

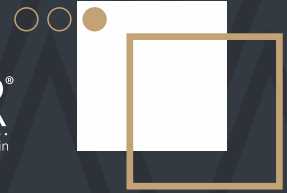


FRANCHISE PROSPECTUS

For Interested Parties

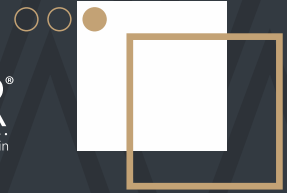


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The IV Bar (Pty) Ltd was founded in 2018 by Keri Rudolph after seeing a gap in the health and wellness industry for IV vitamin therapy in a tranquil and beautiful lounge area rather than in a clinical environment.

We quickly outgrew our small medical room and created a beautiful lounge environment in the BluBird Shopping Centre in Melrose North.

Think “Starbucks meets Slow Lounge”

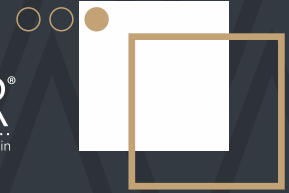
We began franchising in September 2019. All IV Bars are located in upmarket community malls or regional malls with further IV Bars opening soon.

The ideal store size is 50–70 m². We can work with smaller or bigger.

We also offer Concierge Services to people’s homes, corporates and gyms. This includes IV therapy and compression therapy.



WHAT Is intravenous vitamin therapy



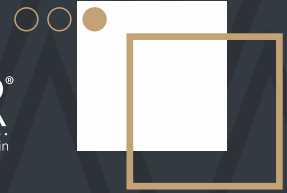
IV vitamin or nutrient therapy is the process of administering medically approved vitamins, minerals and amino acids into the bloodstream, guaranteeing 100% absorption, to maximise health, wellness, beauty, immune support, gut health, mental clarity, sports performance and recovery and longevity.

IV Therapy is part of a global shift towards preventative healthcare, with a focus on biohacking i.e. hacking your genes – to prevent chronic illness such as diabetes, obesity and alzheimers.

All drips are medically approved and administered by registered nurses.

Oral vitamins only give you around 20–30% absorption, and intramuscular only around 60% absorption. IV is the only process that guarantees 100% absorption. A much higher dose of vitamins can be administered via IV than oral administration will tolerate.



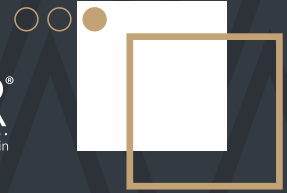


This is a timely concept – globally the world is focusing more on health and wellness. People are looking for alternatives, holistic and preventative healthcare solutions.

There has never been a better time to invest in the health and wellness market!

The COVID pandemic made this even more relevant. The world is now focused on living longer and healthier.

