



w e l l a h o l i c
#liveshchange

FRANCHISE OPPORTUNITIES WITH US



Welcome Message

In 2016, I ignited the spark that is Wellaholic with an unyielding vision: to transform lives by helping our customers radiate confidence, flaunting their best selves, all at the best rates in town.

From that humble spark, Wellaholic has flourished into a blazing beacon in the beauty and wellness industry. With 9 vibrant outlets spanning Singapore and Malaysia, we are more than just a business; we are a revolution, providing cutting-edge services like high-tech facials, effective hair removal, fat-freezing treatments, body sculpting, teeth whitening, and beyond.

Our commitment to excellence has not gone unnoticed. We've been honored with a multitude of awards and accolades from esteemed platforms and publications like Daily Vanity, Beauty Insider, Asia Pacific Enterprise Awards, Travellers' Choice, and International Travel & Hospitality Awards.

Now, we're ready to fan the flames of our success even further. We're on the hunt for passionate franchise partners who share our visionary spirit and values. Join us, and let's carry this successful business model to the farthest corners of the globe, spreading the Wellaholic revolution worldwide!

Willie Chan - Founder & Managing Director

About Us

Who We Are

Embracing the mantle of an acclaimed aesthetic empire, Wellaholic boasts nine modern outlets scattered across Singapore and Malaysia. We are purveyors of advanced technology facials, precision hair removal, effective fat freeze procedures, expert body sculpting, and transformative teeth whitening, among other services. Upholding a strong commitment to transparency, we promise our clients clear pricing without the pressure of hard-selling tactics. Experience the Wellaholic difference - where beauty meets honesty and innovation.

Our Vision & Brand Promise

1. Help customers look their best
2. Go the extra mile
3. Provide exceptional service
4. No hard selling
5. Foster a positive community

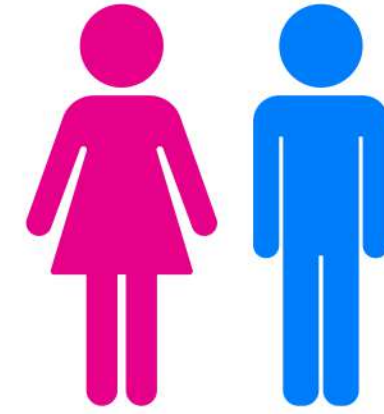


Facts & Figures



9

LOCATIONS &
COUNTING



65:35

FEMALE:MALE RATIO



243,985

TREATMENTS PERFORMED
SO FAR



87

AWARDS & ACCOLDADES
WON

Facts & Figures



>55%

REPEAT & RETURNING
CUSTOMERS



2-3 Years

BUSINESS BREAKEVEN
POINT



61,339

CUSTOMER CHATS
FULFILLED



>2,000

VERIFIABLE POSITIVE
CUSTOMER REVIEWS

Our Reach

01

9 Outlets, 1 Vision, 0 Hard-Selling

Sprinkled across Singapore and Malaysia with nine accessible locations, Wellaholic serves as your all-in-one aesthetics sanctuary. We offer a bouquet of services designed to enhance your natural beauty, all at unbeatable rates. Our promise? A tranquil, pressure-free environment where you won't have to worry about the hard sell from our staff

02

Aesthetic Chain with Most Outlets in Singapore

Carving a prominent niche in the aesthetic industry, Wellaholic shines as a trailblazer with the largest network of aesthetic outlets in the vibrant cityscape of Singapore.



