



EASY BEAUTY

BUSINESS PLAN

CONFIDENTIALITY

This document and the information it contains are communicated on a strictly confidential basis as part of an exploratory discussion regarding Easy Beauty. This information remains the exclusive property of Easy Beauty and may be used only for the purpose of evaluating a potential investment opportunity.

Any reproduction, distribution or disclosure to third parties, in whole or in part, without the prior written consent of Easy Beauty, is prohibited.

DISCLAIMER

The information contained in this document comes from sources deemed reliable or has been provided by the project owner.

Although Easy Beauty has taken the greatest care in its preparation, it does not guarantee its accuracy, completeness or timeliness.

This information is provided for indicative purposes only and does not constitute any contractual commitment on the part of Easy Beauty.

Summary Sheet

LEGAL FORM:

SARL

SIREN NUMBER:

999 999 666

RCS:

Toulouse

SHARE CAPITAL:

\$150,000.00

LOAN:

\$50,000.00

DEBT RATIO:

0.3x

CAPITALIZATION TABLE:

| Partner names | Shares held | % Ownership | % Vote | Operational roles |
|----------------|-------------|-------------|--------|---------------------------------------|
| Marco Le Bello | 15,000 | 10% | 10% | Administrative and accounting manager |
| Marie La Bella | 135,000 | 90% | 90% | CEO |

PROJECT SUMMARY:

Easy Beauty operates within the French beauty and wellness market, addressing a very concrete pain point for a large share of customers: monthly waxing, which is seen as unpleasant, painful, time-consuming and costly over time. In a context where consumers increasingly weigh their spending and compare available solutions, the existing offer is split between chains whose experience is sometimes perceived as industrialized, more expensive and less available medical players, and at-home solutions (IPL) with variable results, which reinforce the need for reassurance.

The project aims to open a laser hair removal offer in Toulouse, billed per service according to a clear catalogue, with the option of multi-session and multi-zone packs. The promise rests on a reassuring and transparent journey: an initial assessment with a personalized evaluation, protocols adapted to skin phototype and hair density, fast sessions and flexible scheduling for busy people, follow-up between sessions and recommendations.

INCOME STATEMENT

| Indicator | 2027 | 2028 | 2029 |
|--------------------|--------------|--------------|--------------|
| Total Revenue | \$461,910.00 | \$699,675.00 | \$787,925.00 |
| Gross Margin | \$461,910.00 | \$699,675.00 | \$787,925.00 |
| Operating Expenses | -\$93,700.00 | -\$93,700.00 | -\$93,700.00 |
| EBITDA | \$368,210.00 | \$605,975.00 | \$694,225.00 |
| Net Income | \$258,094.00 | \$437,338.00 | \$503,526.00 |

PART 1

The Project

Project Objective

In the field, many clients experience hair removal as a recurring constraint: wax is painful, takes time at every appointment, and its cumulative cost becomes significant over the years. Quick alternatives, such as shaving, can cause irritation and ingrown hairs, while at-home IPL, although more accessible, requires regular use with efficacy and safety that are perceived as inconsistent. In this landscape, local competition combines specialized networks, aesthetic laser centers and medical players, with recurring friction points: a sometimes standardized experience, uneven digital visibility, high prices or limited availability.

The objective of the Easy Beauty project is to become a reference address in Toulouse for laser hair removal, directly addressing these expectations of durability, comfort and clarity. The concept offers a structured journey, from the initial assessment to follow-up, with protocols adapted to each profile and an organization designed for fast sessions and time slots compatible with busy schedules. Delivery relies on a transparent catalogue by zone and on packages to secure commitment, while reinforcing a positioning of expertise and trust based on hygiene, safety and the explanation of expected results.

Team



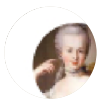
Marco Le Bello

ADMINISTRATIVE AND ACCOUNTING MANAGER

Marco was an accountant for 5 years, where he learned the basics of management and administrative formalities.

Profile:

Management skills



Marie La Bella

CEO

An esthetician by training, Marie worked for about ten years in beauty institutes and hair removal centers. She had the opportunity to perform treatments, supervise and train staff.

