



Find your balance Find your Sabai®

FRANCHISE PROGRAM OVERVIEW





This is Your Invitation to Join the Sabai Thai Spa Revolution

Join Sabai Thai Spa as a franchisee and discover excellence where balance and comfort await. Our motto, “Find Your Balance, Find Your Sabai,” extends beyond guests to you. Let us guide you into a world of relaxation and confidence. Our wellness philosophy brings tranquility to your business journey. Experience the essence of Thai-inspired hospitality woven into every aspect. Join Sabai Thai Spa and make balance the key to your franchise’s growth.

Our brand stems from the word “Sabai” in the Thai language, which means comfortable, relaxed, or well-being. That is what we offer to all our guests and our franchise owners.



We blend the warm culture, hospitality, and rich healing traditions of Thailand with North America's world-class facilities and spirit of generosity. This combination creates a unique franchise opportunity in the rapidly expanding health and wellness industry.

**Do you have a passion for the wellness industry?
If so, we'd love to explore this opportunity further with you.**



Why Own a Sabai Thai Spa Franchise?

There are several reasons why a Sabai Thai Spa franchise is great for your community, and your own future as a business owner! Here are just a few:

- A Thai-Inspired business model offering an unmatched variety of services for the face and body
- Branded retail products and services including massages, facials, spa packages, memberships
- A dedicated corporate culture centered on peace, comfort, loyalty and support
- A team of industry professionals dedicated to your business growth

The Sabai Thai Spa franchise program offers you a competitive advantage in the wellness industry.

Beautiful Benefits

When you join as a Sabai Thai Spa franchise owner, you can leverage:



• **Immediate Brand Recognition:**

Sabai Thai Spa is known for its Thai-inspired therapeutic practices, which is a unique offering in the massage industry.



• **An Established Business Model:**

We have tested and established a business model which can reduce the risks associated with starting a new business from scratch.



• **Comprehensive Training and Support:**

We provide ample training before you open your spa so that you and your team are ready to welcome your local community. And, we are there to guide you at every step along your franchise journey.



• **Professional Marketing and Advertising Guidance:**

We provide effective and wide-reaching marketing and advertising campaign advice, materials, and more.



• **A Protected Territory:**

You will be offered your own exclusive territory, so you can operate your business with confidence.



• **Access to Proprietary Products and Services:**

You will have access to a range of massage treatments that are exclusive to Sabai Thai Spa and offered in membership packages, as well as the Sabai branded retail line of products. These offerings are crafted to enhance the guest experience and provide our Thai massage franchise owners with robust tools to grow their businesses.

Experience Wellness. Experience Sabai. Join us today.

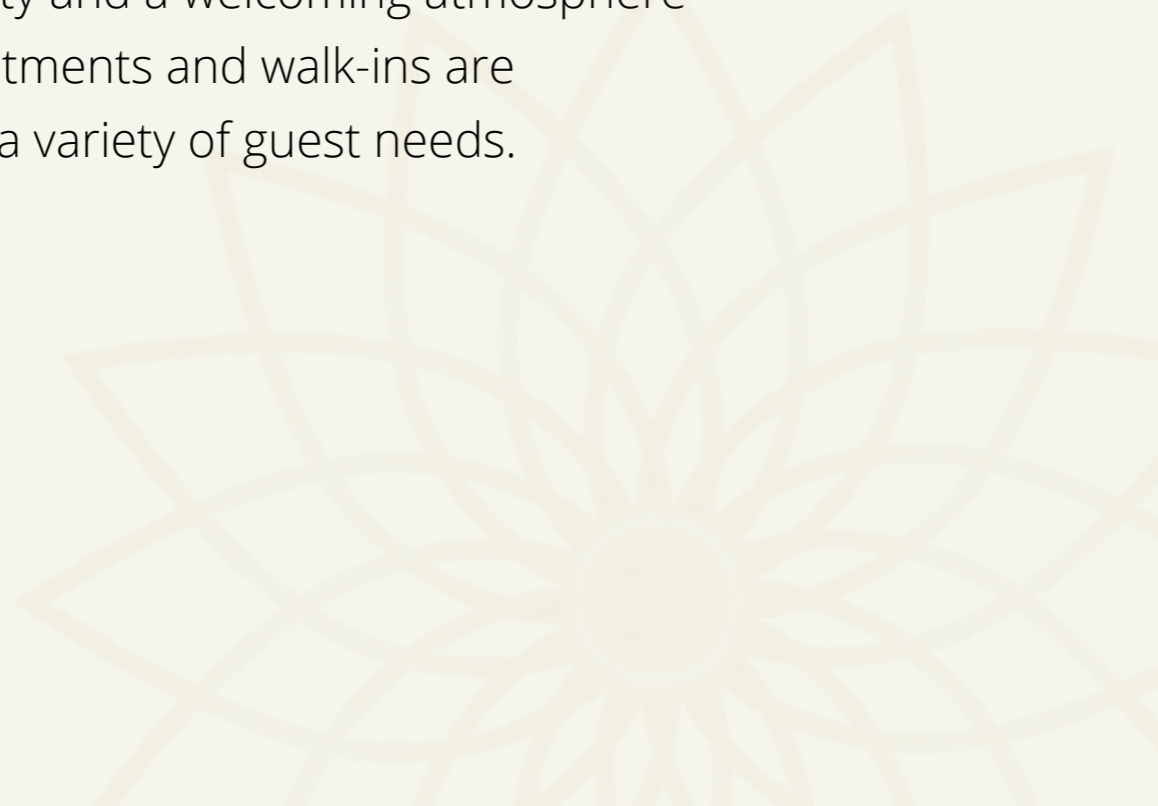
A Luxurious Brand A Welcoming Experience A Compelling Opportunity

