

Skintim introduction



Skintim fast beauty franchise has been established in 2016 by Eta Kovács and Tibor Kalmár. The basic concept was to create a 100 percent Hungarian-owned beauty company specializing in registration-free full body hair removal.

The first Skintim beauty salon has opened on 29th February of 2016 in the elegant **Hattyúház** in Buda, two-minute distance / walk from Mammut Shopping Center and Széll Kálmán tér, in Hattyú utca 14., on the 10th floor.

Indulging the constantly growing /expanding clientele and those who aim to see SKINTIM in the (city) center, the **SKINTIM Bazilika** opened in the heart of district VI, at Révay köz 2. on 13th February, 2017, hardly a minute from St. Stephen's Basilica and five minutes from the Opera, Deák Square.

The third Skintim, **SKINTIM Óbuda** has opened in Óbuda, next to Kolosy tér, at Bécsi út 77. On 25th March, 2019

Our fourth salon, **SKINTIM Újbuda** opened in the surroundings of another frequented transport hub, the Kosztolányi Dezső square, at Bartók Béla út 98.-102., on 24th of August, 2020.

On April 12, 2021, the first franchise salon has opened its doors, the **SKINTIM Római**, in 1039 Budapest, Püskösdűdő utca 48.

On the same the first rural / provincial salon has also opened, on the edge of the city center of Székesfehérvár, in Palotai út 25, this is **the Skintim Fehérvár**.

Our second franchise partner, **SKINTIM Boráros** (Lechner Ödön fasor 2.) opened on March 7, 2022.

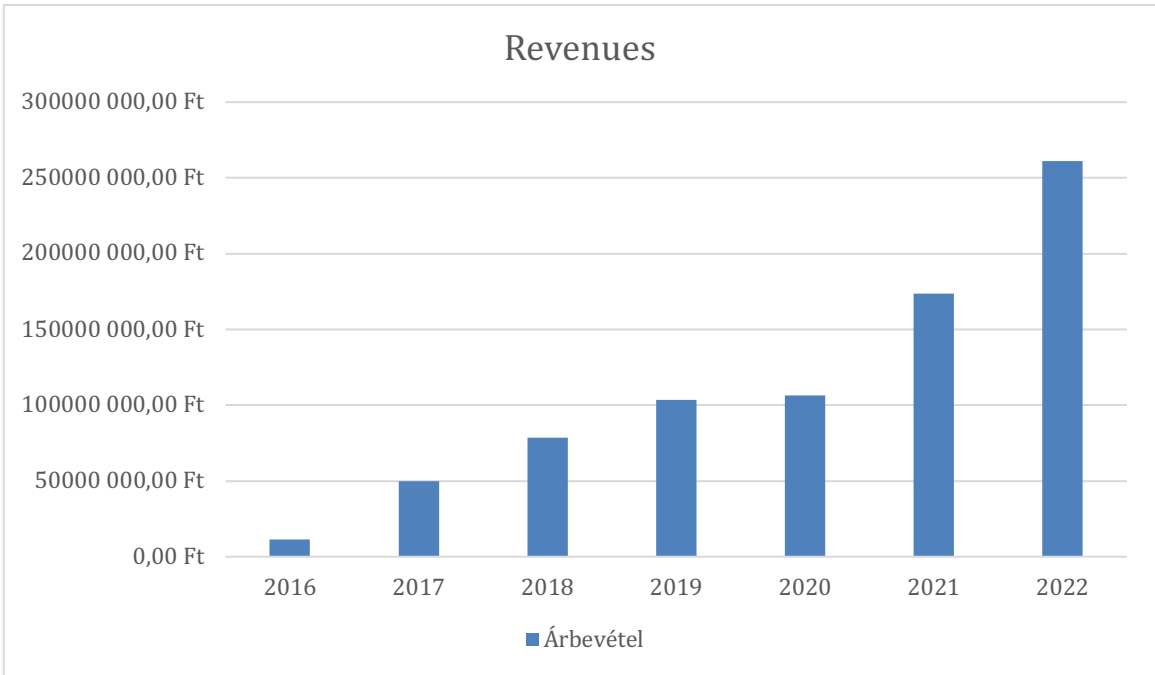
On June 8, 2022, the second rural Skintim salon opened in **Győr**, and the same year in August the third rural SKINTIM has also opened its doors to our guests in **Debrecen**. The latter salon is also a franchise partner.

