



Massage Addict



Are you ready to realize your dreams?





Fraser Clarke, Owner and CEO

Massage Addict History

Massage Addict opened its first clinic in Dartmouth, Nova Scotia, in July 2008. It was an immediate success, resulting in many inquiries from people wanting to open their own Massage Addict clinics.

In 2012, Massage Addict was featured on Dragon's Den. The concept was extremely well received, with three Dragons putting in offers. Ultimately the offer from Jim Treliving, which was accepted on air, was declined.

In August 2014, the original owner sold Massage Addict to Fraser Clarke, an experienced leader with a history of growing membership-based health and wellness companies. With Fraser came a new management team and a path and vision for growth. At the time of purchase, Massage Addict had 28 locations and was known as a discount provider of its sole service offering—massage therapy.

Fraser and his management team set about understanding the full potential of the Massage Addict brand and expanding across the country. The expansion was based on extensive research, with data and insights gathered through client, therapist and owner surveys and, always, using the foundational business model as a springboard.

Today, Massage Addict has more than 100 clinics across the country and is proud to offer four (4) therapeutic services for clients to choose from: Massage Therapy, Chiropractic Care, Acupuncture and Reflexology. These services were carefully selected to support the needs of Massage Addict clients.

Unlike a spa, Massage Addict clients visit primarily for pain management and relief from stress and anxiety. The Massage Addict brand today is synonymous with high-quality therapeutic treatments and exceptional client experience.

Our vision statement continues to guide our growth.



Vision Statement

To be the premier provider of therapeutic treatments in Canada, and beyond.

The Health and Wellness Industry

It's a Great Place to Be

3+ Billion Dollar Industry

44% of Canadians have tried **Massage**
(91% increase over a 10-year period).

42% have tried **Chiropractic Care services**
(17% increase over a 10-year period)

22% have tried **Acupuncture**
(83% increase over a 10-year period)



Massage Addict

A Canadian Success Story

Canadian owned and operated, Massage Addict is Canada's first and largest membership-based health and wellness brand. Our membership offers clients the ability to choose, on a monthly basis, from four (4) therapeutic services, to help relieve their symptoms and/or conditions. Massage Addict has continually adapted to the changing needs of clients and the marketplace. Our evolution and strategic vision are the result of our clinical focus—a focus on pain management and relief from stress and anxiety.

We Believe in On-Going Brand Evolution

The Massage Addict brand started in 2008 with only one therapeutic service offering—Massage Therapy. Our guiding philosophy is to evolve with the needs of clients, in conjunction with market trends. Through a process-driven approach that involves consultation with stakeholders combined with external and internal research, our brand has successfully progressed. Over the last five years, we've introduced three additional therapeutic services and a line of professional topical analgesic products in our clinics.



Massage Therapy
since inception in 2008



Reflexology
launched March 2018



Acupuncture
launched July 2019



Chiropractic Care
launched September 2020



Products
launched February 2021

As we continue to grow the Massage Addict brand, we will add new therapeutic services and complementary products to support our clients' health and wellness needs.

Massage Addict

Our Clients

The Massage Addict brand has become synonymous with health care. The strength of our trusted brand, supported by long-term relationships with key stakeholders across all therapeutic professions, helps to attract high-quality therapists who help more than 65,000 clients each month find relief from stress, anxiety and pain (or just to get an hour of relaxation!).

Here's a quick look at why our services convert clients into members:



Customized Treatments

100% of all services are performed by experienced therapists, which means each client receives the highest-quality treatment.



Convenient Locations

Our clinics are open seven days a week, with extended hours on weekdays, and offer online booking, same-day appointments and direct billing to most insurance providers.



Improved Health

The therapeutic treatments offered at Massage Addict can help relieve and prevent pain (arthritis and non-arthritis) or injury, improve physical function, relieve depression and anxiety, minimize stress, promote relaxation and more.



Comprehensive Treatment Options

Massage Addict members receive one customized treatment per month for a 6- or 12-month period. Unique to Massage Addict, members can choose between four treatment options for their monthly commitment—Massage Therapy, Chiropractic Care, Acupuncture or Reflexology.



Success Built on Robust Consumer Insights

Our Client Demographics are Strong



75% women,
25% men



73% between the ages of 25 and 54



70% employed
full time

Reasons Why Clients Visit Massage Addict

General Health
and Wellness
16%

Stress
Anxiety
14%

Pain
Management
70%

Members vs. Recurring Non-Members (national average and may vary by clinic)

First Visit
17%

Recurring
Non-
Members
28%

Members
(6- or 12-
month)
55%

Clients Use Natural Products Between Treatments

68% of clients currently use natural products

74% use natural products for pain/inflammation

59% use natural products weekly or more;

30% use natural products at least once a day



88%

of clients feel that their treatment was effective for the reasons they booked their appointment.