SINGAPORE

Our Range of Services

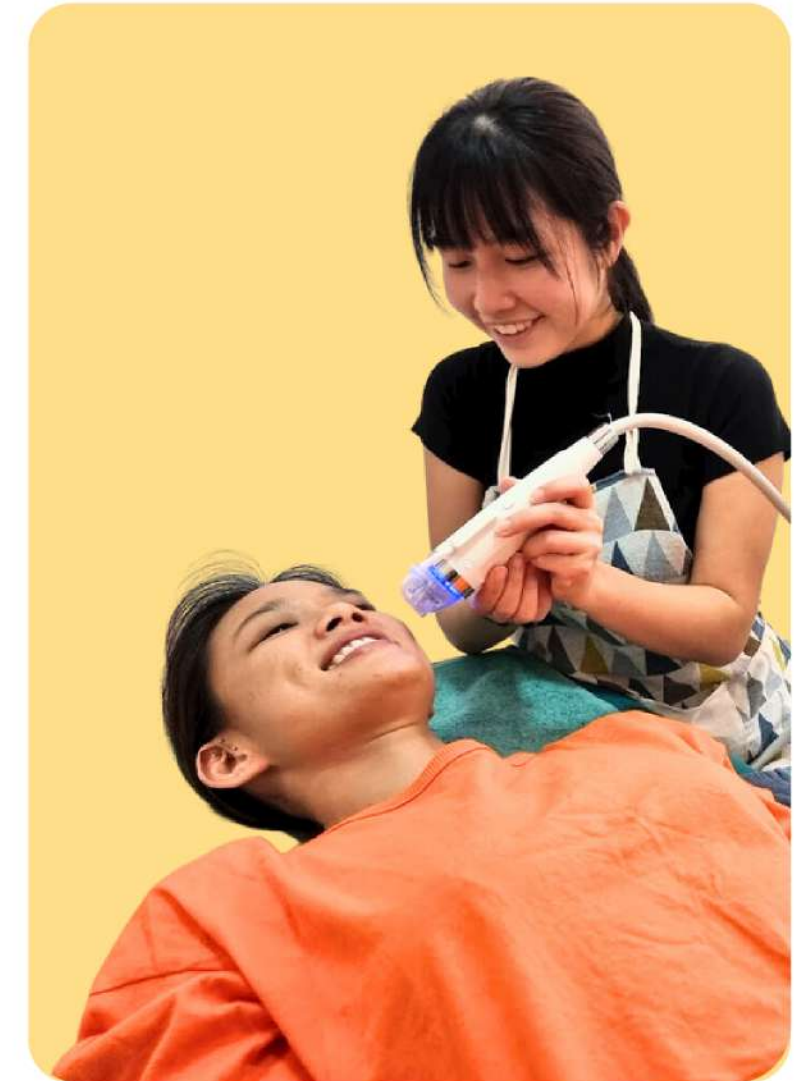


Hair Removal

Wellaholic's renowned hair removal treatments offer customers a safe, effective, and painless solution for long-lasting smoothness.

Body Shaping

Wellaholic's wide range of slimming technologies such as fat freeze, RF body sculpting, ultrasonic cavitation, laser lipolysis and HIFEM muscle build & sculpt



Facials

Wellaholic's facials offer a premium skincare experience, with RF, IPL, LED, Microneedling as well as FirmTox, a needle-free Botox alternative facial.

Our Range of Services

Teeth Whitening

Wellaholic's Teeth Whitening service provides a safe and effective solution, brightening smiles with state-of-the-art technology and professional care.



Hair Regrowth

Wellaholic's hair regrowth treatments utilize advanced technology and expert techniques to effectively stimulate and rejuvenate hair growth for healthier, fuller locks.

Health & Beauty Products

Wellaholic offers an exceptional range of health and beauty products, expertly designed to complement our services and enhance your wellness journey.





THA Travel & Hospitality Award 2023
Boutique Spa of the Year for Singapore



Best of the Best
Tripadvisor Travellers' Choice 2022
Top 10% of Attractions Worldwide



Our Awards

Wellaholic has proudly garnered recognition through over 60 awards, both in Singapore and on the global stage, showcasing our commitment to excellence in the beauty and wellness industry.



Asia Pacific Enterprise Awards (APEA)
Fast Enterprise Award Regional Edition



Beauty Insider Spa & Salon Awards 2023
Readers' Choice Awards Best SHR for WellaSmooth



SME 500 Singapore Award 2023
SME 500 Singapore Award Winner



Beauty Insider Spa & Salon Awards 2023
Editors' Choice Awards Best Microneedling Facial



Daily Vanity Beauty Treatment Awards 2022
Editor's Choice Best Brazilian SHR Hair Removal

Our Reviews

Wellaholic has received over 2000 positive customer reviews from Google Reviews and Tripadvisor, reflecting our high standards of service quality and customer satisfaction.

All Reviews **4.9**  Google **4.9**  Google **4.8**  Google **4.9**  Google **4.8**  Google **4.9**  >

Overall Rating

4.9 ★★★★★ 2,012 reviews

[Write a review](#)

 **Jeslin Ng**
1 day ago

★★★★★

First time trying SHR underarm treatment, totally painless, just warm feeling around the arms and treatment only takes about 10 minutes! Conveniently they have 8 outlets in Singapore! Shout out to Kate she's very gentle and knowledgeable!