The spring of 2023 is another milestone, as the salon of our fourth Skintim franchise partner has opened in **Budaörs** on 3th of March, and our fifth franchise partner has opened in **Csepel in Korzo** on 8th of March. On 3rd of April **Skintim Tizenhárom**, a new franchise waxing salon has opened in District XIII, in **Angyalföld**. Thus, from spring 2023, SKINTIM awaits its guests already in twelve salons with the following services: professional hair removal of any bodypart with wax or laser for women and men, permanent eyelash and eyebrow dying, express mask facial treatment without registration, frequent promotions and loyalty program for those who aim to become even more beautiful (Prior registration is required for male intimate waxing).

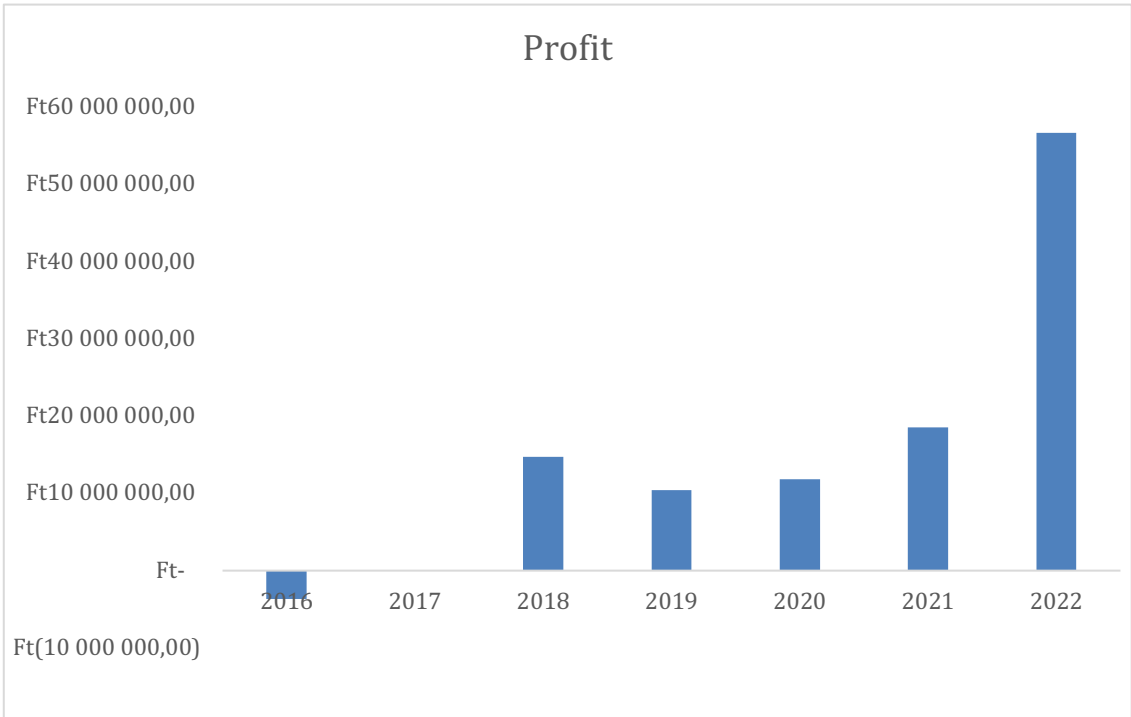
Since May 2021, **the SkintimPro** service has launched, which represents one of the highest quality permanent hair removal service portfolios available on the market with professional medical aesthetic instruments in SKINTIM. SkintimPro is only available at our premium salon, Hattyú Ház.

