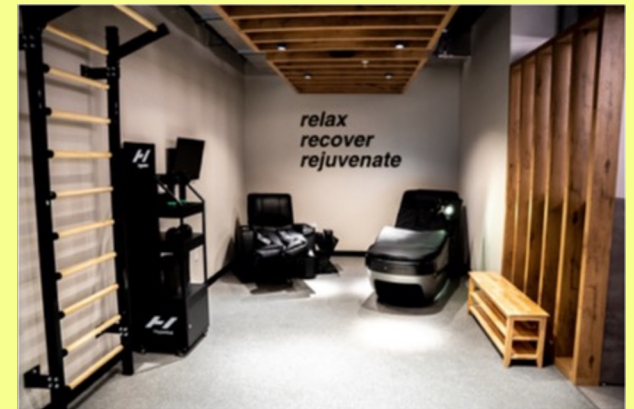
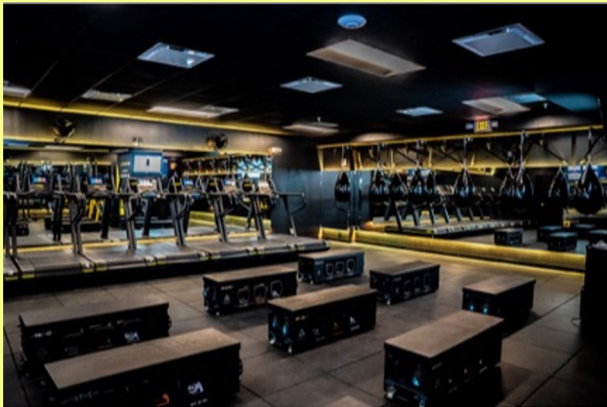


INFINITY, beyond fitness

THE BOUTIQUE WELLNESS STUDIO



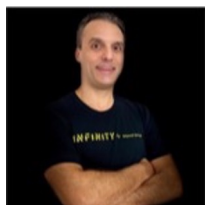
“DISRUPTING THE BOUTIQUE FITNESS STUDIO (\$49 BILLION) BUSINESS”



TO BE COVERED TODAY

- About us
- The Opportunity
- Our Wellness Approach
- Franchise Growth Plan
- Q&A

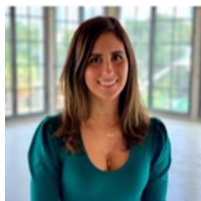




Diego Guimarães, MBA, CFE
Chief Executive Officer (CEO)

Diego has been our CEO since we started operations by Jan./2022 but started idealizing “INFINITY, beyond fitness” (IBF) by the beginning of 2020. Since then, he and his partner researched and invested to develop our singular concept. Diego is known to be passionate about endeavoring new business that can change people’s lives for good. He is recognized as a strong and conscious leader with a proven track record on both strategy and execution. He is fanatical about building great teams. While creating IBF’s concept, Diego also acted as Strategic Advisor for Maple Bear Global Schools (from Oct./2020 to Dec./2022) when he reviewed their franchising expansion plan and provided business insights for a soft-landing in the US market. From Jan./2015 to Dec./2019 Diego was General Manager for Tampa Fitness Partners, one of the first Orangetheory Fitness area representatives in the US, which was successfully divested by Dec./2019. He has 20+ years experience as an entrepreneur with businesses in Brazil and the US.

[LinkedIn](#)



Vanessa Severiano
Chief Growth Officer (CGO)

Vanessa has been or CGO since Jan./2022, as part of our founding team. Over her 20+ year career in the fitness and wellness sector, Vanessa has worked some of the most renowned brands in the US, such as Crunch, Equinox, David Barton Gym, and Flywheel. Vanessa also worked as a consultant and executive with some startups in the fitness/wellness arena. She is recognized as a strong leader with a proven track record of sales and marketing success. Vanessa is also known for being highly passionate about people, teams and creating outstanding brand experiences. Prior to joining our team, she was VP of Marketing for Active Life (from Jul./2020 to Nov./2021) and Director of Sales and Marketing for Anatomy (from Nov./2013 to May/2020). She was also the host of The Business Side of Fitness Podcast where she interviewed 150+ innovators and disruptors in the fitness and wellness sector from Mar./2020 to Dec./2022.