Profile:

Sector-specific skills

Human resources skills

The Market

The project is positioned in the French market for beauty and wellness salons / beauty institutes, estimated at \$3.75 Bn in 2024, and driven by an announced growth momentum of 10%. Underlying trends favor technology-based services that are hard to replicate “DIY” and rising expectations around experience, transparency and safety. At the same time, the growth of at-home solutions (IPL) and purchasing-power trade-offs increase pressure on prices and shift the decision toward players able to prove their expertise, hygiene and the reliability of their results.

Within this market, the segment of “light/laser” hair removal services represents a SAM estimated at \$131M in France. The gradual substitution of wax by more durable solutions supports demand, but competition and substitutes require clear differentiation. The key success factors center on trust, education, adapting protocols to phototype and hair density, the quality of follow-up, as well as the ability to offer fast sessions and flexible scheduling, particularly for busy people and sensitive profiles.

At the scale of Toulouse, the opportunity is framed by a capacity-based approach, with a targeted SOM of \$0.48M in annual revenue over 3–5 years, corresponding to about 400 clients per year for an average basket of around \$1,200. The local competitive context (specialized networks, aesthetic centers, medical offer) leaves room for an experience that is more personalized and more transparent than some players perceived as standardized, and more accessible in terms of availability than medical structures. Easy Beauty fits within this window by offering a structured, legible and results-oriented offer, designed to capture an urban Toulouse clientele attentive to comfort, time savings and safety.

Key Market Factors

- Changes in purchasing power and trade-offs in wellness spending (price sensitivity, search for promotions/packs).
- Trust and perception of safety (quality of the journey, hygiene, supervision, education).
- Local competitive pressure (specialized networks, medical-aesthetic centers, traditional institutes).
- Intensity of substitutes (at-home IPL, shaving) and their adoption by Toulouse/Occitanie consumers.

The Products

1. Bikini + Underarms

This service combines bikini and underarm hair removal, two essential zones for a regular hygiene and wellness routine. It meets strong demand from clients looking for fast, effective and accessible care.

2. Bikini + Underarms + Full Inner Thighs

This complete service combines bikini, underarm and full inner-thigh hair removal, meeting a demand for more in-depth care with higher added value.

3. Bikini + Underarms + Full Inner Thighs + Half Legs

This premium complete service brings together bikini, underarm, full inner-thigh and half-leg hair removal, offering near-global coverage of the body's main zones in a single session. It meets the demand of clients looking for a complete, even and lasting result while optimizing their time through a single service.

4. Bikini + Underarms + Full Inner Thighs + Full Legs

This very complete service combines bikini, underarm, full inner-thigh and full-leg hair removal, covering all the main lower-body zones in a single session. It is aimed at a demanding clientele seeking a global, even and lasting result while optimizing time through comprehensive coverage.

5. Bikini + Full Inner Thighs

This service combines bikini and full inner-thigh hair removal, offering targeted and even coverage of the upper leg zones. It meets the demand of clients seeking a clean, aesthetic result on visible areas.

6. Sides + Chin + Upper Lip + Between Brows

This service brings together hair removal of the main facial zones: sides, chin, upper lip and between the brows, offering a clean, harmonious and immediately visible result. It meets a frequent demand for regular aesthetic upkeep, with a high recurrence of institute visits.

The Products (cont.)

7. Sides + Chin + Upper Lip + Between Brows + Neck

This complete service brings together hair removal of the main facial zones as well as the neck, allowing a clean, even and particularly refined result across the whole face/neck area. It is aimed at a clientele seeking a global aesthetic finish, especially for visible areas, with a precise and lasting result. Performed with products and techniques suited to sensitive skin, it guarantees comfort, gentleness and efficacy.

8. Bikini + underarms + full legs

This complete service combines bikini, underarm and full-leg hair removal, covering the body's main zones in a single session for an even and lasting result. It meets strong demand from clients seeking global coverage.

9. Bikini + underarms + half legs

This service combines bikini, underarm and half-leg hair removal, offering effective coverage of the most requested zones for regular upkeep. It meets the needs of a clientele seeking a balance between speed, efficacy and aesthetic result, with an optimized service time.

