



# PRESENTATION

**bestshape**  
WEIGHT LOSS & AESTHETIC CENTER

Brazil's largest chain  
of weight-loss and  
aesthetic centers

**EMAGRECENTRO**  
CENTRO ESPECIALIZADO EM EMAGRECIMENTO E ESTÉTICA

# REASONS TO BECOME A LICENSEE OF THE LARGEST WEIGHT LOSS CHAIN IN BRAZIL

**bestshape**  
WEIGHT LOSS & AESTHETIC CENTER



**34 YEARS**  
IN THE  
MARKET



MORE THAN  
**2 MILLION**  
SERVED  
CUSTOMERS

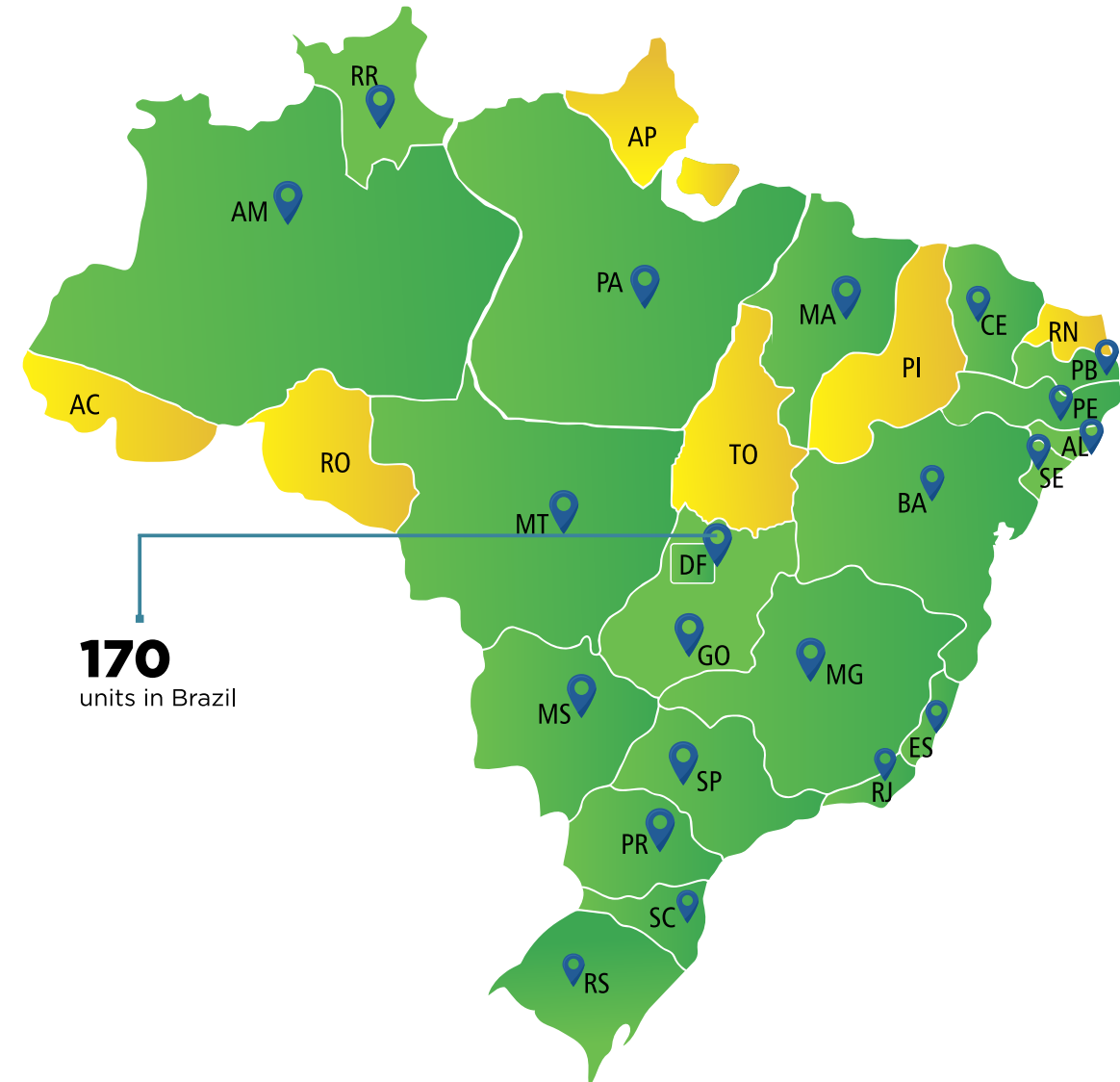


**10X WINNER** OF  
EXCELLENCE  
IN FRANCHISE  
AWARD



**TRIPLE DIGIT**  
GROWTH IN  
JULY YTD 2018  
VS LAST YEAR

- The largest chain of weight loss and aesthetic centers in Brazil. More than 170 units.
- Award of the best franchisee in the world in the service segment (Florence – Italy).
- Brazil's only 5-star franchise business in the segment according to “PEGN” magazine – Globo Publishing company.
- Founded by a Brazilian doctor. Member of Brazilian Nutrology, Esthetic Medicine and Plastic Surgery Associations.
- US resident, green card holder through extraordinary abilities
- Exclusive and registered weight loss methodology (Method 4 Phases) in US and Brazil.



# OFFICIAL SURVEY PERFORMED BY THE BRAZILIAN FRANCHISE ASSOCIATION

**BESTSHAPE**  
WEIGHT LOSS & AESTHETIC CENTER

**RE  
SUL  
TS**

## BRAZILIAN FRANCHISE ASSOCIATION EMAGRECENTRO FRANCHISEE SURVEY RESULTS 2020

 **ABF** ASSOCIAÇÃO  
BRASILEIRA DE  
FRANCHISING  
**EXCELÊNCIA  
EM FRANCHISING**  
**2020**

### GLOBAL PERFORMANCE

OVERALL PERFORMANCE

NOTE

**90.4**

### ECONOMIC PERFORMANCE

REGARDING THE ESTIMATED BUSINESS PLAN ROI,  
ARE THE RESULTS ACCORDINGLY?

NOTE