[LinkedIn](#)



Salles Mandia
Co-Founder

Salles is one of our co-founders. He actively participated on the development of the architectural design blueprint and the strategic partnerships during the conception phase of the company during 2020/2021. He also led the construction of our flagship studio in 2022. Salles has deep roots in the fitness industry with over 35 years of experience in every aspect of the business. From 2018 to 2021 he acted as an investor and consultant to fitness companies. From 2007 to 2017 he was heavily involved in the Bio Ritmo / Smart Fit concept, which later became the 3rd largest chain of health clubs in the world (he still owns, but does not manage, 4 Smart Fit locations in Brazil). Salles began his entrepreneurial journey in the fitness arena in 1992 with his first big box gym. As a coach, he worked with the Brazilian Ice-Skating team and served on the Olympic committee in 1992 in Albertville, France.

[LinkedIn](#)

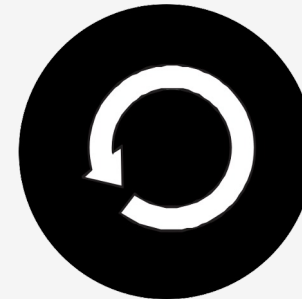
Our CEO's Franchising & Fitness Experience & Proven Track Record in the USA*



Gross Sales
grew **56%**



EBITDA grew
86%



Area Management
Royalties Grew **54%**

* From 2014 to 2019 fiscal year, as Tampa Fitness Partners' General Manager
(OrangeTheory® Area Manager in the Tampa Bay Area, Florida, from North Tampa to South Naples)



HERE AT INFINITY,
WE ARE IN THE BUSINESS
OF CHANGING LIVES!



A consumer-centric brand on a mission: support communities to live healthier lives. Fusing training, nutrition, and recovery, we move our members - inside studios and beyond.



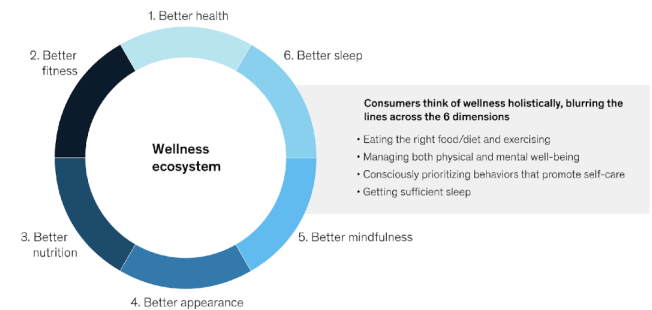


THE OPPORTUNITY

- McKinsey* estimates the spend on wellness products and services to be more than **\$450 billion in the United States only and growing at more than 5% annually**
- Our offer covers the **6 dimensions of wellness**, directly (5) or indirectly (1)
- It's a unique approach to wellness franchising, fusing training, nutrition and recovery in one single location = **convenience for our members and possibilities of upselling different memberships for our franchisees**
- Same CapEx, same studio area and same OpEx of a boutique fitness studio, but with higher average ticket and retention = **higher EBITDA to our franchisees**
- Multiple **recurrent membership revenue streams** for our franchisees:

- Core:
 - Fitness
 - Wellness
- Ancillary:
 - CBD
 - Supplements
 - Vitamins
 - Meal plans

Our latest research reaffirms six dimensions of wellness that consumers consistently reference.



Note: Represents 139 bigrams (3-word phrases); minimum frequency of 5 per n-gram. Question: When you think of wellness, what comes to mind?
Source: McKinsey Future of Wellness Survey, April 2022; Alex Reumker, "N-gram generator," accessed May 17, 2022

* [Click here to McKinsey's - September 19, 2022 Article](#)



**Our
Wellness
Approach
Makes Us
Different**

INFINITY  *beyond fitness*



TRAINING

NUTRITION

R E C O V E R Y

**NEUROSCIENCE
&
TECHNOLOGY**



A Hint of Our Wellness Approach

Training

Coach led group sessions.
4 modalities = diversity for members & flexibility for programming different experiences.
Open gym when room is available (workout on your own).
Holistic approach to training (inside our studio and beyond).

NUTRITION

Nutritional guidance, according to dietary preferences.
Health eating concept.
✓ Your plate (total calories and macro nutrients).
Healthy grocery list.
Your "Pro tips".
No need for an in-house nutritionist.
Nutritional guidance workshops.

Recovery

4 scientific-proven recovery equipment (15-min sessions only).
3 portable recovery tools & stretch bar.
Recover faster. Activate circulatory system. Help prevent injury. Improve sleeping.
Breathing, sleeping, and stretching workshops.

