

BBANYA OPERATING WELLNESS PLATFORM BACKED BY BANYA™ N°1



BANYA™ N°1

LONDON • PARIS • TBILISI

KSENIA BOBKOVA

- 🌿 Co-founder of **BANYA™ N°1**
- 🌿 Stakeholder in three **BANYA™ N°1** facilities across the UK and France
- 🌿 Founder of BBanya Operating Wellness Platform

CORE TEAM

- 👥 10-person management team
- 🔧 Management, Reporting, Marketing, Operations, Project Delivery, Software Systems

OPERATIONS TEAM

- 👥 75-person operations team
- 🔧 Therapists, Front of House, Maintenance, Supply and Procurement

WHAT WE DO

- 🚀 Raise funding, design and operate new bathhouse projects.
- 🌿 Franchise and operate under the **BANYA™ N°1** brand.
- ⚙️ Operate back of the house - Reporting, HR, Training, Systems
- ★ Build on proven bathhouse operating expertise, leveraging hospitality technology and modern process automation to achieve long-term business sustainability.



BANYA™ N°1 - GASTRONOMIC SOCIAL URBAN WELLNESS

- **Gastronomic** - We differ a little as we sit between a spa / sauna and bistro at the intersection of wellness (sauna, contrast therapy) and hospitality (food). That differentiator allows us to achieve an average customer spend of around £150 for a three-hour session, with 20% of the average customer spend derived from food and beverage, and also helps in smoothing out the seasonality - achieving 70% capacity load across the year.
- **Social** - Only 20% of our customers come solo, the rest are groups of 2 to 4. 25% of revenues are gift vouchers.
- **Urban** - we are city based, a short day spa experience.
- **Wellness** - We offer spa style packages and entry only, parties and guided experiences (soundbath, breathwork). We currently have 6% revenue in membership and average 1.5 visits per customer a year.

In the US, brands such as Othership and Bathhouse show the momentum in social urban wellness - (recent raise \$35m). In Europe, Aire Baths and QC Terme demonstrate the scale and consumer appetite for premium thermal experiences. UK is undergoing the sauna renaissance with doubling of the market over the last 2 years (300 => 600 operators, with trajectory for consolidation and Virgin Active recently launching the updated wellness across its clubs portfolio).

BANYA™ N°1 IS AN ESTABLISHED, MULTISITE PROFITABLE BATHHOUSE OPERATOR

Consistently delivering 17% EBITDA margin currently operating 4 traditional bathhouse locations: 2 in London and 2 internationally, own and under operating contract.



Banya No.1 - Hoxton | Russian Banya in London & Wellness Spa, opened in 2012



Banya N°1 Tbilisi En, a countryside hotel site, opened in 2022



Banya in London | Banya No.1 - Chiswick, built and opened in 2021



Banya No.1 - Paris - Kupala - Spa, under an operating contract since 2024.

Across our two London sites (Hoxton and Chiswick):

- **we are profitable, debt-free, multi-site, and with a proven operating model - the only proposition of that sort globally**
- we generate £3.7 million net annual turnover, with 17% EBITDA
- we service around 34,000 customers visits per year
- we gone through the full business cycle (operationally mature) - launch, refit, competition, covid, inflation
- we done different formats: design and build, operating contract and international expansion

WE RAISE FUNDING, DESIGN, BUILT AND OPERATE



	FOR NEW FACILITIES	FOR EXISTING OPERATORS	COSTING OF SERVICE
FINANCE	• We raise funding for built your facility • Carry out Audit of the Financial Model - sanity check (desktop) of a new model (PL projections, Pricing)	• We keep reporting and investor management and provide liquidity management • Carry Out Audit / sanity check (desktop or onsite) of an existing operators	• % of the Capital Raised or as part of Operating Contract • 3 months EUR50,000 + option for operating contract, if Operating Contract, then Audit Fee can be set off against 1st year Operating Contract cost
DESIGN + BUILT	• Design Layout Specification • Project Cost Estimates and Cash Flow management • To specific targets (revenues, expenses, client profile)	• Create Brand (Brand Framework, Visual Guidelines, Tone of Voice, Marketing Strategy)	• Design + Build + Operate => Can be equity in the operator + 5 year Operating Contract, Audit included
OPERATE	• Marketing => Guaranteed Results, Cost of Conversion, Established Funnel • Processes Automation => SOP, Training • Reporting Analytics => Financial / Granulated / Several Operators Data • Systems => Integrated Operating System for a wellness facility (separate cost)	• Investor Relations + Corporate Governance => All cycles (raising funding, returning finance, debt finance, crowdfunding) • Therapists Supply Pool => Trained to SOP, mobile and supplied cutting out social costs (separate cost) • Brand Management	• Design + Build + Operate => Can be equity in the operator + 5 year Operating Contract, Audit included

CASE STUDY: FINANCE, DESIGN AND BUILD + OPERATE UNDER BANYA™ N°1



- Public, 15 people capacity, 300 m²
- Private, 8 people capacity, 60 m²
Extension (2027)



- 5 years from opening (COVID, war and inflation)
- Competitive Market



- Funding
 - Equity Funding £1m
 - *Extension crowdfunding £500k + debt funding £350k*
- Design and built within Budget and Timeline
- Design and Build Extension



- Operate within the following parameters
 - *£200k p.a. / 16% profit EBITDA*
 - *70% capacity load*
 - *35% spa utilisation rate*
 - *60% returning customers*
 - *60% local customers*

CASE STUDY: TURNAROUND - CRISIS MANAGEMENT



- Private, 9 people capacity, 190 m²
- No F&B



- 2 years from opening
- No Competition Market



- Leveraged (debt)
- Layout mistakes
- Shareholders - misalignment of vision in hard times
- Owner operator



- Increase turnover by 30%
- Systemic operations removing Owner operator from operations



WHAT WAS DONE

CRISIS MANAGEMENT - 3 MONTHS - FEB

- Experienced parachute GM
- State of the Nation Audit Report - 30 pages
- Immediate Fixes(labsent systems, personnel, additional days opening, stop money loss
- Defined Remediation Actions
- Stabilised operations

IMPLEMENTATION IMPROVEMENT - 6 MONTHS

- +10% revenues to last year same period
- Stabilise over summer - not loss making / less than previous year

INTERIM REVIEW - 9 MONTHS

- +20% revenues to last year same period

TAKE YOUR DREAM TO THE NEXT LEVEL



LET'S START A CONVERSATION

We are looking to connect with:

- New and existing bathhouse operators.
- Strategic partners with expertise in consumer brands, hospitality and wellness operations.
- Debt facilities providers for acquisitions and refinancing (roll up and liquidity).

CONTACT KSENIA

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EXPERIENCE **BANYA**TM N°1 CONCEPT

You are welcome to try one of
our locations - www.bbanya.com