**90.2**

### ANALYSIS OF STRENGTHS AND OPPORTUNITIES

- YES 98.3%** If you were considering opening a new business, given your experience as Best Shape's franchisee and your relationship with the franchisor, would you open your unit once again?
- YES 98.4%** Would you recommend this franchise to a friend or family member looking for a business opportunity to invest in?
- YES 100%** Did you get the return on the investment in the expected timeframe?



## Edson Ramuth - Founder

- Doctor of Medicine - Santa Casa de São Paulo's School of Medical Sciences in **BRAZIL**, 1984.
- Plastic Surgery - São Paulo's Municipal Public Server Hospital, in **BRAZIL** , 1990.
- Executive MBA in Marketing - Escola Superior de Propaganda e Marketing (ESPM), in **BRAZIL** 2011.
- Member of the Brazilian Aesthetic Medicine and Nutrology Association.
- Multifranchias Group's CEO; heading the company's research and development department (always looking for new techniques, methods, products and services in the wellness and beauty fields to incorporate into the company's portfolio). In U.S. is CEO at Best Shape Spa.
- Science and ethics guide his professional life. Founder of Emagrecentro 1986,, nowadays Brazil's largest SPA's network, with 160 units throughout the country.
- Sole developer of the weight-loss methodology "Scientific Weight-loss: Method 4 Phases". Methodo 4 Phases is Copyrighth in USA and **BRAZIL**.
- In U.S. Edson Ramuth have profession and license at Medical Assistant, phlebotomy technician, cirurgian assistant and aesthetic facial specialist. In U.S. Edson Ramuth is not a Medical Doctor and don't have a license to practice medicine.
- In U.S. is CEO at Best Shape Spa.

