

FRANCHISE OPPORTUNITY GUIDE

3D Lifestyle Canada

“3D Lifestyle is a brand for the masses, not for the classes.”

JAWAD (JOE) QURESHI
Founder & Chief Executive Officer
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3D

2024

Download
Our
Innovative
App!



Get it on



3D Lifestyle Aesthetics

Use The App To Easily Book
Your Treatments, Keep Track
Of Promotions, Etc.



Why Become a 3D Member?

Subscribe Today & Save Up To 70% On
All Medical Aesthetic Treatments & 40%
On All Therapeutic Wellness Treatments

- Two Kinds Of Membership Plans:
 - i) \$69/Month (All Aesthetic Treatments)
 - ii) \$199/Month (PRP- Unlimited Session)
- 12 Months Commitment
- Full Membership FEE Gets Credited Back To Your Account In The App So You Can Use Your Money To Buy Treatments In Your Plan
- Unused Treatments Always Roll Over To The Next Month
- Over 100 Aesthetic & Therapeutic Wellness Treatments To Choose From
- Save 10% On All 3D Lifestyle Skin Care & Wellness Products
- Earn Perks & Rewards To Get Free Treatments
- Access To Exclusive Promotions Not Available To The Public
- Access To Priority In-App Scheduling

Massage Therapy & most Therapeutic Wellness treatments billed directly to insurance carriers under your extended health benefits



"3D Lifestyle is Canada's leading Medical Aesthetics brand with its clinics being a gateway to 100+ Non Surgical treatments in the world of Medical Aesthetics. Further, we've just introduced Therapeutic Wellness treatments in our clinics including massage therapy, reflexology, acupuncture and chiropractic care. These are offered through our unique Mobile App using a first-of-its-kind membership model. This allows us to offer the most advanced treatments at the most affordable prices where members save an average of 71% on medical aesthetic treatments and up to 40% on therapeutic wellness treatments by retaining their FULL membership fee as a credit balance within the App. It doesn't matter if someone is waiting tables at a restaurant, or is climbing the corporate ladder; when it comes to aesthetics and wellness, we are for the masses, not the classes. Without compromising on the quality of treatment and by having certified professionals on board, our two kinds of membership plans, \$69/month & \$199/month are extremely affordable and allows our clients to enjoy their anti-aging, self-care, and wellness journey for the rest of their life."

Joe Qureshi,
Founder 3D Lifestyle

About Us

3D Lifestyle is an innovative medical aesthetics & therapeutic wellness brand, which opened its first Canadian outlet in Etobicoke, Ontario in August 2021, and has set out to revolutionize the Medi-Spa industry in North America.

Disruptive new in-app membership model and unprecedented pricing allows patients to unlock up to 70% savings on their medical aesthetic sessions and 40% on therapeutic wellness treatments.

3D Lifestyle offers a unique proposition for a non-invasive alternative to aesthetic and medical surgeries as well as therapeutic wellness treatments like massage therapy, reflexology, chiropractic and acupuncture treatments. 3D Lifestyle is taking the spotlight in the hearts of Canadians by being the first of a kind subscription model in the Medi-Spa and the wellness clinic industry, as well as providing an innovative and user-friendly app, offering members and visitors deeply discounted wholesale pricing on treatments/sessions that can be billed to most insurance companies under healthcare benefits, as well as a very convenient way to book appointments from the “3D Lifestyle Mobile App”, now available on the AppStore and Play Store.

For only \$69/month, 3D Lifestyle is a gateway to 100+ treatments and the most advanced technologies, where members can save an average of up to 71% on treatments.

Downloading the 3D Lifestyle App allows users to conveniently choose their location, their certified aesthetician or medical consultant, and book their desired treatments 24/7, 365, nationwide. The App also allows users to keep track of promotions, learn more about the science behind their treatments, and ask questions or get more information from a certified professional.

3D Lifestyle aims to launch 150 Medi-Spas & wellness clinics across Canada and the United States in a joint effort with franchisees. We carefully select our leaders as franchisees so that our members can get the ultimate experience as we poise to be a neighborhood, community-based medical aesthetics and wellness center for self-care, contouring, anti-aging, and wellness.

The Opportunity

3D Lifestyle Launched the First-of-its-Kind
Subscription Service for Medical Aesthetic Procedures

The subscription model is designed to make premium medical aesthetic as well as therapeutic wellness treatments more accessible to people of all incomes and for our franchises to uniquely differentiate from other salons and Medi-Spas by having a 80% customer retention.

Many aesthetic and wellness treatments have become out-of-reach for regular people, who routinely miss out on treatments which not only help them in wellness and rehabilitation, but also allow them to look and feel their best. By re-inventing the standard pricing model in these industries, we are democratizing access to high-quality procedures and the most advanced technologies all under one roof.

Consumers have become used to subscribing to services like Amazon Prime, Netflix and Dollar Shave Club, as a way of obtaining substantial savings while accessing a more convenient, higher-quality service. Consumers can now benefit from similar disruption in the medical aesthetic and therapeutic wellness industries.

3D Lifestyle members pay \$69 / month + tax for their membership. This is not a fee. The amount is applied directly towards their treatments, and rolls over month-to-month if not used – helping members budget for the treatments they really want. Therapeutic wellness treatments like massage therapy, reflexology, chiropractic, and acupuncture can also be billed directly to most insurance companies and member extended healthcare benefits. This unlocks wholesale prices on more than 100 popular treatments, including injectables like Botox/Fillers/PRP, Thread Lift body sculpting procedures, medical-grade facials, skin rejuvenation treatments, advanced laser treatments, and a wide array of therapeutic wellness modules.

