

# Med Spa Platform

## *Market Opportunity & Operating Proforma*

Investor Briefing · Companion Deck

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**Market Sizing**

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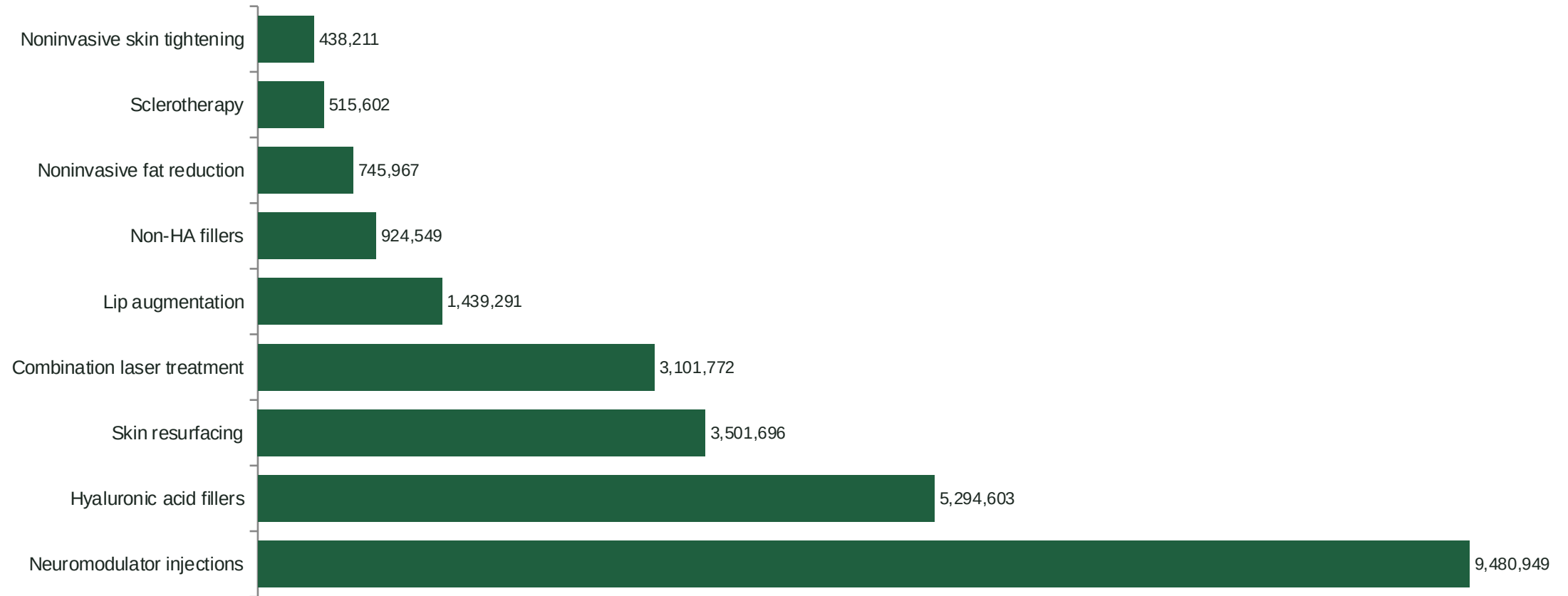
**Financial Returns**

# 01

## Market Sizing

*From national procedure data to local addressable demand*

# Most-Performed Procedures, U.S. 2023



Source: ASPS / Plastic Surgery Statistics Report 2023. Assumption: consumer attitudes are comparable across markets.

# Extrapolating National Data to the Local Market

1

## National base

U.S. population  $\approx$  340M serves as the procedure-rate base.

2

## Country scaling

Target country  $\approx$  40M  $\rightarrow$   $40 / 340 = 11.76\%$  of U.S. volume.

3

## Metro scaling

Metro region  $\approx$  2.6M  $\rightarrow$   $2.6 / 40 = 6.5\%$  of country volume.

4

## Net factor

Applied rate  $\approx$  0.765% of U.S. procedure counts.

