



# SOAK

Modern Australian bathhouse & social  
wellness center

USA Expansion Plan

2024-2025

Confidential

<https://soakbathhouse.com.au/>

<https://www.instagram.com/soak.bathhouse/>



# ABOUT SOAK BATHHOUSE



Soak Bathhouse is a retreat, reinvented, to help you reconnect to yourself and create a wellness routine for your everyday life.

Traditional wellness retreats are reserved for the lucky few who can afford the time, money and travel to devote to a one-off weekend of wellbeing. The new habits and feelings of bliss quickly fall away when the sanctuary of the retreat is gone, and daily life once again takes over.

Combining affordability and luxury, Soak Bathhouse is a modern Australian bathhouse and social wellness center, conveniently located in the heart of accessible urban locations.

For your 90-minute micro dose of wellness, move between our **mineral pools, hot spas, cold plunge, salt room, cold cave, dry sauna and steam room**, or relax and unwind with one of our **signature massages and therapies**. Or use our innovative technology to enhance your experience with our **LED facials** and **private infrared saunas**.

Soak Bathhouse is a new way to unplug and restore your wellbeing.



# SOAK USA



Soak Australia is currently the industry-leading standard when it comes to social wellness and creating healthy wellness routines for the masses. In just four short years, Soak Australia has grown from a concept and idea to a highly successful wellness industry innovator and has built an impressive foundation for large-scale expansion with very strong unit economics. Soak Australia currently has two locations that serve several thousand customers per week and is set to open several new locations over the next five years. Soak Alexandria, Soak Bondi Junction and Soak South Yarra open in 2024 and several more locations and markets are currently under development.

Soak USA's vision is to leverage the successful brand, concept and formula created in Australia and create a fully funded stand-alone business entity in North America that is capable of substantial scale and industry-best unit economics. Soak USA will open its first Texas location/s in 2024 and then look to expand its footprint nationally over the next five years. Soak USA's vision is to build a \$150M to \$200M enterprise value company in less than five years.



# STRONG UNIT ECONOMICS



Soak delivers strong best-in-class unit economics and return on capital.

- Average sales: **\$2.8M+ USD** (Conservative Model)
- Sales mix: ~**80% Soak Sessions Hourly Passes and Premium Upgrades**, ~**15% Massage Services**, and ~**5% Food & Beverage**
- Gross cost to build/open: **\$2.2M to \$2.4M Per Location** (before landlord incentives / T.I.)

## Assumptions:

- Conservative model ~25%-30% less than actual audited unit economics in Australia.
- Per location, two locations open for >12 months. (Mermaid Beach & West End). Fully loaded costs, non-normalized.
- Sales mix may vary by location.

# USA MARKET ANALYSIS

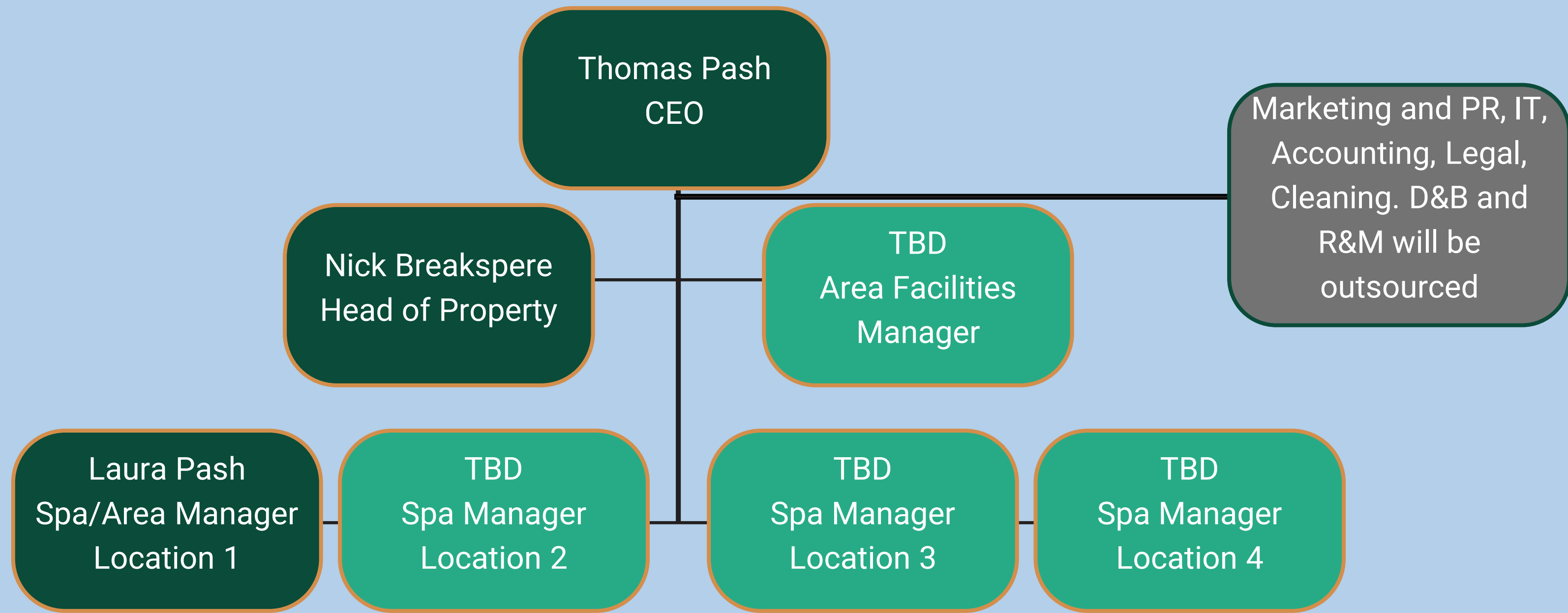


**Soak USA will look to leverage Soak Australia's successful concept and business model.**

- Currently, there is not a concept similar to Soak in North America; Soak USA would be the first concept in the U.S. market to focus on social wellness and creating wellness routines for the masses.
- Similar concepts focus on premium spa services or recovery only, making Soak USA's market position unique and highly scalable.
- Australia has always been synonymous with health, wellness and longevity. Soak USA will honor and leverage the "theme" of Australia throughout the marketing and spa experience.
- Focus groups endorse the positioning in the market; however, some slight modifications might need to be made to the branding and marketing to "Americanize" the concept slightly.