Most Med-Spas face a dilemma of losing clients to other salons/clinics, since customers would either search online or go to Groupon and avail services, thus leaving Medi-Spas with the challenge of retaining their customers. 3D Lifestyle's subscription model being the first in the industry as an unprecedented 95% member retention rate- thanks to its \$69/month subscription model

For Franchise Partners

A Proven System For Success

The 3D Lifestyle membership system is proven to be successful

Low investment and start-up costs

Estimated start-up costs range from \$150,000 to \$600,000 including clinic renovations, furniture, medical devices and opening cash flow requirements. Plus, most franchise partners receive financing through the Canada Small Business Financing Program. (CSBFP)

Recurring revenue and quick ROI

The 12-month membership model creates a long-term, loyal client relationship. Over 50% of monthly revenue comes from clinic members. What's even more attractive is that for therapeutic wellness treatments members pay using their extended health insurance. Combine these factors and the result is predictable, high-margin revenue and quick return on investment.

Opportunity for multi-clinic ownership

Our franchise owners are allowed to operate multiple clinics. We believe our ROI to be the reason of franchisees quickly grabbing available locations and opening up multiple clinics.

Straightforward business model

The 3D Lifestyle business model requires minimal inventory and working capital. It also provides an easy-to-operate staffing model and a mobile application with a built-in online Point of Sale payment gateway, CRM, marketing integration to generate new inquiries, appointment booking tool, and informational blogs shared with members through in-app notifications..

Investment Details

A glimpse at what's required to start up your own 3D Lifestyle franchise...

Estimated development costs: \$150,000 to \$600,000 (will vary by store format)

Unencumbered cash required: \$40,000 to \$150,000 (will vary by store format)

Franchise fee: \$29,000 (Express 2 room setup and smaller 4 rooms setup) - \$49,000 (larger 8 rooms setup)

Royalty fee: Progressive; starting at 10%

Localized advertising spend: \$5,000 per month (minimum first 6 months, \$3,500 thereafter)

Location size: 350+ Square Feet (express 2 rooms setup) 1,200+ square feet (smaller 4 rooms setup) – 1,750+ square feet (larger 8 rooms setup)

Average # of Rooms: 2(express setup) 4+1 (smaller setup) - 8+1 (larger setup)

Hours: Monday - Saturday: 9am - 7pm, Sunday: 11am - 5pm

5 Simple Steps: Helping You Get Started

Step 1: Get in touch

Contact us and we'll arrange an initial telephone conversation to answer your preliminary questions and discuss available locations.

Step 2: Do your homework

A Franchise Disclosure is provided to interested applicants, which provides all the necessary information to allow you to properly complete your investigation. During this phase we will also conduct several in-person meetings and encourage you to visit with existing franchisees.

Step 3: Get off the ground

Once you decide to proceed with a 3D Lifestyle franchise, we will work with you on your financing plan, site selection and construction of your clinic. We will facilitate all necessary requirements of for your clinic such as procurement of the medical devices, consumables, design layouts, hiring & training of your employees – you name it!

Step 4: Lean on us

Our Operations Department will support you in your training and preparations for opening. A comprehensive training program will include time in a location as well as hands-on support, in your clinic, during your initial opening week along side our medical director.

Step 5: Spread the word

Our Marketing Department will work with you to implement our in-app technology integration, social media member acquisition algorithms, as well as providing you with all necessary files and support for literature and signage.

Once your clinic opens, we'll offer ongoing support with:

- New products and services
- Ongoing training
- Operations support and guidance
- Marketing initiatives and business development support

For 3D Lifestyle Professionals: Doctors/Nurses/Aestheticians & RMTs

A Mutually Beneficial Partnership

3D Lifestyle offers an exciting, enticing work environment for its staff members

Professional work environment

We enable our contracted and employed professionals to focus on what they love – treating clients – because we take care of everything else, from in-store trainings to advertising and billing.

Predictable income with steady clientele and health benefits

Our business model creates a steady and predictable volume of clients. 3D Lifestyle believes in the value of proper healthcare and is proud to offer our medical professionals competitive, comprehensive remunerations and health benefits with an opportunity to excel in senior management roles as well as become franchise partners.

Professional development

Our ever-expanding network of clinics provide medical professionals with numerous peers to learn from, and a positive, low stress environment. We also help our staff to better their skill set through continuing education.

Flexible scheduling

3D Lifestyle clinics offer flexible hours and easy online schedules to make it convenient for medical aestheticians, nurse injectors, chiropractors, registered massage therapists, reflexologists, and acupuncture doctors to view appointments within our mobile application anytime, anywhere.

For 3D Lifestyle Members

Access to Affordable, Convenient Medical Aesthetics & Therapeutic Wellness Treatments
Under One Roof

Our clients become 3D Lifestyle members for a variety of reasons...

- **Customized Treatments**

100% of all aesthetic and therapeutic wellness treatments are performed by a certified Doctors, Nurse Injectors, Aesthetician and RMT, which means each client receives the highest quality treatment.

- **Affordable Pricing**

Our members save an average of 70% for 100+ medical aesthetic treatments and 40% on an array of massages for their therapeutic wellness treatments usually covered under their extended healthcare plan.

- **Convenient Locations**

Our clinics are open 66 hours per week and offer online/in-app notifications booking, same-day appointments and in-app notifications of appointment reminders, marketing promotions as well as their remaining wallet balance.

- **Improved Beauty & Health**

3D Lifestyle is proven to help our members look and feel good, reintroduce themselves with their transformational appearance, prevent pain and injury, maintain physical function, relieve depression, anxiety, minimize stress and encourage relaxation.

Marketing Plan: Objectives

Marketing will be driven to sign up new members where our App is a gateway to 100+ treatments which members will be privity to booking at affordable prices.

Digital Brand Awareness (FB, IG, TikTok)

Digital bombardment of the new membership model and App through content amplification, expert blogs, lead generation articles, influencer marketing and digital advertising.

Celebrity Endorsement & Influencer Marketing

Capture attention and generate leads through the induction of national celebrities, public figures, and social media ambassadors, associating brand treatments and products to a healthy lifestyle choice.

Public Relations & Advertising

Public relations to enhance the exposure of celebrity endorsement and influencer marketing, including in-house advertisement production and national ad program.