APPLIED SCALING FACTOR

0.765%

*of U.S. national procedure volume*

Metro region 2.6M · median age 41.7  
Preventative-treatment demand skews higher

# Estimated Local Procedure Volume & Pricing

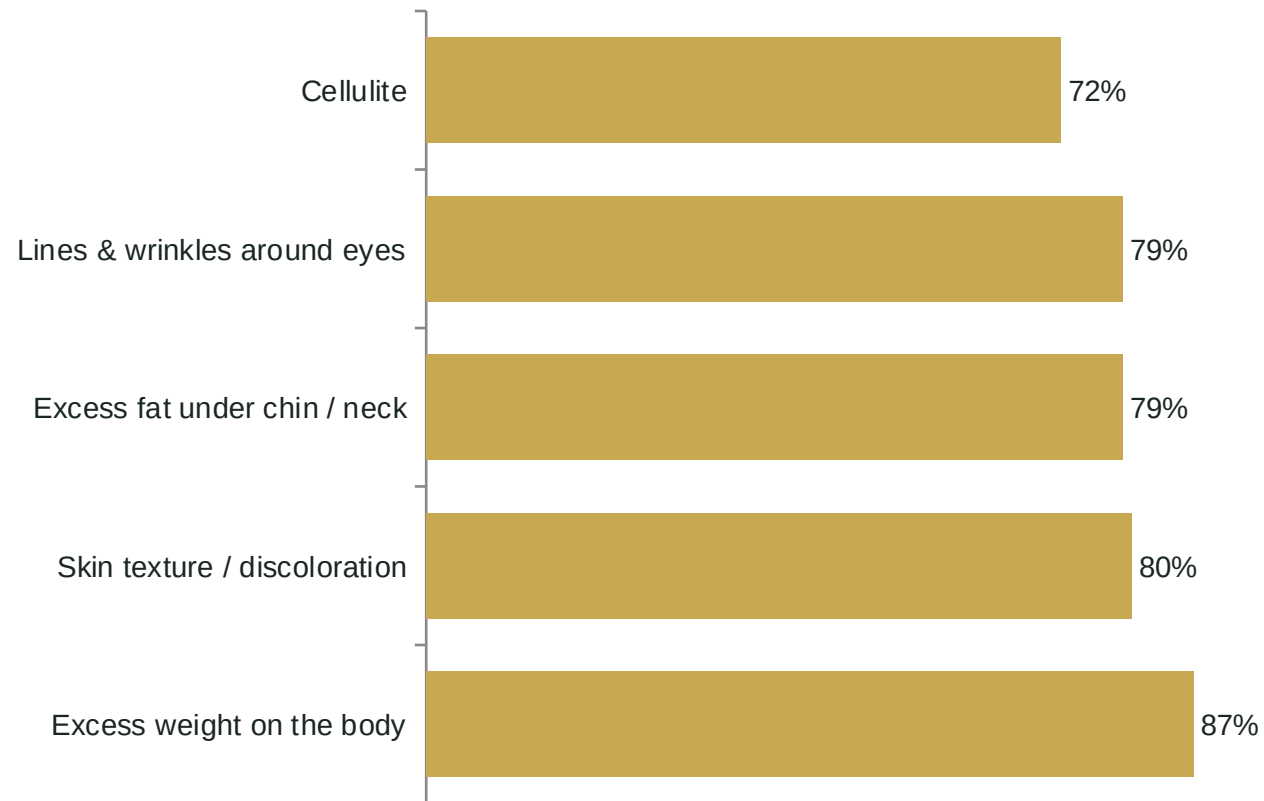
Procedure / Treatment	Est. Annual Volume	Avg. Cost
Neurotoxin injections	72,501	\$475
Hyaluronic acid fillers	40,488	\$750
Skin resurfacing	26,778	\$1,250
Combination laser treatment	23,719	\$900
Lip augmentation	11,006	\$750
Non-HA fillers	7,070	\$1,150
Noninvasive fat reduction	5,704	\$2,250
Sclerotherapy	3,943	\$450
Noninvasive skin tightening	3,351	\$1,750
<b>Estimated Addressable Market</b>	<b>194,476</b>	<i>procedures/yr</i>

02

# Consumer Demand

*Concerns, consideration and satisfaction signals*

# Most Bothersome Cosmetic Concerns



87%

cite excess body weight as their top concern, signaling demand for body-contouring services.