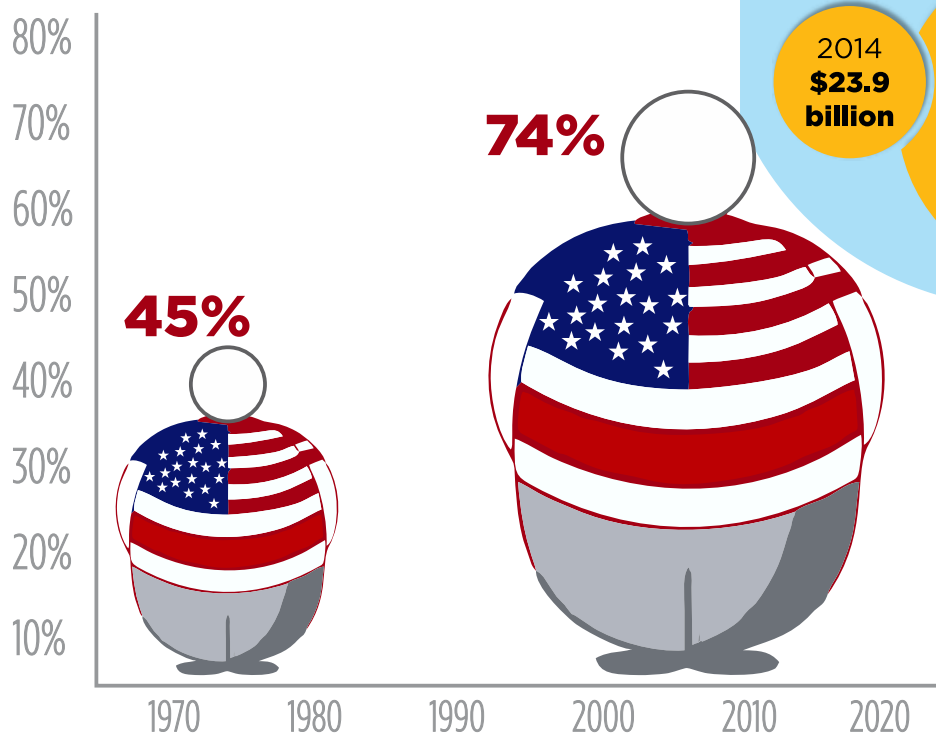
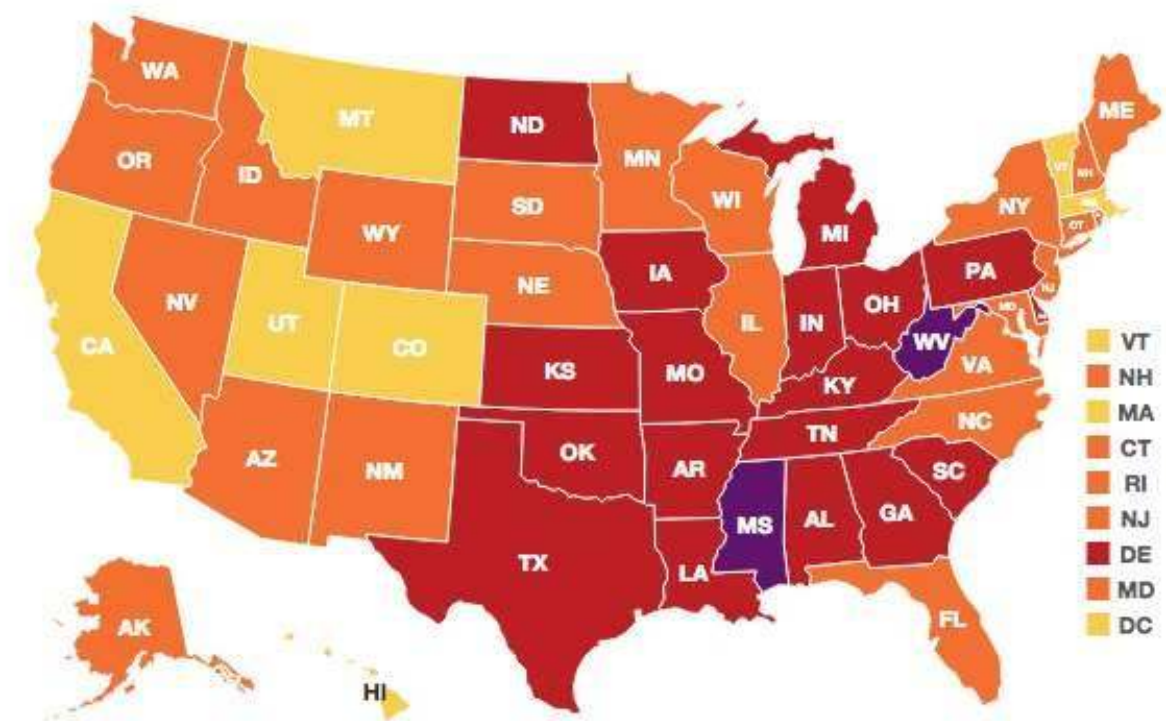