The Competitive Landscape



Dépil Tech

Specialized network in durable/light hair removal with a strong national presence and a packaged offer.

Strengths: Brand awareness, standardized process, packaged prices, marketing and multi-channel acquisition capacity.

Weaknesses: Experience sometimes perceived as industrialized; limited local differentiation; trust/quality variable across centers.

Lasere! (local aesthetic laser centers)

Multi-city players or local centers offering laser services on an aesthetic basis.

Strengths: Local roots, often more personalized offer, ability to target premium segments depending on location.

Weaknesses: Lower brand awareness than networks; perceived quality dependent on teams; uneven digital visibility.

The Competitive Landscape (cont.)

Aesthetic medicine centers / dermatologists (laser)

Medical players offering laser hair removal in a medical or para-medical setting.

Strengths: High credibility and perception of safety, management of complex cases, strong trust for sensitive skin.

Weaknesses: Often higher prices, more limited availability, experience less oriented toward “speed/convenience”.

My Laser

Laser hair removal centers with price grids and a package-based logic.

Strengths: Price legibility, packaged approach, mainstream-oriented offer, operational efficiency.

Weaknesses: Differentiation by experience sometimes limited; intense price competition; dependence on reviews.

Laser 26

A laser-center player listed as a local/sector competitor (positioning close to aesthetic centers).

Strengths: Dedicated laser offer, local proximity, potentially clear proposition on durable hair removal.

Weaknesses: Brand awareness and footprint below those of a network; experience dependent on the structure and staff.

Body Minute (wax hair removal)

Chain of institutes oriented toward hair removal and fast, affordable services.

Strengths: Very accessible, prices perceived as low, footprint, speed of booking.

Weaknesses: Does not meet the need for “permanent” results, persistent pain/irritation, cumulative cost over time.

The Competitive Landscape (cont.)

At-home hair removal (IPL/light epilators, shaving)

At-home self-treatment solutions (IPL devices) and classic methods (shaving).

Strengths: Autonomy, controlled initial cost, at-home use, immediate availability.

Weaknesses: Variable results, constraints of regular use, safety/efficacy limits, less suited to complex cases.

The Clients

1 Executive/manager with a busy schedule

OBJECTIVES

- Sustainably reduce the time spent on hair removal
- Achieve a visible and stable result
- Limit pain and irritation

PAIN POINTS

- Painful wax and regular regrowth
- Constraining and time-consuming appointments
- High cumulative annual cost

BEHAVIOR

Compares via Google Maps/reviews and social media, wants early/late time slots, accepts a pack if the benefit is clear and the journey reassuring.

2 Technical professional

OBJECTIVES

- Reduce hair density that is a source of discomfort (back/nape/torso)
- Discretion and simplicity of the journey
- Understand the risks and expected results

PAIN POINTS

- Social discomfort related to hair density
- Offers perceived as poorly suited to men
- Fear of pain/side effects

BEHAVIOR

Rational decision, reads the FAQs, expects price transparency and a clear journey (assessment → plan → sessions).

The Clients (cont.)

3 Student or early-career, limited budget

OBJECTIVES

- Access a durable solution at an acceptable price
- See results quickly
- Avoid a bad experience

PAIN POINTS

- Price perceived as high
- Lack of confidence in choosing the center
- High sensitivity to negative reviews

BEHAVIOR

Highly influenced by Instagram/TikTok and reviews, compares promotions and decides quickly if social proof and the clarity of the offers are strong.

4 Employee seeking everyday comfort

OBJECTIVES

- Reduce irritation and ingrown hairs
- Reduce inflammation linked to shaving/wax
- Be supported with a serious protocol

PAIN POINTS

- Chronic discomfort
- Wax/shaving aggravates the skin
- Lack of reliable advice

BEHAVIOR

Seeks expertise and follow-up; adheres to recommendations if trust is established from the initial assessment.

The Clients (cont.)

5 Decision-maker with high purchasing power

OBJECTIVES

- Impeccable safety and hygiene
- Maximum comfort
- A smooth and high-quality experience

PAIN POINTS

- Distrust of low-cost
- Fear of a standardized protocol
- Lack of time

BEHAVIOR

Decides quickly if there are premium signals (reception, clarity, equipment, follow-up) and accepts a higher price if the perceived risk is low.

