

Creating a new standard in well-being
by combining health, tech & franchise



Summary: Fascia Clinics is entering an expansion phase

- Fascia Clinics helps people who want to feel well through treatment with patented equipment and methodology based on science and proven experience.
- The business model is franchise, where the end consumer purchases treatment, nutritional supplements and membership, and the franchisees receive assistance in running and expanding their business.
- Fascia Clinics is a modern tech company with expertise in customer journeys, utilizing systematic processes for marketing, sales, customer care, recruitment and administration. Franchise is a proven scalable business model, both domestically and internationally.
- The concept is fully developed, with revenue increasing from € 0,16 M in 2021 to € 1,6 M in 2023 - with an EBITDA of € 0,2 M.
- In the next five years we aim to start 250 clinics in Sweden with a yearly revenue of € 100 M. Meanwhile we are expanding the concept to 5 countries in the EU & to the USA.
- Our vision is that Fascia Clinics will be the first thing in mind for people seeking well-being, in Sweden, the EU, and the USA.



Problem: How healthy are we & how healthy can we be?

- You have definitely heard of it and probably experienced it yourself – stress, lifestyle related problems, mental health issues, trouble sleeping, various aches and pain. Even those who try to be healthy find it challenging with current working conditions, commuting and the daily grind.
- It is even harder for those who don't know how to be healthy or those who doesn't know what well-being actually could be.
- Is it possible to be pain free, relaxed and full of energy, to be focused and high performing every hour of every workday or to be able to manage high levels of stress without negative consequence? Is it possible to develop simple habits improving our lifestyle, preventing sickness and aches?
- We believe there is a potential for a new standard in well-being. We believe that people who feel well treat other people better and that well-being creates a positive spiral leading to a better society.
- We believe this because thousands of people are coming to Fascia Clinics every month to improve posture and balance, increase mobility and relaxation, while learning to manage stress and discovering how to improve their lifestyle.



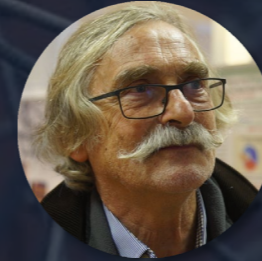
Opportunity: The Fascia Perspective

- **What is Fascia?** Recent research shows that fascia plays a more important role in terms of health and well-being than previously known. Fascia is the network of connective tissue enveloping everything in the body - from every single cell, to every muscle, organ, to larger chains of movement, all the way out to the skin. It is the structure and flow between all cells that maintain interconnection, communication, and interaction among all the body's different parts. Fascia is a living, vibrating, multidimensional, pressure-distributing network.
- **Why Fascia?** Fascia is a way to explain how our body functions as a whole and why we are affected by so many different things at the same time. This enables a new way to assess a person's health looking at various aspects at the same time, like posture, balance, movement, lifestyle, nutrition and injuries, but also stress, thoughts, feelings, personal history and trauma – all which affects the fascia.
- **The Fascia Perspective** is a way to treat the customer as a whole, taking everything into account while knowing how to start adjusting the small things that makes the largest impact, thus aiding the body in self-healing.



"Now we have a scope which looks at the living tissue and it doesn't look like what we thought"

– Neil Thiese, Professor of Pathology



"The way of thinking about our anatomy & bodies is of course changing"

– Jean Claude Guimberteau, Specialized Surgeon



"When you realize that there is a new tissue ... you get new discoveries every month"

– Robert Schleip, Director Fascia Research Group



"Understanding all elements affecting the fascia will help us grow older in a better way"

