



BANYATM N°1

BATHHOUSE & WELLNESS SPA



OUR HISTORY



THE BANYA No.1 EXPERIENCE

We have combined the philosophy and practices of Nordic wellness, based on the thermal cycle of hot, cold, rest and repeat, with authentic wellness treatments to create a unique and invigorating spa experience that makes you feel alive.





HOT



COLD



REPEAT



REST

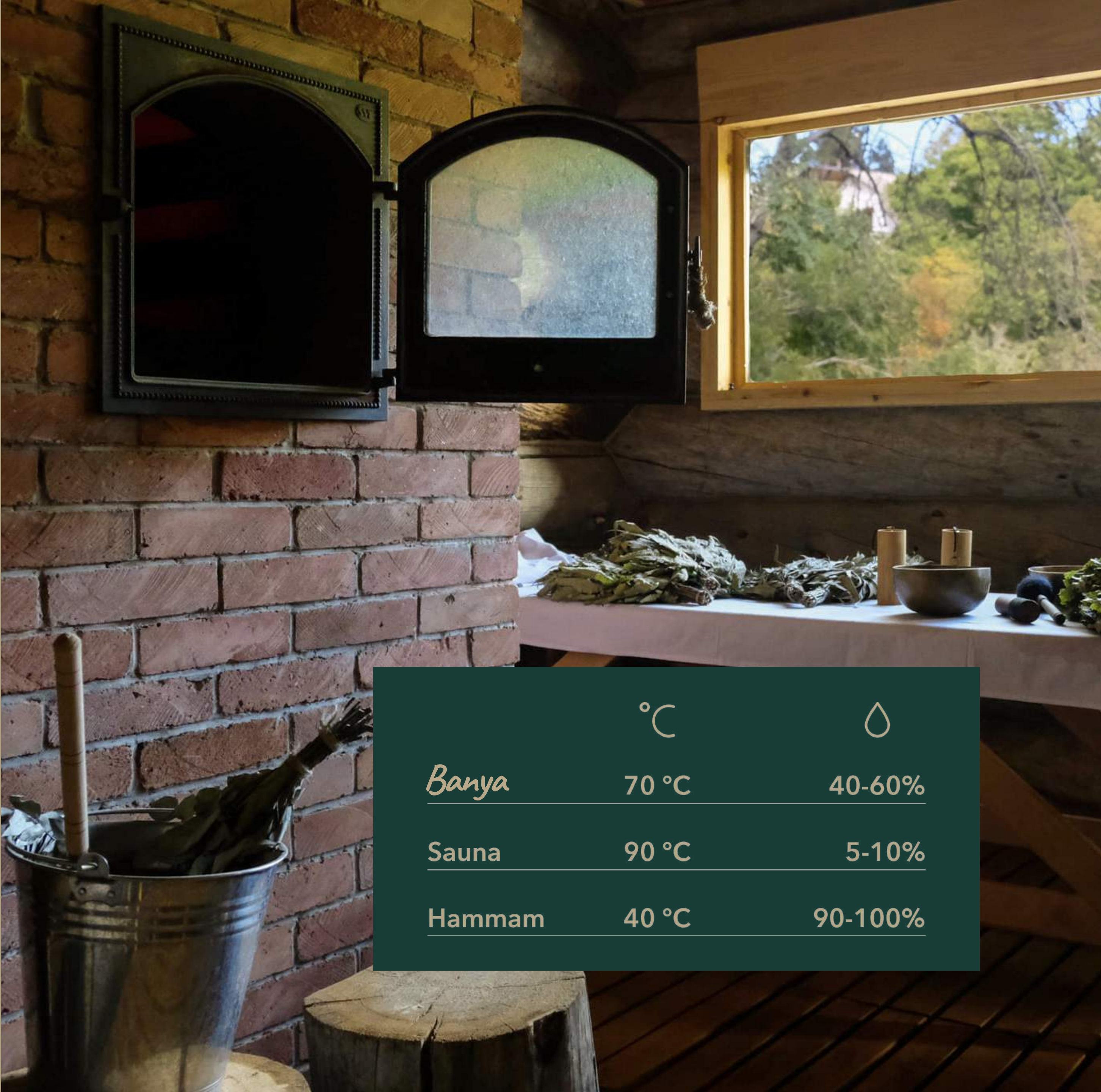


Three hours of
exhilarating
thermal
experience

NOVEL AND INTENSE PHYSICAL EXPERIENCE

- 🌿 Unique Treatments and Facilities
- 🌿 Hot and Cold
- 🌿 Relaxing and Invigorating
- 🌿 Social or Private

Unlike conventional saunas, a *banya* generates superheated steam as water is splashed onto a tonne of cast iron heated to 700°C inside an authentic brick furnace.