Leveraging Partnerships

Develop lifestyle and health partnerships across the country to promote and grow the commercial segment of the brand.

Marketing Plan: Core Objectives

Marketing will be driven to sign up new members where our App is a gateway to 100+ treatments which members will be prive to booking at affordable prices.

3D Lifestyle has focused on two segments; consumer and commercial. Commercial segment being the more straightforward one that will create brand value, whereas the consumer segment is encompassed around strategies that build upon the success of endorsements, influencer power, brand recognition and content amplification.

The brand's marketing strategy for its franchisees essentially is highlighted at the base level where the objectives and strategies will be deployed, and therefore going forward as the number of locations increase, the brand's marketing strategy will enhance the tactics identified in this proposal to reach optimal capacity for each store territory.

Objective 1: Digital Brand Awareness

Taking advantage of the social media and digital audience population of Ontario, and then the rest of Canada, the company will engage audiences through strong outbound campaigns.

Strategies

1. Advertising and Branding: Build a national brand that goes beyond the promotion of the aesthetic treatments.

2. Cooperative Marketing: Create programs that generate impact through consultation with the commercial segment.

3. Influencer: Develop influencer programs, through in-house influencers as well as other recognized influencers in the digital space in Ontario and the rest of Canada.

Objective 2: Celebrity Endorsement & Influencer Marketing

Expand the brand in order to have a national presence using celebrity endorsements and ambassadors, utilized as case studies and story tellers on digital and mainstream media.

Strategies

1. Media: Focus on proven programs such as content marketing (digital and social) that utilize layered messaging and influencers.

2. Partnerships: Alliance with strategically selected celebrity partners to deliver brand specific messages.

3. Earned Media: Utilization of online and offline press (bloggers etc.) to carryout brand message to a larger audience.

Marketing Plan: Core Objectives

Marketing will be driven to sign up new members where our App is a gateway to 100+ treatments which members will be prive to booking at affordable prices.

Objective 3: Public Relations & Advertising

Deepen the relationship with both the consumer and commercial segment, capturing the need for the product in consumers, and the revenue potential in the commercial segment.

Strategies

- 1. PR Content:** Develop viral content that is picked up by PR power houses and garner earned media success.
- 2. Mainstream Ads:** In-house production of digital advertising allowing for budgets to be spent in the distribution.
- 3. Social Media:** Extensive lead-based as well as brand awareness social media marketing.

Objective 4: Leveraging Partnerships

Create greater awareness on a national scale utilizing strategies that fit the local dynamic through partnerships with clinics, spas, beauty centers, doctors and aestheticians.

Strategies

- 1. National BD:** Business development focused on hammering all potential commercial segment partners to work with 3D Lifestyle and enhancing their offering.
- 2. PR/Trade-shows:** Develop PR generated trade shows that turn out to deliver consumer education as well as capture the commercial interest for new partners.

Metrics

Annual marketing plans to be developed with strategic targets and KPIs allowing for Senior Management Team (SMT) to evaluate the performance on a quarterly basis and understand the value generation by Marketing and Business Development Function.

Our Franchisees: What Our Current Franchise Owners Are Saying...

"I looked at many different franchise opportunities in various verticals but kept circling back to 3D Lifestyle. The business model not only offers great ROI but we have a 95% customer retention, thanks to the \$69/month subscription model."

- **Fozia Johri, Nurse Practitioner
Downtown Toronto Franchisee**

"When I decided that I wanted to branch out on my own after years of working in Health & Wellness as a registered nurse, I searched for a Company with the same values that I hold dear - to make medical aesthetics and general wellness and health care accessible and affordable to all walks of life. I know personally the difference that looking and feeling good can have on someone's health. I feel proud to work with partners who feel the same."

- **Shabnum Haifi, Vancouver Franchisee**

DID YOU KNOW?

Your 3D Lifestyle Medi-Spa can be opened in 90-120 days from the date you decide to launch.

Our Staff: What Our Current Medical Professionals Are Saying...