The first three products of SKINTIM own brand will be available from Q2 2023. **SKINTIM soft sugar paste** will be available for professional use and wholesale, **SKINTIM body scrub and body care** products will be sold both wholesale and retail. In addition to our own and franchise salons, with the involvement of resellers or other business partners, the goal is to reach at least 30-40 percent of the Hungarian market in the field of sugar (paste) wax sales.

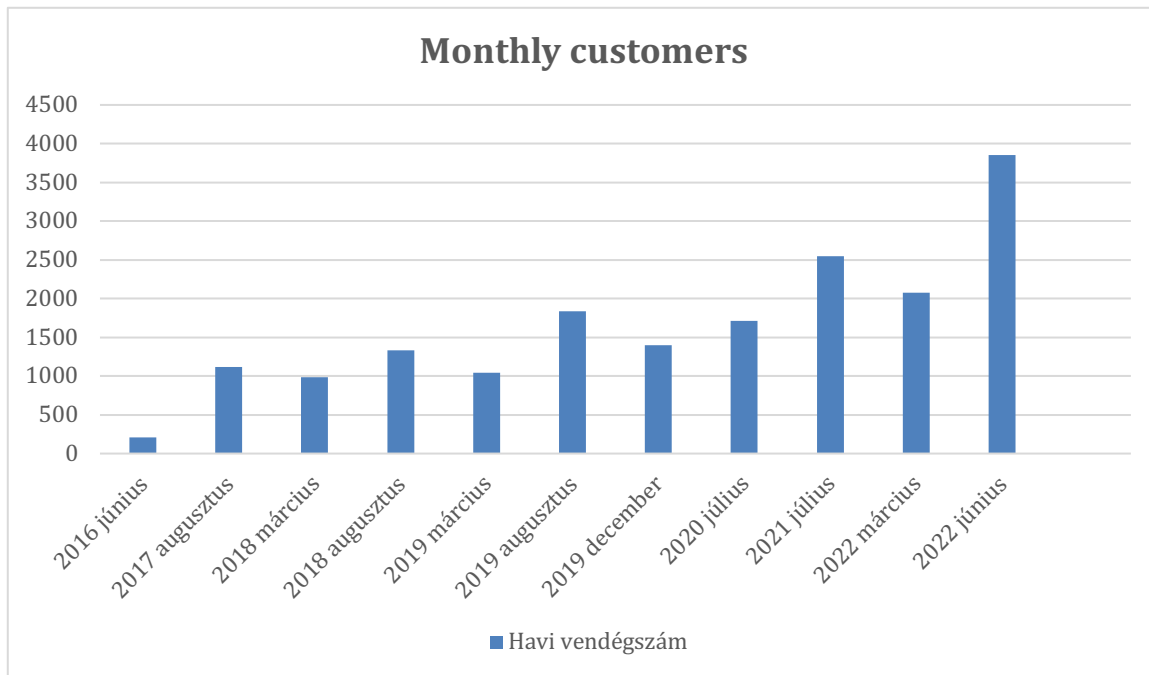
Development of sales revenue:



Profit (net):



Monthly customer count evolution:



Number of employees: 21 person

Business plan for 2023-2025

Opening of 2-3 more self owned SKINTIM salons. Develop our franchise partner network: concluding another 5-10 partner contracts within three years.

Expand in Budapest and agglomeration (Zugló, II. district, VII. district, X. district, Kispest, Budafok, Dunakeszi, Szentendre)

Expand rural (Pécs, Sopron, Szeged, Szombathely, Nyíregyháza, Kecskemét, Eger, Zalaegerszeg, Baja)

Expand abroad from 2023 (Bratislava, Cluj, Wien, Kosica, Prague, Warsaw, Barcelona, Rome, Milano, Triest)

Developing our own-brand products, besides using them in our salons providing them for wholesale, opening a wholesale store.