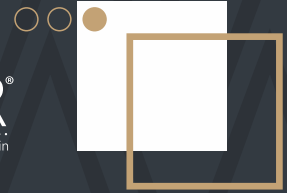
BENEFITS Of Intravenous Vitamin Therapy



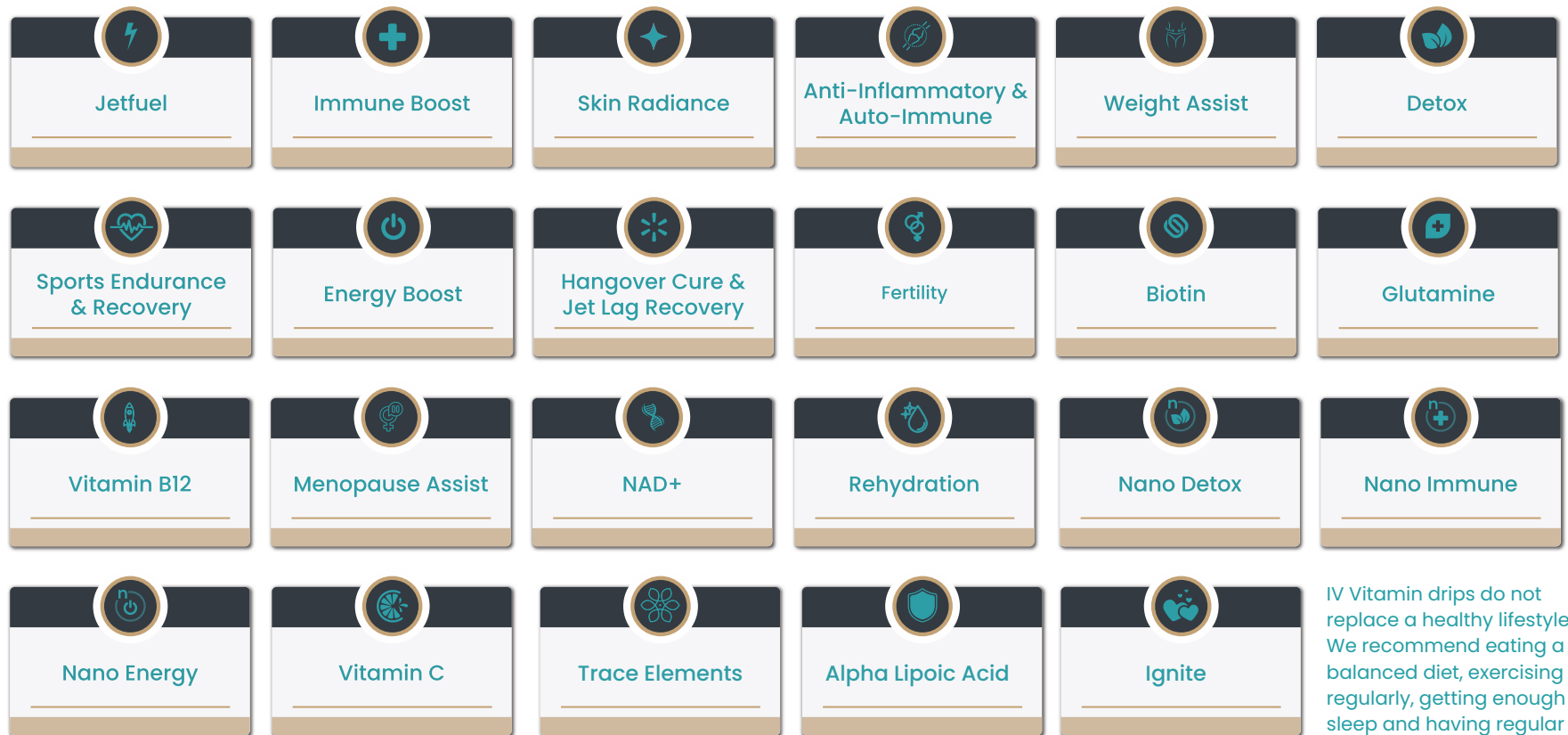
- Reduce stress & anxiety
- Improve energy & mood
- Reduce fatigue
- Improve the appearance of skin, nails & hair
- Improve mental clarity & memory
- Improve sleep cycles
- Promotes healthier ageing
- Reduce pain & inflammation
- Strengthen the immune system
- Assists in weight loss
- Improves metabolic rate
- Reduce menopausal symptoms
- Improve gut health
- Sports performance & muscle recovery
- Rehydrate and detox
- Reduce hangovers & jet lag



OUR DRIPS

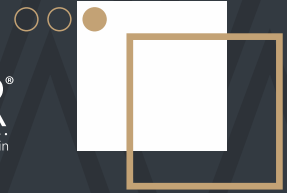


All our drips are completely safe for diabetics and are naturally vegan friendly.

