourish is a full-service coffee and café option that includes both bakery and grab-&-go food options, a broad assortment of beverages and specialty packaged foods, and a large seating area with access to the hospital's outdoor courtyard. Opened in early March 2025 – delivered Year 1 volume of $1.1M and now comp'ing +9%. Shop is located next to the gift shop, creating a "town square" destination in the center of the hospital complex.

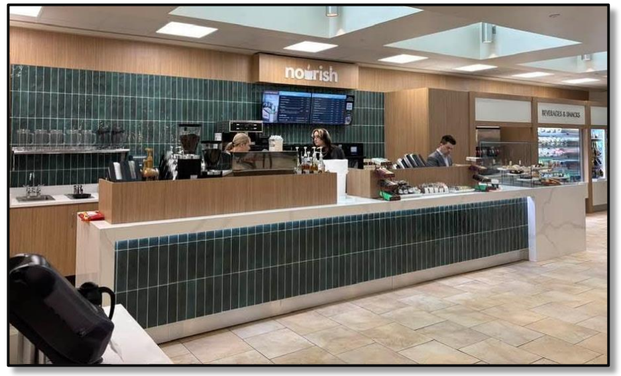
Design Renderings

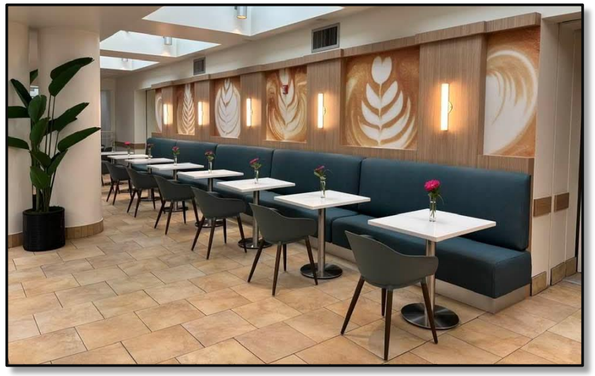
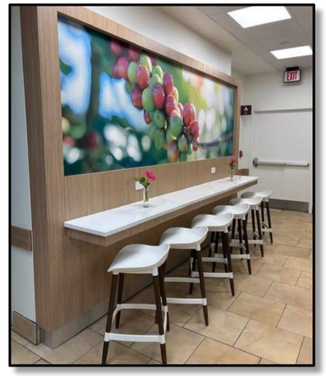






As Built

CASE STUDY – Cleveland Clinic Main Campus

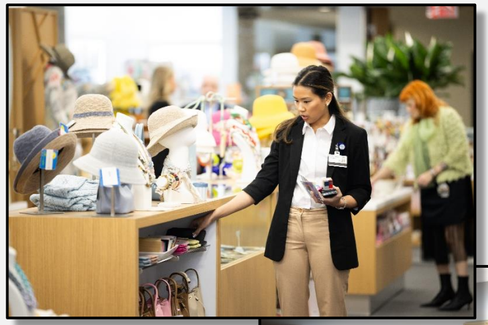
Cleveland Clinic is one of the largest and most highly-rated hospital systems in the world, generating ~$20B in annual patient revenue and ranking in the top three worldwide for patient care. Its main campus in downtown Cleveland is a 24/7 operation – almost a small city – with 1,400 patient beds and servicing 400K+ patient days annually. Their high standards of care and service are central requirements of outside partners they invite into their facilities.

Nurture has been a premiere partner of Cleveland Clinic since opening its first gift shop there in 2009. Recently, we partnered on a reimagining of the gift shop space and completed a **full renovation in April 2026.** The new space has received rave reviews from customers, employees, and hospital leaders and truly elevates the shopping experience while showcasing our diverse and curated product assortment.

Already a $4.5M location, the Cleveland Clinic Nurture is now annualizing at > $5.5M in sales.

Nurture GIFT SHOP

Cleveland Clinic



Our product and merchandising strategy aims to surprise & delight customers. A wide selection of fashion, home, gift, cooking, and garden products appeals to a broad range of customers in a setting that resembles a museum shop more than the "clinical" environment often associated with hospital gift shops.







Branded apparel and home/gifts appeal to both hospital employees and visitors that come from all over the world. Logowear historically accounts for 20% of sales at the gift shop.







A hand-selected assortment of local apparel and gifts helps customers commemorate their visit to Cleveland or cheer on their favorite Ohio sports teams.





Core gift shop categories like packaged food, beverages, flowers, and greeting cards are well represented in the store.

Together they represent 30% of gift shop sales.