Dr. Charu Sharma Cosmetic Injector Vancouver

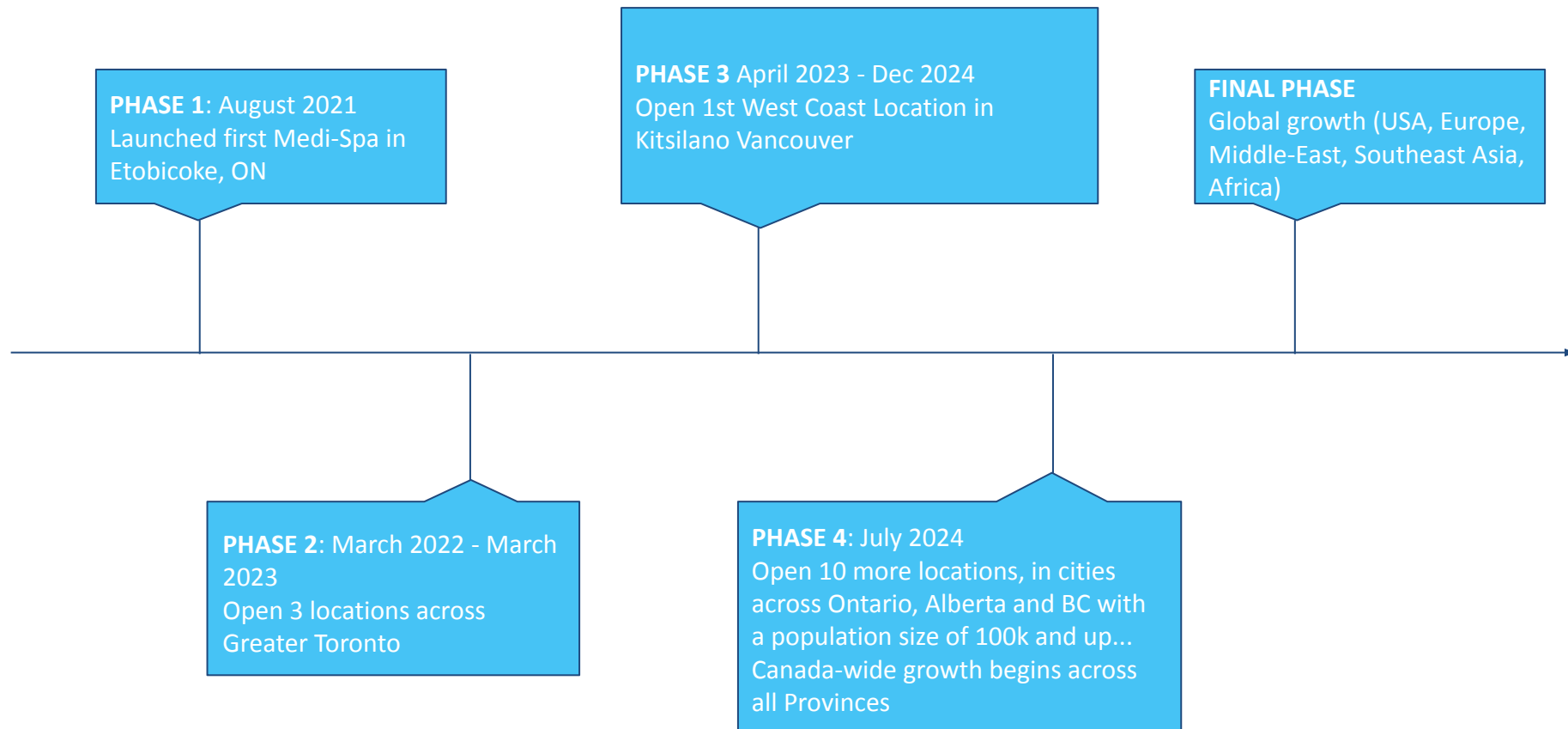


"I fell in love with the field of medical aesthetics because I love the artistic nature of restoring confidence in individuals through the various proven techniques and treatments which I have learned throughout my education and training. I am very excited to be a part of the 3D Lifestyle aesthetics team and providing high quality services to our clients. I get tremendous satisfaction in applying all my skills, talent and my passion for this field to clients in need of services related to medical aesthetics, ensuring that they receive the best possible treatments geared toward their specific needs."

Gabrielle Certified Aesthetician, Oshawa



"At the end of the day, what I want to see is that all your needs and concerns for enhancing or maintaining a certain look have been met, all while maintaining a natural look. I aim for perfection and truly believe it begins with regular skin care. In addition to that, 3D Lifestyle provides cutting edge technologies to deliver the absolute best possible result for your satisfaction. Everyone deserves to look and feel at their best, and I have the knowledge, eye and skilled hand to make that happen for each of my clients. I look forward to creating a plan with you to reach your healthy skin goals."



Product Portfolio

Medical Aesthetics



Soprano ICE



Clarion - BELA MD



Dp4™
Microneedling
Pen



Clarion -
PROLIFT DUAL
(HIFU FACELIFT +
RF Fractional
MicroNeedling)



PRP
Platelet-Rich
Plasma



STYLAGE
CPTN-Like TECHNOLOGY

BOTOX®

Product Portfolio

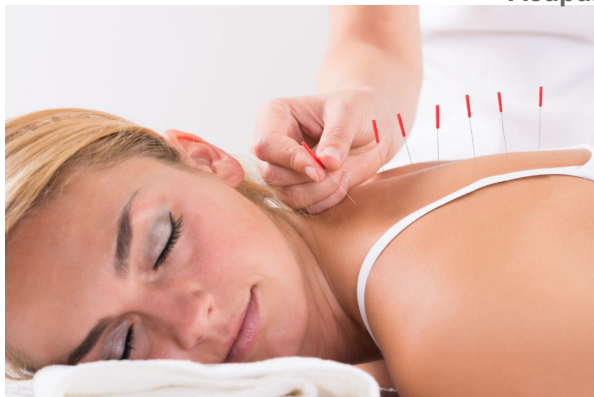
Therapeutic Wellness



Chiropractic Care



Massage Therapy



Acupuncture Therapy

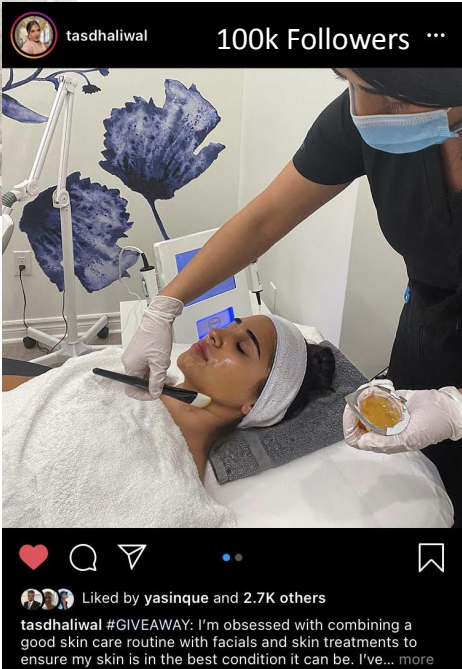


Reflexology

Public Figures & Influencers



Ran her own
Contest/Giveaway



What Our Members Are Saying



Samreen Raheel

10 reviews

★★★★★ a month ago - 🇵🇰

Today I had a microdermabrasion for the first time. My aesthetician Dr.Mehwish could not have been any nicer. She explained what she was doing throughout each step of the facial and was very happy to have an open discussion about other options to consider that would benefit a woman my age and my skin care concerns. It was a relaxing and pampering experience. My skin looks super clean, glowy and i just obsessed.it was such a great experience with 3D lifestyle.



ela patlong

Local Guide · 11 reviews · 33 photos

★★★★★ 2 weeks ago - 🇵🇰

Today i got my second session of their carbon laser peel, felt so amazing after every sessions. Staffs were so amazing and very welcoming, and the place is clean. Narmin did my treatment and is very knowledgable and sweet, i feel so comfortable while she do my treatment. Their membership price is absolutely worth it and unbeatable. I also met Joe, their founder and all i can say is he is an amazing person, no doubt the staffs are amazing aswell.