Sabai Thai Spa prides itself on delivering a Thai-inspired experience, emphasizing traditional hospitality that guides guests into a state of serene tranquility.

Sabai Thai Spa was founded with a clear mission:

To establish a reputable and comfortable spa that not only treats its guests like family but also extends this philosophy to its franchise owners. We aim to honor and revive the esteemed traditions of Thai wellness while placing a strong emphasis on exemplary guest service and hospitality. This commitment is evident in creating a uniform, branded experience in an otherwise diverse, fragmented industry.

Our spa locations are designed to be inviting, featuring a warm, organic decor. Each site includes a multi-purpose lobby and rooms, ensuring flexibility and a welcoming atmosphere for every guest. Both appointments and walk-ins are accommodated, catering to a variety of guest needs.





Your Community Will Love Your Sabai Thai Spa Location...

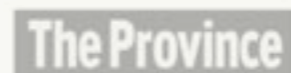
Sabai Thai Spa is a well-respected brand in the massage industry.
You can earn that same respect in your local area.

“ I absolutely love Sabai Thai... I have had amazing treatments.... And I have sent friends and relatives there, and everyone is always 110% thrilled with the service! You are so awesome!
- Judy ”

“ I always thought that every massage was basically the same, until I came here. I have never experienced such a great massage. I loved the deep pressure points. I can't wait to come back and try all of your treatments.
- I'll make sure to recommend it to all my friends.
- Lisa ”

“ This was a great experience! I really like the combination of massage with herbs. Very relaxing, Thanks!
- Andy ”

Featured In





Envision Your Own Sabai Thai Spa



Imagine entering your Sabai Thai Spa

Conveniently located in a variety of possible settings — shopping centers, street-front, or standalone locations — we have shown they can all work well with the Sabai Thai Spa business model.

You and your guests are welcomed by a comfortable, Thai-inspired reception area and waiting room, with music and aromas that are designed to soothe and comfort. Then, you enter the rest of your carefully built out 2,500 square feet of space, including ten treatment rooms, even a couple's room, and other carefully curated amenities.

Rest assured, you will have ample guidance from us, based on our experience with opening and operating multiple spa locations over the years. It's all designed to help ensure you capture the essence of the Sabai Thai Spa brand in your own location.





Are You the Ideal Sabai Thai Spa Franchise Candidate?

To qualify to become a Sabai Thai Spa franchise owner, candidates must have a blend of desired hard and soft skills. Here are the key qualifications and attributes we evaluate:

- 1. Background Experience:** While prior experience in the spa, wellness, or similar industries is not mandatory, we do expect you to take on a managerial role in your spa location. This includes overseeing trained therapists and emphasizing guest service, management, people skills, team leadership, and a collaborative spirit.
- 2. Previous Business Experience:** It's advantageous if you have previous experience in owning a business, working in customer-facing roles, or managing hourly employees.