– Carla Stecco, Professor of Anatomy

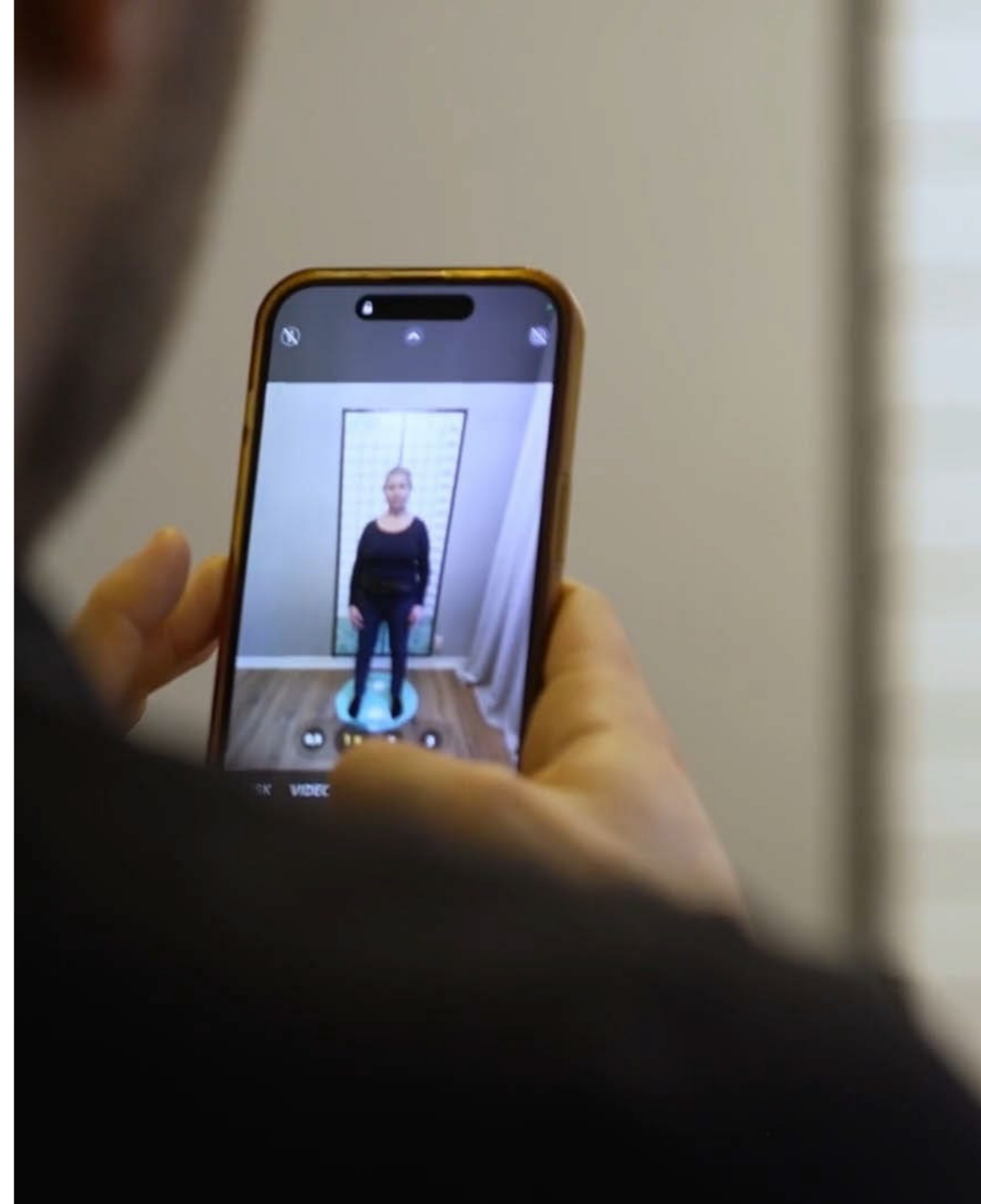
Solution: Unique & proven Fascia treatment

- Fascia Clinics helps people who want to feel well through treatment with patented equipment and methodology based on science and proven experience.
- At the core of our business is a fascia treatment utilizing modern patented tools, optimized for gentle and effective whole-body treatment based on research-driven methodology and proven experience.
- Through 400 to 1200 harmonious pulsations per minute, our machines initiate wave-like movements that spread through the fascia, allowing large areas to be treated in a short time, both broadly and deeply. This treatment, in turn, enhances circulation and fluid flow, aiding the body in self-healing.
- The machine and methodology has been developed, tested and proven in Sweden by hundreds of experts and thousands of customers since 2011.
- Fascia Clinics has published over 700 articles about fascia and common health aspects, issues & treatments and has exclusive partnership with world renowned fascia brands like The Fascia Guide, The Fascia Research Database and The Fascia Academy.