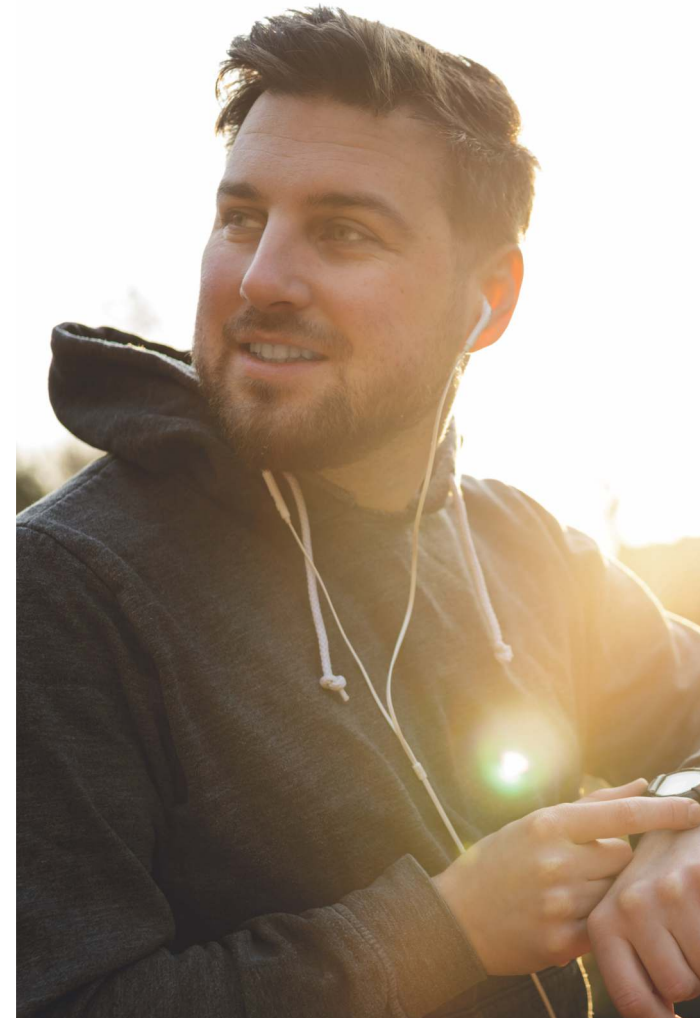


IV Vitamin drips do not replace a healthy lifestyle. We recommend eating a balanced diet, exercising regularly, getting enough sleep and having regular vitamin drips.

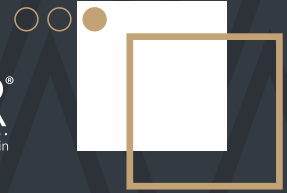
OUR Differentiators



- Medically approved vitamin drips
- Administered by registered nurses only
- Walk-in or by appointment – open 7 days a week
- No consultation fee
- Loyalty program
- Well priced
- Exceptional attention to detail and obsessive client service
- The quality of our nurses is unprecedented – gentle, engaging, caring, knowledgeable, experienced
- Beautiful, tranquil “coffee” lounge environment
- Complimentary refreshments
- Free Wi-Fi
- Gift vouchers
- Health and wellness retail products to compliment our drips



CUSTOMER Analysis

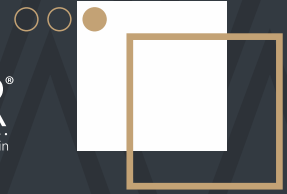


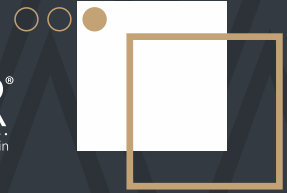
IV Vitamin Therapy is ideal for most people, with the majority of our audience outlined below.

Typically our clients are:

- LSM 6-10
- 60% female / 40% male
- Ages 25 – 60 years
- All ethnic groups





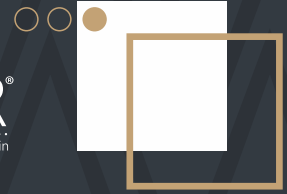


- Piazza da Luz Centre – *Sea Point*
- Cavendish Square – *Claremont*
- Canal Walk – *Century City*
- Drakenstein Mall – *Paarl*
- Constantia Village – *Constantia*
- Gardens Shopping Centre – *Gardens*
- Clara Anna Fontein Shopping Centre – *Durbanville*
- Westlake Lifestyle Centre – *Westlake*
- Willowbridge Shopping Centre – *Tygervalley*
- Stellenbosch Square – *Stellenbosch*
- Paardevlei Mall – *Somerset West*