# OBESITY AND OVERWEIGHT IN THE ESTADOS UNIDOS

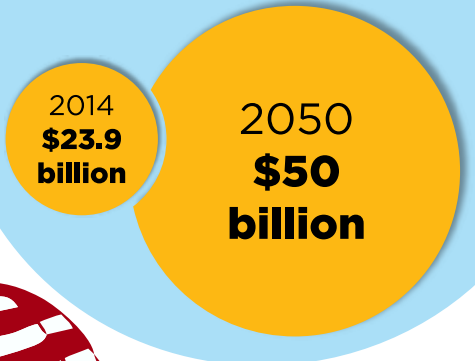
74% OF THE AMERICAN POPULATION IS OBESE OR OVERWEIGHT

Percent of obese adults (Body Mass Index of 30+)

0 - 9.9%   10 - 14.9%   15 - 19.9%   20 - 24.9%   25 - 29.9%   30 - 34.9%   35%+



Obesity Related  
Healthcare  
Cost for Preventable  
Diseases



# POSSIBLE UNITS OPENINGS MARKET

Associates or franchised units to other areas of Florida.

**For a total of 48 possible units openings in Florida.**



TABLE WITH 48 CITIES IN FLORIDA FOR POSSIBLE EMAGRECENTRO UNITS OPENINGS				
CITY			POPULATION	BEST SHAPE
Gainesville	COUNTY	Alachua	124 354	1 UNIT
Panama City	COUNTY	Bay	90.000 IN THE COUNTY	1 UNIT
Melbourne	COUNTY	Brevard	76 068	1 UNIT
Palm Bay	COUNTY	Brevard	103 190	1 UNIT
Coral Springs	COUNTY	Broward	121 096	1 UNIT
Davie	COUNTY	Broward	91 992	1 UNIT
Fort Lauderdale	COUNTY	Broward	165 521	1 UNIT
Hollywood	COUNTY	Broward	140 768	1 UNIT
Miramar	COUNTY	Broward	122 041	1 UNIT
Pembroke Pines	COUNTY	Broward	154 750	1 UNIT
Plantation	COUNTY	Broward	84 955	1 UNIT
Pompano Beach	COUNTY	Broward	99 845	1 UNIT
Sunrise	COUNTY	Broward	84 439	1 UNIT
Weston	COUNTY	Broward	65 333	1 UNIT
Jacksonville	COUNTY	Duval	821 784	2 UNITS
Pensacola	COUNTY	Escambia	51 923	1 UNIT
Palm Coast	COUNTY	Flagler	75 180	1 UNIT
Tampa	COUNTY	Hillsborough	335 709	2 UNITS
Clermont	COUNTY	Lake	150 000 IN THE COUNTY	1 UNIT
Cape Coral	COUNTY	Lee	154 305	1 UNIT
Tallahassee	COUNTY	Leon	181 376	1 UNIT
Bradenton	COUNTY	Manatee	100.000 IN THE COUNTY	1 UNIT
Ocala	COUNTY	Marion	56 315	1 UNIT

# POSSIBLE UNITS OPENINGS MARKET

Associates or franchised units to other areas of Florida.

**For a total of 48 possible units openings in Florida.**



TABLE WITH 48 CITIES IN FLORIDA FOR POSSIBLE BEST SHAPE UNITS OPENINGS				
CITY			POPULATION	BEST SHAPE
Coral Gables	COUNTY	Miami-Dade	46 780	1 UNIT
Doral	COUNTY	Miami-Dade	45 704	1 UNIT
Hialeah	COUNTY	Miami-Dade	224 669	1 UNIT
Miami-Brickell	COUNTY	Miami-Dade	399 457	1 UNIT
Miami Beach	COUNTY	Miami-Dade	87 779	1 UNIT
Miami Gardens	COUNTY	Miami-Dade	107 167	1 UNIT
North Miami	COUNTY	Miami-Dade	58 786	1 UNIT
Crestview	COUNTY	Okaloosa	80.000 IN THE COUNTY	1 UNIT
Orlando	COUNTY	Orange	238 300	1 UNIT
Kissimmee	COUNTY	Osceola	100.000 IN THE COUNTY	1 UNIT
Boca Raton	COUNTY	Palm Beach	84 392	1 UNIT
Delray Beach	COUNTY	Palm Beach	60 522	1 UNIT
West Palm Beach	COUNTY	Palm Beach	99 919	1 UNIT
Clearwater	COUNTY	Pinellas	107 685	1 UNIT
São Petersburgo	COUNTY	Pinellas	244 769	1 UNIT
Sarasota	COUNTY	Sarasota	130.000 IN THE COUNTY	1 UNIT
Sanford	COUNTY	Seminole	180.000 IN THE COUNTY	1 UNIT
Port St. Lucie	COUNTY	St. Lucie	164 603	1 UNIT
Deltona	COUNTY	Volusia	85 182	1 UNIT
Winter Park	COUNTY	Orange	35000	1 UNIT
Winter Garden	COUNTY	Orange	45000	1 UNIT
Lakelona	COUNTY	Orange	20000	1 UNIT
Kendall	COUNTY	Miami-Dade	75000	1 UNIT
Lakeland	COUNTY	Florida	110000	1 UNIT