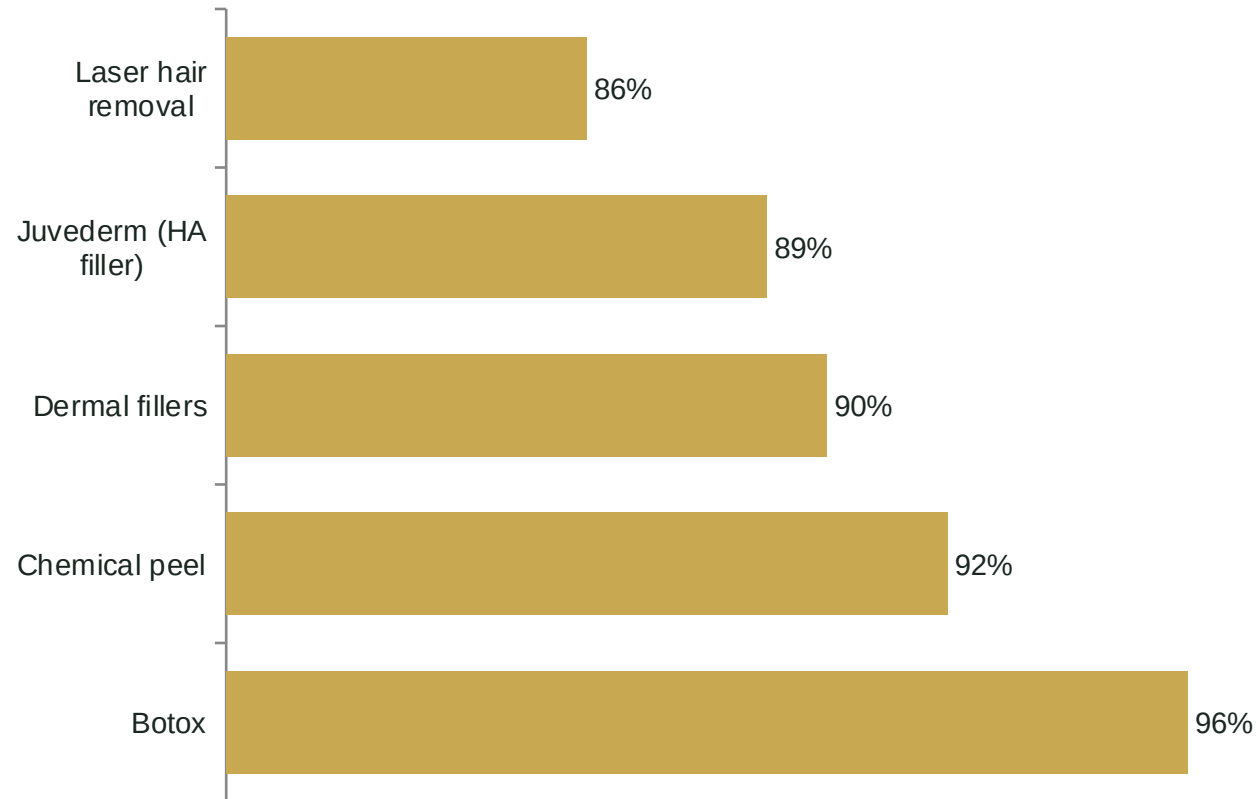
Source: American Society of Dermatology

# Procedures Most Often Considered



Source: American Society of Dermatology

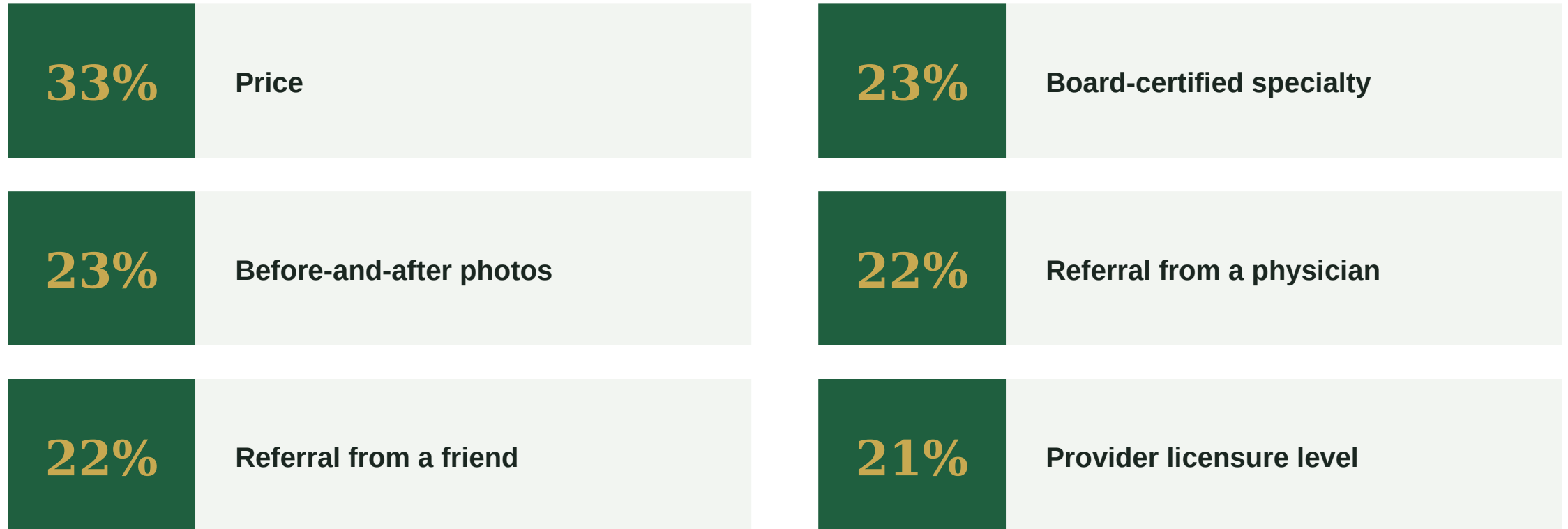
# Consumers Who Would Repeat the Procedure