 Posted on
Google

 **Jun Xian Chew**
8 days ago

★★★★★

I enjoy my experience in wellaholic so much. My therapist Janice always make me feel comfortable during my SHR underarm treatment. So far the results has been great!


 Posted on
Google

 **Carly Anderson**
8 days ago

★★★★★

Today was my second session of SHR laser hair removal with Christina. She was so kind and thorough with the session. She continuously checked on me throughout to make sure I was comfortable. I highly recommend Christina!

 Posted on
Google

 **Mauryavashi Ankit Raj Ku...**
15 days ago

★★★★★

 Posted on
Google

 **Eiselle Hibionada**
8 days ago

★★★★★

I had an awesome experience at Wellaholic @Jurong East branch. Elin who did my treatment was nice and gentle with going through the treatment. She gave me detailed information on how to go about the SHR underarm treatment and even the after care. Thank you!

 Posted on
Google

 **Jun**
15 days ago

★★★★★

Joan was very patient and professional. Clean environment and "well-hidden" along the amoy street.

 Posted on
Google

 **Jia Lin Chua**
22 days ago

★★★★★

Our 7 Value Propositions

- Affordable Prices
- Highly-Trained Staff
- Easy Online Booking
- Open Almost Everyday
- Convenient Locations
- Exceptional Customer Service
- No Hard Selling



AFFORDABLE PRICES. ALWAYS

BY KEEPING OUR COSTS LOW, WELLAHOLIC IS ABLE TO PASS OUR SAVINGS BACK TO OUR CUSTOMERS WITH OUR UNLIMITED PRICING PACKAGES

- By locating Wellaholic's outlets close to MRT stations within the city but not at a posh shopping centres which requires us to pay exorbitant rents, Wellaholic is able to pass our savings back to our customers.
- Wellaholic conducts periodic surveys to benchmark against our competitors to keep our prices competitive and affordable for our customers.



HIGHLY-TRAINED STAFF

WELLAHOLIC BELIEVES IN CONTINUOUSLY TRAINING OUR STAFF TO MAINTAIN A CONSISTENT LEVEL OF QUALITY

- Wellaholic's friendly staff are skilled and experienced.
- CIDESCO, Beauty Therapy & Salon Management, WSQ for Facial Treatments, etc.
- At Wellaholic, all new staff must undergo an intensive training routine before they can treat customers.
- Wellaholic holds regular training audits to ensure a high consistency of treatments, for both Asian skin and Caucasian skin types.

Our 7 Value Propositions

- Affordable Prices
- Highly-Trained Staff
- Easy Online Booking
- Open Almost Everyday
- Convenient Locations
- Exceptional Customer Service
- No Hard Selling

EASY ONLINE BOOKING

OUR ADVANCED BOOKING SYSTEM ALLOWS US TO TRACK CUSTOMER BOOKINGS IN REAL-TIME

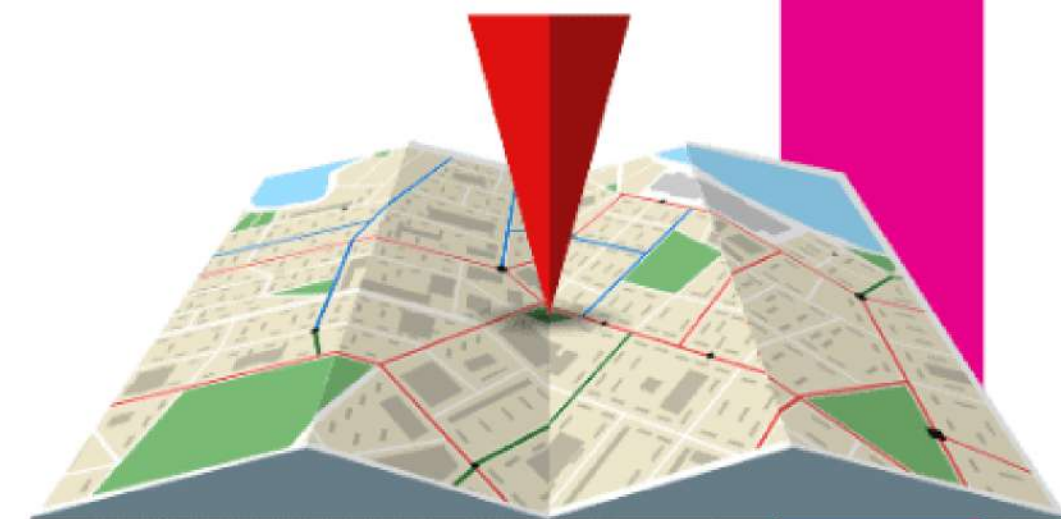
- Never need to wait in line at Wellaholic.
- With Wellaholic's incredible booking system, you can easily choose and book the slot that you prefer, 24/7.
- Select your preferred outlet and consultant, as well as your preferred service, at the click of a few buttons.