Model: Tech, Fascia & Franchise

- The business model is franchise where end consumers purchase treatment, nutritional supplements and memberships, and our franchisees are assisted in operating and expanding their businesses.
- Fascia Clinics has three main revenue streams
 1. Direct sales – Start up fee when a new clinic is started or when a clinic is opening new treatment rooms (B2B)
 2. Recurring revenue – Percentage on all sales on all clinics (B2C)
 3. E-commerce – Sales of supplements on Fasciashop.com (B2C)
- Fascia Clinics is a modern tech company with expertise in customer journeys, utilizing systematic processes for marketing, sales, customer care, recruitment and administration.
- This means building processes that ensure the right person receives the right information at the right time, with systems handling tasks that don't require human intervention, allowing people to focus on tasks that require a human touch. This way our franchisees can spend less time with administration and more time taking care of their staff and their customers – growing their business



Market: The wellness economy

- Global market:** The Global Wellness Institute (GWI) defines wellness as: the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. The wellness economy has had an annual growth rate of 14 % in Europe & North America in 2020-2022.
- Blue Ocean:** The Fascia Perspective is a way to treat the customer as a whole, taking everything into account while knowing how to start adjusting the small things that makes the largest impact, thus aiding the body in self-healing. Using Fascia as a blue ocean strategy Fascia Clinics is acting in various sectors including complementary medicine, nutrition, personal care, mental wellness, physical activity and personalized medicine. Our vision is to be the first choice for people seeking well-being.
- Target Audience:** Traditionally our demographic has been women aged 35-65 but we have seen a growing interest in men aged 20-30 and we have customers in all age groups from all levels of society.
- Competition:** In Sweden manual treatment is an underdeveloped market with few large actors. *Naprapatlandslaget* focuses on customers in pain and has 46 clinics in Sweden. The largest actors in massage are *Flexmassage* with 19 clinics and *Stockholm Physique* with 11 clinics.



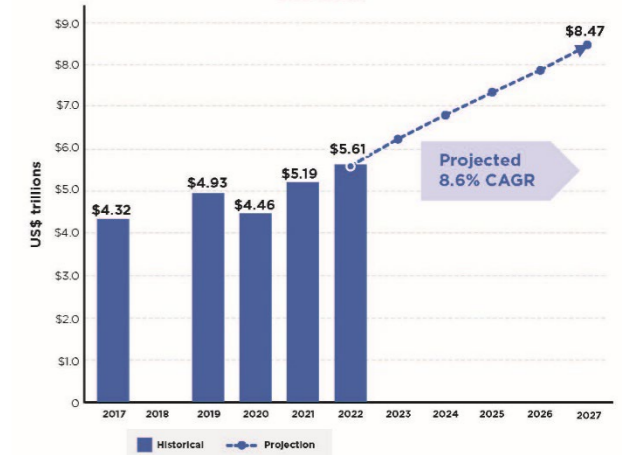
Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute

Wellness Economy by Region
2019-2022

| | Wellness Economy | | | | Per Capita 2022 | Average Annual Growth Rate | |
|--------------------------|------------------|------------------|------------------|------------------|-----------------|----------------------------|--------------|
| | (US\$ billions) | | | | | 2019-2020 | 2020-2022 |
| | 2019* | 2020* | 2021 | 2022 | | | |
| North America | \$1,551.1 | \$1,463.1 | \$1,692.3 | \$1,901.4 | \$5,708 | -5.7% | 14.0% |
| Asia-Pacific | \$1,589.8 | \$1,468.5 | \$1,653.7 | \$1,698.1 | \$399 | -7.6% | 7.5% |
| Europe | \$1,293.9 | \$1,133.4 | \$1,383.7 | \$1,469.7 | \$1,596 | -12.4% | 13.9% |
| Latin America-Caribbean | \$297.3 | \$219.0 | \$263.7 | \$314.4 | \$476 | -26.3% | 19.8% |
| Middle East-North Africa | \$122.2 | \$110.5 | \$126.0 | \$145.4 | \$273 | -9.6% | 14.7% |
| Sub-Saharan Africa | \$77.6 | \$69.0 | \$73.9 | \$82.6 | \$68 | -11.0% | 9.4% |
| WORLD | \$4,931.7 | \$4,463.5 | \$5,193.3 | \$5,611.6 | \$706 | -9.5% | 12.1% |

* 2019 and 2020 figures have been revised since GWI released the previous version of the Wellness Economy Monitor (see box on Page 10 for more details).
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on extensive primary research and secondary data sources.