# SOAK USA LEADERSHIP

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# SOAK SERVICES & AMENITIES

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**To make wellness accessible through inclusive, affordable, quality experiences that help you create wellness routines for your everyday life.**

Our Mission - Soak Bathhouse





# PILLARS OF WELLNESS

The Pillars of Wellness are key elements of life that are needed to achieve wellness. Soak Bathhouse's products & services all support the Pillars of Wellness, and these Pillars are always at the core of what we do.

- **Nutrition**
- **Movement**
- **Recovery**
- **Connection**







# PRODUCTS & SERVICES

Soak Bathhouse offers a range of quality indoor & outdoor bathing and wellness facilities and services. A Soak session includes entry to the communal areas & unlimited use of facilities such as:

**Magnesium pool**

**Hot spas**

**Hot bathing pool**

**Salt room**

**Cold cave**

**Wood sauna**

**Steam room**

**Infrared sauna**

**Relaxation zones**

**Cold plunge pool**



# PREMIUM EXTRAS

Premium products & services charged at an additional fee are:

- **Private infrared sauna**
- **Massage therapy**
- **LED Facials**
- **Robe & Towel hire**
- **Food & Beverage**





# HOT & COLD THERAPIES

Soak Bathhouse has created unique protocols for experiencing hot & cold therapies, designed to achieve optimal health & wellbeing.

Benefits include:

- **Reduced pain & inflammation**
- **Improved recovery time**
- **Improved mood & mental health**
- **Increased clarity & focus**
- **Increased metabolism & weight loss**







# A VARIETY OF WAYS TO SOAK

Soak sessions, products and facilities  
can be experienced through:

**Casual individual use**

**Multi session packs**

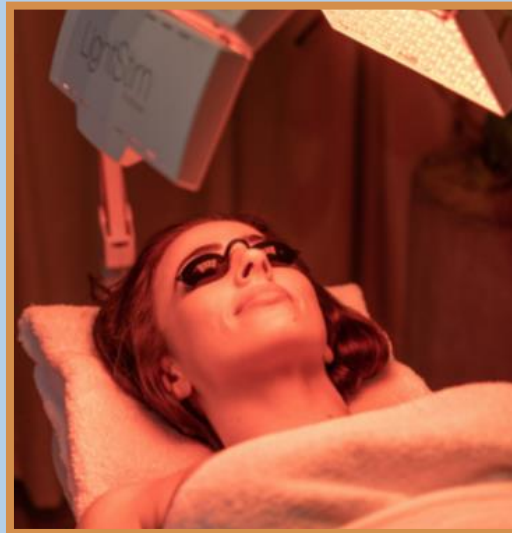
**Gift vouchers**

**Memberships**

**Bespoke Corporate, Event or Group  
packages**



# SAMPLE SOAK MENU/PRICING



## SOAK

From \$49 (\$59 Sat/Sun)  
90 minutes  
Towel Hire

BOOK NOW

GIFT CARD

## SOAK & SIP PACKAGE

From \$69 (\$79 Sat/Sun)  
90 min Soak  
Wellness Snack  
Two Complimentary Alcoholic or  
Non-Alcoholic Drinks  
Towel Hire

BOOK NOW

GIFT CARD

## SOAK & LED FACIAL

From \$98 (\$108 Sat/Sun)  
20 min LED Treatment  
90 min Soak  
Towel Hire

BOOK NOW

GIFT CARD

## SOAK & MASSAGE

From \$159 (\$184 Sat/Sun)  
50 min Massage  
90 min Soak  
Towel Hire

BOOK NOW

GIFT CARD

## SOAK + INFRARED SAUNA

From \$98 (\$108 Sat/Sun)  
45 min Infrared Sauna  
90 min Soak  
Towel Hire

BOOK NOW

GIFT CARD

## MASSAGE

From \$110 (\$125 Sat/Sun)  
50 min Massage

BOOK NOW

GIFT CARD

## SOAK & SOUND

Every Wednesday in Spring at  
Mermaid Beach  
Every Wednesday in Spring from 4  
October at West End  
5pm - 8pm  
Included when you book a Soak  
Session or Soak & Sip during this  
time