	°C	💧
<i>Banya</i>	70 °C	40-60%
Sauna	90 °C	5-10%
Hammam	40 °C	90-100%

REST AND RELAXATION

Our guests have their own private booths in the lounge where they can rest between steaming and treatments and enjoy our Nordic delicacies and traditional drinks.



ORGANIC SPA TREATMENTS



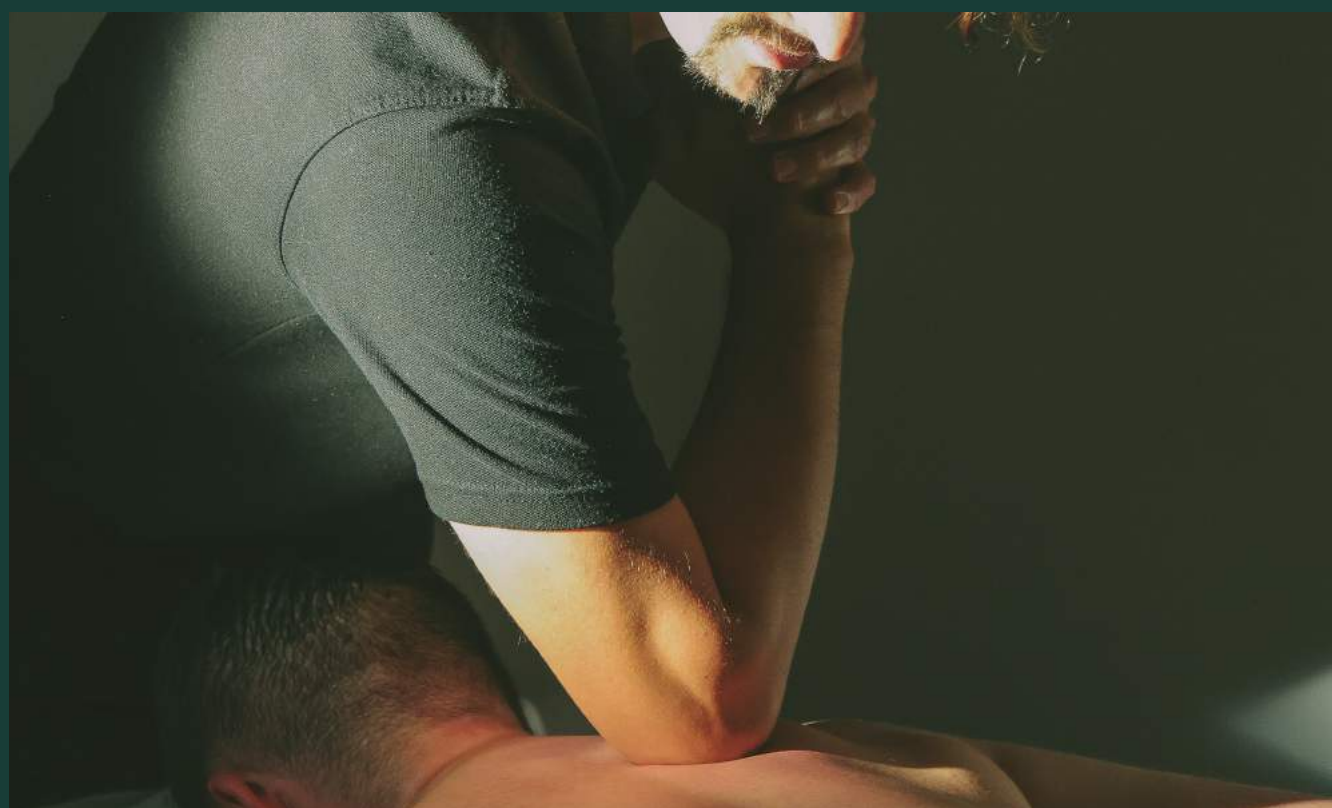
Soothing Siberian Body Wash



Exfoliating Coffee & Salt Scrub



Nourishing Honey & Salt Scrub



Invigorating Deep Tissue Massage



Anti-ageing Mud Wrap & Mask



Moisturising Aloe Vera Full Body Mask

FOOD AND DRINKS

Healthy, homely and comforting food as well as our unique drinks help to maintain hydration and electrolyte balance during the experience.