Global Wellness Economy Market Size and Growth Projections
2017-2027

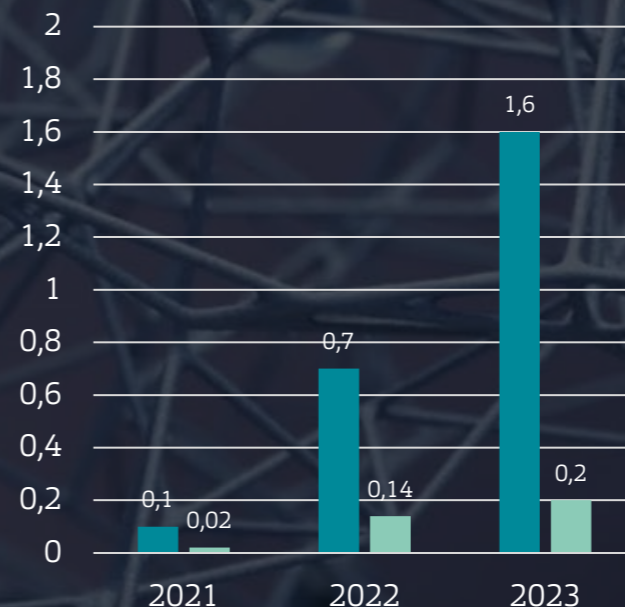


CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

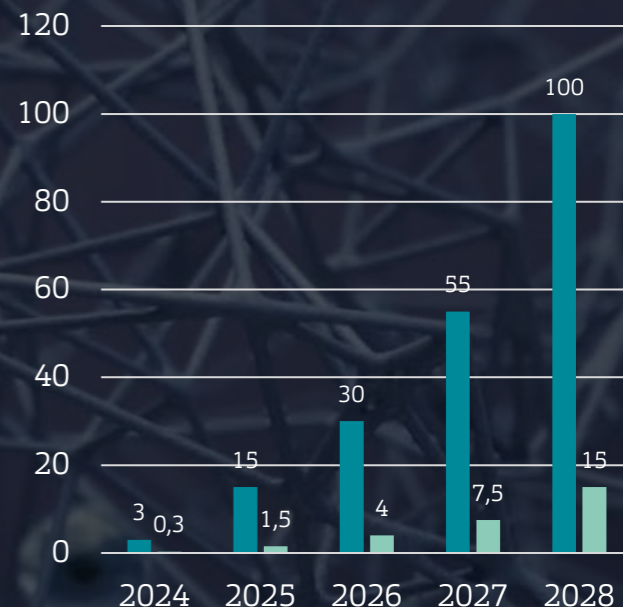
Traction: Developed, tested & proven, entering growth phase

- **Development 2010-2021:** During the pandemic, the idea was born to combine products, services, concepts, and ten years of experience and learning into a new business concept. Fascia Clinics launched in June 2020 as a marketing concept and evolved throughout 2021 into a Franchise concept.
- **Start Up & New Issue 2021-22:** Before the launch of the first franchise clinics, 251 individuals invest € 0,6 M in a new issue. As a franchise concept, the path forward became clear and with the first clinics in place, the concept could be developed and tested.
- **Proof of concept 2023:** The concept has been tested and proven to work, more clinics are opening, demand and profitability are increasing, and the clinics are becoming more self-sufficient, being profitable despite challenging times.
- **Growth 2024-2028:** In Sweden, the goal is to open 250 clinics by starting new clinics, affiliating existing wellness clinics, and integrating Fascia Clinics into existing chains, such as gyms, hotels, or companies. The international expansion model is Master Franchise, proven and used by, among others, McDonald's, where the licensee becomes the franchisor in a region for an initial investment and ongoing royalties. The license fee for the Netherlands is expected to be around € 1-2 M with royalties of approximately 5% of turnover. The growth rate should resemble the Swedish one but could also be faster.