CASE STUDY – Cleveland Clinic Main Campus

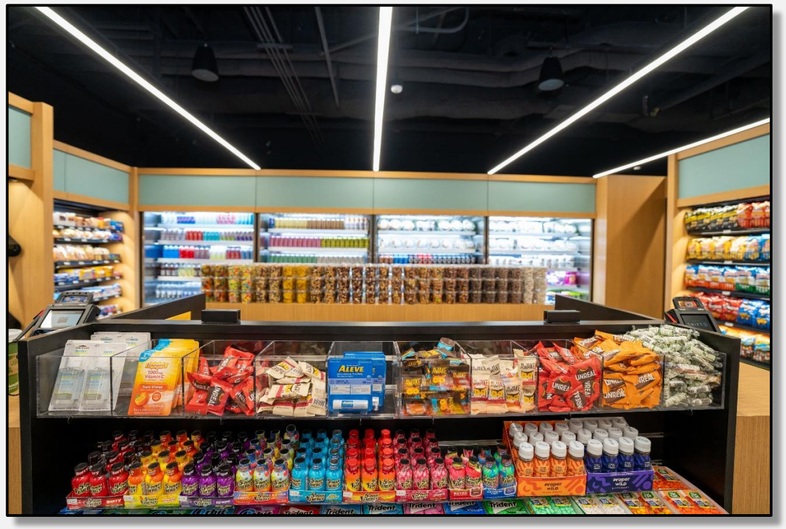
Simultaneously with the main gift shop's renovation, partners at the Clinic asked Nurture to develop **a new convenience concept** that would be open to employees and visitors 24 hours a day. Hence ***The Marketplace*** **was born and opened in May 2026.** Our two shops together anchor the Cleveland Clinic's "retail district" and will **generate > $8M in annual revenues** during their first year of concurrent operation.

With these 2 projects now complete, we're now exploring Nurture's **expansion to Cleveland Clinic's four other large hospitals in Northeast Ohio**, which are currently a mix of in-house/foundation and competitor-operated shops.

THE Marketplace

Cleveland Clinic





The Marketplace is most similar to an airport shop and its "never closes" operation supports patients and employees 24 hours a day in Cleveland Clinic's around-the-clock care model.



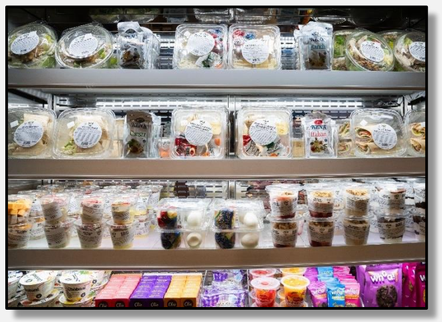


A small selection of Clinic logo apparel, personal electronics, over-the-counter medications, and bestselling books broaden the store's appeal and meet customer needs.









The Marketplace receives deliveries of both packaged and fresh, ready-to-eat foods every 48 hours. It is both a convenience store and a cafeteria alternative for employees and visitors and averages almost 1,000 transactions daily.