Acquisition Strategy

Easy Beauty's acquisition strategy pursues a dual objective: quickly generate visibility at launch in Toulouse, while building a trusted brand in a market where safety, transparency and social proof strongly drive the decision, particularly against networks, the medical offer and at-home alternatives.

The local press will be a credibility lever, through articles, interviews and targeted announcements about the opening and the expertise positioning. This public voice aims to reassure the segments most sensitive to supervision and hygiene, such as sensitive-skin clients and the premium clientele, anchoring the center in an identifiable local setting and clarifying the approach: initial assessment, adapted protocols and follow-up.

Social media will serve to trigger demand and build social proof, through educational content about the journey, explanations of expectations and contraindications, as well as showcasing client feedback and before/after elements where relevant. This channel particularly targets active women and young adults, strongly influenced by reviews and the perceived quality of the experience, and helps support both per-session sales and commitment through packs.

By combining local credibility and recurring visibility, Easy Beauty builds a coherent trajectory: capture attention at launch, convert through reassurance and transparency, then establish the center as a lasting Toulouse destination for laser hair removal.

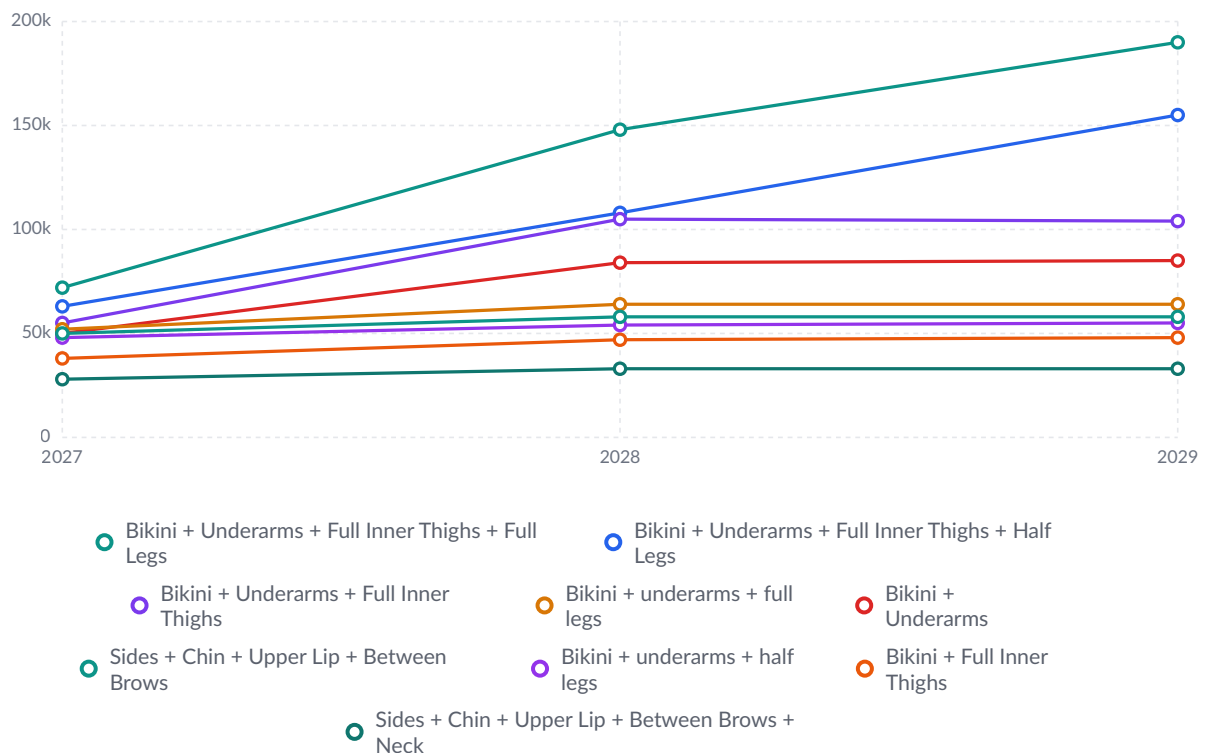
PART 2

Financial Forecast

Income Statement

| Indicator | 2027 | 2028 | 2029 |
|----------------------|---------------------|---------------------|---------------------|
| Total Revenue | \$461,910.00 | \$699,675.00 | \$787,925.00 |
| Revenue Growth % | – | 51.5% | 12.6% |
| Gross Margin | \$461,910.00 | \$699,675.00 | \$787,925.00 |
| Gross Margin Rate | 100.0% | 100.0% | 100.0% |
| Operating Expenses | -\$93,700.00 | -\$93,700.00 | -\$93,700.00 |
| EBITDA | \$368,210.00 | \$605,975.00 | \$694,225.00 |
| EBIT | \$345,353.00 | \$583,118.00 | \$671,368.00 |
| Net Income | \$258,094.00 | \$437,338.00 | \$503,526.00 |

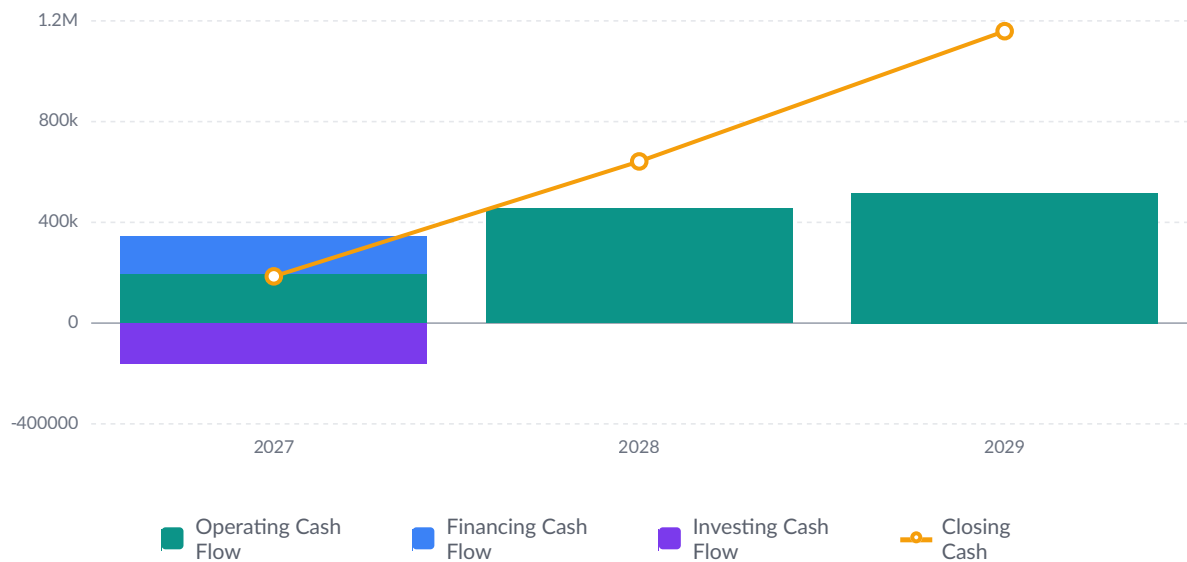
Sales Evolution by Product



Expenses

| Category | 2027 | 2028 | 2029 |
|-------------------|--------------------|--------------------|--------------------|
| Salaries | \$32,760.00 | \$32,760.00 | \$32,760.00 |
| Marketing | \$24,000.00 | \$24,000.00 | \$24,000.00 |
| Rent | \$19,200.00 | \$19,200.00 | \$19,200.00 |
| Supplies | \$7,800.00 | \$7,800.00 | \$7,800.00 |
| Electricity | \$4,660.00 | \$4,660.00 | \$4,660.00 |
| External services | \$3,360.00 | \$3,360.00 | \$3,360.00 |
| Insurance | \$1,320.00 | \$1,320.00 | \$1,320.00 |
| Internet | \$420.00 | \$420.00 | \$420.00 |
| Telephony | \$180.00 | \$180.00 | \$180.00 |
| Total | \$93,700.00 | \$93,700.00 | \$93,700.00 |