Sweden 2021-2023 €M



Sweden 2024-2028 €M



| | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|-------------------|------|------|------|---------|---------|---------|---------|-----------|
| Revenue (€M) | 0,14 | 0,8 | 1,67 | 3-4 | 13-20 | 26-40 | 40-61 | 72-110 |
| Gross profit (€M) | 0,12 | 0,3 | 0,48 | 0,5-0,8 | 2-3 | 4-6 | 6-9 | 11-17 |
| EBITDA (€M) | 0,03 | 0,17 | 0,24 | 0,2-0,3 | 1,3-2 | 3-5 | 5-8 | 10-15 |
| EBITDA MARGIN | 21 % | 22 % | 15 % | 6 % | 10 % | 12 % | 13 % | 14 % |
| CAPEX | 2,3 | 8,2 | 5 | 3,8 | 3,8 | 0 | 0 | 0 |
| Clinics | 0 | 6 | 20 | 30-42 | 65-100 | 111-170 | 163-250 | 250 |
| Active rooms | 0 | 12 | 31 | 54-83 | 145-223 | 242-373 | 340-523 | 580-880 |
| Therapists | 0 | 13 | 56 | 92-141 | 246-379 | 412-634 | 578-889 | 1000-1500 |

Use of funds: Expansion in Sweden, EU & USA

1

Digital Launch in EU & USA while preparing for market entry

Utilizing AI we will translate our entire digital ecosystem to all major European languages, creating interest and collecting leads in target markets. Meanwhile we prepare entering the Netherlands followed by USA, Germany, France, Spain and the UK.

