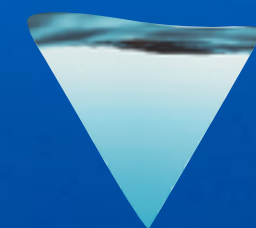




ΕΧΥV13

INVESTOR PRESENTATION &
PARTNERSHIP PROPOSAL

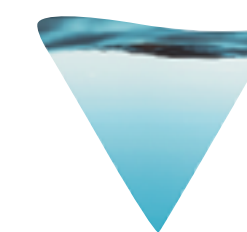
PART 2 - PARTNERSHIP PROPOSAL



PART 2) PARTNERSHIP PROPOSAL



PARTNERS: WHO?



THE PARTNERS WE SEEK: impact investors

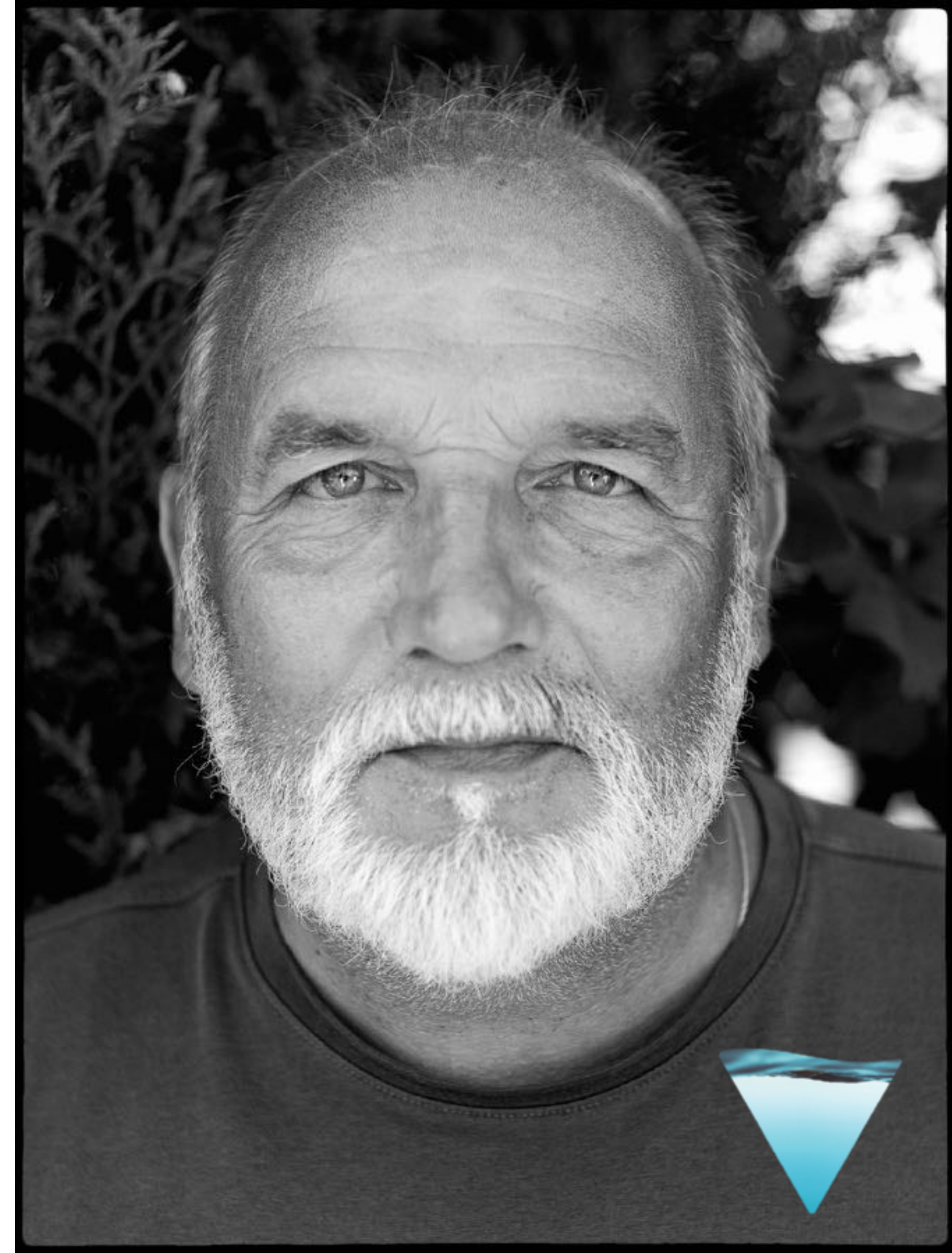
WE BELIEVE in doing good for Society.

Providing threes times more physiotherapy care to three times more patients, at no cost to Society. **Helping people - your Mom, you, us! - heal and age better** by providing them with movement and therapeutic social support, as Blue Zone Societies do.

So, the partners we seek - investors, fitness centers, spas, business partners, suppliers, health authorities, healthcare professionals... - are people, companies, brands, institutions that share our beliefs, our values.

Investment-wise, we are looking for **impact investors**, id est investors aiming to deliver a **Double Bottom Line, both financial returns and social value**. Socially reponsible investors who believe in transparency and using UN sustainability + IRIS metrics to evaluate results.

Because WE BELIEVE purpose and profit are not mutually exclusive.



THE PARTNERS WE SEEK

INVESTORS – private, corporate, institutional
Real Estate developers, real estate companies

Fitness clubs

Spas, Thermes, Onsens

Physio+fitness operators

Physiotherapy clinics



PARTNERS: HOW?





A / INVESTORS

THE “generic” INVESTOR PARTNERSHIP MODEL



BRINGS “hard” capital:
- INVESTMENT
- and/or
REAL ESTATE
+ local market entry, network...



**BRINGS “soft” capital
(know-how, processes, brand...) incl.**
- MEDICAL
- CARE ENGINEERING incl HR, patient flow...
- CX, SOCIAL CLUB, Marketing...

shares/shares of **HOLDING COMPANY** that controls

**EXAMPLE OF POSSIBLE
STRUCTURE - for discussion:**

Real Estate Co.

Medical Exploitation Co.,

share **x/y%** profits and capital gains

NOTE:
THIS “GENERIC” MODEL IS ONLY A
FIRST BASE FOR DISCUSSION - IT HAS TO BE TAILORED
TO THE NEEDS AND OBJECTIVES OF THE PARTNER.



THE “generic” INVESTOR PARTNERSHIP MODEL

THIS “GENERIC” MODEL IS ONLY A
FIRST BASE FOR DISCUSSION – IT HAS TO BE
TAILORED TO THE NEEDS AND OBJECTIVES OF
THE PARTNER.

It shows the most basic partnership model:
**a shared contribution in “hard” and “soft”
capital, and a sharing of profits and capital
gains.**

Many investment models are possible:

- **co-investors, this is the preferred model.** creating ex nihilo the holding company (ies), the facilities, and/or the medical/business activity for instance:
 - * building then running additional physio pools in fitness centres,
 - * creating an EXUVI3 CORNER in an existing spa/fitness center,
 - * creating a full EXUVI3 center in a real estate development (nursing home, new town district, residence...)



BRINGS “hard” capital:

- INVESTMENT
- and/or
REAL ESTATE

+ LOCAL MARKET ENTRY,
NETWORK,
LEGAL SUPPORT...

- **farm-in <-> farm-out**, from EXUVIE as supplier to EXUVIE as b2b partner
- **franchise**, with EXUVI3 providing brand, process, engineering and HR support...

... and other models that will best fit the partner’s local legal/social/
medical context and his objectives.



BRINGS “soft” capital

(know-how, processes, brand...) incl.

- MEDICAL
- CARE ENGINEERING incl HR, patient flow...
- CX, SOCIAL CLUB, Marketing...



THE “generic” INVESTOR PARTNERSHIP MODEL



BRINGS “hard” capital:

- **INVESTMENT**

- and/or

REAL ESTATE

+ LOCAL MARKET ENTRY, NETWORK,
LEGAL SUPPORT...



- provides **clinic premises** (“walls”) - can be part of larger complex (ex: senior residence)
- creates and owns **pools and built-in equipments** (“immobilier”)
- provides **initial setup loan** to start operations
- **optional:** provides adjacent fitness club, spa/onsen

+ local market entry, network...:
knowledge of regulations (HC, business...), preferred locations, network of allies...



BRINGS “soft” capital

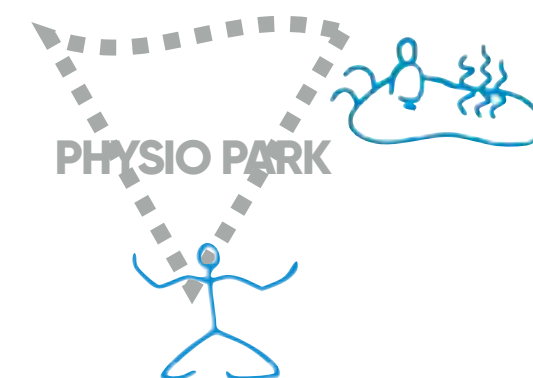
(know-how, processes, brand...) incl.

- **MEDICAL**

- **CARE ENGINEERING** incl HR, patient flow...

- **CX, SOCIAL CLUB, Marketing...**

MORE PRECISELY:



NOTE:

THIS “GENERIC” MODEL IS ONLY A
**FIRST BASE FOR DISCUSSION - IT HAS TO BE TAILORED
TO THE NEEDS AND OBJECTIVES OF THE PARTNER.**



THE “generic” INVESTOR PARTNERSHIP MODEL



BRINGS “hard” capital:
- INVESTMENT
- and/or
REAL ESTATE
+ local market entry, network...



BRINGS “soft” capital and technology transfer
(know-how, processes, brand...) incl.