MULTIPLE CONVENIENT LOCATIONS

WE WILL CONTINUE TO EXPAND OUR OUTLETS AT CONVENIENT LOCATIONS TO CATER TO OUR CUSTOMERS

- Wellaholic's outlets are located within 5 minutes by foot from the various MRT lines.
- Wellaholic ensures that our outlets serve multiple train lines to make it easy for our customers to get to us.
- Wellaholic will continue to expand to ensure high availability of capacity for our customers' needs.



Our Unique Value Propositions

- Affordable Prices
- Highly-Trained Staff
- Easy Online Booking
- Open Almost Everyday
- Convenient Locations
- Exceptional Customer Service
- No Hard Selling

WE ARE OPEN EVERYDAY

WE ARE OPEN FROM 11AM TO 10PM WEEKDAYS AND 11AM TO 8PM WEEKENDS AND PUBLIC HOLIDAYS

- Wellaholic understands that our customers sometimes need to have their treatments done only after work.
- Wellaholic also recognises that some of our customers are only free during weekends. With this in mind, Wellaholic aims to be open almost everyday.



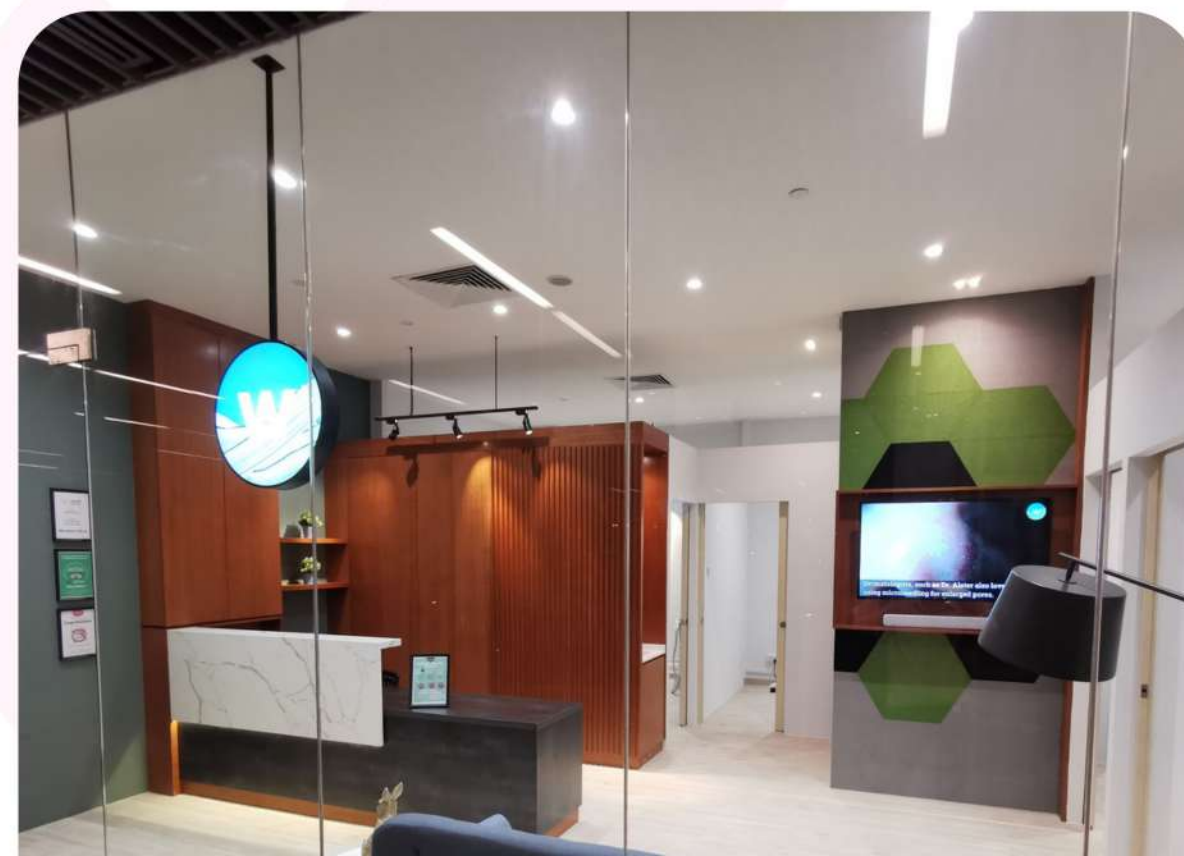
NO HARD SELLING

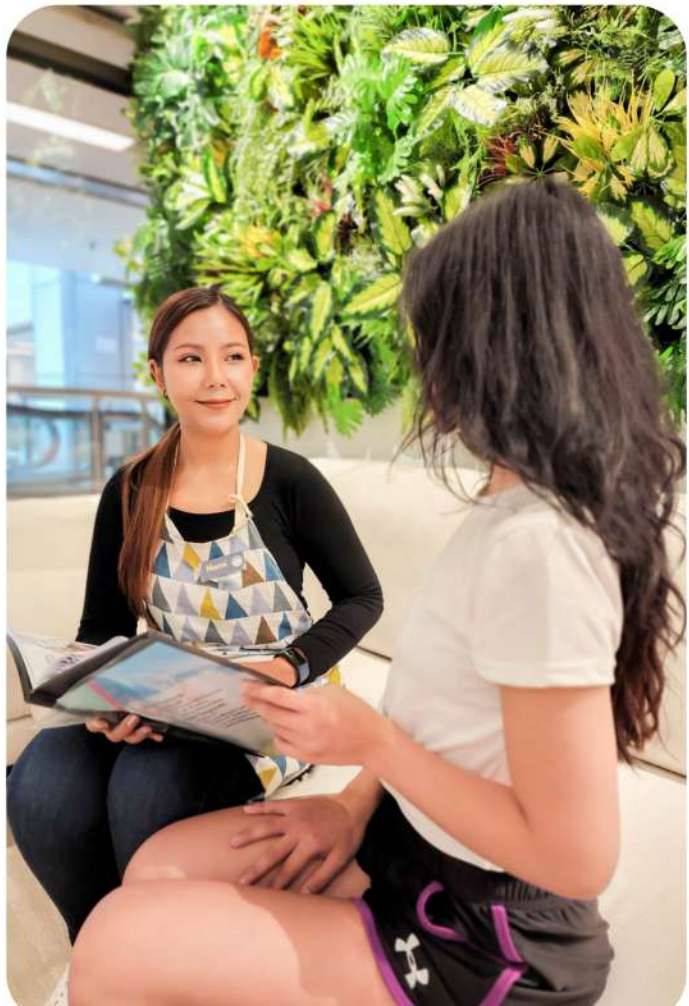
WELLAHOLIC BELIEVES IN KEEPING OUR PRICES SIMPLE AND TRANSPARENT FOR OUR CUSTOMERS

- Wellaholic's prices are the most transparent in the industry.
- Wellaholic's prices are updated and displayed on our website for all to see.
- Wellaholic's are NETT and there are no hidden charges.