Hannah Lane

2 reviews

★★★★★ a month ago

I had a Carbon Laser Peel facial and my skin looks amazing! There were instant results and it was such a good price. The staff were welcoming and so kind and patient with my mom and I. We didn't feel rushed at all and everyone listened and cared about our skin concerns and history. The place was clean and beautiful. I highly recommend; especially if you become a member the prices are unbeatable.



Alisha Khan

Local Guide · 7 reviews · 2 photos

★★★★★ 6 days ago

Positive: Communication, Professionalism, Quality

3D Lifestyle Aesthetics is amazing. Every single staff member has been so welcoming, genuine and friendly, and make you feel comfortable and right at home. Everything is very clean, hygienic and it is a well kept environment. The ambience feels very open and relaxing. I am currently doing the carbon peel treatment (had my second treatment today) and did my first LED phototherapy treatment with the blue light today. I am already seeing results from when I first came in. I had acne and and acne scarring on my cheeks and jaw line and they have improved so much and are getting fainter. I chose to do this treatment to help reduce my oily skin so I can't wait to see the end results. Thank you 3D lifestyle for the exceptional service!



[Click to view the video](#)

Health & safety is our #1 priority.



[Click to view the video](#)

Getting the Knots Out:

Frequently Asked Questions

Why should I choose to partner with 3D Lifestyle?

Healthcare is the fastest growing industry in Canada. What's more, 3D Lifestyle is the leading non-traditional form of medical aesthetics and therapeutic wellness in healthcare. 3D Lifestyle is Canada's first mobile application, monthly membership-based Medi-Spa and wellness clinic model under one roof. Thanks to the surge in popularity and recognition of the practice as an effective beauty and wellness health measure, 3D Lifestyle has 5 clinics in Ontario, Canada, and is on track to open 150 clinics across Canada and the US in the next five years. Our approach offers our franchisee a low start-up cost and a proven membership-based business model that guarantees recurring revenue and a quick return on investment. Plus, you'll also have the opportunity to own multiple clinics. We are poised to be Canada's leader in meeting the growing demand of the market; we present a profitable opportunity for partnership.

What does the future of medical aesthetics and therapeutic wellness look like? Will this business look promising five or ten years from now?

The future of medical aesthetics and therapeutic wellness looks promising with a strong potential for growth. In fact, jobs in medical aesthetics and massage therapy are expected to increase more rapidly than any other profession in Canada. From 2021-2025 employment in these industries is expected to rise by double digits. This growth is driven by:

- The aging Canadian population, a population focused on beauty and wellness
- Growing recognition of the health benefits of medical aesthetic treatments and massage therapy
- Increasing inclusion of employer's benefits programs for 50% of corporate Canada

What is the company's expansion plan beyond 2023? Will 3D Lifestyle continue to open clinics at the same rate in the coming years?

Growth is planned through existing and new franchise partners and will be accomplished strategically to ensure every clinic is successful. In 2021, which will be remembered as the year of the COVID-19 pandemic, 3D Lifestyle opened its doors and became a successful subscription-based business model!

Where are 3D Lifestyle clinics typically located?

3D Lifestyle clinic locations are carefully selected based on geographic and demographic research prior to opening to avoid oversaturation within the market. Clinics are typically located in high traffic locations such as strip malls or retail plazas near established anchor tenants in residential areas, which attracts clientele.

Frequently Asked Questions (cont'd)

Why would customers want to join 3D Lifestyle's membership base?

The 3D Lifestyle approach is convenient for our clients, allowing them to take advantage of high quality medical aesthetics and therapeutic treatments, resulting in improved beauty and health. Our clinics are located in convenient, high-traffic locations, offer a fresh, modern décor, and are open over 66 hours each week to suit our member's needs. We offer online/in-app booking, same-day appointments, in-app notifications of our members' remaining wallet balances, and therapeutic treatments get billed to their insurance providers. Massage therapy and reflexology treatments are performed by RMTs, chiropractic and acupuncture treatments are performed by doctors, and medical aesthetics treatments are performed by certified aestheticians and nurses, which means each client receives the highest quality treatments. Our members save an average of 70% for 100+ medical aesthetic treatments and 40% on an array of massages for their therapeutic wellness treatments usually covered under their extended healthcare plan which makes it an easy decision for members to receive aesthetic and therapeutic treatments under a single roof on a regular basis.

Can I own and operate more than one 3D Lifestyle location?

Yes, of course! We encourage 3D Lifestyle franchise owners to own more than one clinic. With our support and strategically placed locations, your 3D Lifestyle clinic will quickly generate profit that can be used to open a second or third location.

Do I need to be a degree holder to own a franchise?

No, our Franchise Partners simply need to understand and share our vision. With our proven recruitment techniques, we will help your new clinic attract qualified Aestheticians, Nurses, RMTs, and chiropractors, and keep them! We'll help you set up a plan for recruiting and selecting required staff. Our clinic owners are people who want to own their own businesses and work for themselves. You need to have an entrepreneurial spirit, strong work ethic, commitment to client service and knowledge of your local community. With that said, if you are a medical professional with these skills and attributes, you'll find owning a clinic (versus working for someone else) to be extremely rewarding!

How active do I need to be within the day-to-day operations?

For many existing franchise owners, a big part of making their 3D Lifestyle clinic successful was a hands-on approach. The most successful clinics are the ones where franchise owners are active in day-to-day operations.

Do you have a financing program in place?

Yes, we have a program with a number of tier one Canadian banks that utilize The Canadian Small Business Financing Program. The program offers up to 70% financing to offset start-up costs on items such as renovations, furniture and equipment. A credit line and corporate credit card are also available to get your business up and running. Financing program is available for Canadian citizen and permanent resident only (not available for overseas immigration applicants).