- **MEDICAL: ONSEN KINE**, incl. OK3 PROTOCOL
optional: BUDO KINE, SOCIAL CLUB, OK3 THERMES

- **ENGINEERING: HR, patient flow**
3x+ patients in same time/space,
ARM (attract, retain, motivate) physiotherapists
(EXUVI3's own “European physio Erasmus” program)

- **CX (patient experience)**
incl. SOCIAL CLUB

- **Marketing**



MORE PRECISELY:



NOTE:

THIS “GENERIC” MODEL IS ONLY A
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B/ FITNESS CLUBS

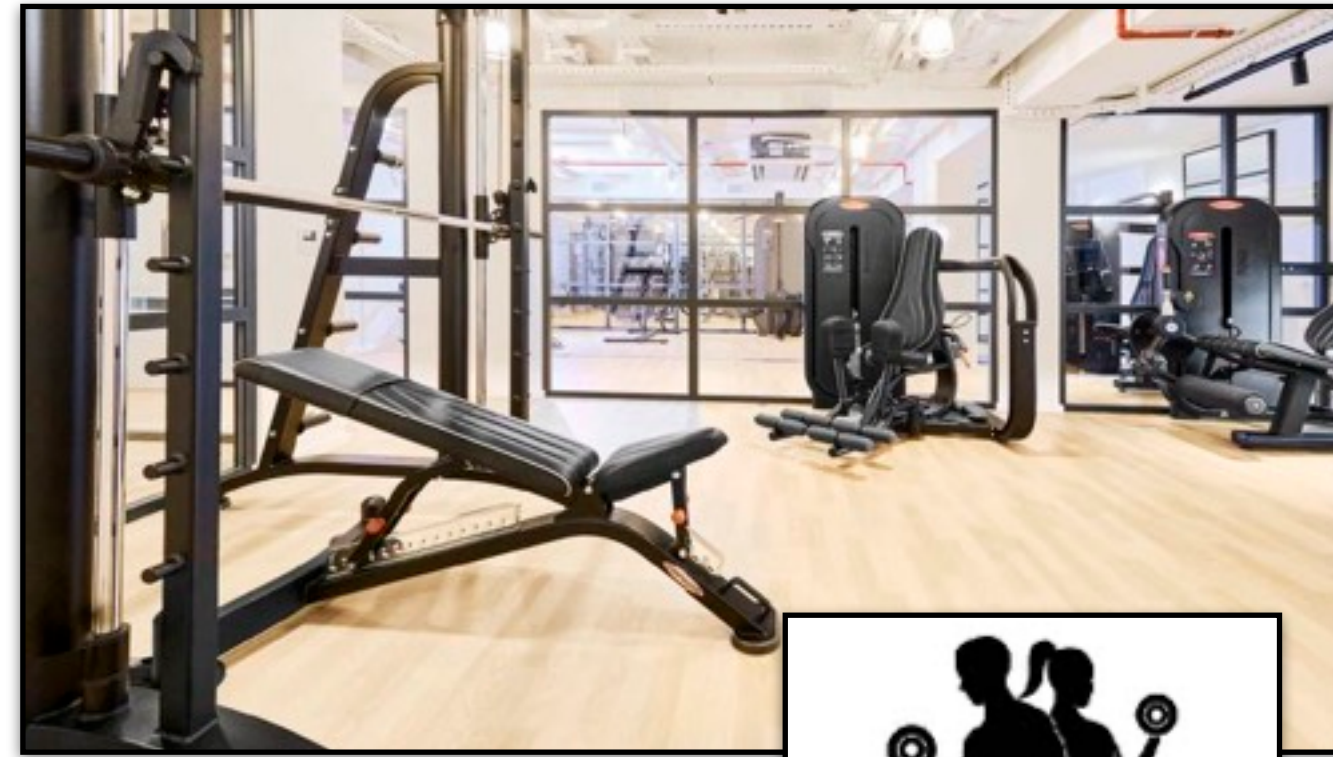


B/ FITNESS CLUBS

The partnership goal is to help Fitness Club members make their own "exuvie", revive themselves and **treat** their chronic pain.

How?

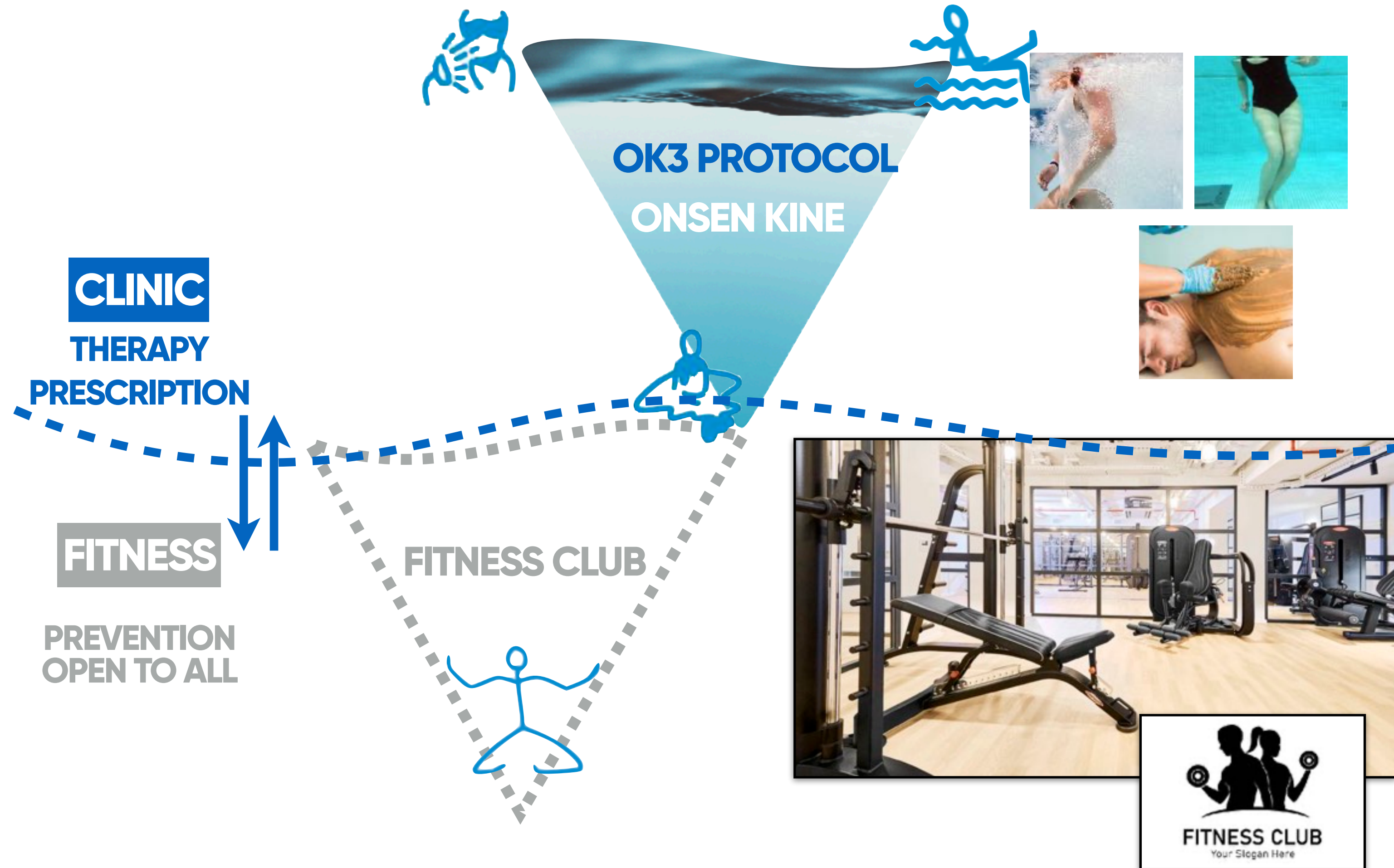
By **adding a medical/curative dimension to the Fitness Club preventive/health offer.**



FITNESS CLUB: add **ONSEN KINE** / physiotherapy

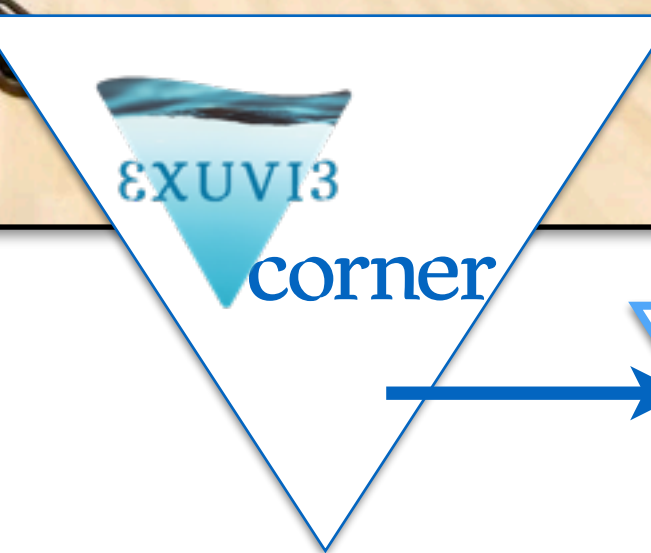
Add a medical/curative dimension to the Fitness Club preventive/health offer:

- Add OK3 PROTOCOL to fitness: balneotherapy + hydromassage + fangotherapy,
- run by licensed physiotherapists recruited/trained by EXUVI3
- Add physiotherapy advice to fitness area



HOW? “the EXUVI3 corner”

Modelled after the CHANEL corner, or the Apple corner in retail:
A self-contained space of ≈ 150m² adjacent to the fitness area
- run by EXUVI3, with own/trained physiotherapists
- offering EXUVI3 ONSEN KINE therapies,
complementing the partner fitness/health services
- with 3 pools/treatment areas (balneo/water physio +
hydromassage + fango). Existing pools/jacuzzis from the club
can also be used.