3. Operational Involvement and Vision: Franchisees should initially be directly involved in the day-to-day operations of their spa. We also want to ensure you align with our vision, valuing quality, consistency, and exceptional guest satisfaction.

4. Ownership and Management Structure: If you, as a majority shareholder, will not be engaged full-time in the spa's operations, we will want you to appoint an Operating Principal who holds a minimum equity share in the franchised location.

5. Financial Requirements: You should ideally have a net worth of between \$900,000 and \$1.4 Million, and at least 30% of that in liquid capital.

These criteria ensure that our franchisees are well-equipped to uphold the standards of Sabai Thai Spa and contribute to the brand's growth ...as well as the growth of their own local business!

Industry Snapshot: Your Chance to Grow



The size and growth of the Massage and Wellness industry is truly impressive

It's a result of consumers' increasing awareness about the health benefits of massage therapy, their growing interest in alternative medicine and holistic approaches to wellness, and the technological advancements that facilitate easier access to massage therapy services through online booking platforms and mobile applications.

Now, you have a chance to own a massage franchise and join a growing, dynamic market segment, with a respected business model that offers a restorative suite of services to your local guests.

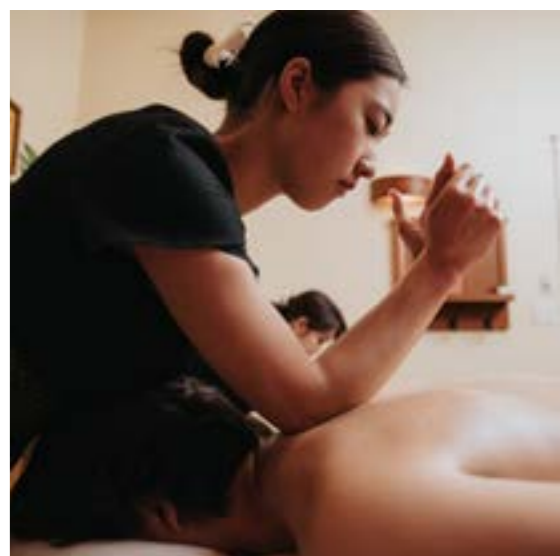
Important Statistics about the Massage and Wellness Industry

- The North American massage therapy service market is estimated to be valued at US \$65.23 billion.¹
- The global massage market is anticipated to reach US \$146.13 billion by 2034.¹
- The Canadian massage therapy market is expected to grow by more than 7% in the next decade.¹



Demand for Massage Therapy is on the Rise in Canada²

- Canadian spending on massage therapy is over \$8.8 billion.
- About 44% of Canadians have used massage therapy in their lifetime, more than other alternative health treatments.



The Benefits of Thai Massage

The rise of Thai Spas across North America, and around the globe, is supported by the many benefits it provides, including stress reduction, pain relief, increased range of motion, and more. Sabai Thai Spa, as a leader in this space, is proud to offer these therapeutic benefits to our guests and looks forward to bringing this time-honored practice to more areas through its franchise program. **Join us!**



¹ <https://www.futuremarketinsights.com/reports/massage-therapy-services-market>
² <https://www.oxfordedu.ca/infographic-demand-for-massage-therapy-is-on-the-rise/>
³ <https://www.webmd.com/balance/benefits-of-thai-massage>

Franchise Program Facts and Figures

Here are some of the important numbers you need to know:*

Initial Franchise Fee:

\$60,000 for a standard single unit territory (with a 75% discount for subsequent locations)

Technology Fee:

\$300/Month

Estimated Initial Investment Range:

\$599,805 to \$912,460

Royalty Rate:

6% of gross revenues, paid semi-monthly.

Brand Development Fund:

Up to 4.0% of gross revenues but starting at 3.0% of gross revenues.

Local Marketing Requirement:

\$2,000 per month.

Grand Opening Marketing:

Franchisees will be required to spend a minimum of \$5,000 and up to \$10,000 on grand opening marketing and promotions in their market.



We Are Growing. Will You Join Us on This Journey?

Sabai Thai Spa's franchise growth will initially focus on the Lower Mainland of British Columbia, followed by continued growth into other key markets across Canada, including Ontario and beyond. Our ultimate vision is to develop Sabai Thai Spa into a national brand, culminating in our entry into the U.S. market.