SOCIAL OR PRIVATE

Our experience can be public and social or private and exclusive.

In the public *banya*, our guests have their own private booths in the lounge where they can relax between treatments and steaming.

We also offer exclusive private spa suites, with their own *banya* facilities, separate changing rooms, treatment rooms, and private lounge and dining areas.



TESTIMONIALS



Thank you for the relaxation.
Had fun and I feel great!

JUSTIN BIEBER



Thank you. I feel fabulous!
Love,

KATE MOSS



I come every Sunday whenever I
can, simply because the experience
is unbelievable! After Banya I feel so
fresh and ready for the week ahead.

DERECK CHISORA



Who knew Heaven was on Micawber
Street?! With so much gratitude
to our No.1 family. See you soon!
SPASIBO!!!

RENEE ZELLWEGER



What an experience! I have never felt
so clean. I looked stupid in the hat, but
I couldn't care less. My best SPASIBO!

TRACEY ULLMAN



Great! Love the place. Thank you!

TIMUR BEKMAMBETOV



Thank you Banya No.1 for my first
Parenie treatment! It was wonderful!
Evgeniy is amazing. Love.

LIV TYLER



You guys just rocked my world!
Thank you thank you! All my love.

EMILIA CLARKE



That was my 1st Russian Spa Experience!
Feel great! Amazing people and good
food! See you next time!

LUKE EVANS



Forbes

"I can guarantee you'll have never had, or felt anything like it before. It's the unique union of steam and Parenie that sees people coming back to the bathhouse again and again, even the likes of celebrities such as Justin Bieber, Kate Moss, Emilia Clarke"

theguardian

"Leave it out! Banya No.1 is a little slice of Moscow transported to Shoreditch."

marie claire

"If you feel like trying something different and feel amazing afterwards, look no further"

Condé Nast Traveler

"This year's hottest new spa craze..."

THE HUFFINGTON POST

"The latest spa trend inspired by a thousand-year old tradition out of Russia."

FT FINANCIAL TIMES

"You will leave feeling a mix of blissfully relaxed and amazingly clear-headed, and sleep the sleep of the dead. If Banya No.1 doesn't knock jet lag on the head, nothing will."

THE TIMES MAGAZINE

"I felt AMAZING...
Invigorating, fun,
undeniably beneficial."

TimeOut

"Channel your inner Tolstoy with a Russian Parenie."

THE SUNDAY TIMES

"Gosh, this was now several notches above pleasantly toasty, slightly painful, even. As one pulse of heat faded, another would follow straight behind. Phewee."

BBC NEWS

"The Russian massage that's not for the faint-hearted."

EveningStandard.

"It's incredibly invigorating"

The Telegraph

"As soon as you walk into Banya No.1 you notice that everything is designed and arranged to guarantee an optimal experience to its guests."

VOGUE

"The only one of its kind in the UK."



CUSTOMER INSIGHTS

52%

male

48%

female

30%

sole guests

55%

couples

15%

large groups

50%

don't go to any
other spas

70%

come by
recommendation

KEY DATA

ADDICTIVE

>55%

Returning

20%

Returning
with in 90 day

>8%

more than 10
times p.a.
membership

21%

Locals with
5 km

PREMIUM

£125

Average
spend

£200k

gifting
experience

BROAD APPEAL

13,000

Visits per
annum*

50,000

Customer
base

FINANCIAL

15%

EBITDA margin

£1.4m p.a.