Massage Addict

Successful Franchise Partners

People from all different backgrounds open and successfully operate Massage Addict franchises. The great thing about Massage Addict is that you do not need significant industry or business experience to be successful—we'll provide you with all the training, support, tools and knowledge to make your Massage Addict clinic as successful as possible.

The qualities that make our franchisees successful include the following:

- ✓ Hands-on owner committed to creating a positive clinic culture
- ✓ Being an active member of the local business community
- ✓ A passion for customer satisfaction, health and wellness, and helping people.
- ✓ On-going recruiting and actively networking within the health and wellness community
- ✓ Strong financial management principles

“ After looking at franchise opportunities in several different industries, Massage Addict seemed to us to offer the best of everything: a thriving and innovative industry, a proactive and knowledgeable leadership team, and all of the support a new owner/operator could ever want. We are so pleased with our choice to become franchise owners with Massage Addict. If we had to do it all again, we wouldn't change a thing! ”

- Shaun C.,
clinic owner, Alberta

“ Being a Massage Addict franchise partner has allowed me to successfully operate multiple clinics under the strength and integrity of a trusted brand. The MA team shares years of insight and refined operational techniques to allow me to build thriving clinics. No need to go it alone! ”

- Matt J., multi-clinic
owner, Ontario

“ I've been a Registered Massage Therapist for the past 8-years and always wanted to own my clinic. I'm really impressed with the infrastructure, training and constant communication from the head office support staff which has made all the hard work of opening a new clinic so much easier. ”

- Cora H.
RMT, Clinic Owner



Clinic Design

Massage Addict clinics are convenient, professional and inviting

- ✓ Convenient, high-traffic retail areas with visible signage, strong anchor tenants and ample parking
- ✓ Open 76 hours per week
- ✓ Online, phone or walk-in appointments
- ✓ Warm, and friendly staff and service providers
- ✓ Gender neutral décor—green and black primary colors
- ✓ Clean and professional
- ✓ Strong branding and consistent operating procedures from clinic to clinic
- ✓ 1,800 to 2,200 sq. ft. with eight to ten treatment rooms, a reception area and waiting room



The Investment Required

The investment required to open a Massage Addict clinic is largely dependant on the size of the location selected. Our typical location is 2,200 square feet, below shows costs for 2,000 to 2,500 square feet.

Investment Details	Amount and range of investment depending on location size	
	Low Range	High Range
Initial franchise fee	\$39,000	\$39,000
Opening inventory:	\$15,900	\$19,900
Leasehold improvements:	\$154,000	\$244,000
Equipment:		
i. Signage:	\$10,000	\$20,000
ii. Massage tables and associated items:	\$30,000	\$42,000
iii. Furniture:	\$21,500	\$22,000
iv. Computer and website:	\$6,500	\$6,500
v. Washer & dryer:	\$1,500	\$4,000
vi. Linens:	\$2,000	\$4,000
vii. Custom orthotic equipment:	\$1,000	\$2,000
Expenses during training:	\$1,000	\$4,000
Opening advertising:	\$5,000	\$12,000

The total investment, not including working capital, can range between \$287,400 and \$419,400 pending size of location, geography, and other factors.

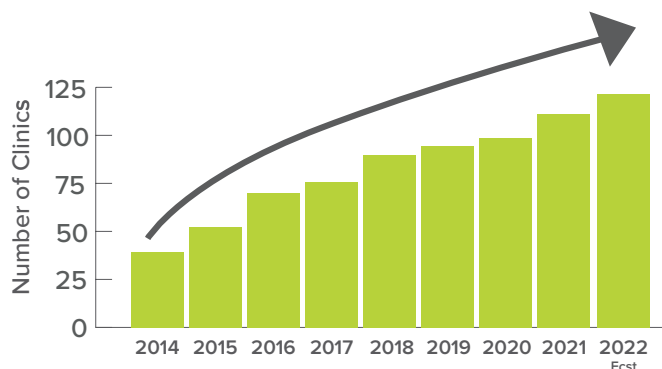
On-going investments include the following:

- 6% royalty
- 2% advertising/marketing fund
- Technology fee (approximately \$300/month) includes booking/clinic management software