- Wellaholic's staff does not pressure customers to make any purchase – this is one of our key traits that makes our customers very happy and satisfied!



Our Cosy Interior





Our Staff in Action



USD 218 Billion

**Total Addressable Market
of Beauty Services in Asia**



4.2%

**CAGR of Beauty Services Market
in Asia from 2023 to 2027**



10.1%

**CAGR of Beauty Services Market
in Asia from 2022 to 2027**



>50%

**Salon services segment accounts
for over 50% in 2022**



**Billion
Dollar
Growing
Market
in Asia**



Franchisee Route to Success



Submit franchise form



Interview & Assessment



Sign Franchise Agreement



Franchisee fee payment



Location & Renovation



Training & Preparation



System Setup



Marketing



Outlet Opening



Franchisor

- Competitive Licensing Fee & Outlay
- Comprehensive & Proven Training Support
- Complete Marketing Leadership & Support
- Cash Flow Generation
- Collaborative Data Analytics
- Continuous Research and Development
- Commitment to Your Success

Franchisee

- Consistent Wellaholic Branding
- Continue High Standards & Quality
- Commit to Exceptional Customer Service
- Contribute to Marketing Activities
- Choose and Train Competent Staff
- Collaborate with Data Points
- Compete and Grow the Business

Franchisor Franchisee Roles



Invest for Growth!



