

# P3 Recovery Prospectus



The business for those  
driven by a greater purpose.

"We provide a space to naturally  
improve health, wellbeing and enhance  
performance, empowering our community  
to reach their greatest potential."

OUR PROMISE

# We are P3 Recovery

## **Leading Recovery & Wellness:**

Evidence-based services to optimise wellbeing, longevity and performance.

## **Affordable and Social Experience:**

Culture driven friendly, community-focused atmosphere.

## **Personalised Support:**

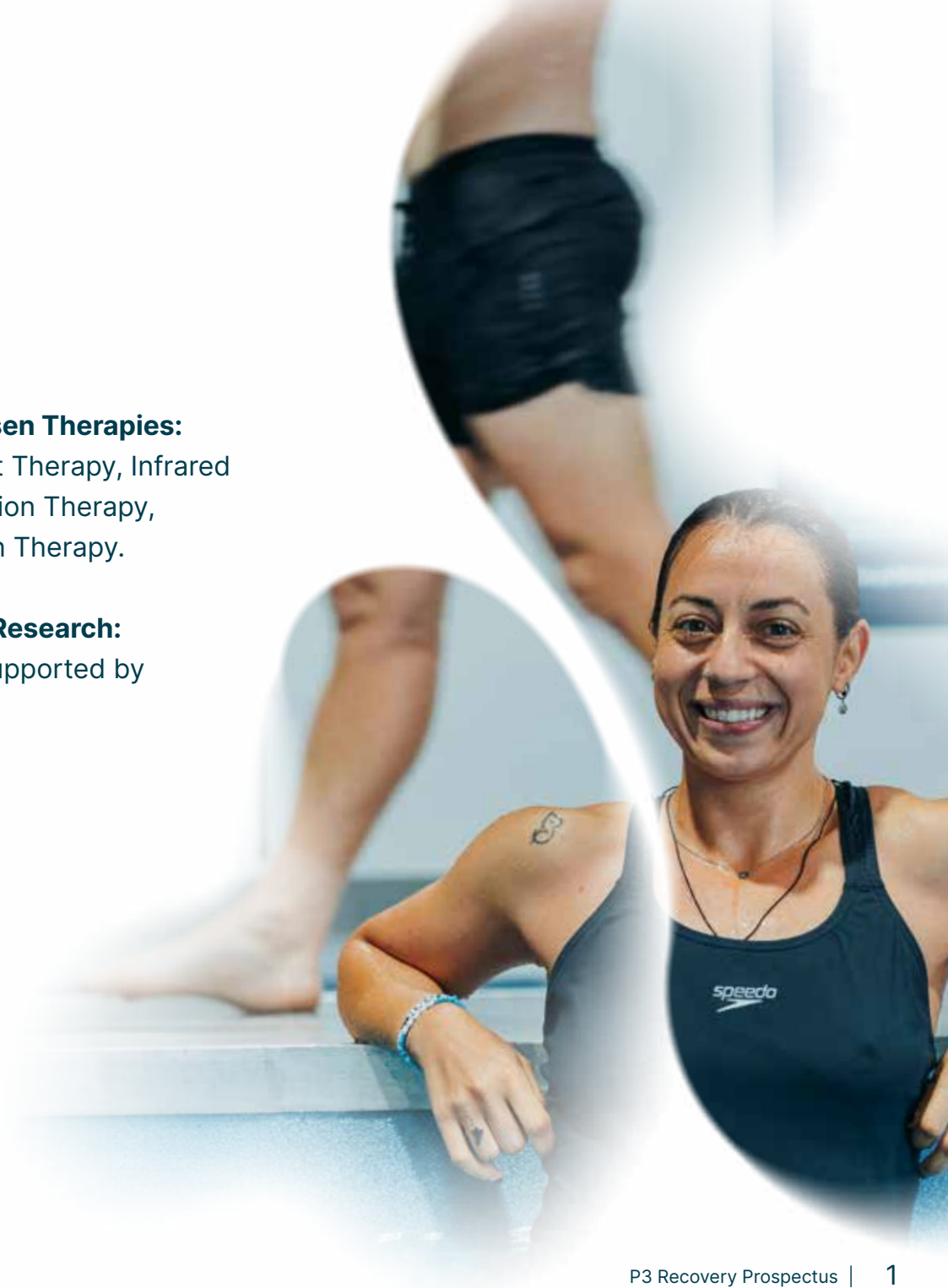
Expert team guides customers to achieve their goals.