2

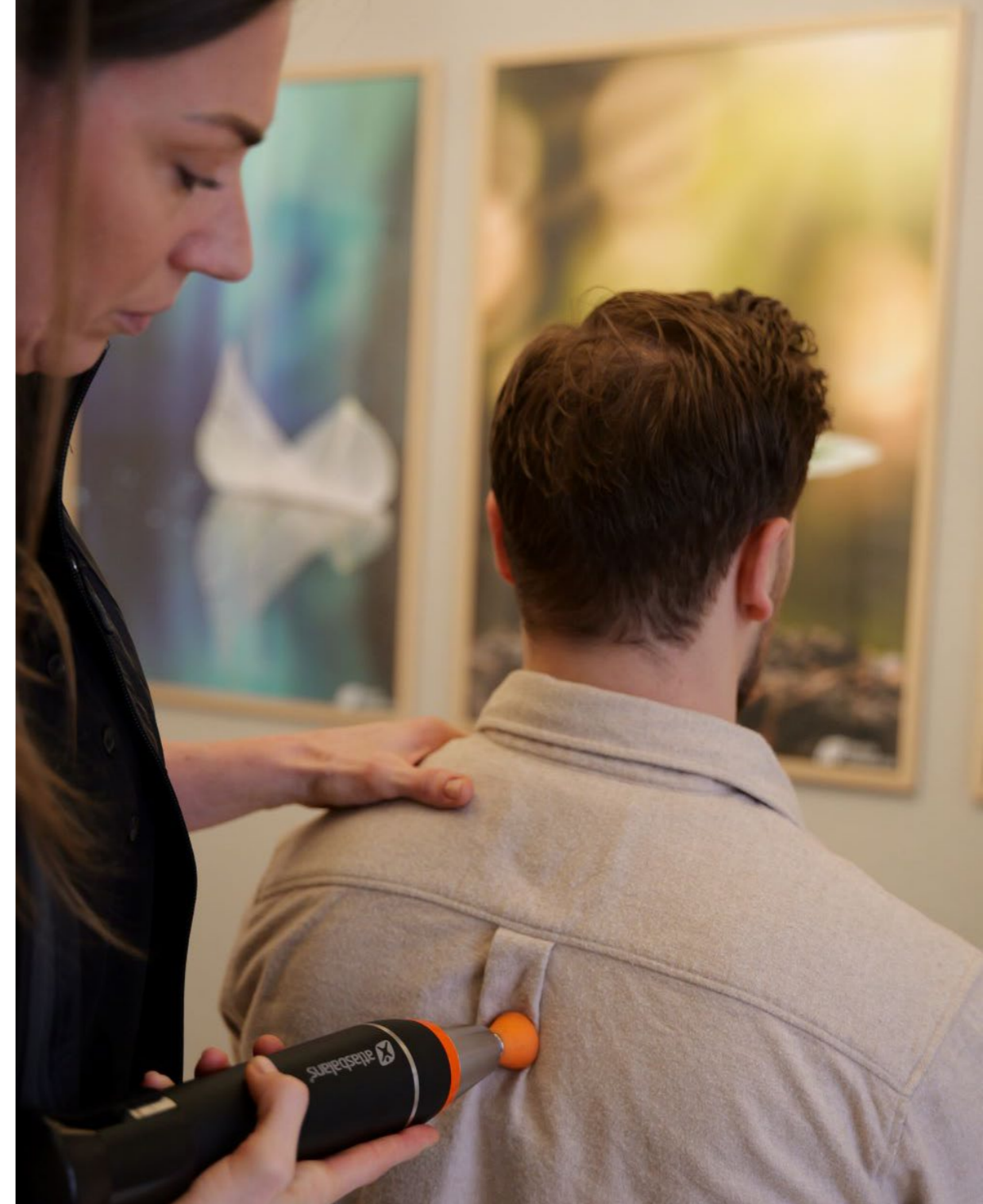
Creating hype in the Swedish market

We estimate that we have reached a few percent of our target market. The next step is massive exposure, PR and working with ambassadors to create legitimacy among early adopters and early majority. Step one is putting Pop Up Clinics in the 50 largest malls.

3

Acquiring strategic competences & partners

The core team needs an additional 4 FTEs in areas of marketing, sales & customer success management. Transitioning from owner-operated to owner-governed requires a new board, an improved advisory board and new partners with experience of international growth.



Use of funds: Roadmap

2024 – € 1M

| | |
|--|---------|
| Expanding the team with 4FTE, new board & updated advisory board | € 0,5 M |
| Preparing multilingual launch of fasciainc.com & fasciaguide.com | € 0,2 M |
| Develop international franchise concept & franchise recruitment process | € 0,1 M |
| Launching ambassador program | € 0,1 M |
| Maximizing being main sponsor of Swedish Fascia Convention, increasing national & international legitimacy | € 0,1 M |

2025 – € 1M

| | |
|---|---------|
| Preparing for start of first clinic in the Netherlands | € 0,2 M |
| Setting up Pop Up Clinics at malls, gyms & hotels | € 0,2 M |
| Start of Pilot Clinic in the Netherlands | € 0,2 M |
| Prepare for US launch in Texas, Arizona, Florida or New York. | € 0,2 M |
| International marketing, ambassador programs & events | € 0,2 M |

2026-2027 – € 5M

US Launch
&
Pre IPO

Core Team



Ivar Bohlin, CEO & Co-Founder

Extensive experience in sales, business and customer relations, in charge of therapist education since 2019.



Axel Bohlin, CSO & Co-Founder

Extensive experience in communication, digital marketing, business automation, management & business development.



Victor Forsell, Head of Expansion

Entrepreneur with practical experience from running three clinics with 29 employees, making an exit in 2022.



Hans Bohlin, Chairman & Co-Founder

Inventor of machine and treatment method with extensive experience in business development, IT & innovation.



John Hedén, VP of Marketing

10+ years experience in start ups, sales, entrepreneurship, marketing, management & IT.



Charlotta Bohlin, Legal & HR

Lawyer with 30+ years experience in banking, finance & management.



Ulrika Gahm, VP of Communications

More than 10 years experience from B2C & B2B communications, PR, marketing and campaign management.



Camilla Ranje Nordin, Research

Fascia expert, writer, teacher & founder of the world's largest research database on Fascia.