branded pools...
+ OK3 PROTOCOL
+ OK3 trained physiotherapists



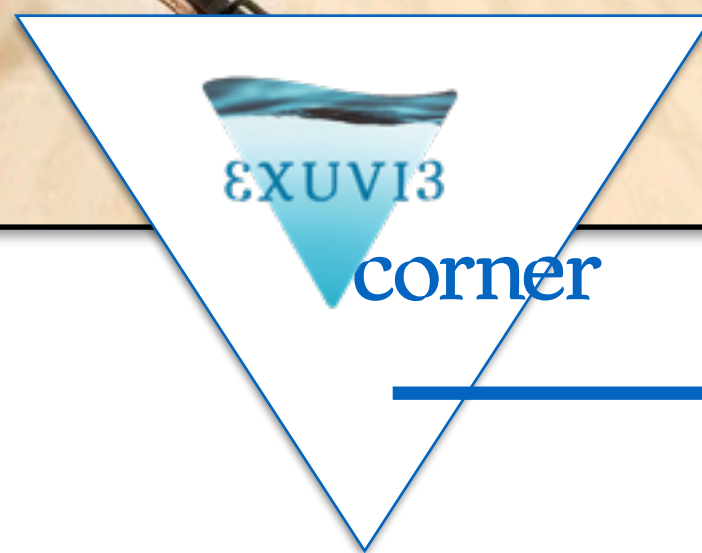
HOW? “the EXUVI3 corner”

Practically:

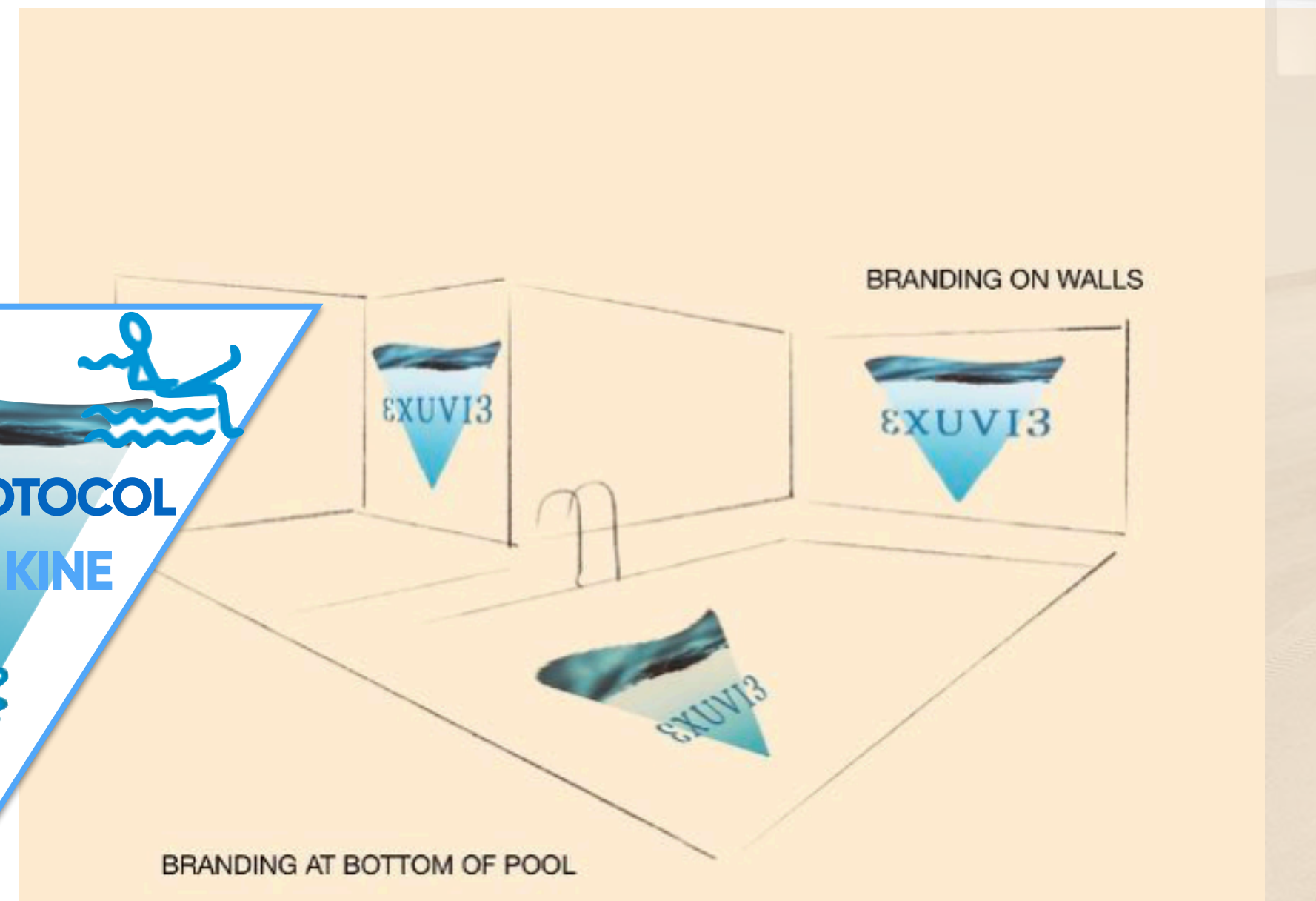
A self-contained space of ≈ 150m² adjacent to the fitness area

- **run by EXUVI3**, with own/trained physiotherapists
- **offering EXUVI3 ONSEN KINE therapies**,
- with 3 pools/treatment areas.

Depending on local health insurance/social security reimbursement practices, a front desk can be added to alleviate patients of any paperwork/health insurance formalities, as soon as they enter.



branded pools
+ OK3 PROTOCOL
+ OK3 trained physiotherapists

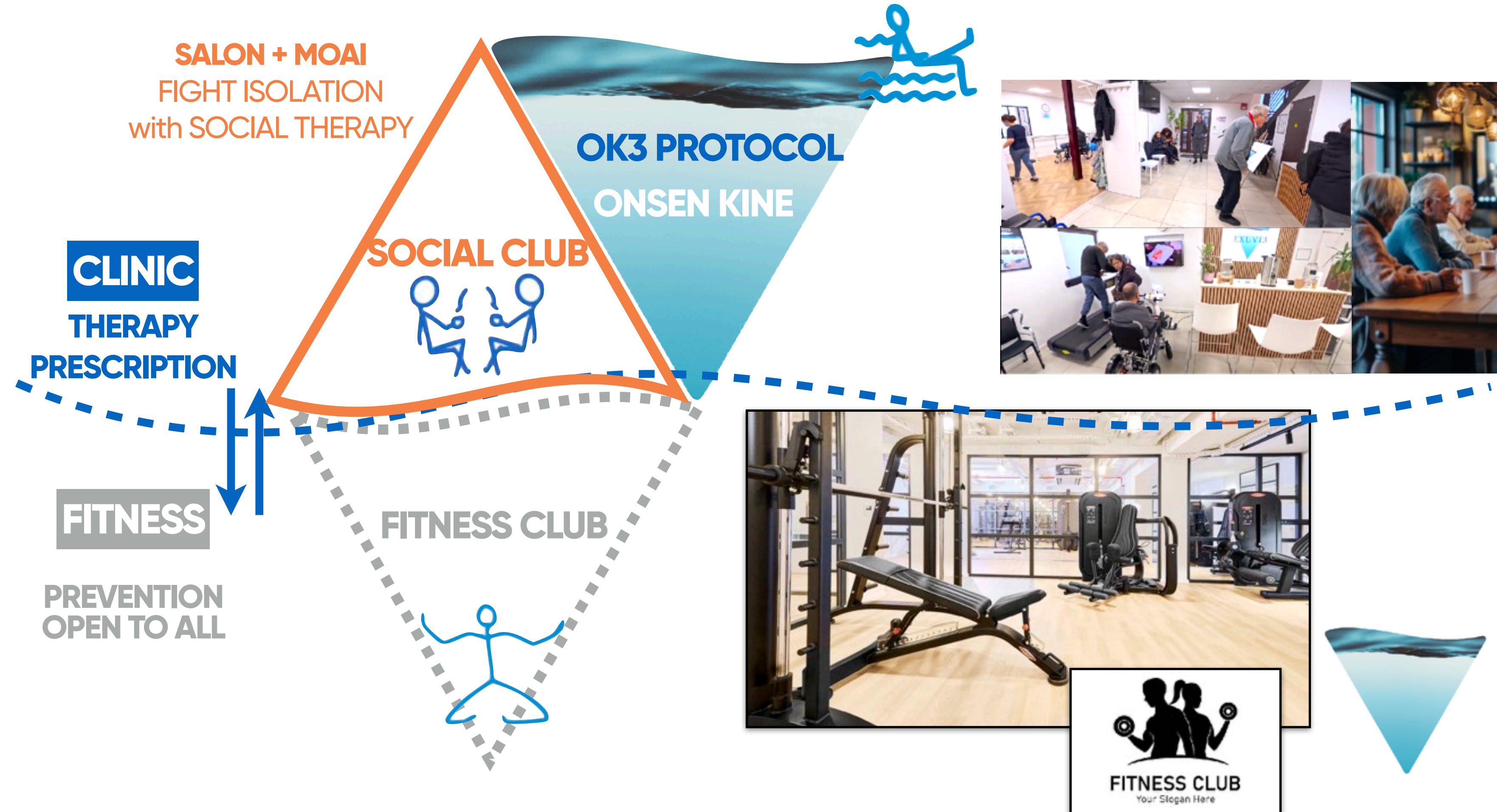


FITNESS CLUB option: add **SOCIAL CLUB**

Add a **therapeutic social support** dimension to the Fitness Club social spaces (lobby, front desk area, lounge...)

Repurpose a part ("exuvie corner") or all of the Fitness Club social spaces with:

- **"SOFTWARE"**: MOAI-building events and regular meetings (patients + carers)
- **"HARDWARE"**: add exergames, reorganise space to create interaction (water bar, chat areas, library...)



