

THE PILOT LOCATION

KEY STATS AND LEARNINGS

Members:

- Average Spend - \$267 (All) \$611 (Top 25%)
- Membership Conversion – 30%
- Age Range – 35-54
- Gender - 74% Women
- Membership Type – Basic Chill / VIP Chill

Location:

- Improved co-tenancy
- Higher daytime population
- 65% live within 5 miles
- Better space efficiency to support increased customer utilization

Operations:

- Staffing and hours are running under proforma
- Services and pricing are well received by customers
- Retail has been underperforming

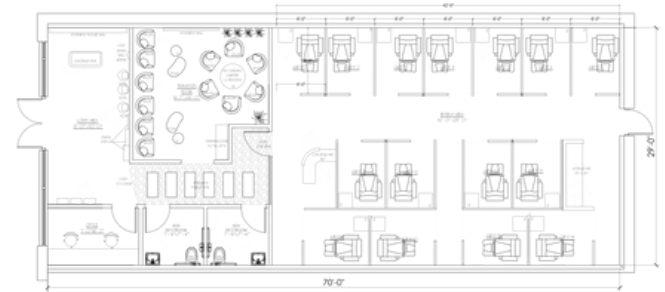


LOCATION 2.0

BASED ON WHAT WE LEARNED
FROM THE PILOT LOCATION



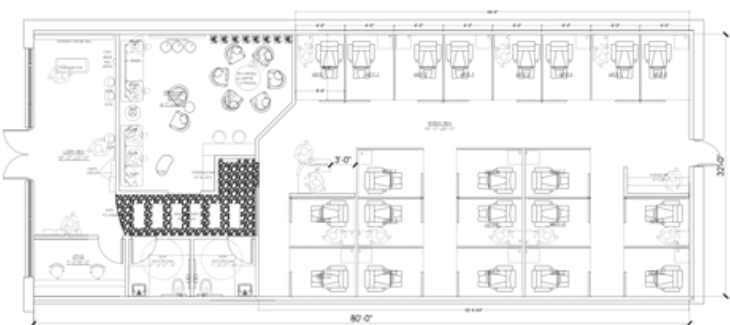
70' X 29' 2030 SQ. FT. PROTOTYPE – 15 RETREATS



FLOOR PLAN
29'-0"X70'-0" (2030 SQ. FT.)



80' X 32' 2560 SQ. FT. PROTOTYPE – 21 RETREATS



FLOOR PLAN