**96%**

of Botox patients would repeat, underpinning recurring revenue and high lifetime value.

# Top Factors in Provider Selection



# Highest-Rated Services (95%+ Satisfaction)

<b>Vein treatments</b>	<b>95%+</b>	<b>Platelet-rich plasma</b>	<b>95%+</b>
<b>Thread lifts</b>	<b>95%+</b>	<b>Muscle sculpting</b>	<b>95%+</b>
<b>Wrinkle relaxers</b>	<b>95%+</b>	<b>Laser tattoo removal</b>	<b>95%+</b>
<b>Chemical peels</b>	<b>95%+</b>	<b>Microdermabrasion</b>	<b>95%+</b>
<b>Fillers</b>	<b>95%+</b>		

Source: American Society of Dermatology

# 03

## **Proforma Build**

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*Volume, staffing and capital assumptions*

# Case Volume Assumptions



Assumption	Value
Average annual treatments / MD office	765
Monthly volume average / office	63.8
Daily volume — 19-day month / office	3.36
Partnership daily volume (3.36 × 7)	≈ 23
Ramp to full capacity	3 months (≈ 62 treatments)
Partnership annual volume (765 × 7)	5,355

# Staffing & Compensation Assumptions

Role	Hourly Rate	Base	Bonus
Aesthetics Nurse	\$45	\$93K	\$108K
Aesthetician	\$30	\$62K	\$18K
Patient Navigator	\$25	\$52K	—

## KEY VALIDATION ASSUMPTIONS

Case volumes supported by a strong combined marketing presence across partner offices.

Local demographics and market size validated against extrapolated estimates.

Consumer preferences assumed consistent with referenced national surveys.

# Capital Equipment & Financing Requirements

Equipment	Unit Price	Qty	Total
Sciton mJOULE	\$180,000	1	\$180,000
InMode Morpheus8	\$180,000	1	\$180,000
HydraFacial	\$40,000	1	\$40,000
SkinPen	\$8,000	1	\$8,000
<b>Total Capital Equipment</b>			<b>\$408,000</b>

FINANCING LEVERS

Capital lease for equipment

Use of TI (tenant-improvement) funds

Equity injection

# 04

## **Financial Returns**

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*Income statement summary & distribution outlook*

# Three-Year Income Statement Summary

Income Statement (\$USD)	FY2026	FY2027	FY2028
Case Volume	5,256	5,520	5,796
<b>Revenue</b>	<b>\$3,672,420</b>	<b>\$3,856,044</b>	<b>\$4,048,836</b>
Cost of Goods Sold — Consumables	\$(1,245,996)	\$(1,308,300)	\$(1,373,712)
Direct Employee Expense	\$(318,063)	\$(418,219)	\$(425,699)
<b>Gross Profit</b>	<b>\$1,832,930</b>	<b>\$2,547,744</b>	<b>\$2,675,124</b>
Total Operating Expenses	\$(868,075)	\$(883,343)	\$(898,766)
<b>Operating Income</b>	<b>\$964,854</b>	<b>\$1,664,401</b>	<b>\$1,776,358</b>
Total Other Income / (Expense)	\$(159,622)	\$(161,689)	\$(151,128)
Earnings Before Tax	\$805,232	\$1,502,712	\$1,625,229
Tax Expense (27%)	\$(217,413)	\$(405,732)	\$(438,812)
<b>Net Income</b>	<b>\$587,820</b>	<b>\$1,096,980</b>	<b>\$1,186,417</b>

Source: FINAL\_psgproforma.xlsx — Summary IS. Net income margin expands 16.0% to 29.3% over the period.