NEUROSCIENCE + TECHNOLOGY = 90-DAY PERSONALIZED INFINITY PLANS

21-day high intensity (Improve)

69-day maintenance (Maintain)

TRAINING



DESIGNED BY SPECIALISTS

- Training methods used by athletes, adjusted for all fitness levels.
- Variable Intensity Interval Training (VIIT) = lower impact if compared to majority of other HIIT lead brands.
- Partnership with best brands in each equipment/modality (Technogym, Ybell, FitBench & Everlast).

VIIT (CARDIO & STRENGTH) GROUP SESSIONS

- 4 rounds with 2 explosive intervals per round - torch up to 1,000 calories per session.
- Post-Exercise Oxygen Consumption (EPOC) burn last up to 36 hours – the afterburn effect.
- Warm-up | Round 1 | Round 2 | Round 3 | Round 4 | Stretch

VIIT (STRENGTH FOCUS) GROUP SESSIONS

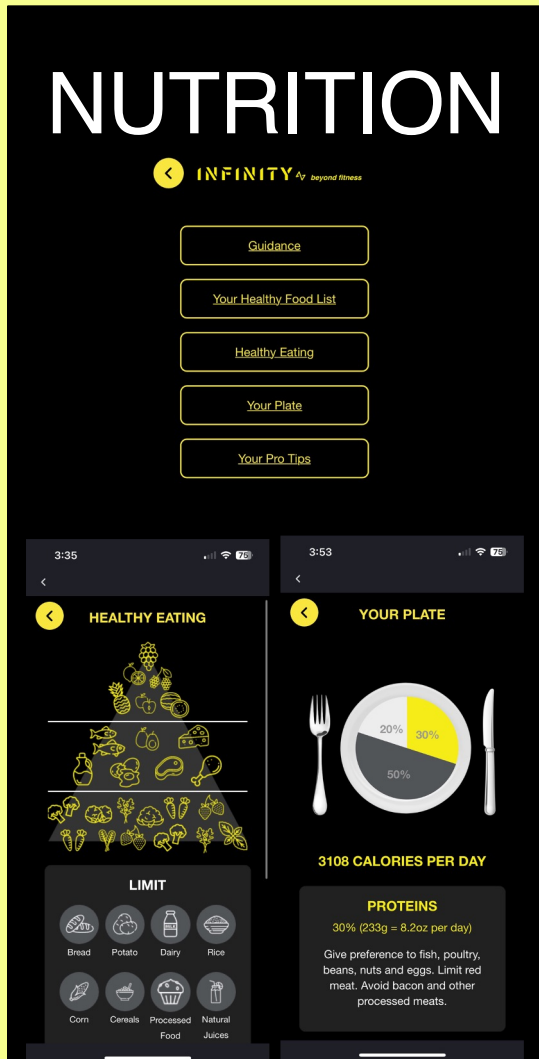
- 4 rounds with low cardio and high strength training - build muscles, lean & tone.
- Different combinations (sled+weights, functional+weights, boxing+weights, etc...).
- Warm-up | Round 1 | Round 2 | Round 3 | Round 4 | Stretch

FULL SENSORY EXPERIENCE

- Curated music and lighting, synchronized nightclub experience.
- Entertaining and motivating fitness coaches – total focus on coaching only.
- High energy atmosphere.



The One & Only 4-Modalities Boutique Fitness Studio
TREADMILLS | WEIGHTS | BOXING BAGS | BENCHES



INDIVIDUALIZED WELLNESS APPROACH

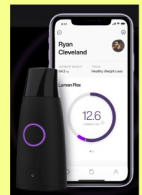
- Catered to each app-based assessment and body scan outputs.
- Members choose “Fat Loss”, “Muscle Gain” or “Optimal Health” at the beginning of each of their 90-day INFINITY plan cycles.

PROPRIETARY INFINITY PLAN SYSTEM (IPS)

- Included on all Wellness memberships – key differentiator.
- Embedded on a fully customized App.
- Machine learning based system generates automatically personalized nutritional guidance to all members.
- On going improvements to offer constant additional education/services to members.

OTHER SERVICES – WELLNESS ELITE ONLY

- Portable cardio-metabolic, using a third-party personal device (lumen®) for improving individual nutrition habits – future.
- Automated customized daily meals, including real food suggestions – to be developed as as new feature to the IPS.



Nutrition workshops.