Capital Costs of establishing All formats the 3D Lifestyle Medical Aesthetics & Wellness Clinic Franchise

(a) Deposits/ Partial Payments and Franchise Fees:

Deposit!/ Partial Payment – The Franchisor requires that all prospective franchisees pay a deposit in the amount equivalent to 50% of the Franchise Fee (the “**Partial Payment**”), which the Franchisor will collect, hold and apply in accordance with the terms of the deposit agreement attached of the Franchise Disclosure Document (the “**Deposit Agreement**”) provided once an applicant is selected.. The Deposit is uniform for all prospective franchisees and is paid as an expression of the prospective franchisee’s interest in acquiring a 3D LIFESTYLE franchise. If the Franchisee enters into the Franchise Agreement with the Franchisor, the entire Deposit will be credited toward the Franchise Fee (described below). If, prior to execution of the Franchise Agreement, either the Franchisor or Franchisee choose not to proceed, the Franchisor will refund 50% of the Partial Payment/ Deposit to the Franchisee, without interest or deductions

Initial Franchise Fee – Upon execution of the Franchise Agreement, the Franchisee must pay the Franchisor an initial, non-recurring initial franchise fee in the amount of \$49,900 (the “**Franchise Fee**”) for a Larger Format Store and \$29,900 for a Smaller or Express Format Store. The Franchise Fee is non-refundable, except as described below.

3D Technology and Marketing Setup Fee – Upon execution of the Franchise Agreement, the Franchisee must pay the Franchisor a non-recurring fee in the amount of \$14,900 (the “**Setup Fee**”) for a Larger Format Store, \$8,900 for a smaller Format Store and \$4,700 for an Express Store Format. This Fee is for setting up the technological components of the Spa, including CRM software and integration with the Franchisor’s website and the 3D App, and the Franchisee’s initial marketing platforms and funnels for lead generation. The Setup Fee is non-refundable, except as and where described below.

3D Medi-Spa Management Software Fee – Upon execution of the Franchise Agreement, the Franchisee must pay the Franchisor a non-recurring software licence fee in the amount of \$19,900 (the “**Management Software Fee**”) for a Larger Format Store, \$11,900 for a smaller Format Store and \$6,900 for an Express Format Store for the use and implementation of the Franchisor’s proprietary 3D LIFESTYLE Spa management software. The Management Software Fee is non-refundable, except as and where described below.

Project Consultation Fee – Upon execution of the Franchise Agreement, the Franchisee must pay the Franchisor a non-recurring fee in the amount of \$10,000 (the “**Project Consultation Fee**”) as consideration for the Franchisor’s provision of consultative services in relation to the development of the Premises. The Project Consultation Fee is non-refundable, except as described below. **This Fee is only Applicable for a Larger Store Format.**

Partial Refund of Franchise Fees

Failure to Enter into Lease - If, within a period of 180 days from the date of the Franchise Agreement, the Franchisee has not entered into a binding Lease for the Premises, then, until such time as the Franchisee enters into a binding Lease, each of the Franchisor and Franchisee shall have the continuing option to terminate the Franchise Agreement by giving 30 days’ notice of termination to the other party. If notice of termination is given, then unless the Franchisee enters into a binding Lease prior to expiration of the notice period, the Franchise Agreement and all rights and obligations thereunder (excepting any terms, conditions or covenants which survive termination) shall automatically terminate. Upon termination, the parties shall deliver to each other such releases and other documents as may be required to fully rescind all agreements between them in respect of the subject matter of the Franchise Agreement. Upon compliance with the foregoing, the Franchisor agrees to refund 50% of ALL amounts received by it pursuant to the Franchise Agreement, Inclusive of any costs and expenses incurred by the Franchisor in connection with the grant of the franchise, the negotiation and execution of this Agreement, the evaluation of any site(s) and the review and approval of any lease(s).

Failure to Complete Training Program - If, for any reason, the Franchisee, Guarantor or Manager, as applicable, is unable to successfully complete the Training Program to the satisfaction of the Franchisor, such person(s) must participate in the Franchisor's next scheduled training program, at the Franchisee's expense. If, after three attempts, the Franchisee, Guarantor or Manager, as applicable, is unable to successfully complete the Training, the Franchisor shall be entitled, at its option, to terminate the Franchise Agreement. Upon termination of this Agreement as aforesaid, the parties shall deliver to each other such releases and other documents as may be required to fully rescind all agreements between them in respect of the Franchise Agreement, and the Franchisor will refund 50% of ALL amounts received by it pursuant to the Franchise Agreement, Inclusive of any costs and expenses incurred by the Franchisor in connection with the grant of the franchise, the negotiation and execution of the Franchise Agreement, the evaluation of any site(s) and the review and approval of any lease(s).

Royalty Fee – During the Term and from the opening date of commencing operations, Franchisee shall pay a monthly royalty fee to the Franchisor at the rate specified in SCHEDULE “A” of the Franchise Agreement (the “**Royalty Fee**”). The Royalty Fee is a 10% of the Franchisee's Gross Revenues. This is a COMBINED fee which is collected for royalty and also for marketing technology efforts by 3D LIFESTYLE.

Note: All fees referenced in this ITEM 9(a) of the Franchise Disclosure Document are exclusive of applicable taxes.

(b) Estimated Costs for Inventory, Leasehold Improvements, Equipment, Leases, Rentals and All Other Tangible and Intangible Property Necessary to Establish the Franchise

The following is the Franchisor's estimate of the costs for inventory, leasehold improvements, equipment, leases, rentals and all other tangible and intangible property necessary to establish a single Spa.

3D LIFESTYLE Merdi al Aesthetics & Wellness Clinics operate in one of Three(3) formats: (1) Large, (2) Small; and (3) Express. The cost of constructing a large format Spa is generally higher than the cost of constructing a small format Spa, as large format Spas typically operate from larger premises with a greater number of treatment rooms, require additional fixtures and furniture, and must use all medical devices prescribed by the Franchisor. .