Net Turnover*

*Average per location

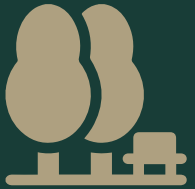
FACILITIES

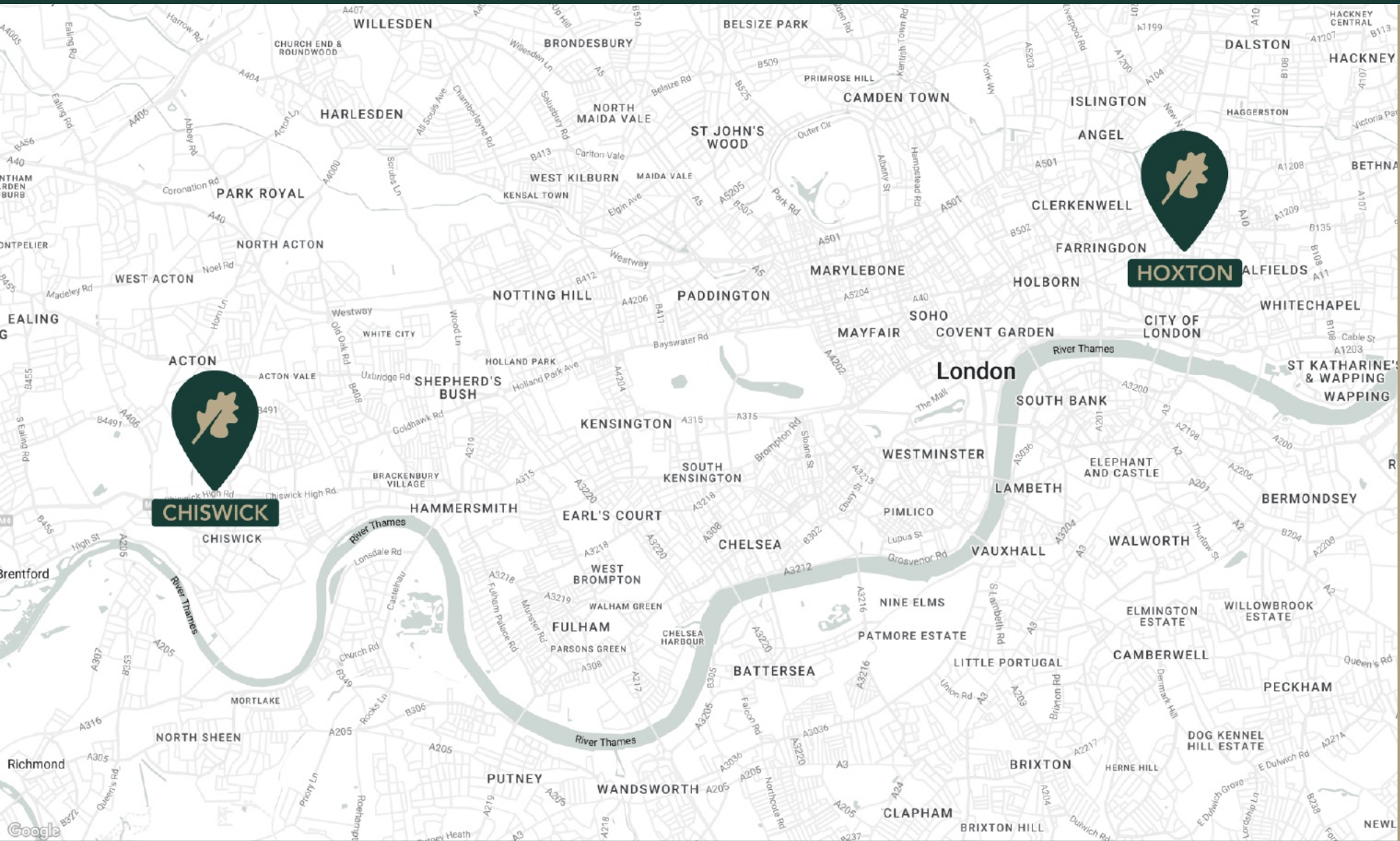
- 🌿 Authentic Steam Room – *banya*
- 🌿 Icy Plunge Pool
- 🌿 Bucket Showers
- 🌿 Hot Stone Treatment Room
- 🌿 Massage Rooms
- 🌿 Rest Lounge

Between sessions in the *banya*, it is important to relax in the rest area, a cosy retreat from the active *banya*. This comfortable area boasts luxurious booths in leather and wood furnishing.



SITE AND LOCATION CRITERIA

 500 m²/ 5,000 sqf	 Zone 2 <£25 psf p.a. <€200pm² p.a.	 F&B / Alcohol Licence	 Service Access	 3 phase Electricity / Gas desirable	 Outside Space / One level	 Site Concentration • 1m population city - 1 site • > 1m - up to 3 sites
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WE RAISE FINANCE DESIGN BUILT AND OPERATE

We are European based Multisite Operators with Full Cycle Expertise



 **KSENIA BOBKOVA** CO-FOUNDER

- Financing and investor relations
- Operating contracts for existing facilities
- Operating Systems soft development
- Stakeholder in 3 facilities of Banya No.1:
 - [Banya No.1 - Hoxton](#)
 - [Banya No.1 - Chiswick](#)
 - [Banya No.1 - Paris](#)



 **ANDREI FOMIN** CO-FOUNDER

- Brand Development
- Stakeholder in 2 facilities of Banya No.1:
 - [Banya No.1 - Hoxton](#)
 - [Banya No.1 - Tbilisi](#)