MAYBE IN THE FUTURE: MEALS, VITAMINS AND SUPPLEMENTS PLANS (NO INVENTORY) IN PARTNERSHIP WITH NATIONAL VENDORS.

RECOVERY



INFINITY ^{AV} *beyond fitness*

4 INDIVIDUAL RECOVERY THERAPIES

(Self-Operated | Pre-Booked | 15-minute sessions)

INFRA-RED COCOON POD

LCD panel with different features (heat level, massage intensity, aromatherapy, and fan).

HYDROMASSAGE® LOUNGE

LCD panel with 4 pre-programmed options and adjustable features (speed and intensity).

ZERO-GRAVITY 4D MASSAGE CHAIR

LCD panel with over 20 pre-programmed options.

COMPRESSION THERAPY (by Normatec®)

1 Recliner + Boots + Hips + Arms

HYPERICE® TOOLS

2 Massage Guns | 2 Massage Spheres
2 Massage Foam Rollers



Breathing, sleeping, and stretching workshops.

**MAYBE IN THE FUTURE: CBD INFUSED VITAMINS AND SUPPLEMENTS
PLANS (NO INVENTORY) IN PARTNERSHIP WITH NATIONAL VENDOR.**

CocoWalk Flagship Studio Membership Options for 06/2023



MEMBERSHIP OPTIONS

\$99 ENROLLMENT

WELLNESS UNLIMITED

\$199 monthly

- ✔ Unlimited Group classes
- ✔ Unlimited Open studio
- ✔ Unlimited Body scans
- ✔ Unlimited Recovery tools
- ✔ Unlimited Recovery sessions
- ✔ Personalized advanced nutrition and lifestyle guidance
- ✔ Accountability check-ins
- ✔ Unlimited coach messaging and community support
- ✔ 1:1 Wellness coaching
- ✔ Goodie bag valued at \$100

MOST POPULAR

TRAINING UNLIMITED

\$179 monthly

- ✔ Unlimited Group classes
- ✔ Unlimited Open studio
- ✔ 1 Body scan every 90 days
- ✔ Unlimited recovery tools

ALL MEMBERSHIPS INCLUDE TOWEL SERVICE & COMPLIMENTARY PARKING



MEMBERSHIP OPTIONS

\$99 ENROLLMENT

WELLNESS

\$139 monthly

- ✔ 8 Group classes
- ✔ 4 Open studio
- ✔ 1 Body scan every 90 days
- ✔ Unlimited recovery tools
- ✔ 4 Recovery equipment sessions
- ✔ Personalized basic nutrition guidance

TRAINING

\$119 monthly

- ✔ 8 Group classes
- ✔ 4 Open studio
- ✔ 1 Body scan every 90 days
- ✔ Unlimited recovery tools

ALL MEMBERSHIPS INCLUDE TOWEL SERVICE & COMPLIMENTARY PARKING



WHY INFINITY?

OUR WELLNESS CULTURE

We are building a wellness community, for those looking for a better version of themselves.

The experience transcends the 4 walls of the studio.

“The Welcoming Factor” - our team really care and do it with love.

WELLNESS MANAGEMENT SYSTEM

The Proprietary machine learning system, with a 12-month roadmap, evolving to AI.

Personalized to each member goals and lifestyle.

Evolves through out the customer journey.

THE WELLNESS PROCESS

Member-oriented, considering the individuals starting point.

Our 1:1 Wellness Coach Sessions are attentive yet efficient, as our system does the heavy lifting.

We reset the process each 90 days.



EXPANSION

PLAN US

Franchising starts by 09/2023

FLORIDA FIRST

**We have 38 pre-approved
hot locations for our first
franchisees choose from**

WE ARE AWARDING FRANCHISES

This is our comprehensive blueprint to significantly increase our franchisees' likelihood of success.



- Proven recurring cashless boutique studio revenue model
- Multiple revenue streams
- Expert franchisor management team
- Holistic approach to wellbeing: Training + Nutrition + Recovery
- Unique proprietary Wellness Management System (the INFINITY Plan System)

- Site selection guidance on pre-approved hot locations
- Studio architectural blueprint and build out formula

- Presale and grand opening support
- Ongoing marketing and operational support
- Professional manuals and training tools
- Video library
- Integrated systems
- Staff management tools



