BlueSpa.

Disrupting the Day Spa Market
www.blue-spa.org

Problem - Gen Z and lower income over 50's can't afford local premium Hotel Spas

Solution - Membership and classpass based wet and dry spas on the high street at affordable prices

Overview

Our vision is to develop a branded chain of 20+ profitable sites around the UK and abroad, and tap into the known demand for relaxing wellbeing and high street spa facilities.

An **investment of £5m is required to launch a proof of concept** 12,000 sqft unit within one of:

1. **Rylands Manchester** - a landmark period property in central Manchester, It will be based around a food hall called Market Place that is all about bringing community together. Manchester has 90,000 workers in central district and over 2 million residents in Manchester.

2. JV with **Wokingham Borough Council** - a new health and wellbeing village at Grays Farm Wokingham as part of a £50m sports hub owned by Wokingham Borough Council set to open in 2027.

Concept

A new concept based in and around city centres, delivering an opportunity for members to relax, de-stress and improve their daily personal wellness. BlueSpa is a new, blended approach combining wellness and relaxation under one roof. The concept is focussed on a hybrid model to support physical and mental wellbeing by simply using known wet experiences to maximise bodily health.

Our focus is to make wet health a way of life. BlueSpa has a purpose to fulfil in this modern society; to deliver clarity and calmness to our membership. Wellness and mental and physical health are high on the population's and Government's agendas. BlueSpa's strategy meets this agenda by providing well-run, safe and quality indoor wet facilities that provide multiple reasons to join.

Insights

BlueSpa is launching at a time when the leisure market is transforming. Gym memberships are increasing year on year yet there is a need for a more sympathetic proposition such as spas and wellbeing as opposed to the gym floor. The gym floor in David Lloyd, in terms of usage, lies 5th behind spas, co working, f&b and padel. Lockdown has driven new audiences to alfresco fitness and wet spa experiences. In the UK, we have found a new appreciation for being active within an aquatic environment. Whether that is wild water and lido swimming or spa experiences aiding mental health. Being active and looking after your wellbeing has now become a leisure habit and one that consumers are keen to involve themselves in.

BlueSpa.

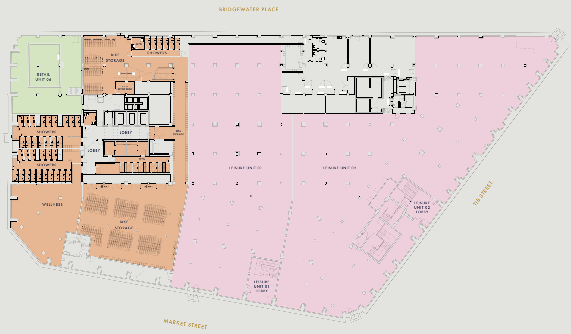
Disrupting the Day Spa Market
www.blue-spa.org

Brand

We have created brand that fits the science as its compelling. BlueSpa's goal is to deliver a holistic solution for guests and members alike. Our objective is to ensure that the science is delivered to our clients in a very simple way, that allows for maximum understanding. The spa sector doesn't deliver any of this science to its client base and we aim to be different.

Design

BlueSpa is working to a design concept based on a generic 10-12,000 sqft foot print. The facilities will be state of the art, in strong footfall or demographically chosen residential areas. With a major emphasis on aiding stress management, these purpose-built facilities, complemented with their unique designs, are paramount to improving this new area of wet health!



Members and customers would enter through the reception space. From there, members can access the gender-neutral changing facilities with private changing and showers pods. Members then enter the facility and look to choose wet activities to suit their personal requirements.

These range from steam and dry saunas, ice baths and ice caves, cold plunge pools, hydrotherapy pools, salt rooms and warm relaxation slabs. Additionally, the swim lanes and private swim pods can be booked via the BlueSpa app for up to 30 minutes a session.

Sites

BlueSpa has ongoing negotiations on a subject to funding basis for two prime UK retail and sport hub destinations. This is a proposed JV partnership with Architects and Westworks and Leonard Design.

Sites are ongoing and the following are being discussed regarding heads of terms:

- Wembley with developer Quintain
- Grays Farm with Wokingham Borough Council
- Empty Leisure facility with Greenwich Council
- Baker Street unit with TFL
- YTL development in Bristol
- Various retail units with Landsec in London

Operations

We aim to limit the number of members that join on a 12-month contract as we want this to be seen as a valuable proposition when compared to pay as you go/walk-ins. We will price the all inclusive membership at £140 per month and the pay as you go 60 min sessions at around £35 including vat and this is seen as a competitive price and value for money.

All the bookable sessions will be available to be booked via our app or up to 7 days in advance (rolling). We will use the app to ensure that we keep the facility premium by only allowing to run

BlueSpa.

Disrupting the Day Spa Market
www.blue-spa.org

at 70% capacity. Capacity is derived from the number of stations (max amount of people that can fit in an area/experience). The controllable costs associated with running the spa have been carefully calculated using costs from an actual spa.

This means that from the outset costs will be accurate and realistic. The labour costs will include a Manager that will take charge of a customer focused small team that will deliver a fantastic experience, this will also include a maintenance technician to ensure facilities are in excellent working order.

People

Andy Baker - **NED strategy** Andy is an experienced business builder who has developed startups and grown established companies, delivering four trade sales in the past 15 years. He specialises in market feasibility, business planning, investment pitching, leadership recruitment, and launching new ventures, and has held roles at Whitbread, Kids Unlimited, David Lloyd, PMB Holdings, Sainsbury's, and Ingesport.

Andrew Davill - **Executive Director** Andrew has a 30-year career in leisure and hospitality, holding senior roles at David Lloyd Leisure and later becoming COO at Prezzo in 2023. At David Lloyd, he helped strengthen communication between head office and clubs and oversaw the annual budget process, including around £100m in supply chain spending.

Stephen Henderson- **Stephen Henderson - Property Advisor** Stephen is a Retail and Leisure Real Estate Agent/ Advisor with over 25 years experience. Stephen joined Barker Proudlove in July 2024 having spent 19 years as a Director at Savills. Prior to this he worked at Donaldsons and reesdenton. A member of the RICS, REVO and SAS.

Investment Structure

BlueSpa Limited are offering an opportunity to invest into the holding company. The investment will be SEIS approved.

Additionally, each project because of the investment required with be a separate SPV(special purpose vehicle). For the first 3 projects, as BlueSpa looks to create its brand we are offering the project funder an opportunity to initially acquire 75% of the equity for 100% of the investment. As the investment is repaid over a 3-5 years period back to the project funder, the ownership moves to a 50/50 model for all elements of the SPV.

BlueSpa believe after 3 projects have been developed and operational they have a very good chance of raising PE funds to roll out 10-20 additional projects as the concept has been proven. BlueSpa Ltd will raise the capital directly to bolster its own profitability and that of the investor we seek. Returns for the investor after 3 projects have been implemented will deliver 10 x returns and with the injection of PE capital then multipliers will be greater.

The Ask

Capital funding - £5m for first site which includes £500,000 working capital.

Contact:
Founding Director Andy Baker
07813 974865
andy.baker@blue-spa.org