BOOK NOW

GIFT CARD

WEST END AND MERMAID LOCATIONS  
SAMPLE MENU/PRICING

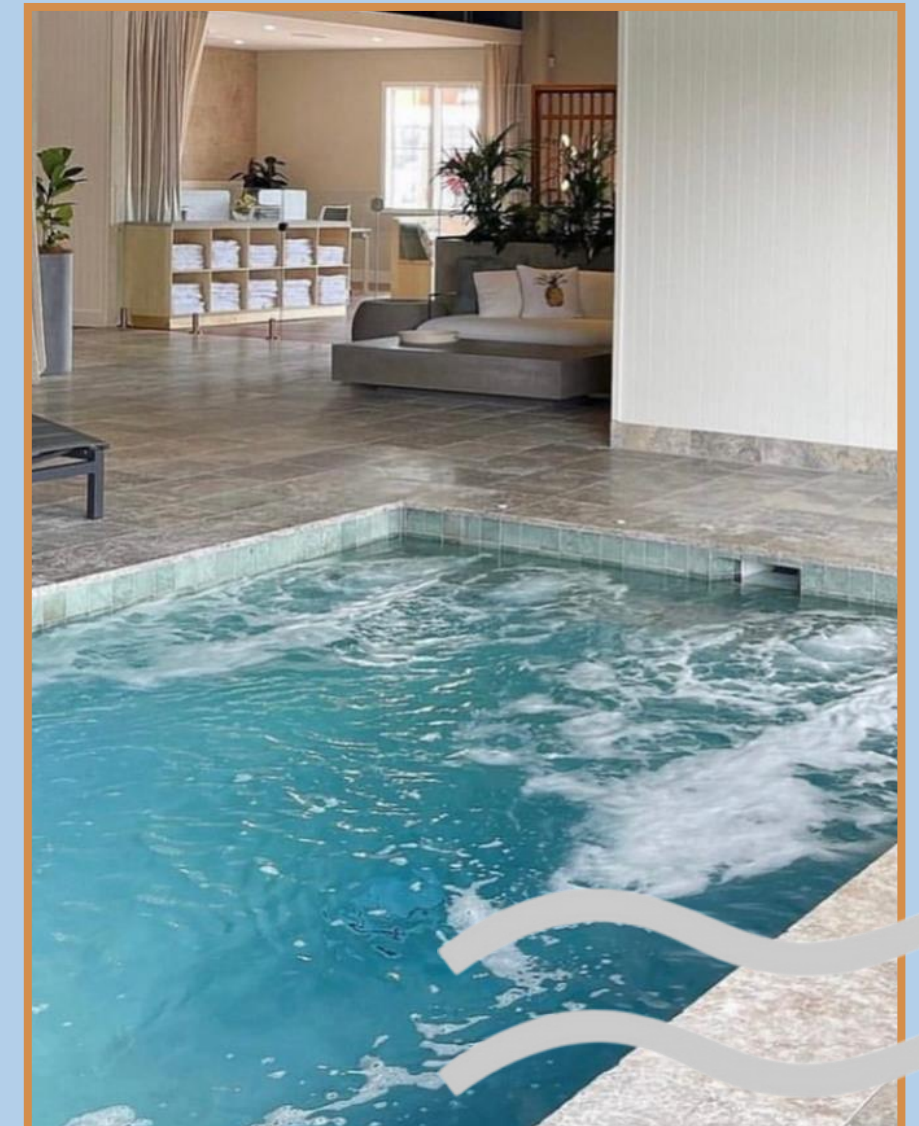


# SOAK & SOCIAL





# SOAK & SOCIAL





# SOAK & SOCIAL



What's on  
in  
December

SOAK





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# CUSTOMER DEMOGRAPHIC INFORMATION

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# TARGET CUSTOMER

SOAK has a clearly defined customer demographic profile that pulls from several strong catchment segments. Soak appeals to a broad range of socio-economic markets/consumers.

Young Social  
Mature Me-Time  
Wellness Junkie  
Special Occasion Decision Maker  
Wellness Tourist



# YOUNG SOCIAL

Female, 20 - 35

- No kids
- Comes with friends in group
- Values social connection & social status
- Interested in beauty, health, body
- Steady job, low - mid income
- Holds gym/boutique membership

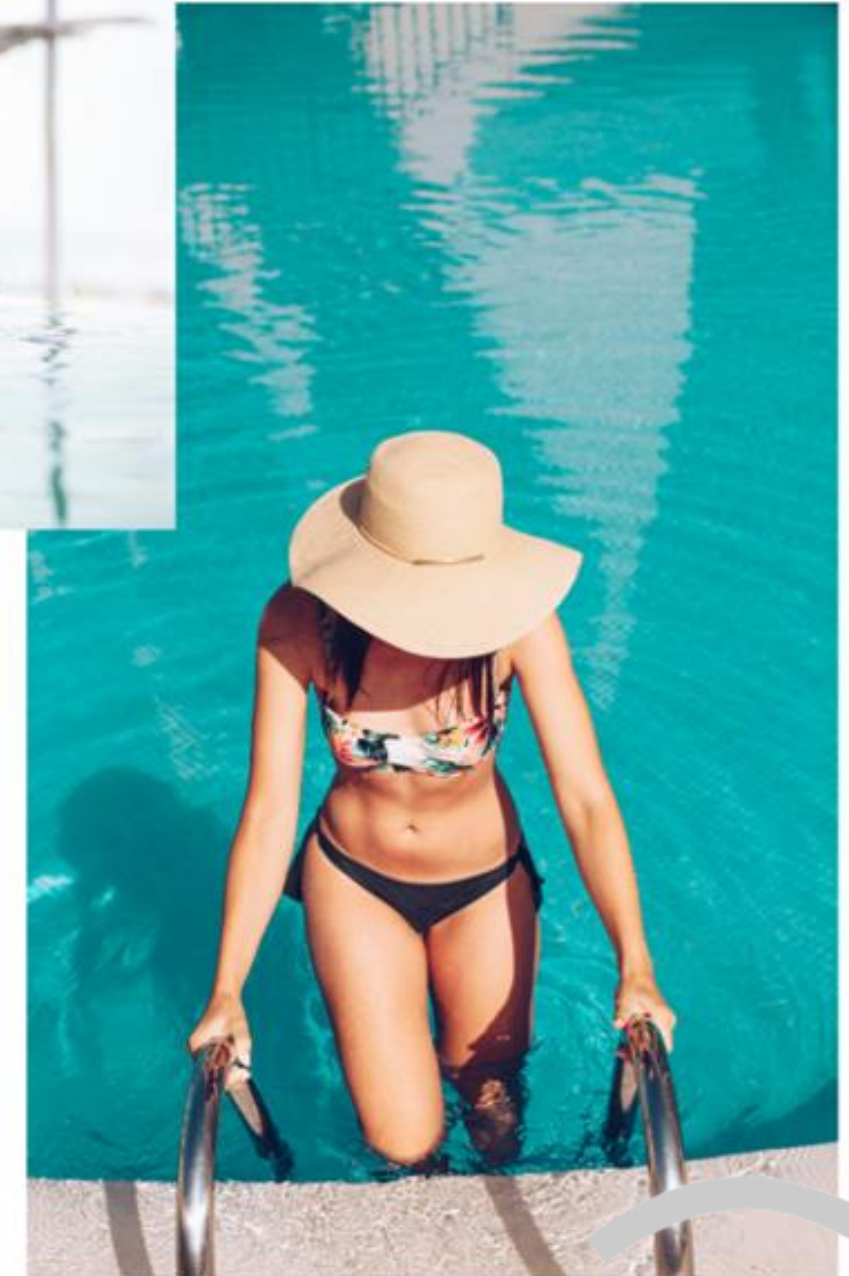
Channels:

- Instagram
- Influencers
- Referral





# YOUNG SOCIAL





# MATURE ME-TIME

Female, Male 35 - 55

- No kids or school age / older kids
- Values relaxation & disconnection from stressful/busy life
- Interested in longevity, life quality, recovery
- Soak is quality time with self, partner or friends
- Steady job or self-employed - mid to high income
- Membership & Massage opportunity



Channels:

- Facebook, Referral, Google





# MATURE ME-TIME





# WELLNESS JUNKIE

Male, Female, 25 - 45

- Loves health, fitness & wellness
- Tries latest trends - first adopter.
- Interested in biohacks & recovery
- Has a strong health & fitness regime
- Solo visits
- Data / research / science driven
- Mid - high income
- Membership, Massage & Infrared Sauna opportunity



Channels:

- Instagram, Google, Wellness experts



# WELLNESS JUNKIE





# SPECIAL OCCASION DECISION MAKER

Female, Male 25 - 55

- Decision maker for friends and family group for:
  - Special occasion bookings
  - Gift purchases
- Looking for unique but easy gifting experiences
- Time poor
- Low - mid income - looking for value
- Social connector and influential amongst friend & family group

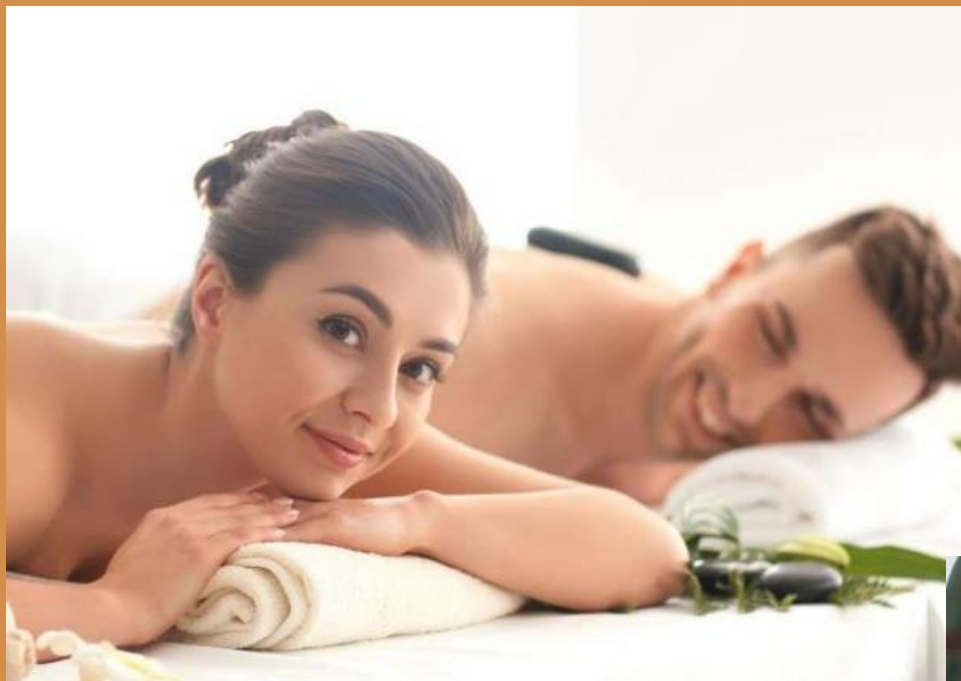
Channels:

- Radio, Instagram & Facebook





# SPECIAL OCCASION





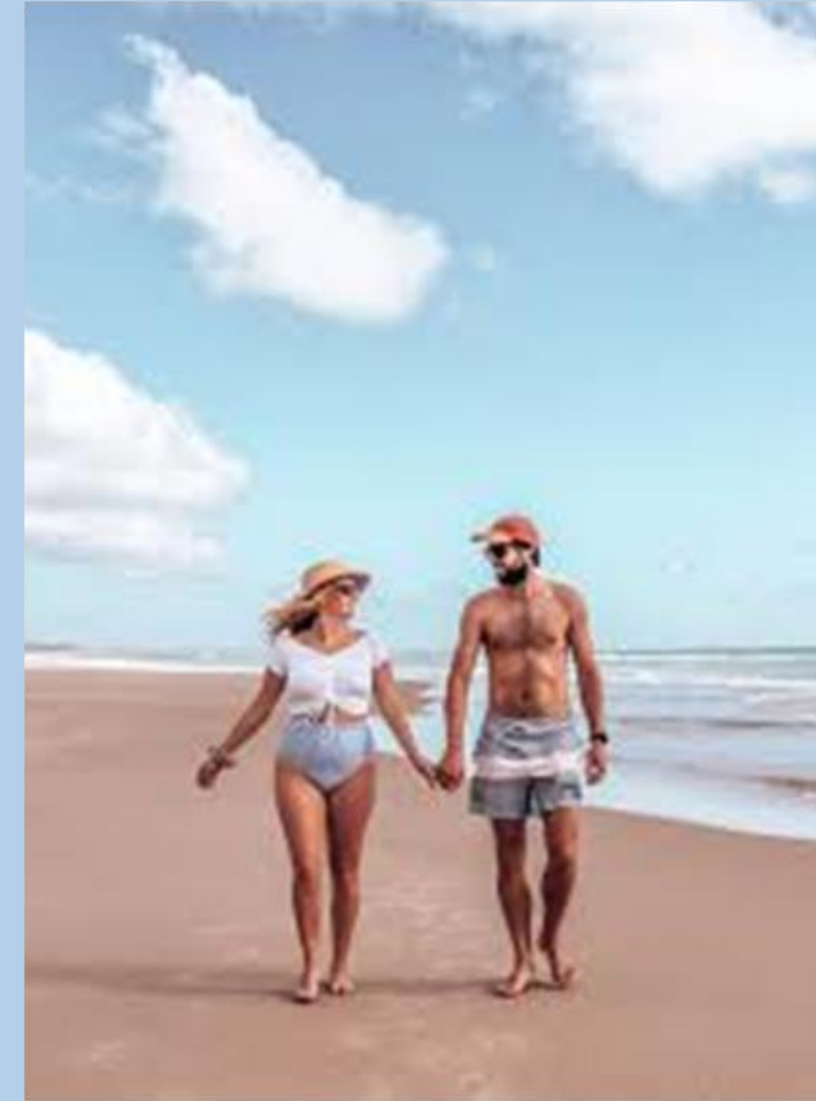
# WELLNESS TOURIST

Female, Male 25 - 55

- International or domestic tourist
- Happy to invest in unique wellness experiences whilst on holiday
- 'Wellness tourism' market
- Looking to relax and refresh
- Experiential
- Mid - high income

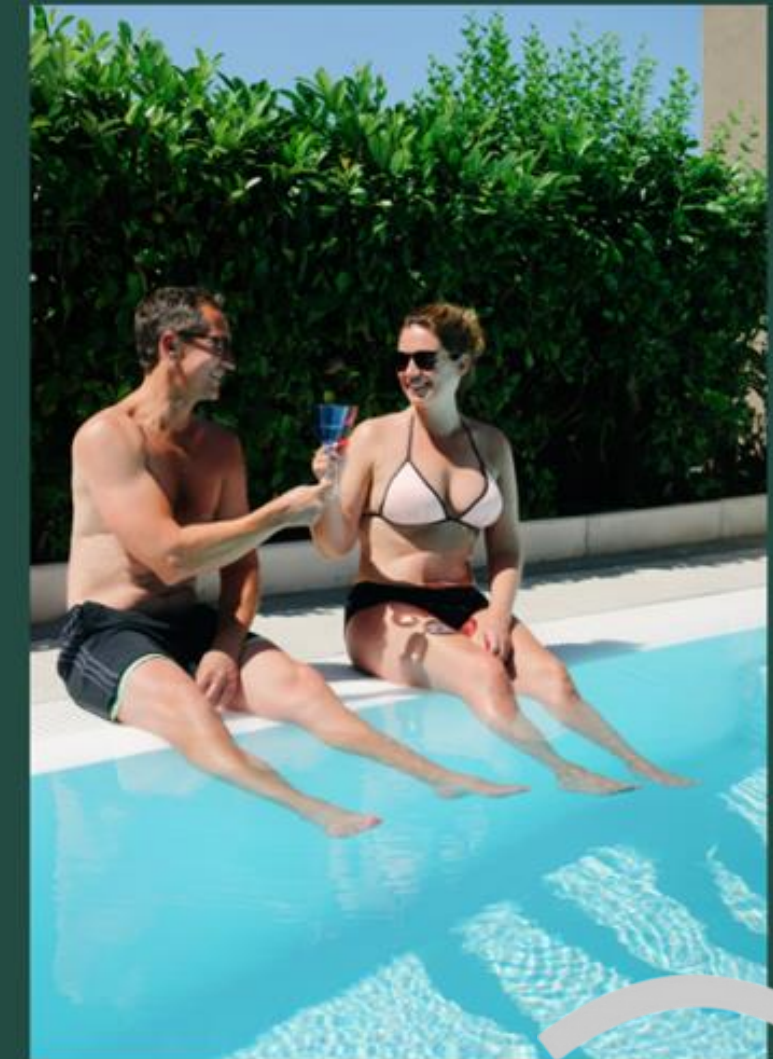
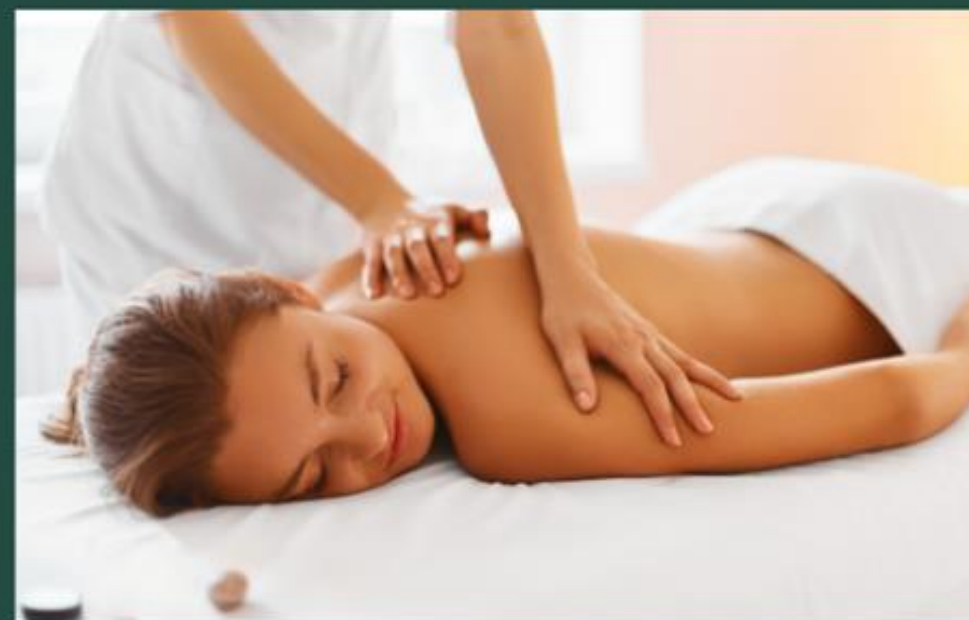
Channels:

- Instagram & Facebook
- Google
- Travel Influencers / blogs / Destination Guides





# WELLNESS TOURIST





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# DEVELOPMENT PLANNING & PIPELINE

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# SPA LEVEL ECONOMICS

**Annual Sales Per Location: \$2.8M USD** (Conservative Model)

**Sales Split:** (may vary slightly by location)

Soak Sessions and Premium Services: ~**80%**

Massage Therapy: ~**15%**

F&B: ~**5%**

**Gross Cost to Build/Open Per Location: \$2.2M to \$2.4M**

## **Operating Hours and Traffic**

Monday to Thursday & Sunday; 6:30am to 10pm (Avg: 175-250 customers per day)

Friday & Saturday: 6:30am to Midnight (Avg: 350-450 customers per day)

**Occupancy Certificate (O.C.):** Typically, 45-70 customers max depending on floor plan and city codes.





# AUSTRALIAN LOCATIONS - OPEN & COMING SOON

## Queensland

Gold Coast, Mermaid Beach      Open

Brisbane, West End      Open

## Victoria

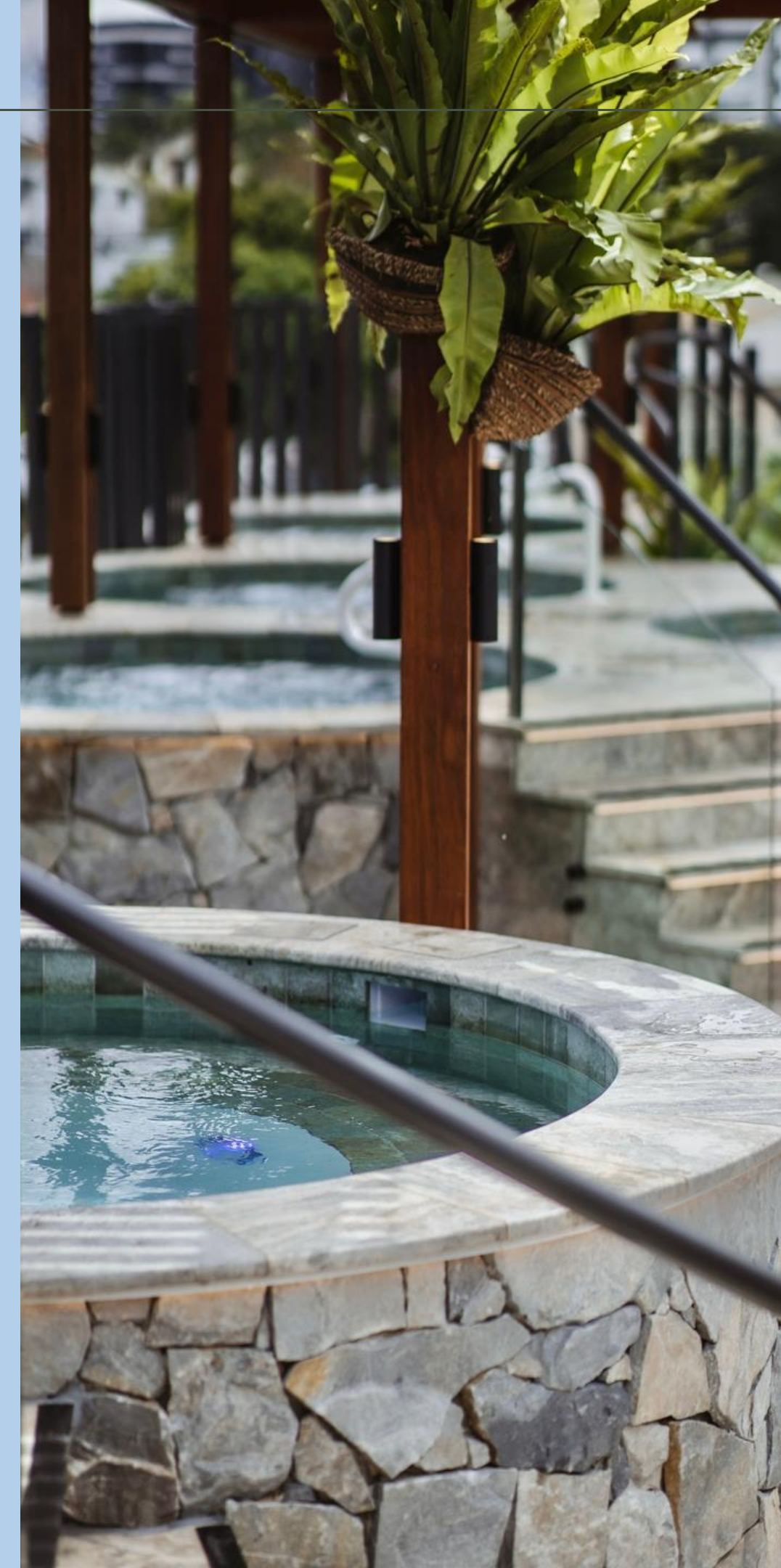
Moorabbin, VIC      Coming soon

Burwood, VIC      Coming soon

## New South Wales

Sydney, Alexandria      Coming soon