Profile of an INFINITY Studio Owner

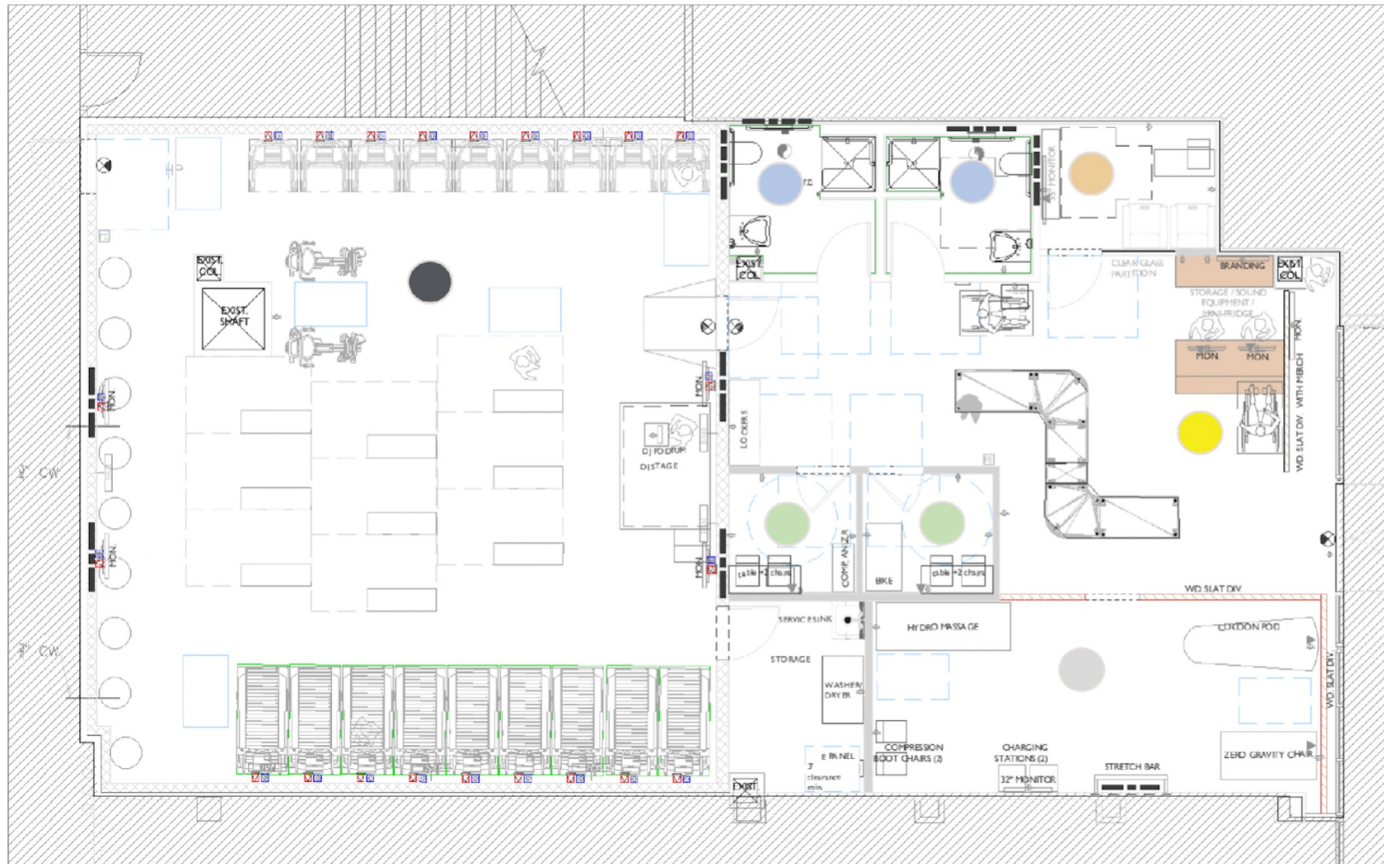
- **Business, management and leadership experience**
- **Availability of at least \$400,000 to invest and access to credit**
- **Passionate about wellness & changing people lives for good**
- **Talk the talk... walk the walk...**
- Preferably have experience in fitness/wellness
- Preferably have experience in franchising
- Ideally has access to a property approximately 3,000 sq ft that may be converted into an INFINITY studio

**DESIRE TO BUILD A MEANINGFUL LEGACY
BUSINESS IN THE COMMUNITY !**



Franchise Model (2,800 sqf)