NORTH WEST

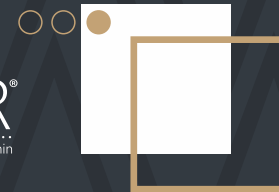
Store Footprint



- Waterfall Mall – Rustenburg

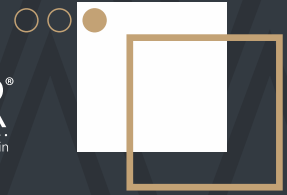


GAUTENG Store Footprint



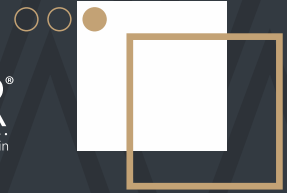
- BluBird Shopping Centre – *Melrose North*
- Winifred Mandela Precinct – *Bryanston*
- Village View Mall – *Bedfordview*
- Douglasdale Village Mall – *Fourways*
- Farrarmere Square – *Benoni*
- Irene Village Mall – *Centurion*
- Neighbourhood Square – *Linksfield*
- K90 Centre – *Boksburg*
- Woodlands Boulevard – *Pretoria East*
- Newmarket Mall – *Alberton*
- Randridge Mall – *Randridge*
- Bassonia Shopping Centre – *Bassonia*
- Benmore Shopping Centre – *Sandton*
- Broadacres Mall – *Broadacres*
- Menlyn Maine – *Waterkloof*
- Parkhurst – *4th Avenue*
- Waterfall Walk – *Waterfall*
- Mountainview Shopping Centre – *Northcliff*
- Hazeldean Retail Square – *Silver Lakes*





- Ilanga Mall – Nelspruit





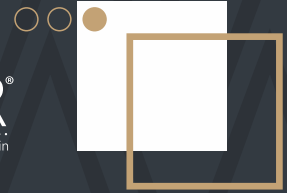
- The Quarry – Hilton
- Pavilion – Westville
- Ballito Junction – Ballito
- Watercrest Mall – Waterfall



Pavilion, Westville, KZN

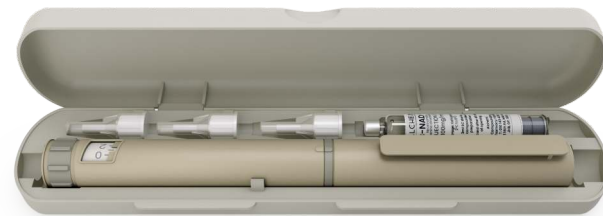


NAD THERAPY

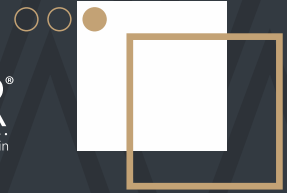


The Secret To Lifelong Vitality.

Through regular NAD+ IV vitamin therapy and NAD+ Subcutaneous Pens, clients experience improvements in energy levels, mood, and mental clarity. All backed by scientific research.



DNA ANALYSIS TEST KIT



A DNA Analysis test kit and dietician feedback service to guide your lifestyle.