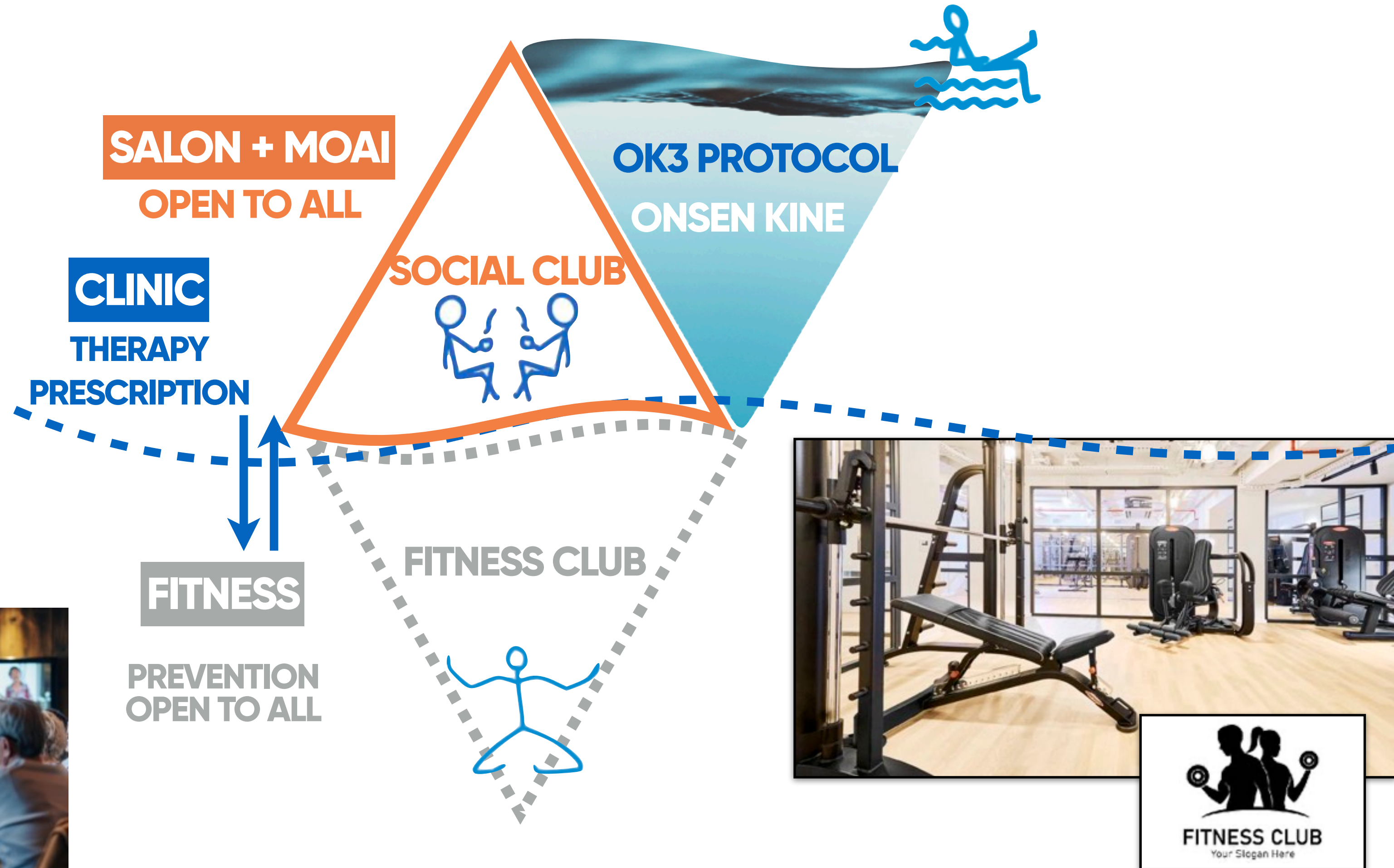
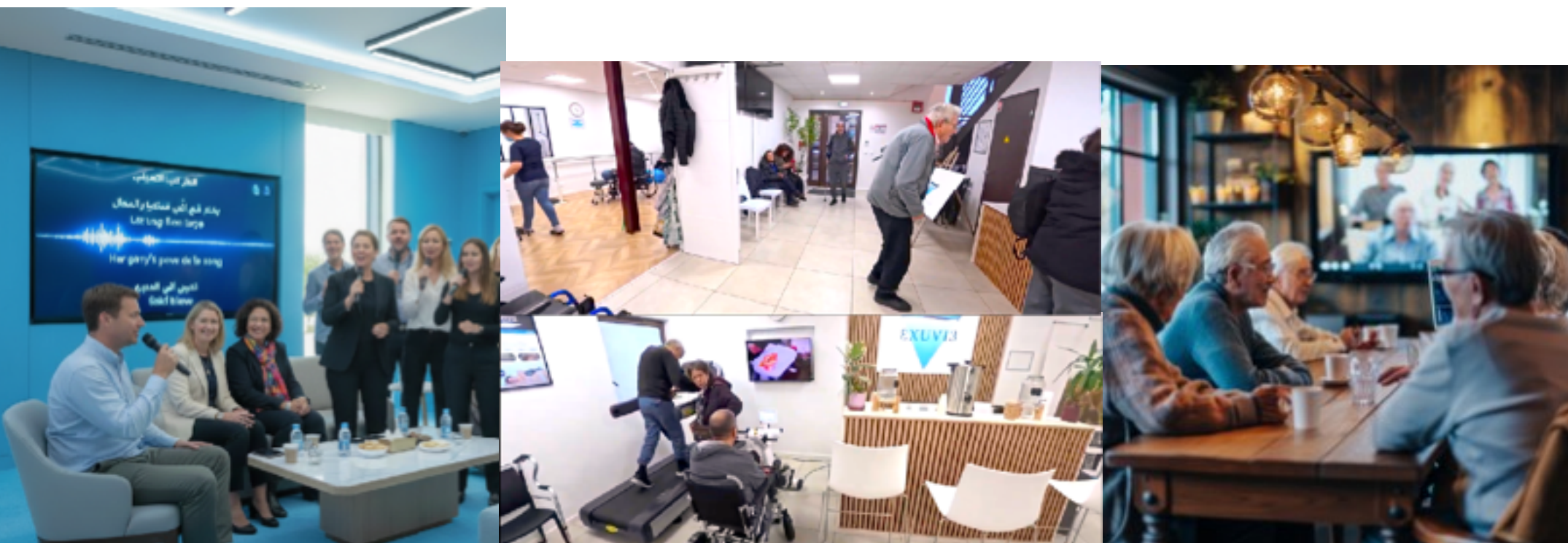
FITNESS CLUB option: add **SOCIAL CLUB**

A PLACE/ "HARDWARE": SOCIAL SALON

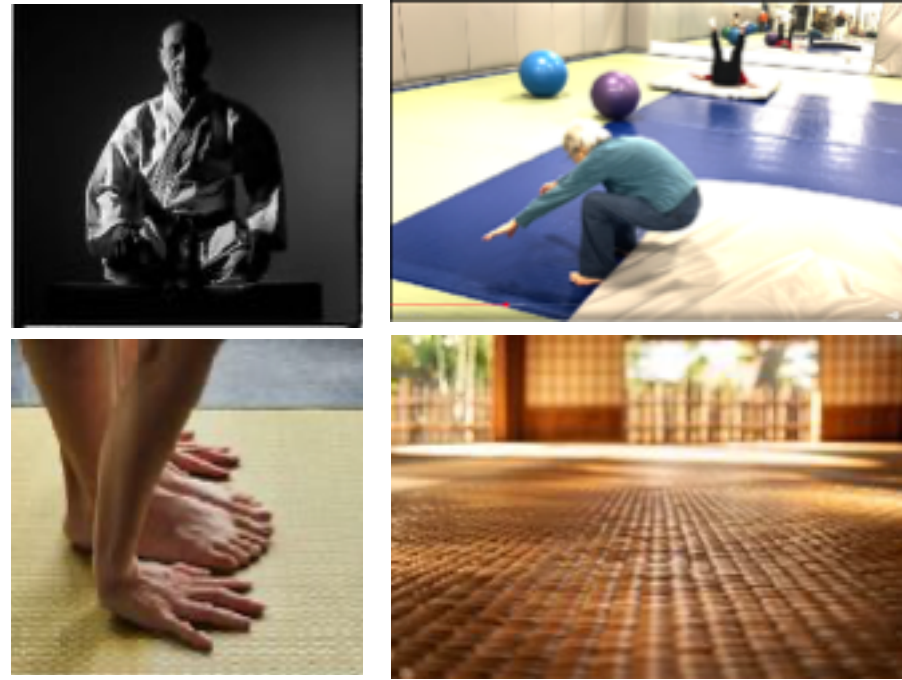
- waiting room
- exergames
- meeting spaces
- welcome bar
- "theater workroom"

A SYSTEM/ "SOFTWARE": MOAI

- social engineering + MOAIs:**
- "Medical Happy Hours" : patients/carers interface
 - **therapeutic karaoke,**
 - **patient projects:** movement festival