Align with our vision. Open a Sabai Thai Spa today and give the gift of health and relaxation to your local community.





More Reasons to Join Us...

Sabai Thai Spa's management team brings a wealth of skill sets and extensive experience in the spa and wellness industry to help guide you as you operate and own a massage franchise.

This expertise is evident in several key areas:

Guest and Staff Loyalty: A primary focus is on building and maintaining loyalty among guests, staff, and franchise owners. This is achieved through exceptional service, a welcoming environment, and fostering a culture of respect and appreciation.

Comprehensive Education and Training Programs:

Sabai places a high emphasis on thorough education and training. This includes initial training as well as ongoing coaching and mentoring programs to ensure that franchisees are well-equipped with the latest techniques and knowledge in spa treatments and guest service.

Strong Partnerships with Vendors and Suppliers:

Sabai has established robust partnerships with vendors and suppliers. These relationships ensure a consistent supply of high-quality products and materials essential for delivering top-tier services to everyone.

Franchisor Commitment to Business Development:

Sabai is deeply committed to continuously developing and improving the business model. This commitment ensures that the spa remains at the forefront of industry trends and standards, offering the best possible experience to its guests.

Diverse Revenue Streams: Sabai Thai Spa boasts multiple potential revenue streams, boosting its business resilience and appeal. Services include massages, facials, and other enhancements. These can be provided as individual treatments or combined into spa packages. Additionally, the spa offers memberships, gift cards, and a range of branded retail products for sale, adding to the franchisee's revenue stream.

Protected Territory for Spa Operations: The franchise model includes the provision of a protected territory for each spa location. This helps ensure that franchisees can operate without direct competition from other franchisees in the same brand, allowing for better market penetration and guest loyalty in their designated area.

These factors collectively contribute to the robust business model of Sabai Thai Spa, positioning it for sustained growth in the wellness industry.



Professional Franchise Support from Industry Experts

At Sabai Thai Spa we consider our franchisees part of our family. We are here to support you every step of the way and provide the assistance you need.

Site Selection Guidance:

We will provide you with “white glove” service as you find the right location for your spa. This includes advice on conducting market research, analyzing foot traffic, and evaluating the suitability of potential locations so you feel confident in choosing the best spot.

Construction and Build-Out Assistance:

Sabai Thai Spa will guide you in finding the right contractors to build your spa franchise location according to our brand specifications. We will provide you with a list of recommended equipment and approved vendors to ensure quality and consistency across all our locations.

Start-Up Support and Training:

Franchise owners will receive comprehensive start-up support and training to kickstart their business. This includes guidance on setting up operations, training staff, managing inventory, and ensuring a smooth launch for the location. You will start with pre-training preparational materials, followed by in-person training in Vancouver lasting up to two weeks, encompassing both classroom learning and practical, hands-on training. After the initial training, two representatives from Sabai Thai Spa will provide ten days of on-site assistance and training at your location, supporting you as you prepare to open your spa and train your team.

Ongoing Support: Our franchise program offers ongoing support through various channels, including remote assistance, site visits for hands-on guidance, refresher training sessions to keep skills sharp, and access to a dedicated support team for any questions or concerns that may arise.

Confidential Operations Manual:

Franchise owners receive a confidential operations manual that details all aspects of running a Sabai Thai Spa franchise. This manual serves as a comprehensive guide on standard operating procedures, brand standards, and best practices to maintain consistency across all locations.

Preferred Vendor Pricing:

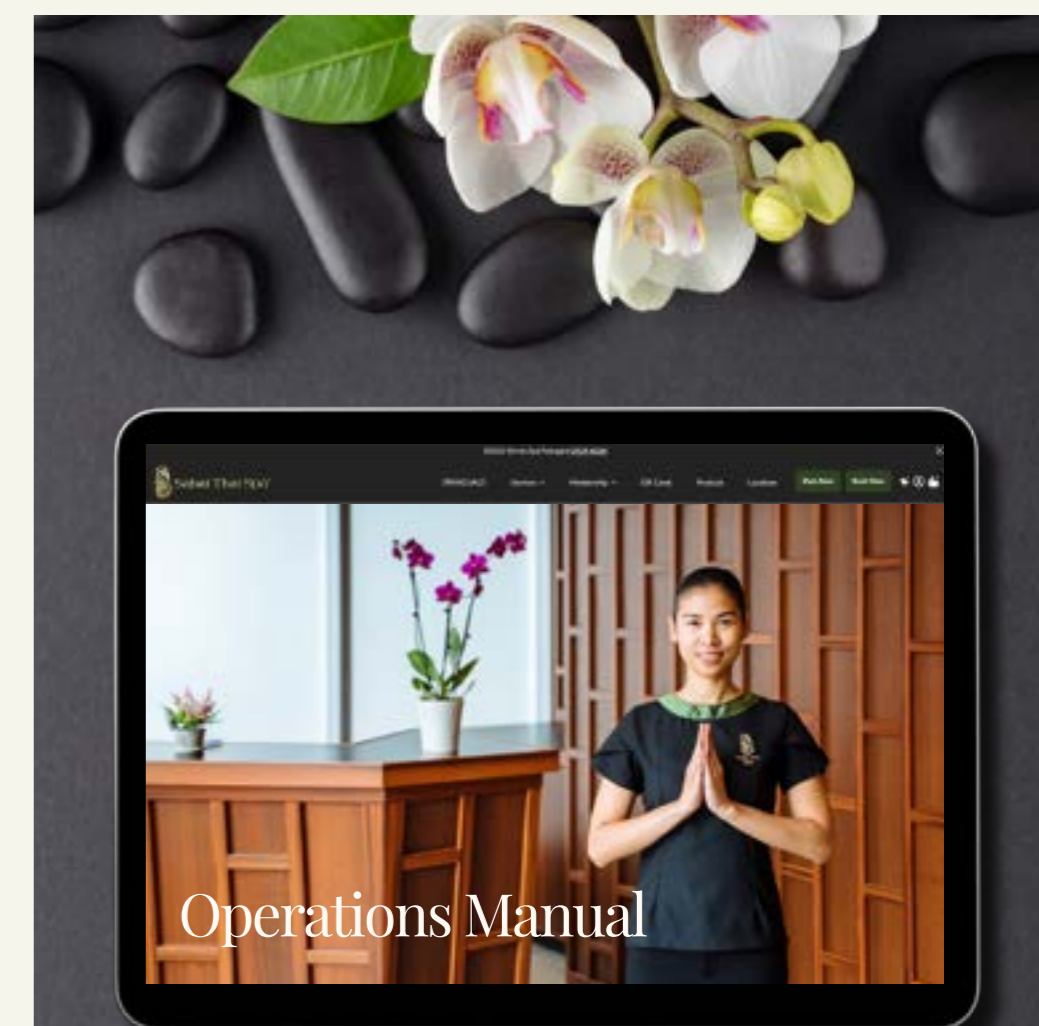
Franchise owners benefit from preferred vendor pricing, enabling them to access quality products and services at discounted rates. This cost-saving advantage helps owners optimize their business.

Vetted Technology Tools:

We provide you with technology solutions that have been vetted for reliability and efficiency. These technology tools are designed to streamline operations, enhance guest experience, and support the overall growth of the franchise.

Marketing Support: Franchise owners receive marketing support from the franchise, including guidance on creating marketing campaigns, advertising materials, social media strategies, and promotional events. This support helps franchise owners effectively promote their spas and attract new guests.

The comprehensive support and services provided by Sabai Thai Spa cover every important aspect of launching, operating, and growing a dynamic business. From the early days to ongoing operations, throughout the life of your franchise, you can rely on our expertise and resources to help drive your business forward.



We Invite You to Take the Next Exciting Steps

Don't wait. This opportunity is a great way to give back to your community by providing the gift of relaxation and wellness.

1
Talk further
with a member
of the Sabai
Thai Spa
franchise
team

2
Attend a
discovery day
and meet our
founding
team

3
Receive
the legal
documents
and have them
reviewed by
your lawyer

4
Sign the
franchise
agreement
and begin site
selection and
build-out
(with our guidance)

5
Attend our
training and
prepare to
train your
own team

6
Get ready to
launch and
welcome
guests to your
Sabai Thai Spa
location!



Think You Could Be the Next Sabai Thai Spa Owner? Let's Talk.



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Any offer and sale would be made only by means of a franchise disclosure document, if required by applicable law, the tender of a definitive franchise or similar agreement, or both. No submission of preliminary information creates any rights for you or obligations for us.