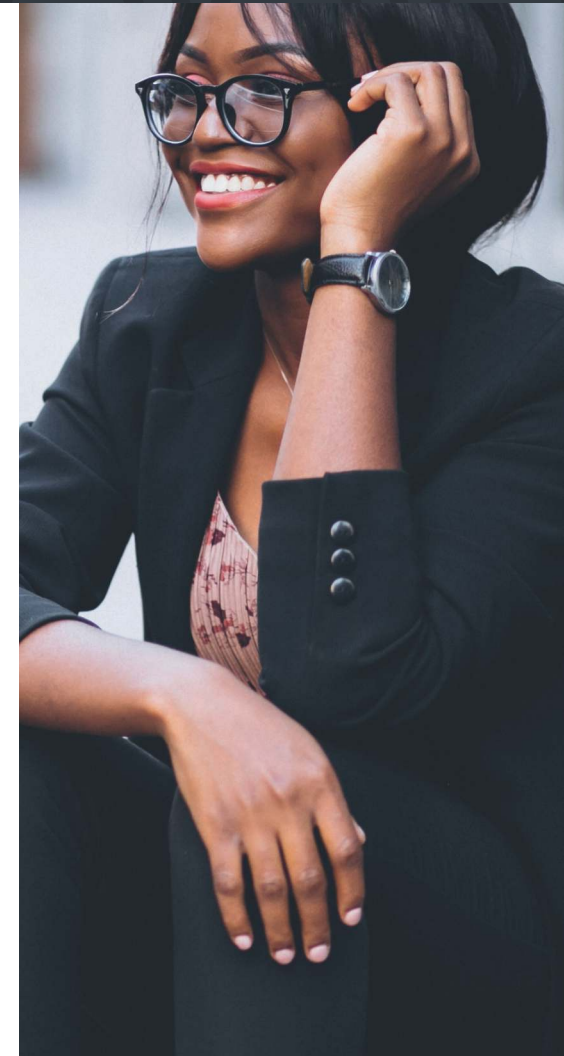
DNA Core (4 tests):

Nutrition

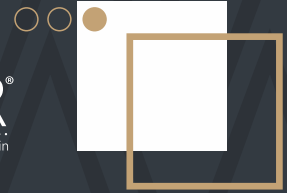
Weight management

Biological processes

Exercise response

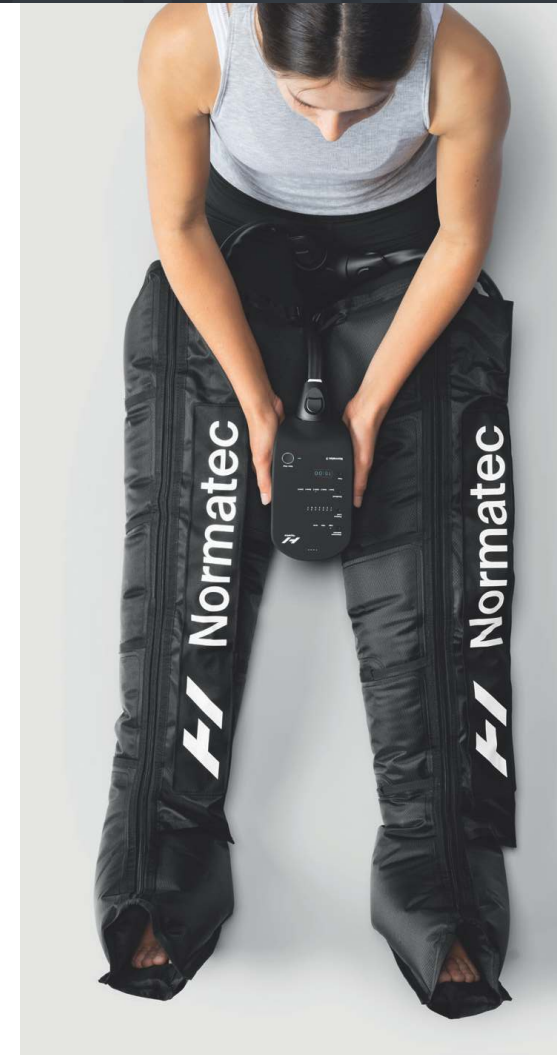


COMPRESSION THERAPY

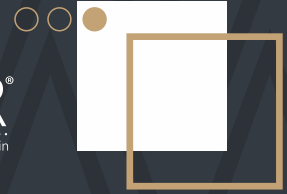


Rethinking recovery with compression therapy assisting with:

- Lymphatic drainage
- Healthy circulation
- Reducing lactic acid build-up
- Speeding up recovery
- Oxygen to muscles
- Reducing swelling and inflammation
- Reducing cellulite