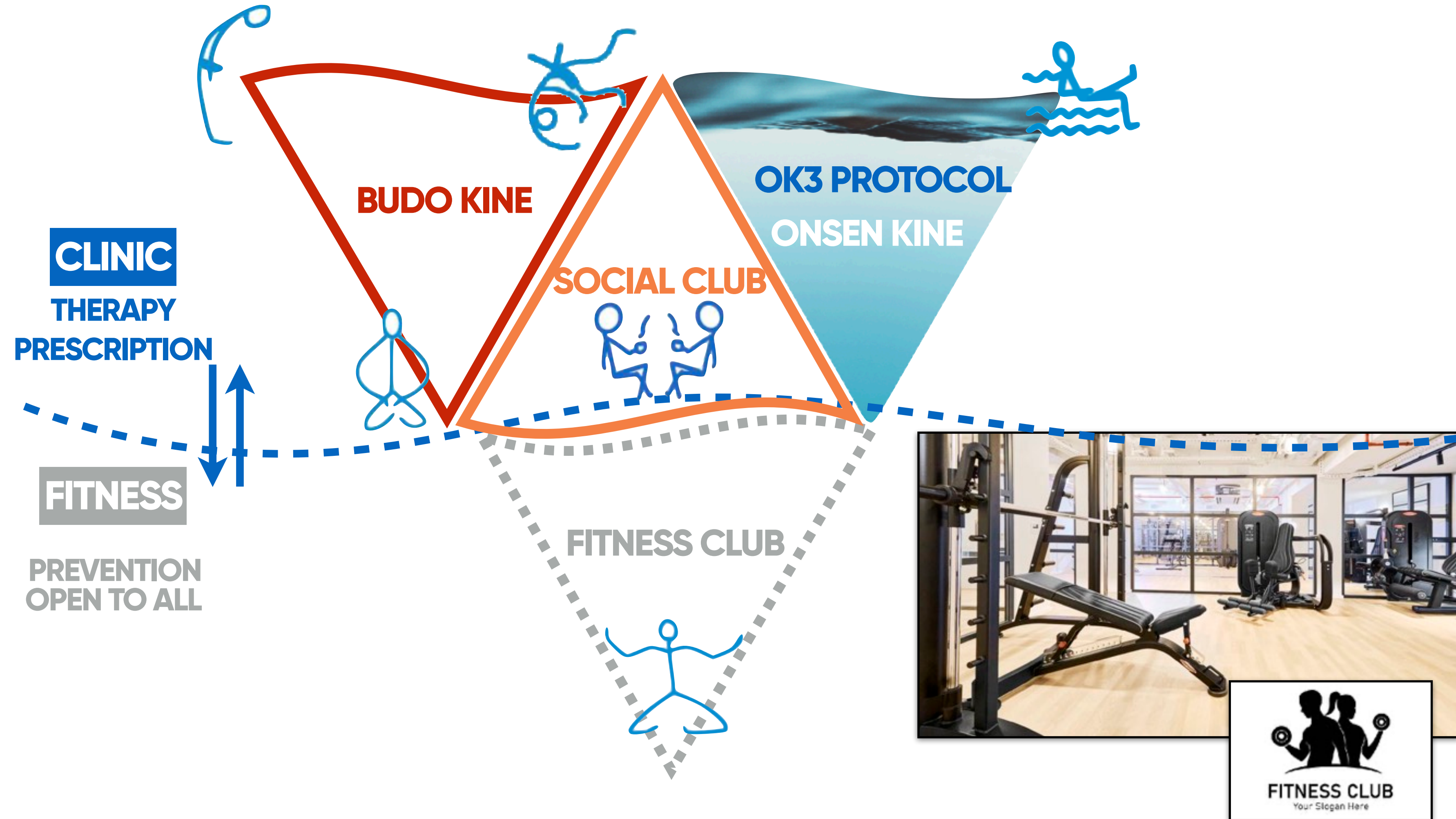


FITNESS CLUB option: add **BUDO KINE**



Add a medical/curative **"dry"** physiotherapy based on martial arts dimension to the Fitness Club preventive/health offer:

- Repurpose a part ("exuvie corner") of the Fitness Club workout spaces with a tatami + "dojo" area
- run by licensed physiotherapists (recruited/trained by EXUVI3)



"BUDO KINE" : A JUDO INSPIRED PHYSIOTHERAPY

CREATED BY OTHMAN ELKOSTITI, OLYMPIC JUDOKA

1/ PREPARATION



BAREFOOT + TATAMI

Feel the ground, use toes
Develop proprioception
No fear of the ground/falling



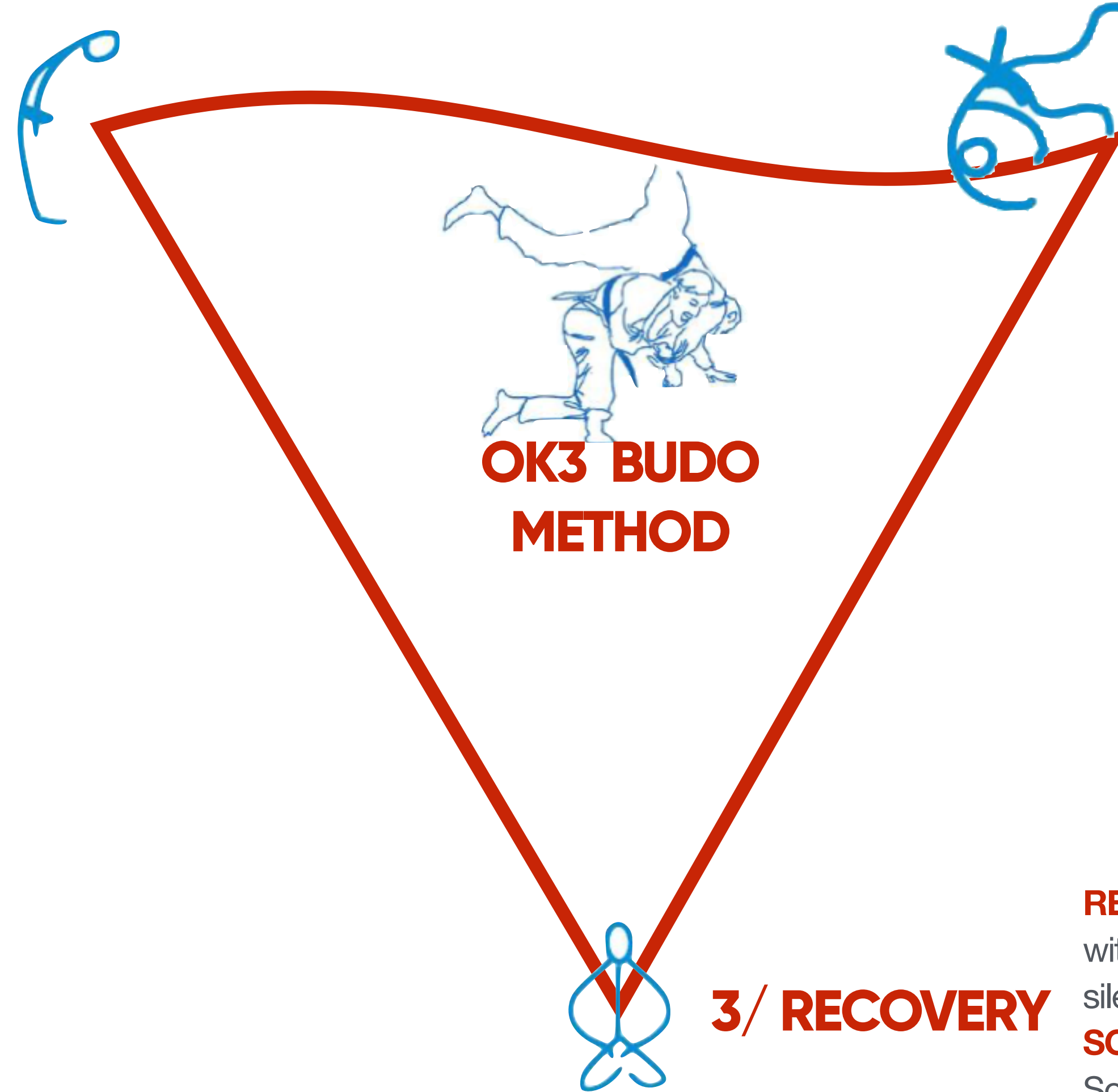
POSTURE:

STRAIGHT BACK / "Samurai walk"

TRANSITION:

GEAR: KIMONO + "OBI KINE"

Dorsal support belt + plate
+ "MOCUSO" instant meditation:
full conscious / focus
+ **SALUTE** dojo, therapist, patients



OK3 BUDO METHOD

2/ ACTION

FALLING:

Learning to fall in safe environment:
"Fall Simulator": tatami prototype
+ how to avoid falling / get back up

KATA KINE:

Codified exercises on tatami,
developed by Othman Elkostiti

CONNECTED i-TATAMI:

Also used at home /off-site by patients

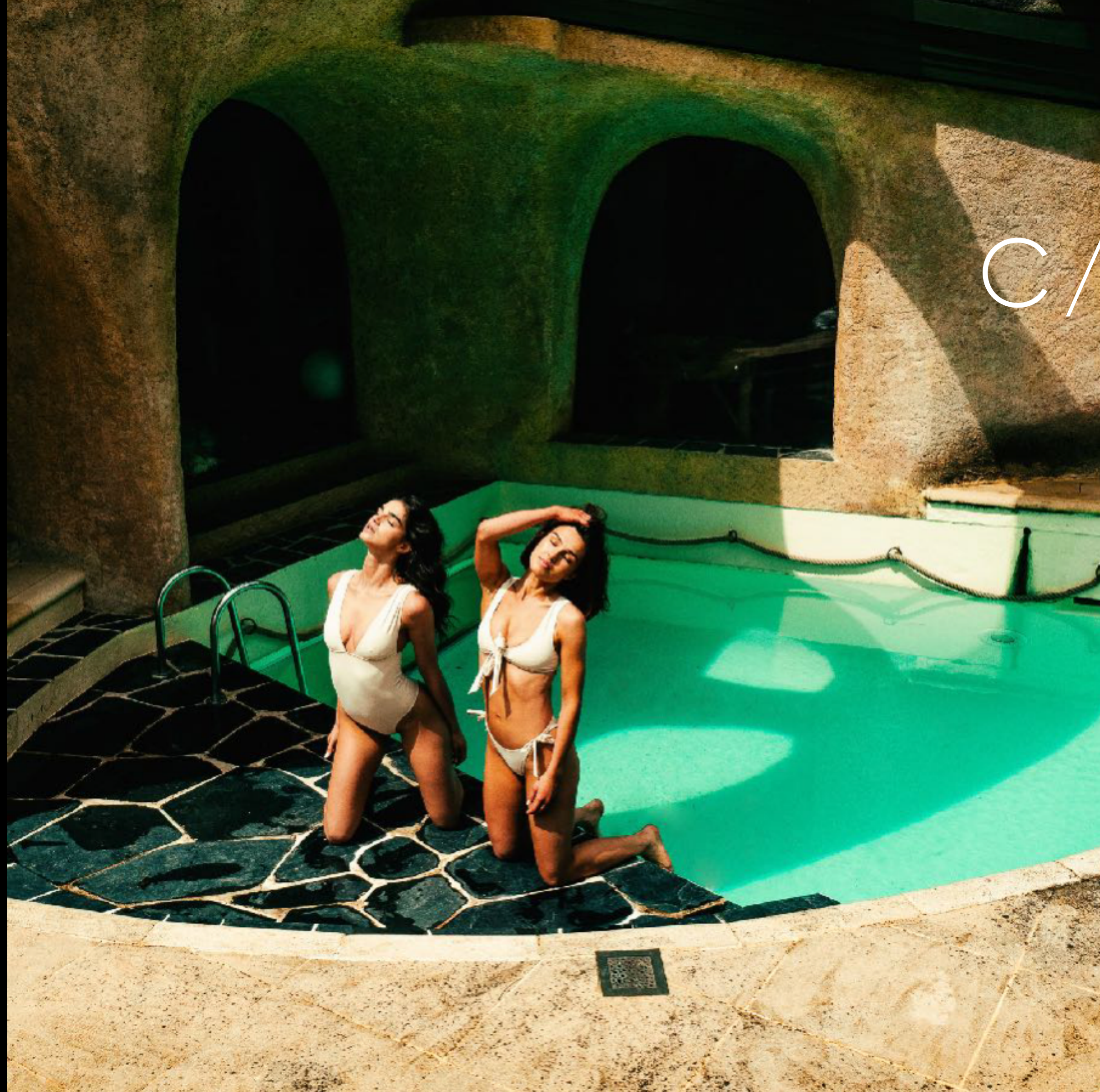


3/ RECOVERY

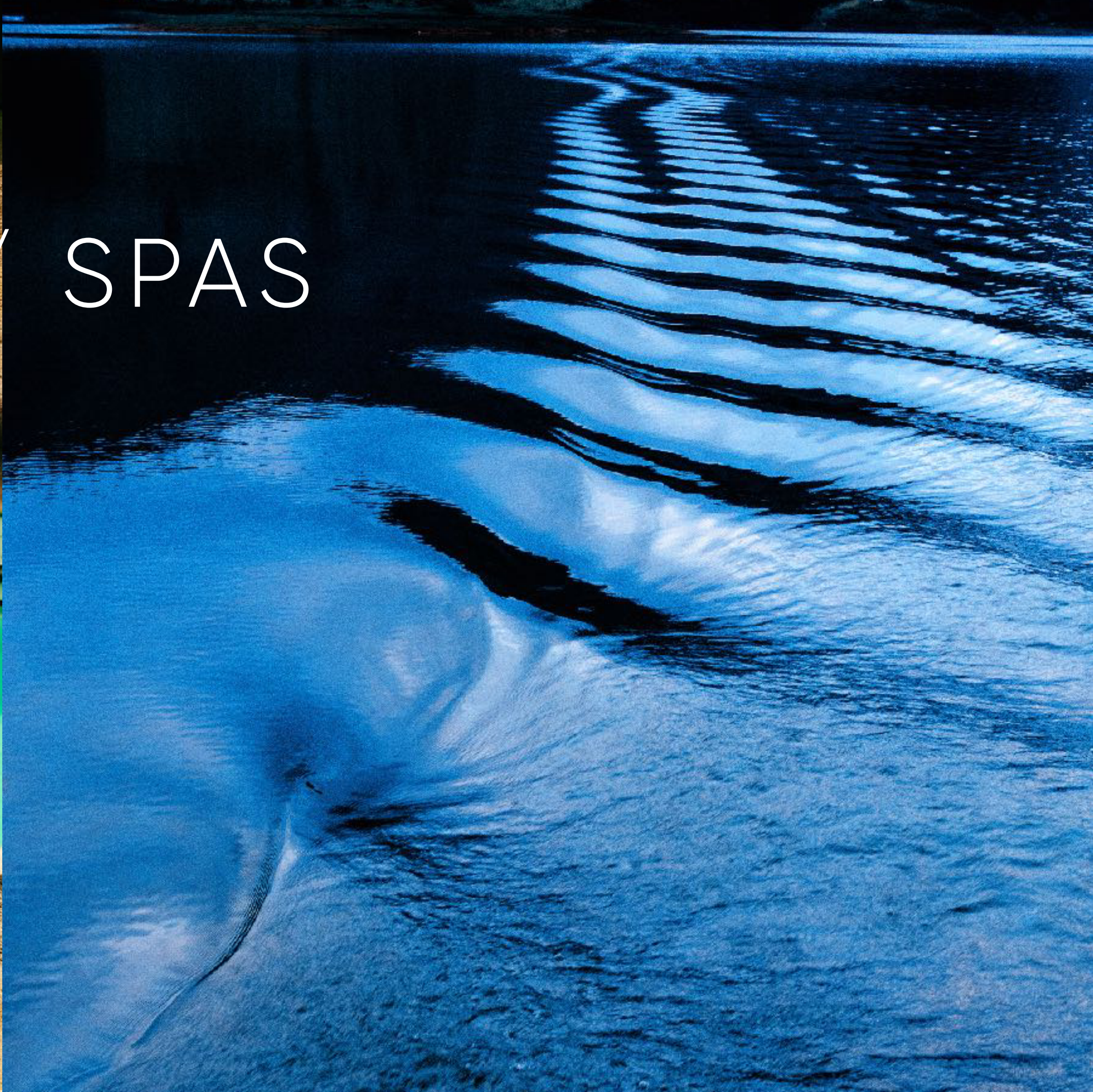
RELAX: LOUNGE AREA in Social Salon
with videos/UV/virtual fire, lounge chairs,
silence /natural sounds

SOCIALIZE: DISCUSSION AREA in
Social Salon with water bar counter





C / SPAS



B) SPAS & THERMES

The partnership goal is to **help Spa clients to go beyond the mere revitalising effect of the waters** => to make their own "exuvie", revive themselves and **treat** their chronic pain.

How?

By adding a medical/curative + MOVEMENT (kinesitherapy) dimension to the Spa wellness/health effects.

SPA
WELLNESS
HEALTH



SPAS: add **ONSEN KINE** / physiotherapy

Add a medical/curative + MOVEMENT

(kinesitherapy) dimension to the Spa wellness/health offer:

- Add OK3 PROTOCOL to spa : balneotherapy + hydromassage + fangotherapy,
- run by licensed physiotherapists recruited/trained by EXUVI3



HOW? “the EXUVI3 corner”



branded pools...
+ OK3 PROTOCOL
+ OK3 trained physiotherapists



Modelled after the CHANEL corner, or the Apple corner in retail:
A branded, delimited space of $\approx 150\text{m}^2$ part of the spa
- run by EXUVI3, with own/trained physiotherapists
- offering EXUVI3 ONSEN KINE therapies, complementing the spa's wellness/health services
- with 2 pools (balneotherapy/water physio + hydromassage) + a fangotherapy area

HOW? “the EXUVI3 corner”

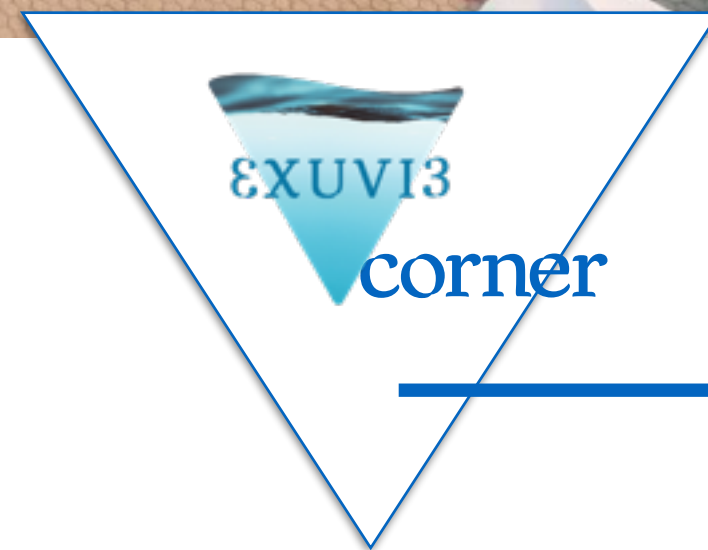


Practically:

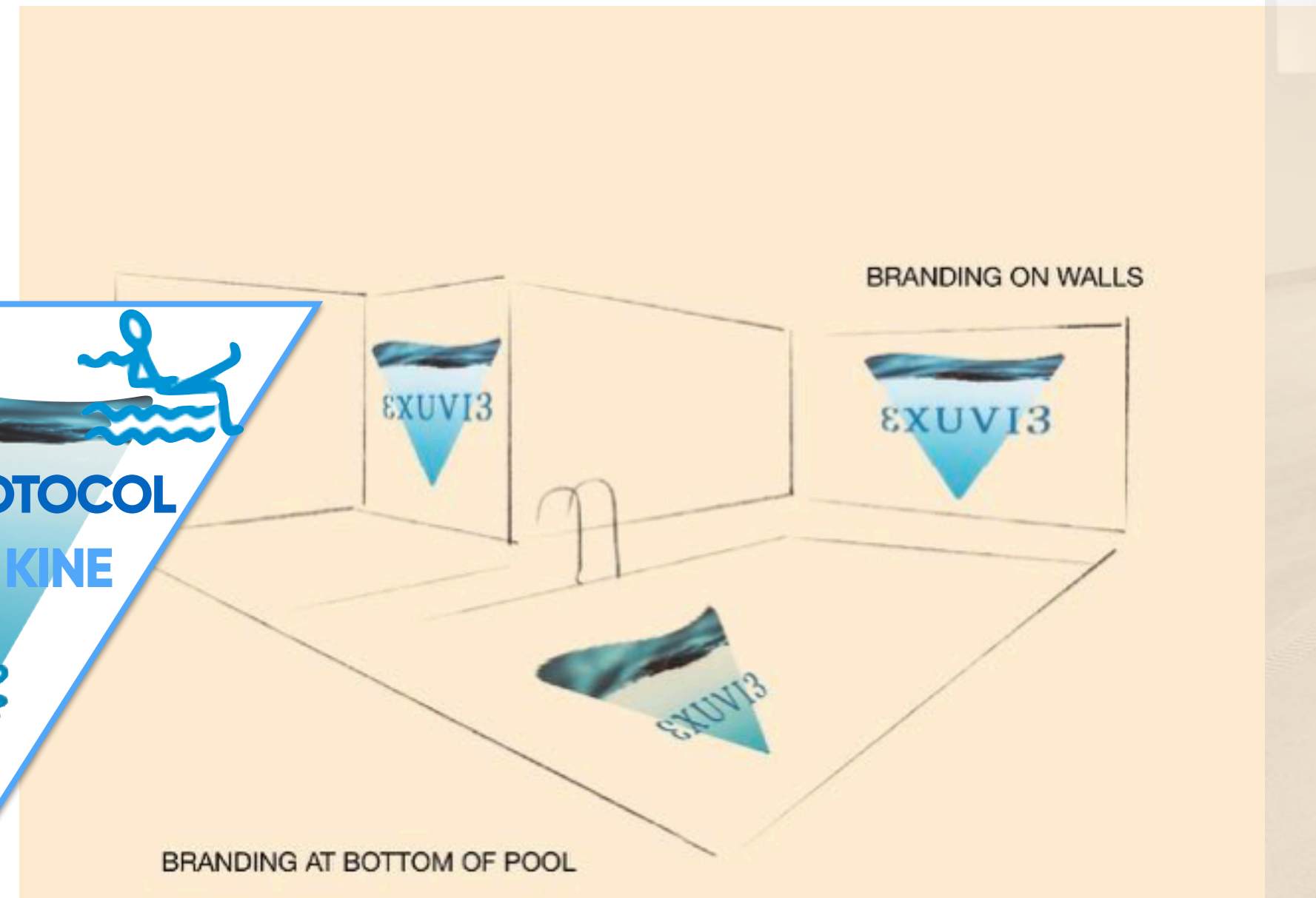
A branded, delimited space of $\approx 150\text{m}^2$ part of the spa

- run by EXUVI3, with own/trained physiotherapists
- offering EXUVI3 ONSEN KINE therapies,
- with 2 pools+ a fangotherapy area.

Depending on local health insurance/social security reimbursement practices, a front desk can be added to alleviate patients of any paperwork/health insurance formalities, as soon as they enter.



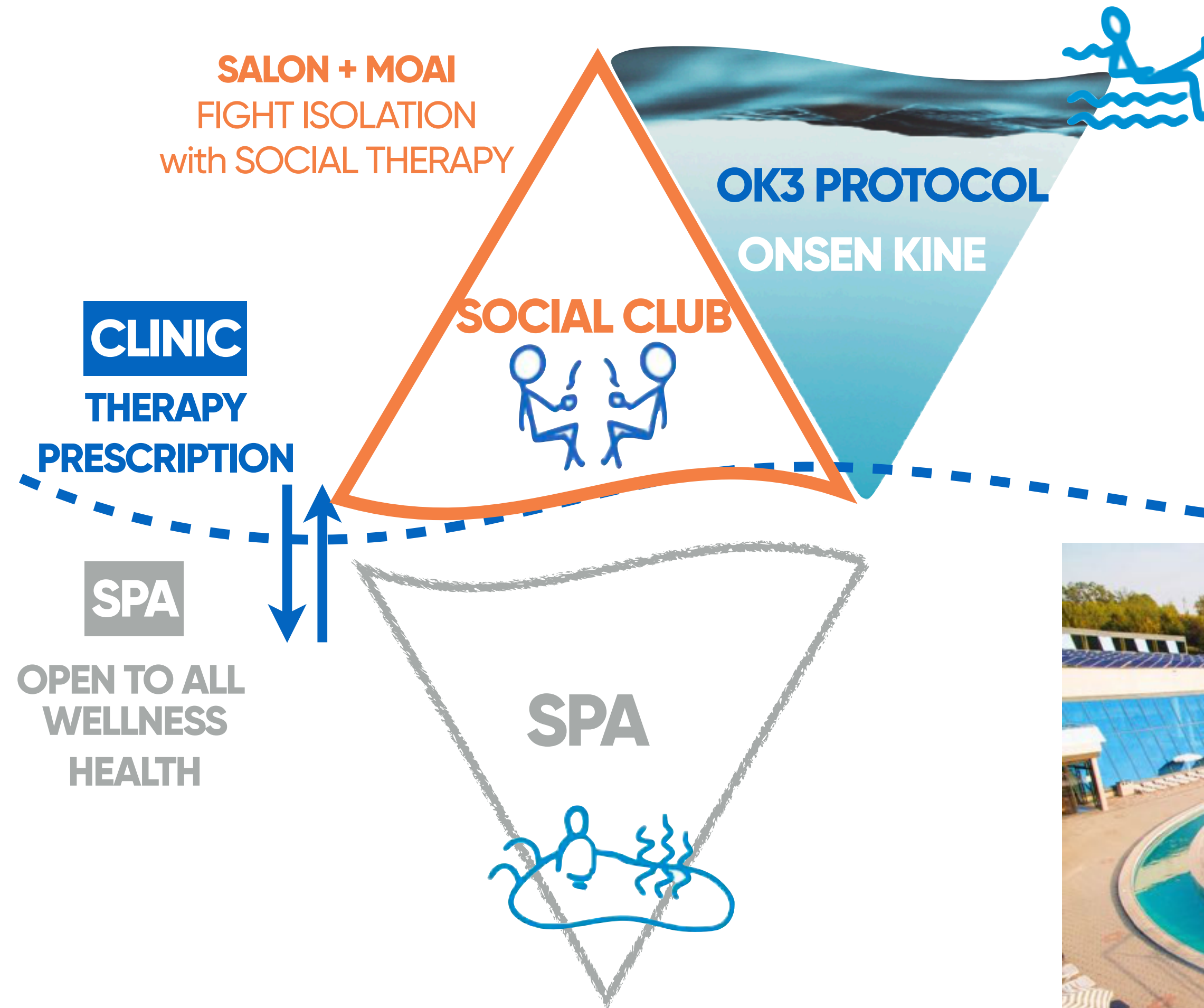
branded pools
+ OK3 PROTOCOL
+ OK3 trained physiotherapists



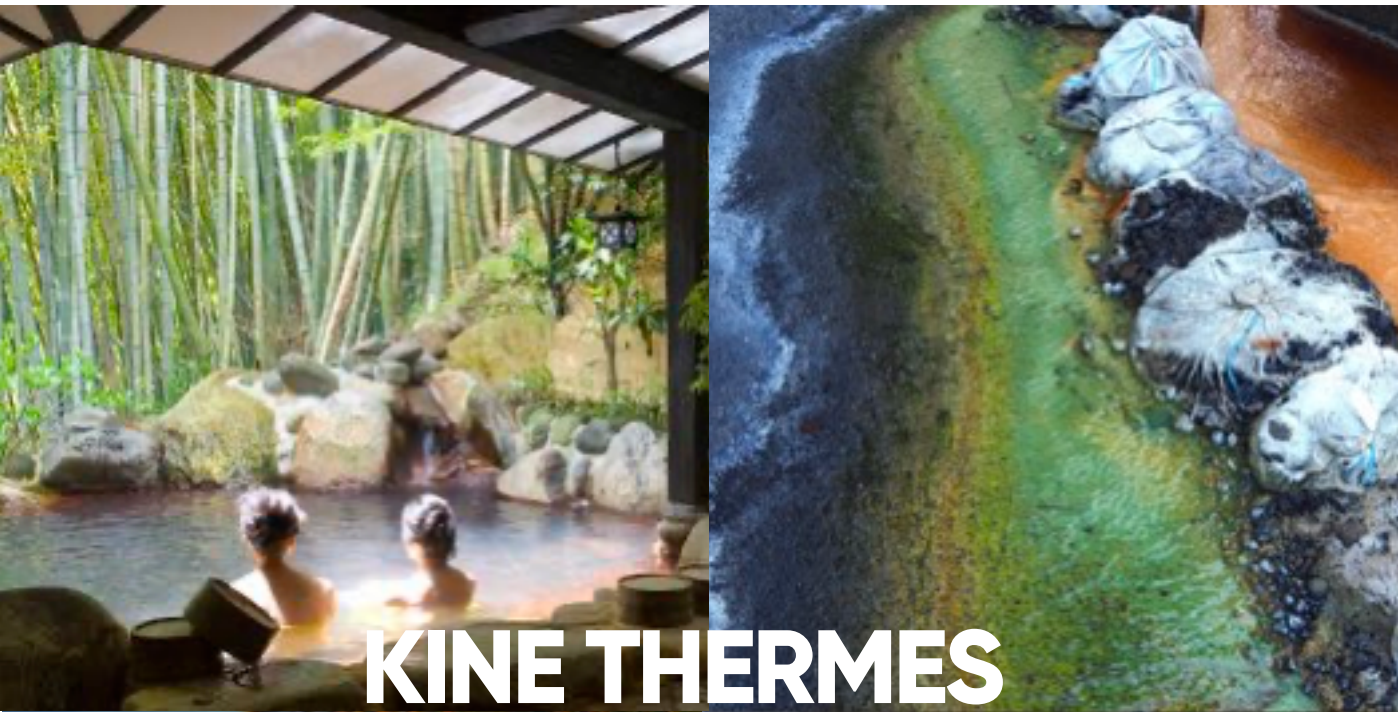
SPA option: add **SOCIAL CLUB**

Add a **therapeutic social support** dimension to the spa's social/F&B spaces (lobby, salon area, lounge...)
Repurpose a part ("exuvie corner") or all of the spa social spaces with:

- "**SOFTWARE**": MOAI-building events and regular meetings (patients + carers)
- "**HARDWARE**": add exergames, reorganise space to create interaction (water bar, chat areas, library...)