Premiere Hospital Partners



Bethesda North TriHealth Hospital



The Christ Hospital Health Network



Cleveland Clinic



Cleveland Clinic Taussig Cancer Institute



Good Samaritan TriHealth Hospital



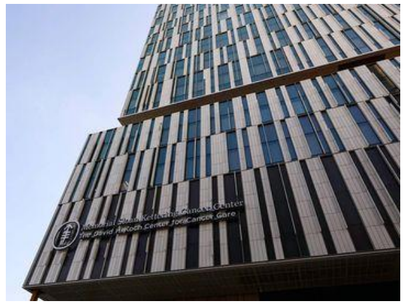
The Jewish Hospital MERCYHEALTH



MetroHealth



MERCYHEALTH West Hospital

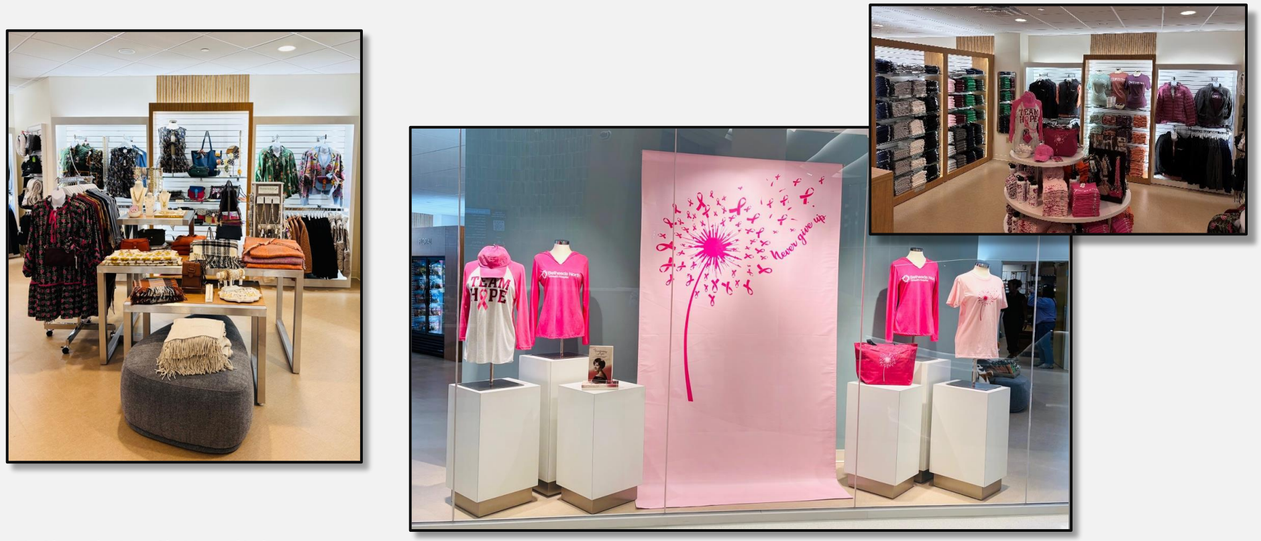


Memorial Sloan Kettering Cancer Center



Stony Brook Medicine





Bethesda North Hospital

Originally opened in July 2021, our gift and coffee shops were redesigned in 2025 to fit seamlessly – and beautifully – into the hospital's renovated lobby space, where we are now co-located with patient & visitor registration, the pharmacy, and visitors lounge. The new Nourish leverages the atrium-style height and includes outdoor patio seating, while the new Nurture features a blend of standard and value-engineered FF&E as well as a dramatic window display facing the main hospital entrance. Sales comps are consistently running +20% or more since reopening September 2025.

Typical Deal

- Depending on the partner, our contracts may read like a traditional retail lease or more like an operating agreement. Party to the agreement is sometimes the hospital itself but also often a foundation entity.
- Typical agreement includes a 5-year initial term, often with two, 5-year options (either mutual or tenant-driven). We have **never lost a customer** and never chosen to not renew or exercise an available option.
- At a minimum, hospital agrees to deliver us a "clean white shell" at their expense. Nurture/Nourish is responsible for FF&E and any specialty flooring or decorative lighting. We are generally able to negotiate a hospital capital contribution to the FF&E investment, most often in the form of abated rent for 1-2 years.
- Agreements generally include specific exclusivity provisions that guarantee that we are the only on-site provider of the products and categories that we carry and institutionalize any restrictions or definitions connected to our assortment.
- We strive to engage and negotiate agreements with senior hospital administrators and include patient care executives in those discussions. Together, these leaders both understand the value proposition we offer and can ensure operational partnership on processes like employee badge pay. We prefer <u>not</u> to be restricted in our relationships to facilities or strategic procurement leaders.

Format Flexibility

We target larger hospitals whose revenue potential supports a full-service Nurture Gift Shop with the potential for an adjacent Nourish Coffee Shop. Our larger partners – like Cleveland Clinic – stretch us into other, new high-volume concepts. Hospital industry consolidation and expansion means all our larger partners and targeted prospects manage a portfolio of hospitals that range in size, meaning we need a range of solutions to maximize our reach and appeal.

Lower Acuity / Smaller Facilities

< 100 Beds

Autonomous Retail Pods (Future)

- OTC core products
- Personal care
- Basic electronics
- Limited snacks

100-200 Beds

Nurture Essentials (Piloted)

- Smaller footprint
- Enclosed or hallway/in-line
- Value engineered, lower capex
- Emphasis on snack/beverage, OTC meds, personal care, reading/ activities, basic logowear
- New *Marketplace* at Cleveland Clinic, scalable down to smaller facilities

Target Growth Market

200-300 Beds

Nurture + Integrated Nourish (Proven)

- Integrated "base" gift shop + coffee, including beverages & bake case
- Targeted packaged snack & beverage assortment
- Essentials plus additional home, gift, gourmet food, fashion, beauty/fragrance options

300-500+ Beds

Full-Service Nurture + Nourish (Core Platform)

- Full projection of elevated environment + full product assortment
- Larger store format
- Enhanced merchandising
- Strong economics, primary target market

Primary Target Customer Profile & Growth Opportunity

- There are **90-100 hospitals with 400+ beds located within ~300 miles** of Cincinnati.
- There are **60-70 more with 250+ beds**, the majority owned and operated by major health care systems anchored by larger flagship hospitals.

Relationship Agility & Personalization

- **ONE Retail Partner**
- **Multiple Deployment Formats**
- **System-Wide Relationship Opportunity**

Nurture GIFT SHOP

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EXAMPLE HEALTH CARE PARTNER

Portfolio of Facilities	Solution
1 Metropolitan Flagship Hospital 500 beds	Flagship Retail Destination
2 Suburban Regional Hospitals 300-350 beds	Nurture + Nourish "Full"
2 Community Hospitals 200 beds	Nurture Essentials or Nurture "Base"
2 Specialty Hospitals 100-125 beds	Nurture Essentials or Autonomous Vending (Future)
9 Other Facilities Outpatient Clinics, Surgery Centers, Admin Offices – 0 beds but many employees	Digital Storefront: online availability of logowear, scrubs, etc. (Future)

Beyond the Gift Shop: Additional Services

Nurture supports hospital partners with an array of other retail and value-added services, including:

- Supplemental retail events like trunk shows, 3rd-party hallway sales, etc.
- Satellite location pop-up events and logowear programs
- Employee uniform, scrub, and lab coat programs
- School / College of Nursing textbooks and supplies, including integration of financial aid
- Bulk purchasing and special orders
- Corporate gifting and employee recognition
- Shipping and convenience services