Advisors



Anders Fernlund

Expert in Franchise Law



Branko Lazarevic

Franchise Growth Specialist



Brad Martineau

Business Automation Expert



Per Johansson

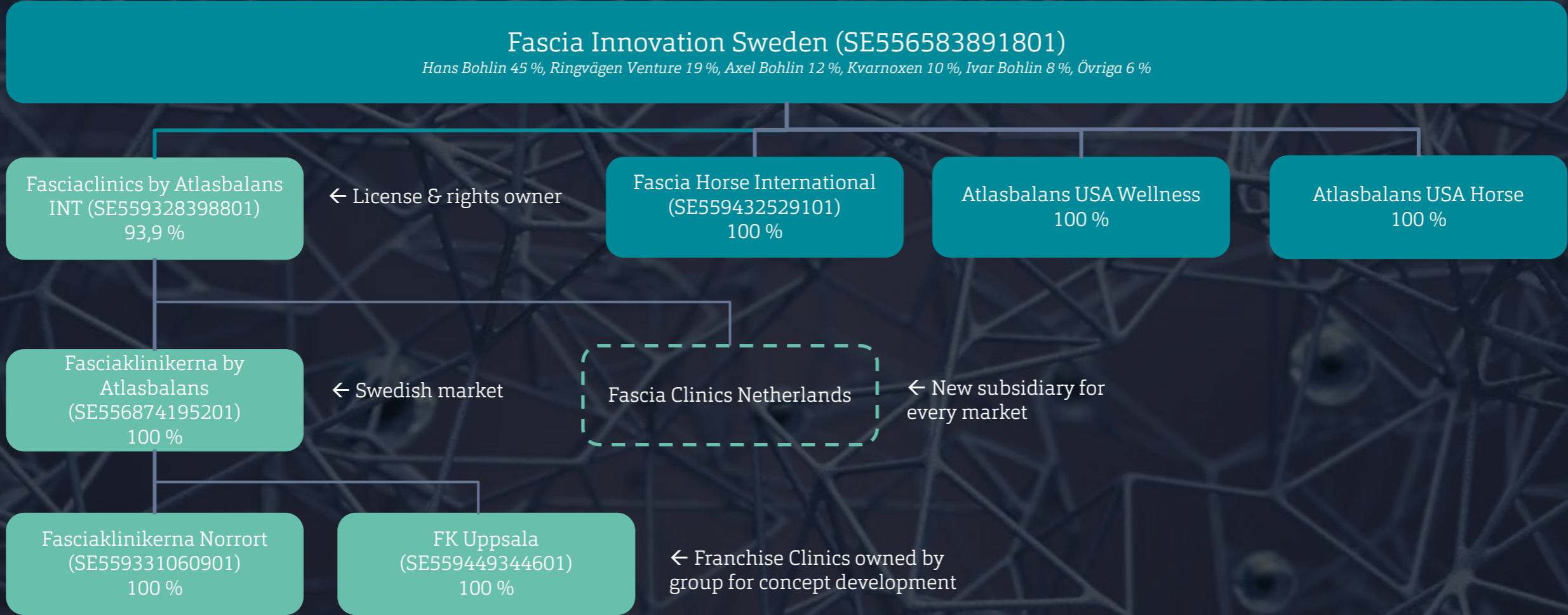
Doctor of Human Ecology



Åke Renman

Osteopath D.O. MSc

Fascia Innovation - Group & Ownership Structure



The Deal

- **Valuation:** € 13 700 000 (150 MSEK)
- **Amount Raising :** € 15-24 M
 - Min ticket: € 10 000
 - Max ticket: € 500 000
- **Duration:** 2024-06-04 till 2024-08-31
- **Existing shares:** 531 977 **Share price:** 282 SEK (€25,7)
- **Share type:** Common shares
- Maximum number of shares to be issued: 85,000
- The Board of Directors may extend the subscription period if necessary. The issuance can also be terminated early if fully subscribed
- Subscription is on a first-come, first-served basis
- **Name of venture:**
 - FasciaClinics by Atlasbalans INT AB, VAT SE559328398801
 - Swedish venture is run by the subsidiary Fasciaklinikerna by Atlasbalans AB, SE556874195201
- **Existing investors:** 252 investors from previous crowdfunding round. Majority owner with 93,9 % of the shares is Fascia Innovation Sweden AB.
- **Industry/Domain/Sector:** Wellness sector 8,47 trillion USD
- **Primary Location:** Stockholm, Sweden
- **The Bet (what will need to happen for this to hit):** Mastering key recruitments and finding the right people. We need to find the right Franchisees, the right Master Franchise for each international market (who buys the licence for that market) and the right partners to support the growth.
- **Contact for follow up:** Axel Bohlin, CSO, axel@fasciainnovation.com, +46 73 597 69 93