INFINITY *beyond fitness*



- TRAINING**
 RUN - LIFT - CLIMB - BOX
 DJ / Instructor Podium and Stage
- NUTRITION**
 Body scans, Cardio-metabolic Tests
- RECOVERY**
 Hydro massage, cocoon pod,
 zero gravity chair,
 compression boot, stretch bar
- COMMUNITY**
 Reception, Seating, Lockers,
 Flowater Refill Station
- MANAGEMENT**
- RESTROOMS**



THE BUILDING

Type A or B malls, ground floor, 11 ft high ceiling, established anchor stores

Building Size 2,800 - 3,000 sq. ft. (vanilla shell preferably)

Parking 32+ spaces

Visibility..... 24+ ft. frontage (preferred)

THE NEIGHBORHOOD

(10-minute drive-time around the location)

Qualifying households 7,500+ (3-mile radius) / 15,000+ (5-mile radius)

Adults (18-55) 50%+ of the population

Average Household Income \$100,000+



THE FRANCHISEE JOURNEY

- R\$50,000 Franchise Fee
- 6% Royalties
- 2% Marketing Fund

7 STEPS TO BECOME AN INFINITY OWNER.

1

EXPRESSION
OF INTEREST

2

INTERVIEW

3

APPLICATION
FORM AND
CREDIT
CHECK

4

SEE OUR
STUDIO
"DAY IN LIFE"

5

MEET OUR
TEAM
DISCOVERY
DAY

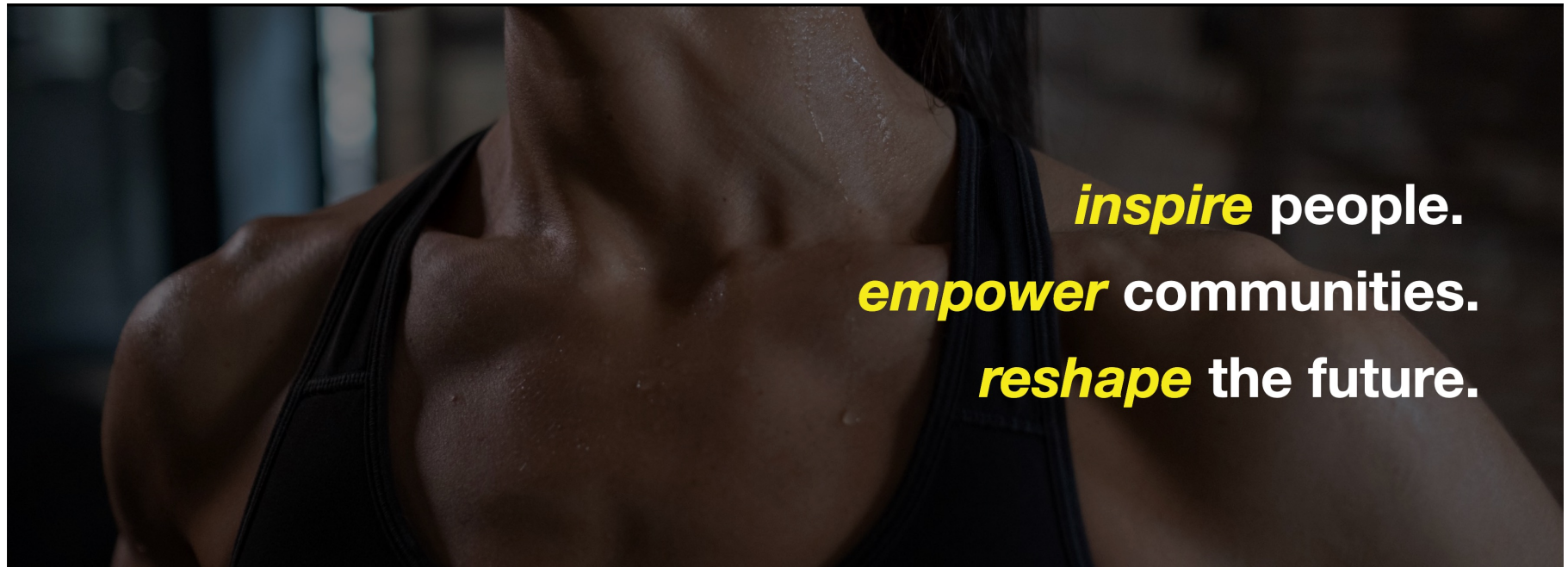
6

FRANCHISE
DISCLOSURE
DOCUMENT
(FDD)

7

SIGN THE
CONTRACT

OUR VISION...



QUESTIONS ?





Diego Guimarães

CEO & Founder

+1 305 815 7078

THANK YOU !

