

Fact Sheet

Brand History:

From day one in 2002, the Massage Envy brand was built on the foundation of helping people feel their best. Massage Envy is the category leader and helps people become the best versions of themselves by the work of therapists and estheticians who work at Massage Envy franchise locations across the country. Massage Envy has made therapeutic massage services and skin care solutions accessible to a network of more than 1.65 million members. And it's all because of a belief that massage and skin care aren't a luxury; they're body maintenance, pure and simple — part of your total body care routine. Regular massage, facials, skin care and assisted stretch go a long way toward helping members and guests of Massage Envy franchised locations take care of themselves and do more — do more of what matters to them, what makes them happy, what makes them feel healthy to support a more well-balanced lifestyle.

Key Brand Differentiators:

The Massage Envy franchise system is, collectively, the largest employer of massage therapists and estheticians, with more than 35,000 dedicated wellness professionals that provide best-in-class service to over 1.65 million members.

Massage Envy has more than 1,150 franchise locations in 49 states that have together delivered more than 100 million massages and facials.

Massage Envy is the largest provider of facial services in the United States.

Recent Highlights:

Celebrated 15 years in business

Reached company milestone with 100 millionth service

Expanded to bring total body care to a global audience, opening its first international location in Sydney, Australia

Launched industry-first therapist self-care program

Over \$1 billion in system-wide sales

Services:

Massages at Massage Envy are customized to the client's needs. Massage therapists are trained in techniques such as trigger point therapy, Swedish massage, deep tissue massage, sports massage, reflexology, cranial sacral therapy, prenatal massage and geriatric massage. These techniques are applied to each client in a way that addresses their wellness needs.

Skin care services include customized healthy skin facials, men's facials, back facials as well as Microderm infusion and chemical peel treatments.

Massage Envy also offers Total Body Stretch services using the Streto method, a new, professionally-assisted stretching protocol. It is built around a sequence of 10 targeted stretches that work from the top down, helping your muscles reach maximum flexibility. Used as part of a wellness routine, Total Body Stretch can increase mobility and boost everyday performance.

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Pricing & Membership:

Massage Envy monthly memberships range from \$60- \$80 based on the region where the clinic operates. Membership benefits include:

- One, 1-hour massage or facial of any type per month
- Additional massages and facials per month at a discounted rate
- Family add-on and guest pass opportunities
- Retail discounts
- Access to over 1,150 Massage Envy franchise locations nationwide

Leadership Team:

Chief Executive Officer, Joe Magnacca

Chief Commercial Officer, Beth Stiller

General Counsel, Melanie Hansen

Chief Brand Officer, Debbie Gonzalez

Chief Information Officer, George Hines

SVP Global Sales and International, Lee Knowlton

Awards/Rankings:

Massage Envy is one of the most attractive franchise businesses in the world with meaningful, untapped opportunities for growth.

Massage Envy ranked No. 7 in Forbes “Best Franchises to Buy,” as well as No. 1 in the “Therapeutic & Massage Services Category” and No. 34 in the Fastest Growing Franchise category by Entrepreneur.