Cash Flow Statement



| Indicator | 2027 | 2028 | 2029 |
|---------------------|---------------------|---------------------|-----------------------|
| Opening Cash | \$0.00 | \$185,780.00 | \$641,975.00 |
| Operating Cash Flow | \$195,780.00 | \$456,196.00 | \$516,783.00 |
| Financing Cash Flow | \$150,000.00 | \$0.00 | \$0.00 |
| Investing Cash Flow | -\$160,000.00 | \$0.00 | \$0.00 |
| Closing Cash | \$185,780.00 | \$641,975.00 | \$1,158,759.00 |

Uses and Resources Statement

| Indicator | 2027 | 2028 | 2029 |
|--|---------------------|---------------------|-----------------------|
| RESOURCES | | | |
| Capital | \$150,000.00 | \$0.00 | \$0.00 |
| Loan | \$50,000.00 | \$0.00 | \$0.00 |
| Shareholder current account contribution | \$0.00 | \$0.00 | \$0.00 |
| Grants | \$0.00 | \$0.00 | \$0.00 |
| Change in WCR | \$0.00 | -\$460,196.00 | -\$526,383.00 |
| Self-financing | \$280,951.00 | \$460,196.00 | \$526,383.00 |
| Subtotal | \$480,951.00 | \$0.00 | -\$0.00 |
| Total resources | \$480,951.00 | \$0.00 | -\$0.00 |
| Cash balance | \$185,780.00 | \$641,975.00 | \$1,158,759.00 |
| SELF-FINANCING CAPACITY | | | |
| Net income for the year | \$258,094.00 | \$437,338.00 | \$503,526.00 |
| + Depreciation and amortization | \$22,857.00 | \$22,857.00 | \$22,857.00 |
| - Grant write-backs (non-cash) | \$0.00 | \$0.00 | \$0.00 |
| + Net book value of asset disposals | \$0.00 | \$0.00 | \$0.00 |
| - Proceeds from asset disposals | \$0.00 | \$0.00 | \$0.00 |
| Subtotal | \$280,951.00 | \$460,196.00 | \$526,383.00 |
| Self-financing capacity (CAF) | \$280,951.00 | \$460,196.00 | \$526,383.00 |
| - Loan repayment | \$50,000.00 | \$0.00 | \$0.00 |
| Net self-financing | \$230,951.00 | \$460,196.00 | \$526,383.00 |

Balance Sheet

| Indicator | 2027 | 2028 | 2029 |
|----------------------------|---------------------|---------------------|-----------------------|
| ASSETS | | | |
| Fixed assets | \$137,143.00 | \$114,286.00 | \$91,429.00 |
| Inventory | \$0.00 | \$0.00 | \$0.00 |
| Trade receivables | \$97,200.00 | \$101,700.00 | \$112,500.00 |
| Other receivables | \$0.00 | \$0.00 | \$0.00 |
| Cash | \$185,780.00 | \$641,975.00 | \$1,158,759.00 |
| Current Assets | \$282,980.00 | \$743,675.00 | \$1,271,259.00 |
| TOTAL ASSETS | \$420,123.00 | \$857,961.00 | \$1,362,687.00 |
| LIABILITIES | | | |
| Share capital | \$150,000.00 | \$150,000.00 | \$150,000.00 |
| Net income for the year | \$258,094.00 | \$437,338.00 | \$503,526.00 |
| Reserves | \$0.00 | \$258,094.00 | \$695,433.00 |
| Equity | \$408,094.00 | \$845,433.00 | \$1,348,959.00 |
| Bank loans | \$0.00 | \$0.00 | \$0.00 |
| Trade payables | \$0.00 | \$0.00 | \$0.00 |
| Tax and social liabilities | \$12,029.00 | \$12,529.00 | \$13,729.00 |
| Other liabilities | \$0.00 | \$0.00 | \$0.00 |
| Current Liabilities | \$12,029.00 | \$12,529.00 | \$13,729.00 |
| TOTAL LIABILITIES | \$420,123.00 | \$857,961.00 | \$1,362,687.00 |