CHANGE YOUR  
BODY IN **5**  
WEEKS\*

**BESTSHAPE**  
WEIGHT LOSS & AESTHETIC CENTER

*The Brazilian  
woman's body  
is internationally  
admired and  
seen as a beauty  
standard*

**34**  
years  
1986-2020

**2,0**  
Million  
clients

\* All expected results depend on strictly follow the  
recommendations of the treatments and the diets indicated.



EXCLUSIVE WEIGHT-LOSS METHODOLOGY  
REGISTERED IN THE U.S.

bestshape  
WEIGHT LOSS & AESTHETIC CENTER



GUARANTEE  
100%  
OR YOUR MONEY BACK

*Guarantee of Satisfaction*

bestshape med spa guarantees to the client that he/she will lose  
5% to 10% of his/her weight if he/she successfully completes his/her  
first fast weight-loss treatment, which lasts 5 weeks.

bestshape  
WEIGHT LOSS & AESTHETIC CENTER

*Dr. Edson Ramuth*  
CEO Best Shape

\*See conditions on reverse side.

ONLY WEIGHT-LOSS TREATMENT WHICH PROVIDES A CERTIFICATE OF GUARANTEED SATISFACTION

• BEST VIT a-z • PATCH-DAY • BEST-MCK



# BODY AND FACIAL TREATMENTS OFFERED

bestshape  
WEIGHT LOSS & AESTHETIC CENTER





THE MAIN SERVICES OFFERED IN ITS UNITS ARE THE AESTHETIC TREATMENTS AND THE SELF-DEVELOPED WEIGHT-LOSS TREATMENT CALLED **SCIENTIFIC WEIGHT-LOSS - METHOD 4 PHASES**.

- ULTRA TÔNUS;
- OLIGO TERMO-SLIM;
- CELLU POWER;
- ENDERMOLIPO;
- INFRA-RED;
- RADIOFREQUENCY;
- LIPO-CAVITATION;
- SUPER PUMP;
- POWER-PLATE
- NEEDLELESS MESOTHERAPY;
- LIPO LASER
- PHOTOREJUVENATION
- SHOCK WAVE
- AND MORE





# WEIGHT LOSS PROGRAM

	<b>FIVE WEEK</b>	5 WEEK PROGRAM WITH EXPECTED WEIGHT-LOSS <b>OF 10%</b> OF THE CUSTOMER'S BODY WEIGHT.
	<b>KETONE URINE TEST</b>	WEEKLY URINARY TESTS AIMING TO PROVE THE EFFECTIVENESS OF THE DIET.
	<b>AESTHETIC PROCEDURES</b>	AESTHETIC PROCEDURES INCLUDED TO COMPLEMENT THE DIETARY PLAN AND BIOELECTRICAL IMPEDANCE ANALYSIS MADE IN THE FIRST CONSULTATION, AND AURICULO STIMULATION
	<b>PATCH DAY (NEDLELESS)</b>	VITAMIN AND MINERAL SUPPLEMENTATION TO AID IN WEIGHT LOSS



# WEIGHT LOSS TREATMENTS OFFERED



We provide our clients with a self-developed weight loss methodology called **“Scientific Weight-Loss: Method 4 Phases”**, which is associated with some aesthetic procedures for achieving better results.