SKINTIM Points: Professional background and sale of cosmetic raw materials and treatment methodologies (know-how) for individual cosmetics.

Establish a scholarship program after cosmetic vocational training, supporting beauticians in starting their careers.

Building a franchise partner network.

Provided by SKINTIM for franchise partners:

Full corporate visual identity

On demand: Consultancy on choosing the proper place for the business. Guidance in creating the suitable design for the salon, if needed execution of direct construction works.

Transferring and training of the necessary know-how for the operation of a Skintim franchise salon. Providing a leading beautician if required, even temporarily;
HR outsourcing on request

From Q2 2023, own brand products for services. Until then, ensuring exclusive procurement channels.

Providing complete, localized, franchised marketing activities (JOY days, Glamour days, full Facebook, Google, Waze campaign management, offline ad appearances, vehicle advertising, print, outdoor ad appearances)

In addition to all this, an introduced brand with a monthly reach of around 500 thousand, the brand has 20 thousand followers, while salons have 2-4 thousand followers on Facebook. With a Google advertising strategy, you have a more active and effective presence in search results than your competitors.

Conditions for joining the franchise affiliate program

-The complete legal background required for the business to be operated within the framework of the Skintim franchise partner program: public debt-free enterprise (Limited partnership, Limited liability company or joint-stock company)

-The owner, managing director and executive officers of the contracting partner within the framework of the Skintim franchise partner program shouldn't have any criminal record.

- Franchise partnership agreement / contract with Skintim rights owner.

- Familiarization with the franchise manual of the Skintim franchise partner program, its written acceptance and exclusive application during the operation of the Skintim franchise salon(s)

- Payment of franchise fees detailed below:

One-time entry fee (depending on localization): 4 500 000 – 8 500 000 HUF + VAT

Monthly franchise fee (depending on localization): 145 000 – 225 000 HUF + VAT

Outsourcing of HR, implementation, operation, logistics and marketing tasks based on individual agreements.

Expected minimum monthly turnover of franchise stores:

1-3 months: 200 000 – 900 000 HUF / month + VAT

4-6 months: 500 000 – 900 000 HUF / month + VAT

6-12 months: 900 000 – 1 900 000 HUF / month + VAT

13-24th month: 1 500 000 – 2 200 000 HUF / month + VAT

From 25th month: from 2 500 000 HUF + VAT

Maximum achievable turnover: 4-6 million HUF / salon / month + VAT (in the waxing business!)

Our online availability:

www.skintim.hu

<http://facebook.com/skintimszalon/>

<http://facebook.com/skintimhattyuhaz/>

<https://www.facebook.com/skintimbazilika/>

<https://www.facebook.com/skintimobuda/>

<https://www.facebook.com/skintmiujbuda/>

<https://www.facebook.com/skintimromai/>

<https://www.facebook.com/skintimfehervar/>

<https://www.facebook.com/skintimboraros/>

<http://facebook.com/skintimgyor/>

<http://facebook.com/skintimdebrecen/>

<https://www.instagram.com/skintimszepsegszalon/>

<https://twitter.com/skintimszalon>

Google Business information pages

Waze

YouTube

TikTok

Twitter

Our basic raw materials:

- For waxing: Alveola sugar paste, Alveola elastic wax, Alvoela cartridge wax (switching to Skintim private label products for selected product lines during 2023), wooden spatula, rubber gloves, bed cloth, aftercare products (talcum powder, skin-soothing lavender water)
- For facial treatment: Solanie cosmetics range
- For eyebrow and eyelash dying: Reflectocil

Own-brand products:

From the Q2 2023 the Skintim wax, Skintim body lotion and Skintim body scrub, are expected to be available as exclusive raw material for our franchise partners, as well as as retail products for retail sale in the latter two product groups.

Skintim process management, reporting

From Q1 2023, the current NextCloud cloud service, email and Facebook Messenger groups are expected to be replaced by the Skinteam manager developed by rights holder Skintim, of which the detailed technical specifications can be found in appendix no. II.

For more information:

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