CONCIERGE SERVICE



Personalised Concierge Service

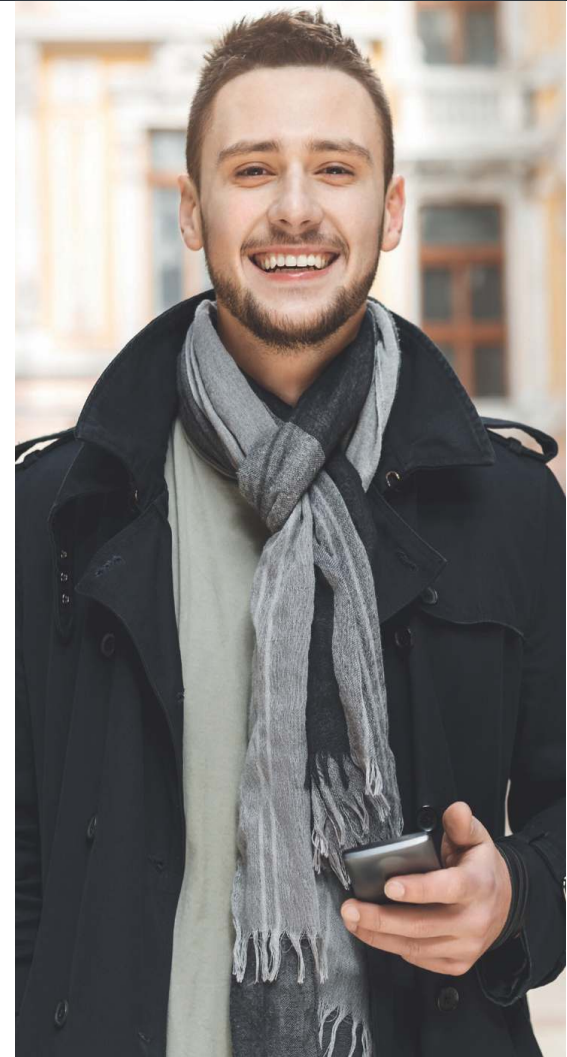
Best suited to one-on-one or small groups at home, hotels or gyms

Corporate Concierge

Elevating staff wellness and productivity conveniently at their place of work

Event Concierge

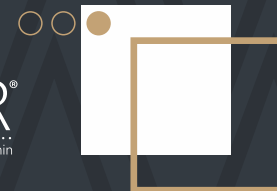
Enhancing events with IV Vitamin and compression therapy



FINANCIALS

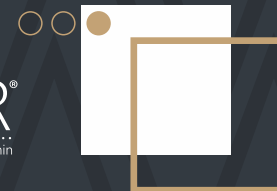
Store build-out costs

Based on a 60sq/m store



ITEM	Estimated Cost (Ex VAT)
Franchise licensing fee	R250,000,00
Store layout, design and drawings costs	R10,500,00
Planning approval and occupation certificate	R25,000,00
Store build (60m ² - store)	R305,000,00
Soft furnishing and decor	R45,000,00
Opening stock	R80,000,00
Medical equipment	R70,000,00
IT equipment and software	R23,400,00
Sub-total	R808,900,00
VAT	R121,335,00
Working capital	R100,000,00
Rental deposit (landlord dependant, may vary)	R50,000,00
TOTAL CASH REQUIREMENT	R1,080,235,00
VAT input claim	R121,335,00
TOTAL INVESTMENT	R958,900

** The above costs are not guaranteed and are subject to store size.*



Costs are based on 60sq/m store

Benchmark	Group Average
Average Turnover <i>(Stores with more than 2 years of trade)</i>	R300 000 per month
Average COS% on drips	34-36%
Average COS% on retail	65-70%
Average GP% on drips	64-66%
Average Operational Costs	28-32%
Average Staff Costs	22-24%
Average Net Profit	10-16%

* The above figures are not guaranteed

THANK YOU

The IV BAR (Pty) Ltd | www.theivbar.co.za

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