 **ELENA DIMITRENKO**

- Business Development



10 Ops Management Team with extensive experience in wellness operations and pool of **80** personnel across all facilities



Skill set:

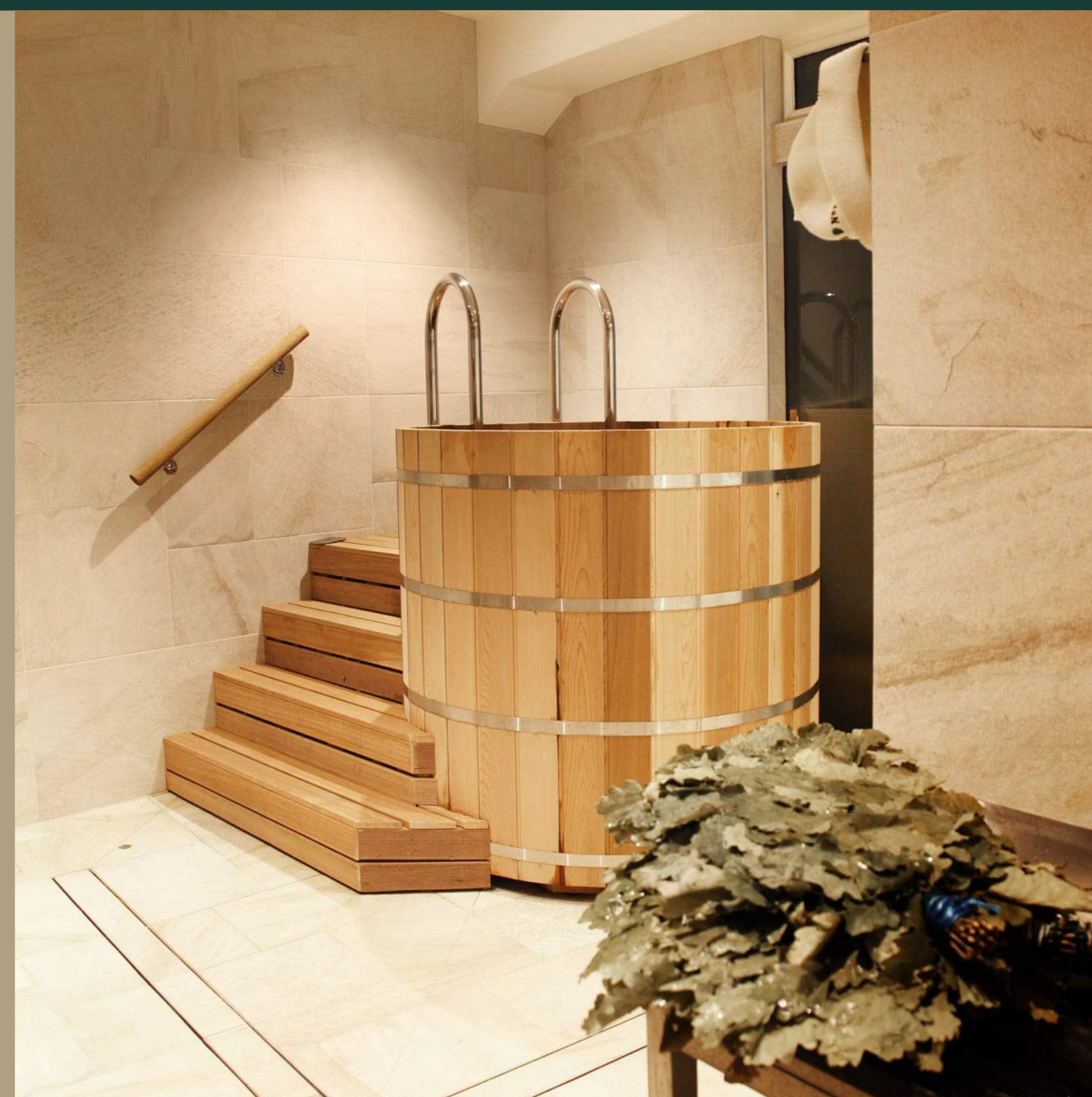
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|---------------------|--------------|
| • MANAGEMENT | • PRODUCTION |
| • SUPPLY | • REPORTING |
| • PROCUREMENT | • OPERATIONS |
| • BRAND | • SOFTWARE |
| • PROCUREMENT | • DESIGN |
| • MARKETING | |
| • DIGITAL MARKETING | |



Therapist Training Academy



Est. 2012







Est. 2022







From 2026



Thank you!

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