## **Strategically Chosen Therapies:**

Ice Baths, Contrast Therapy, Infrared Saunas, Compression Therapy, Hyperbaric Oxygen Therapy.

## **Proven Scientific Research:**

All therapies are supported by scientific research.



# Experienced leadership team



**Paul Goldfinch**  
Chief Executive Officer



**Marc Marano**  
Chief Growth Officer



**Luigi Prestinenzi**  
Chief Revenue Officer



**Nick Abrahams**  
Head of Franchise Growth



**Brigitte Goldfinch**  
Franchise Support Manager



**Kelvin Chenery**  
Chief Financial Officer



**James Coulson**  
Marketing Head

# Evidence based therapies



## Performance Zone

Speed up muscle recovery with Normatec compression and Hyperice tools.



## Immersion Zone

Refresh and recover with ice baths, cold and hot plunge pools.



## Heat Zone

Detoxify and relax with deep-heat infrared saunas.

# Evidence based therapies



## **Hyperbaric Zone**

Enhance healing with oxygen therapy in our hyperbaric chamber.



## **IV Drip Therapy**

Boost health with our tailored vitamin and hydration infusions.



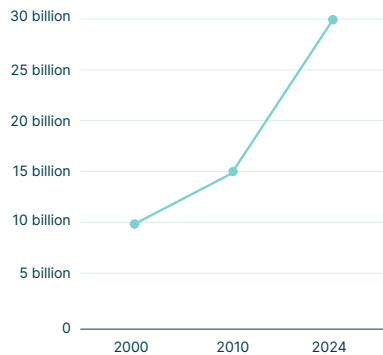
## **Breathwork**

Instructors guide you through effective breathing techniques to maximise the benefits of cold exposure.

# Our path to industry leader

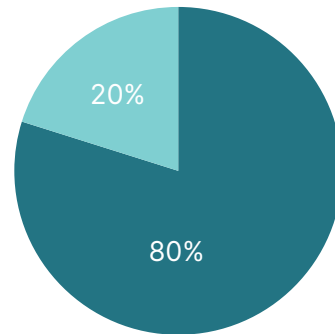


# The time is right now



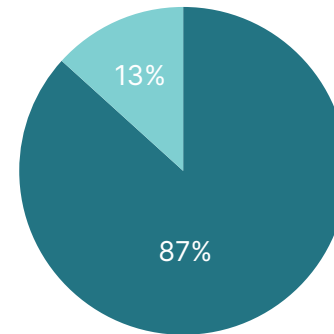
## Wellness Market Growth

Expected to reach  
AUD 30 Billion by 2025.



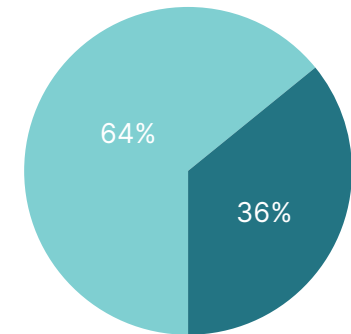
## Mental Health

1 in 5 Australians  
experience mental health  
issues annually.



## Chronic Pain

3.4 million Australians  
live with chronic pain.



## Physical Activity

64% of Australian  
adults engage in regular  
wellness activities.

# Advantages of being first movers

Early entrants often become synonymous with their category, building strong brand recognition and loyalty.

First movers can capture a large market share before competitors enter.

Establishing an early customer base helps build lasting loyalty.

Being first allows a brand to set industry standards and be seen as an innovator.



# The Opportunity

Global Wellness economy in 2020 was valued at **\$4.4 Trillion** with a projected annual growth rate of 9.9%. Expected to reach **\$7 trillion by 2025**.