Franchise Fee

SGD 80,000 for 3 Years

Franchise Type

Single Unit Franchise

Services

Full suite of services (hair removal, facials, slimming, teeth whitening, hair regrowth)

Franchise
Renewal Fee

SGD 60,000 for another 3 Years

Monthly Royalty
Fee

5% of Gross Revenue

Monthly
Marketing Fee

SGD 1,000

Support Fee

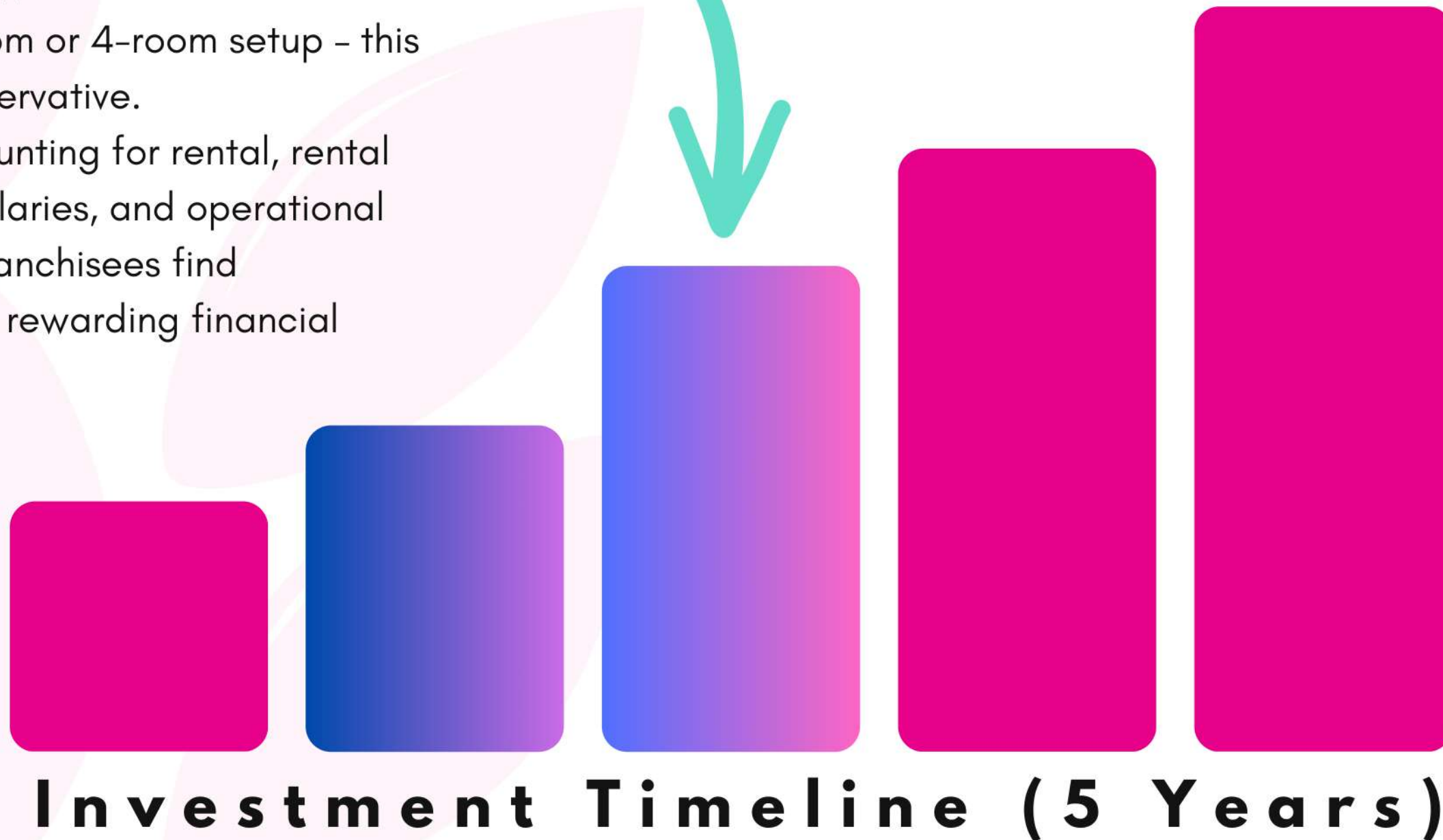
SGD 400 for Customer Support,
CRM, POS & Data Platform