## OUR TREATMENT INCLUDES

-  5 WEEKLY EVALUATION
-  FREE SCIENTIFIC DIET
-  5 KETONE URINE TEST
-  FREE VITAMIN AND MINERAL SUPPLEMENTS
-  PATCH DAY

5 INFRA-RED SESSIONS | LONG-WAVE INFRARED PROCEDURE THAT COMBATS LOCALIZED FAT.

5 AURICULO STIMULATION (NEEDLESS) | TECHNIQUE OF USING POINTS ON THE SKIN OF THE AURICLE (EXTERNAL EAR) TO REDUCE APETITE.

- 5 APPLICATION PATCH SHOT B12 AND ANOTHER VITAMINS (NEEDLESS)
- 5 APPLICATION PATCH SHOT PHYTOTERAPIC WHEIGHT LOSS (NEEDLESS)





# SUPPORT VIA TELEMEDICINE

Dr. Sylvia Ramuth and her Brazilian medical team, leave in Brazil and will be available online for answering medical questions regarding the clients and treatments offered in Best Shape's units.

The Licensee can send to the telemedicine team its clients' laboratory tests and other health-related documents for the team's analysis.

All the support will be provided in English and Portuguese.

Dr. Sylvia Ramuth has doctor in aesthetic medicine in Brazil of experience in the weight-loss and aesthetic segment.



# BEFORE & AFTER RESULTS



# BEFORE & AFTER RESULTS





# BEFORE & AFTER RESULTS





# IMPLEMENTATION COSTS

**bestSHAPE**  
WEIGHT LOSS & AESTHETIC CENTER



**FRANCHISE FEE  
FEE US\$30K**



**US\$ 120K  
INVESTMENT**



## **03 EMPLOYEES**

- **2 ESTHETICIAN**
- **1 NUTRITIONIST - ON LINE (PART TIME)**
- **FRANCHISEE - SALES AGENT**  
COACH WEIGHT LOSS FULL-TIME



**MONTHLY ROYALTY  
10% OF UNIT'S  
GROSS INCOME**



**2000 sf2**



ANALYSIS OF PROFITABILITY OF A UNIT - MODERATE PREDICTION				
Gross sales	packet/day	Working Days	5-week package price	Revenue
Cellulitis Treatment Sales of 3 weight loss packages and 3 aesthetic packages per working day.	3	26	\$528,00	\$41.184,00
GROSS INCOME				\$41.184,00
Monthly Expenses				Values
Rent:				\$5.000,00
Salaries + Social charges (3 employees: 2 esthetician and 1 Nutritionist on-line)				\$7.000,00
Phone/Internet/Water/Light				\$1.000,00
Marketing				\$2.000,00
Royalties				\$4.000,00
Other expenses				\$1.000,00
Total \$				\$20.000,00
Fixed and Variable Costs				\$20.000,00
NET INCOME				\$21.184,00

Note: All data presented herein are estimates based on a sample of the network's branches. The franchisor does not guaranteed any sort of return, the branches' financial results depend on the franchisee's administration performance.

## First Year Profit Forecast - US\$ 250k



Company market value after 1 year of activity  
**3x** annual profit = **\$ 750k**



Note: All data presented herein are estimates based on a sample of the network's branches. The franchisor does not guaranteed any sort of return, the branches' financial results depend on the franchisee's administration performance.



# UNITS

## IN OPERATION

 ORLANDO

 POMPANO BEACH

 NORTH MIAMI

 HOLLYWOOD

 WINTER GARDEN

## COMING SOON

 DORAL

 PEMBROKE PINES

 WESTON

 MARIETTA-GA

- Transfer of know-how of 34 years.
- Advice and support in the functioning units made by Edson Ramuth and another general manager operation.
- Technician training of the staff before the opening of the units.



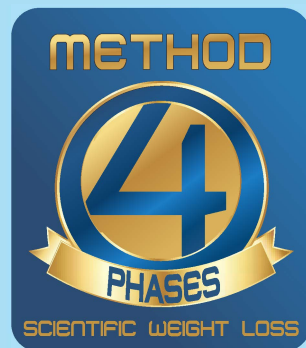


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+1 (407) 574.2636  
[business@floridaconnexionbusiness.com](mailto:business@floridaconnexionbusiness.com)  
[floridaconnexionbusiness.com](https://floridaconnexionbusiness.com)

**Luciano Medeiros**  
*Principal*  
+1 (832) 675.2415

**Ricardo Jovino**  
*Associate*  
+1 (407) 493.2070