**61% of the population** are seeking a longer life as a result of their health and wellness journey.

Increases in physical and mental diseases driving consumer sentiment towards a proactive approach to their health and wellbeing and seeking natural therapies.

**Growing nearly 15% in 2022 to \$507.9M** the Australian health and wellness industry is more than just a super-charged phenomenon. It's a way of life – and it's not slowing down anytime soon, projected to continue rapidly expanding in the next five years.

Athletes, corporates and everyday people are seeking modalities and practices to enhance performance.

Consumer demand has never been greater and the opportunity has never been richer. Now is the time to capitalise on this curiosity and engrossment into the fitness and wellness sector.



# We want to help

We believe we can change the world one person at a time. There is nothing more fulfilling than helping our community to live a longer happier and healthy life.

**+ Recovery**  
**+ Performance**  
**+ Wellness**

Enabling a proactive approach to health and wellbeing.

Provide tools and resources for personal growth.

Connect like-minded people to foster community and belonging.

Optimising physical health and performance.

Supporting people to overcome chronic pain and injury.

Supporting mental health and building resilience.



We're a community of entrepreneurial  
change-makers dedicated to  
promoting wellbeing and positivity  
in our communities.

# What we value

## Empower the Journey.

Celebrate progress. Embrace individuality. Value each step of the journey.

## Dare to Grow.

Take risks. Learn from failures. Believe in endless possibilities.

## Lead with Humility.

Everyone contributes. Every task matters. Success is shared.

## Innovate for Impact.

Challenge norms. Pursue excellence. Make a difference with creativity.





## Nurture our Community.

Our members are the heart of what we do. We thrive together.

## Pursue Excellence.

Commit to continuous improvement. Reflect, adapt, and evolve. Inspire and educate.

# Winning model

						
Franchise Opportunities	✓	✓	✗	✓	✗	✗
Membership Packages	✓	✗	✓	✓	✓	✓
Casual Visits	✓	✓	✓	✓	✓	✓
Customer Pricing	\$	\$\$	\$\$\$	\$\$\$\$	\$\$\$	\$\$\$
Customer Capacity	😊😊😊😊😊	😊😊	😊😊😊	😊😊	😊😊😊	😊😊
Infrared & Traditional Saunas	✓	✗	✓	✗	✗	✗
Recovery Lounge	✓	✓	✓	✗	✓	✓
Contrast Therapy	✓	✗	✓	✗	✓	✓
2 x Ice Bath Temperatures	🌊🌊	✗	✗	✗	✗	✗
Breathwork	✓	✗	✗	✗	✗	✗
Hyperbaric Chamber	✓	✗	✓	✗	✗	✓
IV Drip Therapy	✓	✗	✗	✗	✗	✗

# Business differentiators



Turn Key  
Business Solution



Community and  
Social Experience



First Mover  
Advantage



Affordable & Accessible  
to Everyday Australians



4 x Large Pools With  
World-Class Filtration Systems



Robust Sales and  
Marketing Processes



Special Events, Products,  
and Merchandise



Emerging Science &  
Cutting-Edge Therapies



Capacity Designed for Large  
Groups and Teams



High-Caliber  
Franchisees



Technology and Commitment  
to Innovation



Ambassador and  
Partner Programs

# Current franchisee backgrounds



For those seeking purpose beyond 9 to 5



Embrace a fulfilling path where your daily efforts create lasting, positive impacts in people's lives.



Gym owners or fitness professionals



Elevate your business by integrating cutting-edge recovery services that complement and enhance your existing offerings.



Expand your empire with Wellness



Diversify and thrive as a franchisee with a brand leading the \$8.5 trillion wellness industry, offering simple, scalable operations and predictable revenue.

# Location requirements

## Site Access

The site offers easy access with traffic flow and speed limits below 70 KMPH, ensuring smooth arrival from all directions.

## Surrounding Businesses

Near gyms, sports clubs, yoga/pilates studios, grocery stores, schools, and shopping centres.

## Parking

Minimum of 8-10 parking spaces, including exclusive and street parking.

## Visibility

High visibility from street level for brand exposure.