# Investor Dashboard — 3-Year Outlook

**4.5x**

3-yr cumulative net income on capital raised

**~1.1 yr**

Capital payback period

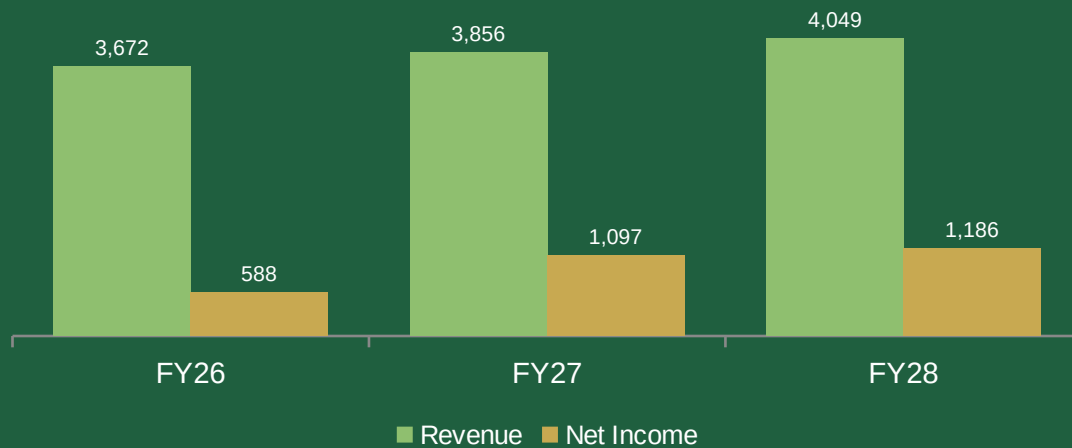
**92%**

Year-1 cash-on-cash yield

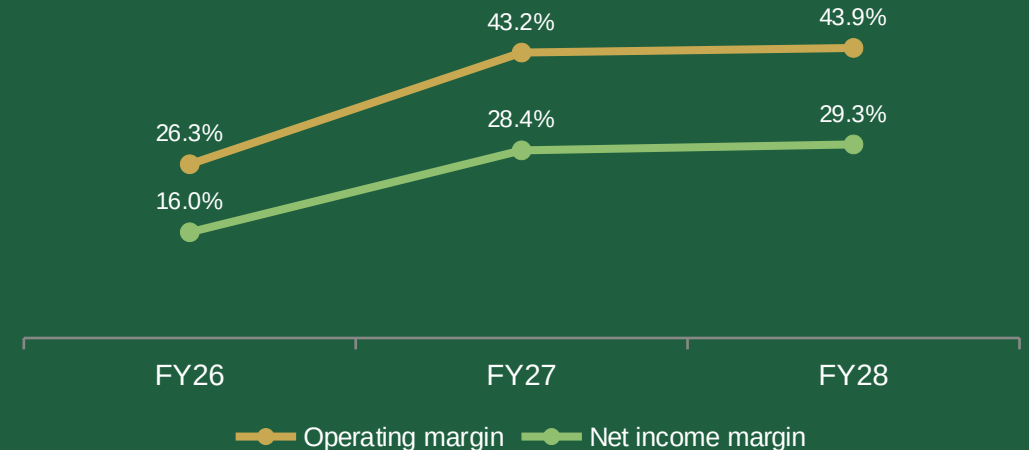
**29.3%**

FY2028 net income margin

REVENUE & NET INCOME (\$000)



MARGIN TRAJECTORY (%)



# Partnership & Deal Structure

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## Partnership

7-physician partnership; distributions commence at end of Year 1.

## Capital

Equipment via capital lease; TI funds applied to build-out.

## Equity

Equity injection sized to fund ramp and working capital.

## Upside

Year-2 MD distribution nearly doubles vs. Year 1 (\$78K → \$142K).

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# Questions & Discussion

*Med Spa Platform · Market Opportunity & Operating Proforma*

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