SPA option: add **KINE THERMES**

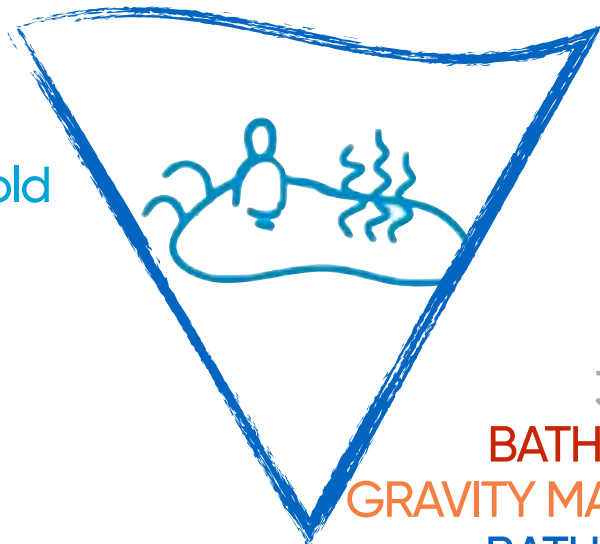


KINE THERMES



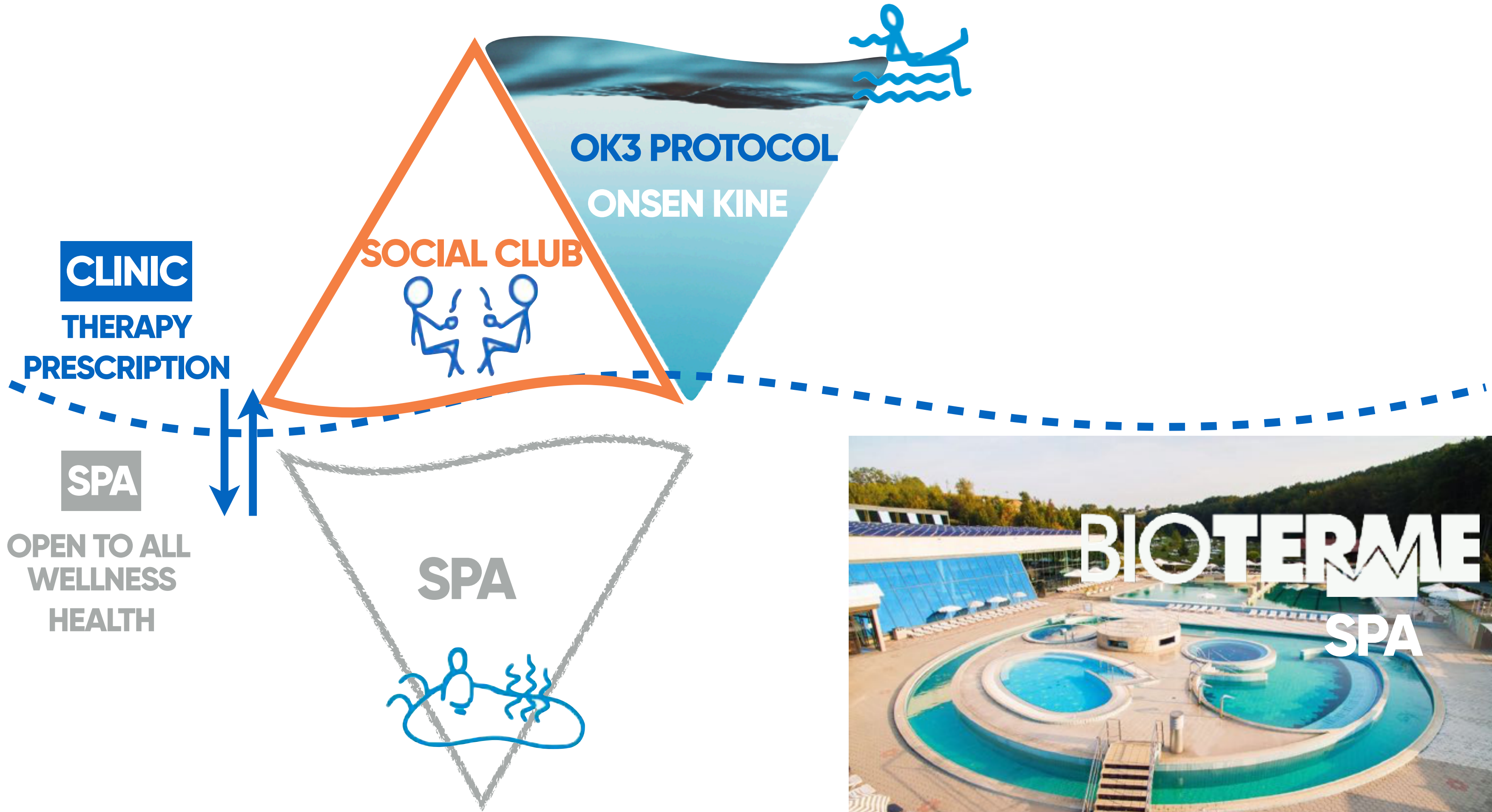
**EXTENSION:
A THERMOTHERAPY PROTOCOL
COMPLEMENTING THE SPA OFFER**

1.
BATH + hot
BATH ++hot
CASCADE -- cold



2.
BATH + hot
SAUNA++hot
BATH - cold

3.
BATH ++hot
GRAVITY MASSAGE + hot
BATH - cold



KINE THERMES EXTENSION; FROM SPA/WELL-BEING TO THERMOTHERAPY



1.
BATH + hot
BATH ++hot
CASCADE -- cold



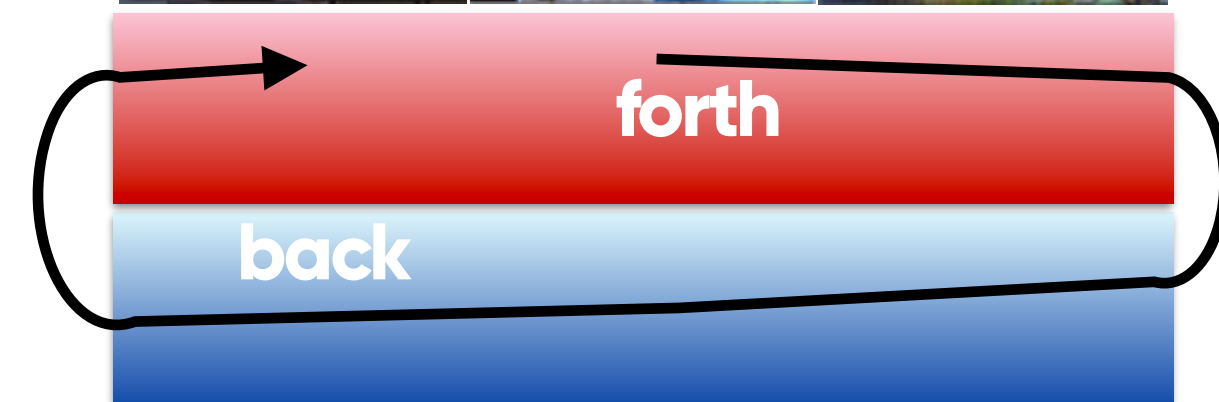
2.
BATH + hot
SAUNA/HAMMAM ++hot
BATH - cold

OK3 THERMES
SEQUENCE
THERMOTHERAPIY



Inspired by Japanese ONSEN, an additional OK THERMES thermotherapy protocol complements the OK3 physiotherapy protocol.

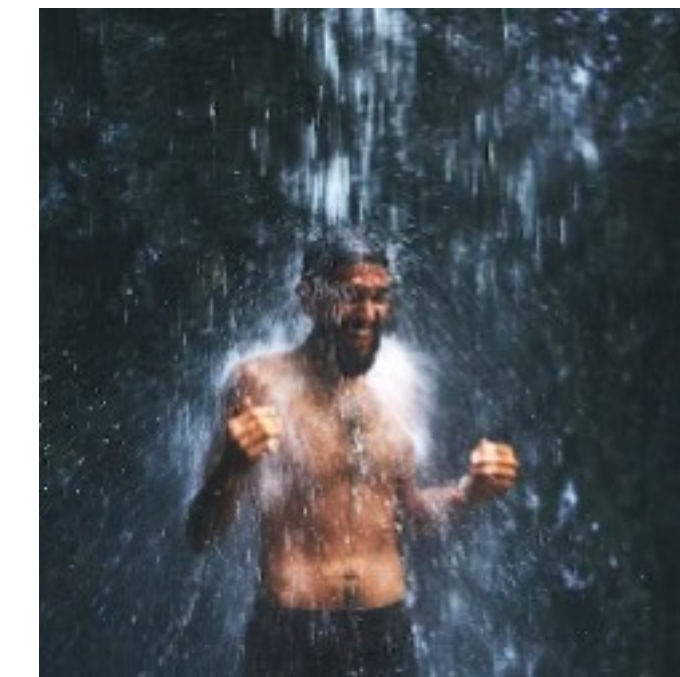
Hot/Cold **contrast thermotherapy sequences** (including the KNEIPP path) stimulate vascularity and helps boost immunity + create "instant exuvies" leaving the patient revived after an hour of treatment.



alt: KNEIPP PATH/mini thermotherapy

walk - cold water **x3** walk + hot water

3.
BATH ++hot
GRAVITY MASSAGE + hot
BATH - cold





EXUVI3

integrative physiotherapy

EXIST. EXULT. EXUVI3