Outlet Size

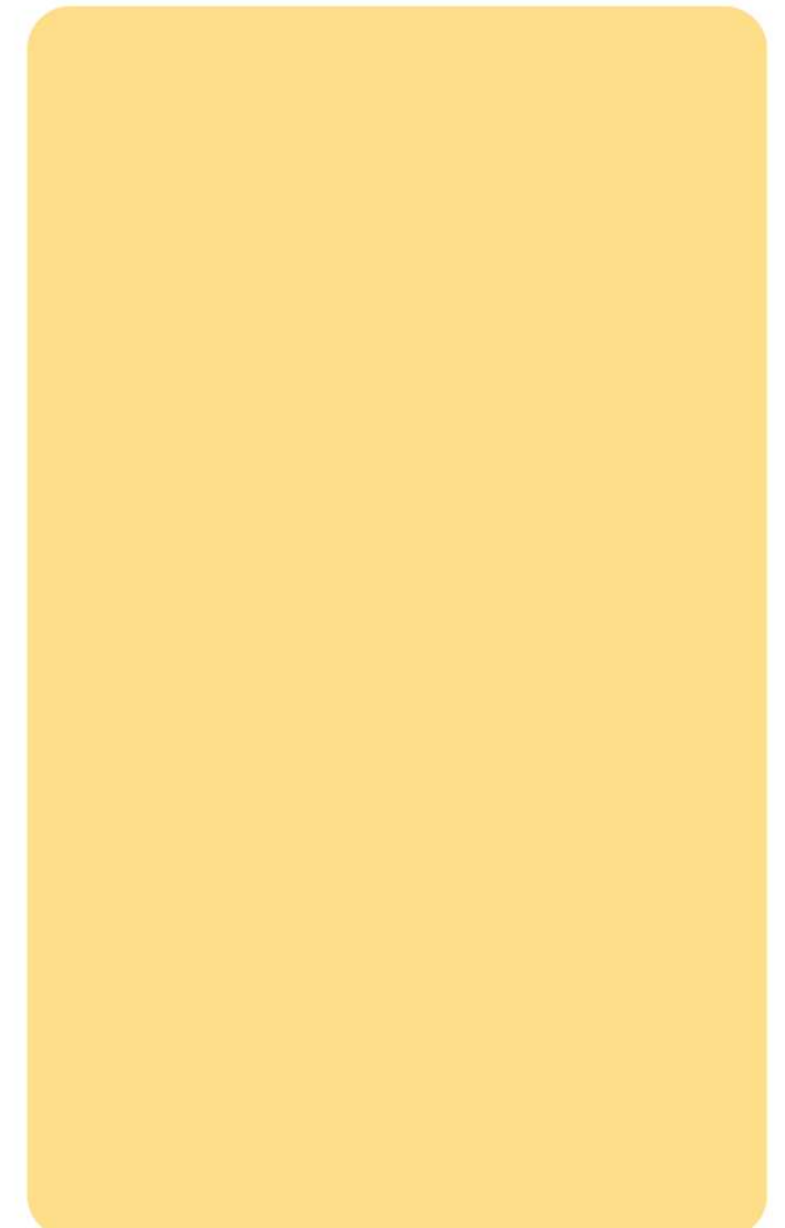
3-Room (500-700 sft) (46 to 65 sqm)
4-Room (700-1000sft) (65 to 93 sqm)

Breakeven Point

- Investing in a Wellaholic franchise promises a valuable return on investment. Over a 5-year period, our franchisees typically reach the break-even point between the 2nd and 3rd year.
- With a reasonable working capital requirement between SGD 150k to SGD 250k for a 3-room or 4-room setup - this estimate is conservative.
- Even after accounting for rental, rental deposit, staff salaries, and operational expenses, our franchisees find themselves on a rewarding financial trajectory.



ROI





**Partner
With
Us
Today**

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