Expense ⁽¹⁾⁽²⁾	Large Format		Small Format		Express Format		
	Estimated Min.	Estimated Max.	Estimated Min.	Estimated Max.	Estimated Min.	Estimated Max.	Comments
	BUILDING						
Leasehold Improvements	\$20,000	\$75,000	\$10,000	\$25,000	\$8,000	\$15,000	<p>The Franchisee is required to construct and improve the premises in a manner consistent with the standards and specifications for the System. The extent to which a franchisee is required to improve the premises is highly dependent on the size, location and previous usage of the premises. The cost of improvements is impacted by the materials used, as well as the cost of labour.</p> <p>The “large format” estimate is based on a leasable area of approximately 1,800 – 2,500 square feet, consisting of a reception area, 2 consultation rooms, and 6 treatment rooms.</p> <p>The “small format” estimate is based on a leasable area of approximately 850 – 1,500 square feet, consisting of a reception area, and 3 treatment rooms.</p> <p>The “Express format” estimate is based on a leasable area of approximately 400 – 850 square feet, consisting of no reception area, but a min of 2 treatment rooms.</p> <p>A larger leasable area and/or the construction of additional consultation and/or treatment rooms will result in higher leasehold improvement costs.</p>

							The Franchisor strongly recommends (but does not require) that franchisees lease existing premises which previously operated as a medical office or a spa and which have been demised into separate rooms. If the franchisee selects new premises which have yet to be demised, the Franchisee's leasehold improvements costs are anticipated to fall in the high end of the estimated range.
Furniture	\$10,000	\$25,000	\$8,000	\$15,000	\$5,000	\$8,000	Includes reception desk and chair, waiting area table and chairs, treatment beds and chairs, cabinets and trolley.
Exterior Signage and Interior Branding	\$5,000	\$10,000	\$2,000	\$5,000	\$2,000	\$3,500	Includes exterior storefront signage and interior reception area signage. The cost of signage may be impacted by the location of the Spa.
Project Consultation Fee	\$10,000	\$10,000	N/A	N/A	N/A	N/A	Payable to the Franchisor as consideration for the Franchisor's assistance throughout the development process.
SUBTOTAL	\$45,000	\$120,000	\$20,000	\$45,000	\$15,000	\$26,500	

EQUIPMENT AND SUPPLIES

Lutronic Spectra	\$80,000	\$80,000	N/A	N/A	N/A	N/A	Q-Switch ND Yag Device for Tattoo removal, Pigmentation, Acne Treatment, Hollywood laser Peel
Soprano Ice Laser Hair Removal	\$50,000	\$50,000	\$50,000	\$50,000	N/A	N/A	If available, the Franchisee may purchase a Certified Pre-Owned device. This is the <u>only</u> pre-owned device that the Franchisee is authorized to purchase.
Clarion DP4 Microneedling Pen	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	Anti Aging Device, Also used with PRP
Clarion Bella MD	\$27,500	\$27,500	\$27,500	\$27,500	\$27,500	\$27,500	Multi Step Medical Grade Facial Device
Clarion ProLift DUO	\$59,900	\$59,900	\$59,900	\$59,900	N/A	N/A	RF Fractional MicroNeedling + HIFU Facelift
3D LED Phototherapy Device	\$3,500	\$3,500	N/A	N/A	N/A	N/A	LED Phototherapy Treatments done for various skin conditions

EM Body Contouring Device	\$23,900	\$23,900	N/A	N/A	N/A	N/A	ElectroMagnetic Body Contouring Device
Ultrasonic Cavitation Device	\$19,000	\$19,000	N/A	N/A	N/A	N/A	Body Contouring Device w/ Ultrasonic Cavitation, Radio Frequency & Vacuum Suction
3D LED Phototherapy Device	\$3,500	\$3,500	N/A	N/A	N/A	N/A	LED Phototherapy Treatments done for various skin conditions
Botox/Fillers/ Threads/ PRP Tubes/ Belkyra & Skincare Inventory	\$10,000	\$20,000	\$10,000	\$20,000	\$10,000	\$20,000	Injectables
PRP Centrifuge	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	PRP Centrifuge for PRP Hair Restoration & Facial Rejuvenation Treatments
Consumables (disposable parts and pieces used for client treatments)	\$5,000	\$5,000	\$1,000	\$2,000	\$1,000	\$2,000	This estimate is for an initial supply of consumables, which the Franchisee will be required to replenish.

Telephone System	\$200	\$200	\$200	\$200	\$200	\$200	This estimate is for a telephone handset. The Franchisor recommends that the Franchisee use a VoIP telephone system.
Security System (recommended)	\$500	\$1,000	\$500	\$1,000	\$500	\$1,000	The Franchisor recommends (but does not require) that franchisees install a video security system. This estimate includes the cost of equipment and installation.
Stationary and Technology	\$3,000	\$5,000	\$1,000	\$2,000	\$1,000	\$2,000	This estimate includes branded stationary, front desk PC and iPads for treatment rooms and assumes the purchase of new equipment.
SUBTOTAL	293,500	306,000	161,100	171,600	\$51,200	\$63,700	

PRE-OPENING EXPENSES

Franchise Fee	\$49,900 (less deposit)	\$49,900 (less deposit)	\$29,900 (less deposit)	\$29,900 (less deposit)	\$29,900 (less deposit)	\$29,900 (less deposit)	The Franchise Fee is payable upon execution of the Franchise Agreement and is non-refundable, except in accordance with the terms of the Franchise Agreement.
3D Technology and Marketing Setup Fees	\$14,900	\$14,900	\$8,900	\$8,900	\$4,700	\$4,700	The Setup Fee is payable upon execution of the Franchise Agreement and is non-refundable, except in accordance with the terms of the Franchise Agreement.
3D Medi-Spa Management Software Fee	\$19,900	\$19,900	\$11,900	\$11,900	\$6,900	\$6,900	The Management Software Fee is payable upon execution of the Franchise Agreement and is non-refundable, except in accordance with the terms of the Franchise Agreement.