## Premises

Industrial warehouses, retail spaces, 280-400sqm floor space; good condition; suitable for deliveries and fitout.

## Utilities

Adequate ventilation, plumbing, structure, electrical capacity, and mechanical systems; ceiling height of 4 meters; 2.8m access for pool install.



# Future innovations

A holistic approach to owning the recovery space.

Corporate Wellness

Supplements Merchandise

App Development

Advertising Wearables

PHD Program



# The investment

The fit out costs will depend on numerous factors such as but not limited to the following:

- An existing building or a new building
- Will material changes be required
- Will existing amenities or plumbing be moved
- Is ventilation and/or air conditioning adequate
- Is electrical supply adequate for the location
- Is the premises zoned correctly

Minimum  
Cash Required

**\$350k - \$400k**

Finance restrictions on cash lower than this.

Total Upfront  
Investment

**\$700k - \$800k**

Investment can depend on variations to fitout costs.

# Floorplan render



P3 Recovery Richmond floor plan.

# Fitout renders

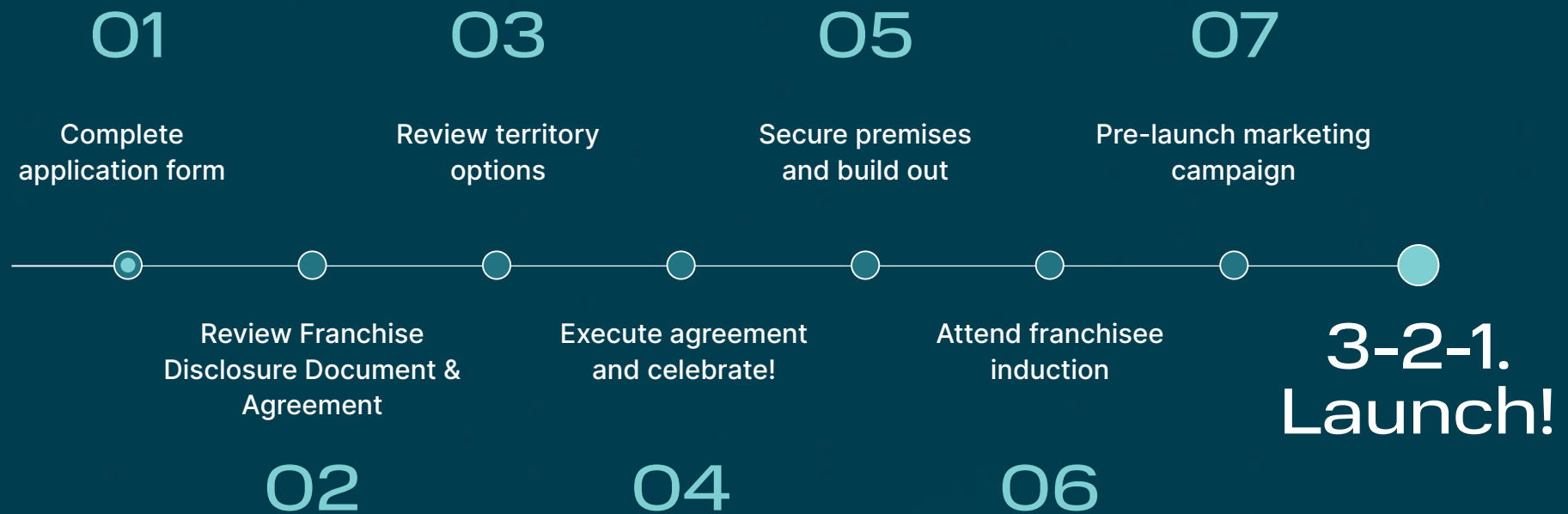


*Prepare, prevent, perform!*

## A truly unique and limited opportunity.

P3 Recovery provides an experience that is unmatched, anywhere. We are growing rapidly, are you ready to be a part of our global movement?

# Next Steps





*Thank you*

For your time and enquiry.

To begin your journey with P3 email [nick@p3recovery.com](mailto:nick@p3recovery.com)