Sydney, Bondi Junction      Coming soon





# US LOCATIONS - LAUNCH MARKETS

**Texas** (Focus on high-density Young Social, Mature Me-Time, Wellness Junkie, Special Occasion Decision Maker and Wellness Tourist catchments)

Houston (The Heights - Inner loop)

Houston (Katy)

Houston (Spring/Woodlands)

Houston (Nasa/Clear Lake)

Austin (The Triangle)

Austin (Downtown)

Austin (Domain)

Dallas (Addison)

Dallas (Frisco)

Dallas (Uptown)

Dallas (Allen)

San Antonio (Pearl)

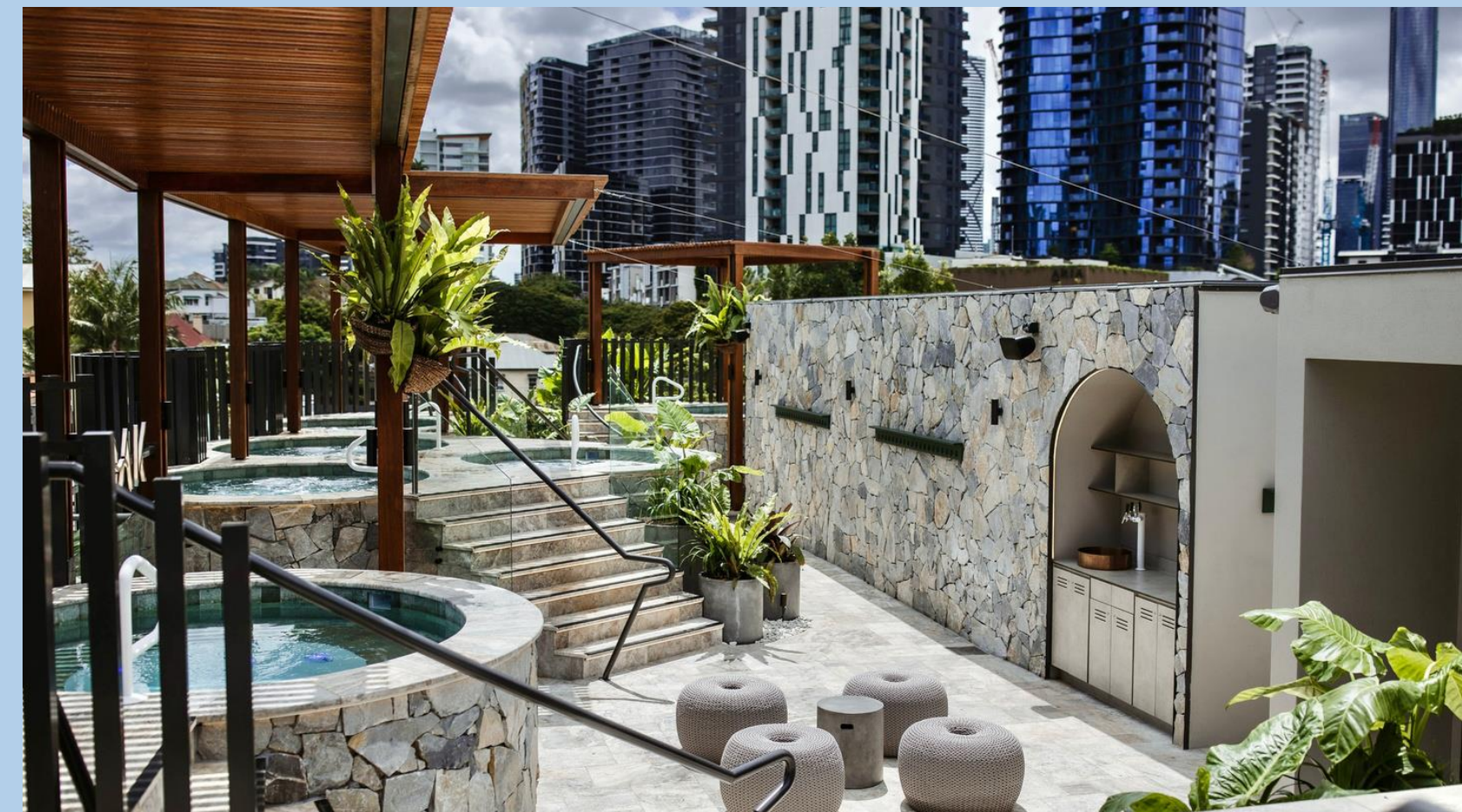




# DESIGN & CONSTRUCTION CAPABILITIES

Soak Bathhouse boasts an experienced design & construction team, supported by advanced technology to bring its designs to life. The D&C team includes:

- A proven founding and leadership team coming from hospitality, fitness, retail and real estate backgrounds.
- Award winning architects specializing in designing Hospitality & Retail spaces.
- Engineers experienced in pool and building design in spaces from warehouses to roof top podiums.
- Interactive software which gives the ability to navigate a life-like facility off of the plan and provides a detailed 3D model and 2D documentation.