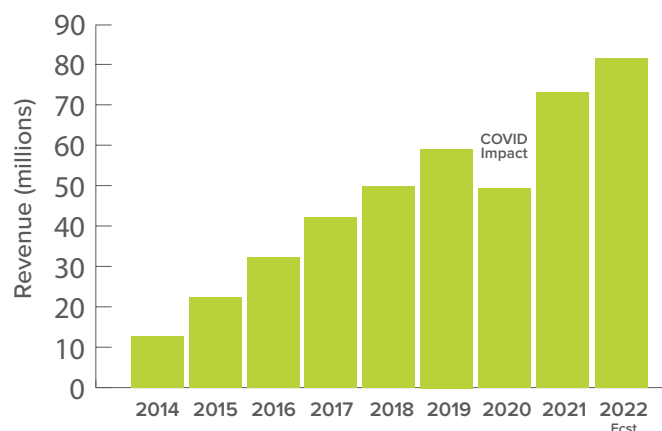
Massage Addict

Growth in the Numbers

Increased Clinic Count Year Over Year:



Consistent Revenue Growth (Millions):



Best-in-Class Support

Your Success is our Success

The Massage Addict management team brings over 130 years of combined years of experience to support you and help you achieve your goals!



Pre-Opening

- ✓ Site selection
- ✓ Design and construction
- ✓ Recruiting and networking
- ✓ Advertising and local brand building
- ✓ Comprehensive training



Grand Opening

- ✓ Dedicated on-site support
- ✓ Building a client base
- ✓ Creating a positive clinic culture



Post-Opening

- ✓ Maximizing the opportunity
- ✓ Dedicated field operations support
- ✓ Training and education
- ✓ Therapist recruiting and retention

Strong Partnerships

Massage Addict is in Good Company

Massage Addict is a proud long-term partner of the **Arthritis Society**.

Over six million Canadians are living with arthritis; Massage Therapy, Chiropractic Care and Acupuncture are known to reduce short- and long-term pain for those living with arthritis. Twelve percent of Massage Addict clients have been medically diagnosed with arthritis.



Massage Addict has partnered with **Shoppers Drug Mart** to offer medical cannabis education to interested clients.



In 2021, Massage Addict partnered with **Cryoderm Canada**, a leading manufacturer of a professional line of topical analgesics.



Massage Addict in Summary

Built around clients' needs and brand trust

84% of our clients come to us to get relief from pain, stress and anxiety

83% are recurring clients

Proven system for success



Low investment and start-up costs



Recurring revenue and quick Return on Investment (ROI)



More than 50% of franchise owners operate multiple clinics



Strong team, support and infrastructure



Experienced management team



People-focused, with a professional development team dedicated to integration and partnership-building with Massage Therapy, Chiropractic Care, Acupuncture and Reflexology schools, associations and colleges.

Growth-oriented business

100

locations across the country and strong performance despite difficult conditions (COVID)



Increasing revenue month over month and year over year



Building strong franchise relations. Your success is our success; we work together to ensure the continued growth of the brand.



Interested in Being a Massage Addict Clinic Owner?

Here are the steps you will take to becoming a franchise partner:

- 1 First contact:**
Get in touch! Go to MassageAddict.ca/franchising and complete the online form!
- 2 Introduction:**
Mike Mutsaerts, our Vice President of Franchise Development, will contact you via email to schedule a call or request any additional information. Expect to hear from us within 24 hours of us receiving your application—we are as excited as you are to start the process.
- 3 Information exchange/due diligence:**
You'll work with Mike Mutsaerts to schedule a series of telephone and in-person meetings with our executive team, where you will learn more about Massage Addict operations, our business model, our values and our vision. During this step, you'll have a chance to review our Franchise Disclosure Document, and speak to existing franchise partners to get more detailed information on running a clinic.
- 4 Business plan:**
At this stage, we will review your business plan. Your business plan/forecast will incorporate all you have learned in the previous steps and be customized based on your market. You will have a chance to highlight your previous work accomplishments, passion for health and wellness and why you are interested in Massage Addict, as well as any site selection and financing progress you have made. You'll use our template to help guide the plan, and we are available for as little or as much support as you wish.



How fast can you open a clinic? It's really up to you. We have the Head Office resources to help you open within **120 days**, but we recognize that some clinics can take a little longer. What's most important is that you secure a great location and set your pace—based on your own needs and preferences.

Contact Mike Mutsaerts at Franchise@massageaddict.ca or 1-880-550-1080 ext 112 today to learn more!
MassageAddict.ca