Rent Deposit	\$13,500	\$19,000	\$5,000	\$7,000	\$3,000	\$5,000	<p>This cost will vary based upon, among other items, location, the square footage of the premises, the monthly rental rate and the number of months' rent required as security.</p> <p>The estimate for a large format assumes a deposit equal to 2 months' gross rent at a rate of \$40.00 - \$45.00 psf for a Spa consisting of 1,800 – 2,500 square feet.</p> <p>The estimate for a small and express format assumes a deposit equal to 2 months' gross rent at a rate of \$40.00 - \$50.00 psf for a Spa consisting of 350 - 1,500 square feet.</p> <p>The Franchisor does not represent or warrant that the gross rental rate will be \$40.00 - \$45.00 psf. This is a matter to be negotiated by the Franchisee, as tenant, and the Landlord.</p> <p>Rent deposits are typically non-refundable, unless a portion of the deposit is held as security throughout the term of the Lease, in which case, such portion is typically returned if there has been no default during the Lease term.</p>
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Training Expenses	\$1,000	\$5,000	\$1,000	\$5,000	\$1,000	\$3,000	<div>34</div> <p>The cost of the Training Program is included in the Franchise Fee. However, the Franchisee is responsible for all costs associated with training, including, without limitation, transportation, lodging and meals. The Franchisee (or Guarantor(s), if the Franchisee is a corporation) will be required to travel to the business premises, prior to opening, to complete the Training Program. This estimate is highly dependent on the Franchisee's proximity to the training location and the mode of transportation required.</p>
Training (Management Labour)	\$0	\$3,000	\$0	\$3,000	\$0	\$3,000	<p>The Franchisee may be required to pay wages to its management staff during the Training Program. The low end of the estimate assumes the Business is owner-operated and that no wages are to be paid. The high end of the range assumes the Franchisee is paying a third party manager for a maximum of 3 weeks.</p>

Training (Employee Labour)	\$4,000	\$6,000	\$4,000	\$6,000	\$1,000	\$2,000	The Franchisee may be required to pay wages to its employees during the Training Program. This estimate is highly dependent on the number of staff members to be trained and the wages the Franchisee pays to its employees.
Business Licences and Permits	\$250	\$500	\$250	\$500	\$250	\$500	Municipal, provincial and federal government agencies typically charge fees in connection with their provision of certain required licences and permits. The actual cost of obtaining licences and permits may vary based on the requirements of applicable government agencies in the Franchisee's province of operation. This estimate assumes that all aestheticians to be employed by the Franchisee have obtained the requisite certificate(s).
Utilities	\$1,500	\$3,000	\$1,500	\$3,000	\$500	\$1,000	The Franchisee may be required to register new accounts with utility providers for the provision of utility services, including, without limitation, electric, telephone, gas and water services. The Franchisee may be required to pay deposits in connection with such services. The cost of deposits will vary depending on the particular utility provider engaged.
Insurance	\$3,500	\$5,000	\$3,500	\$4,000	\$2,500	\$3,500	The Franchisee must purchase the type and amount(s) of insurance specified by the Franchisor, in addition to any insurance that may be required by any applicable law or third party, including the landlord. This estimate represents one year of insurance premiums. The Franchisee may be able to pay premiums on a monthly or quarterly basis, depending on the insurance provider.

Grand Opening Advertising	\$10,000	\$15,000	\$6,000	\$10,000	\$2,000	\$5,000	The Franchisor recommends (but does not require) that the Franchisee host an in-person grand opening event or any marketing expenses done to announce the Spa opening.
Professional Services	\$5,000	\$10,000	\$1,000	\$5,000	\$1,000	\$2,000	The Franchisee will require professional services to establish the Business, which services may include legal, accounting and/or consulting services. This estimate is dependent on the services engaged, the rates at which such services are billed, and the extent to which such services are required.
Loan Setup Fee(2% charged by Banks for Canada Small Business Financing Program)	\$0	\$5,750	\$0	\$3,750	\$0	\$1,750	The Franchisee may require a loan in order to establish and operate the Business. This estimate is highly dependent on the type of financing the Franchisee may require, as well as the fees and interest rate associated.
Bookkeeping	\$150	\$500	\$150	\$500	\$150	\$500	The Franchisee must establish and continuously use such computerized inventory, ordering, bookkeeping, accounting and record keeping systems, mandated by and conforming to the requirements prescribed by the Franchisor. The Franchisor may require that the Franchisee engage a particular bookkeeping service.

Miscellaneous	\$20,000	\$25,000	\$5,000	\$20,000	\$3,000	\$5,000	The Franchisor recommends that the Franchisee have this range of funds available to it to cover unforeseen costs that may arise during the pre-opening period.
SUB-TOTAL	143,600	182,450	\$78,100	117,550	\$55,900	\$73,750	----
TOTAL	482,100	\$608,450	251,200	319,150	122,100	\$163,950	----

Notes:

1. The above ranges are *estimates*. The Franchisee may incur additional costs, beyond those noted above, in the establishment of the Spa.
2. The above ranges are based primarily on the Franchisor's experience with the development of the existing franchised Spa's located at 2285 Lakeshore Boulevard West, Etobicoke, Ontario (the "**Etobicoke Spa**"), which was constructed and opened to the public in 2021 as well as the ones that opened thereafter in 2022 and 2023 known as the "**Vancouver Spa**", the "**Downtown Toronto Spa**", the "**Bloor Village, Toronto Spa**" and the "**Oshawa Spa**". The Etobicoke & Bloor Village Spa's were constructed from an existing medical office with pre-existing plumbing, millwork and sinks installed.
3. All figures appearing in this ITEM are expressed in Canadian dollars, are exclusive of applicable taxes, and are non-refundable, unless otherwise stated.

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Have any questions or interests?

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