# SITE METRICS & BUILDING CONSIDERATIONS

**Size: 5,000-8,000 SqF (Indoor/Outdoor and or Mix)**

Suitable for **Commercial buildings, retail, bulky goods, warehouse** and **unique standalone buildings**  
Workable with 100% inside space and or mix of inside and outside.

**Ground Level (slab on grade)**

- Minimum ceiling height 12 feet (providing pools can go in the ground)

**1st Floor and above (Suspended slab)**

- Minimum ceiling height is 14 feet (pools sit 4.5 feet out of ground). Engineered to suit the weight of pools.

**Roof Top** - Engineered to suit weight of pools,

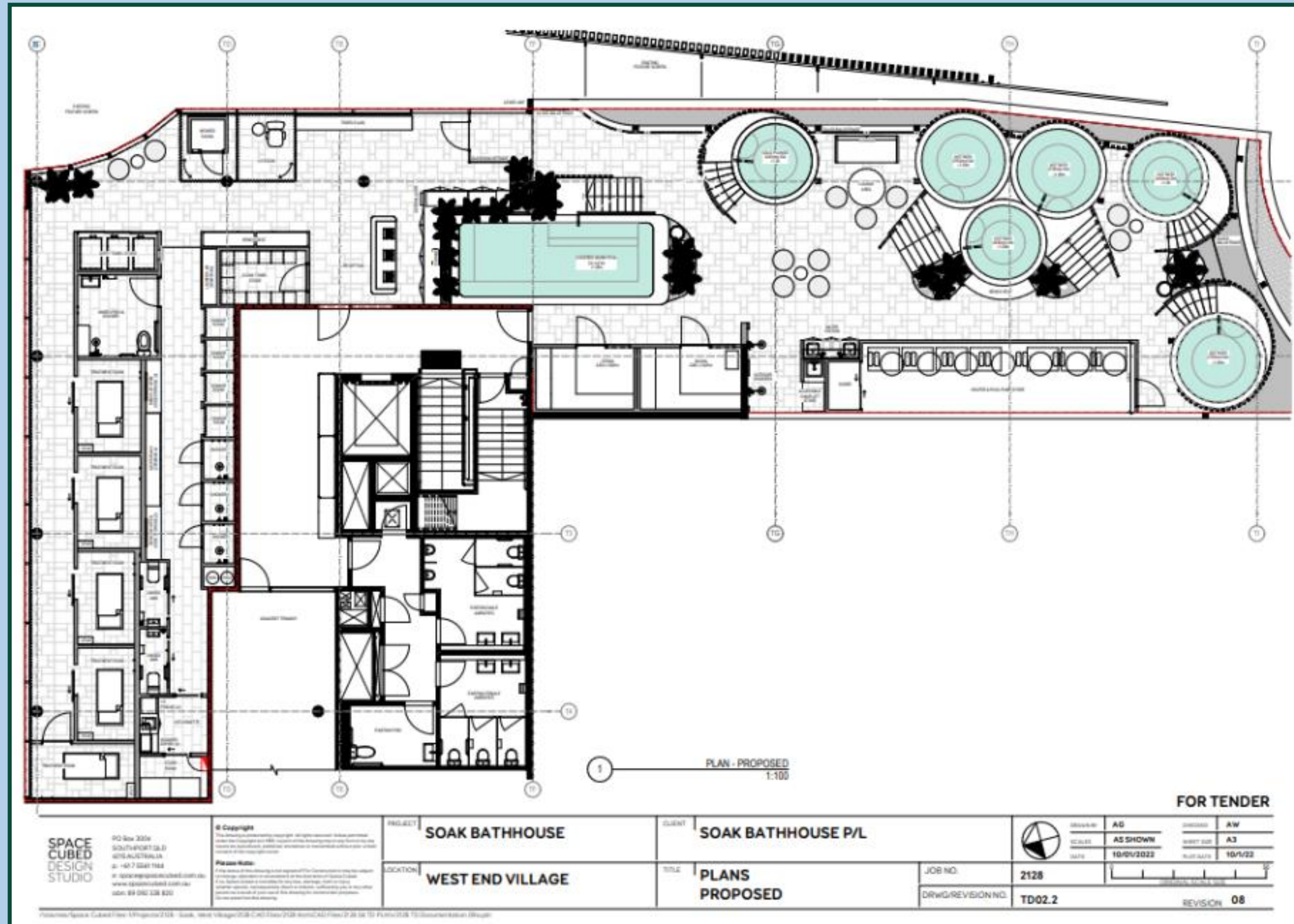
**Ventilation** - Adequate ventilation needed via open air spaces or sufficient mechanical ventilation to extract heat and moisture from the pools.

**Light** - A strong preference for a good amount of natural light into the tenancy.

**Occupancy Certificate (O.C.)** - Typically, 45-70 customers max depending on floor plan and city codes.



# EXAMPLE FLOOR PLAN







SOAK

bathhouse



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## Contact Information

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