



HYDE PARK CAPITAL

Integrity | Expertise | Results

Investment Banking | Mergers & Acquisitions | Capital Raising

Overview

Nationally recognized investment bank
founded in 2000

Over 300 transactions completed, totaling
more than \$10 billion in transaction value

Extensive relationships with leading
institutional lenders, PE investors,
and strategic buyers

Proven ability to source quality buyers
and maximize deal value

Industry Expertise

- Business Services
- Consumer
- Financial Services
- Healthcare
- Industrial Services
- Technology

Investment Banking Services

Mergers & acquisitions, recapitalizations,
and management buyouts

Capital raising of equity, mezzanine, and
senior debt capital

Financial advisory, analytical support,
and fairness opinions

Comprehensive and targeted sell-side
marketing efforts

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MedSpa

Market Insights Fall 2024



MedSpa Market Observations

A Large and Growing Industry Supported by Strong Tailwinds

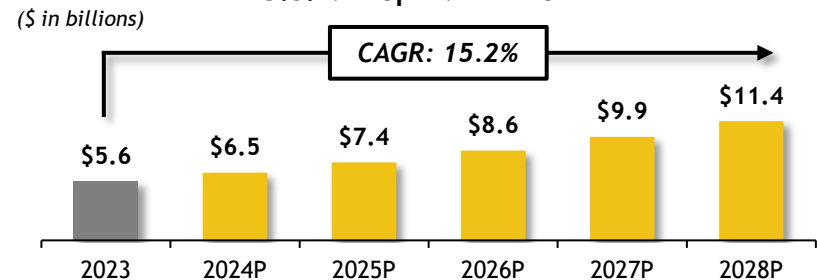
Overview

- The ~\$5.6B U.S. MedSpa market provides non-invasive aesthetic procedures to multiple age groups
- Consensus suggests the U.S. MedSpa market will reach ~\$11.1B by 2028P (15.2% CAGR), fueled by:
 - **An expanding addressable market:** Women aged 35-54, the sector's largest customer base, is a demographic that has grown significantly in recent years and is expected to keep rising through 2040
 - The male customer base has displayed 5% Y-o-Y growth and presents itself as a target demographic in the coming years
 - **Increased cultural acceptance:** ~30% of American adults aged 18-24 have used MedSpa services, with ~16% planning to try MedSpa services, indicating rising popularity among younger generations
 - **Favorable consumer spending trends:** Gen Z, a rapidly growing customer demographic in the MedSpa space, accounted for ~4% of total consumer spending in 2022 and is projected to account for ~23% by 2030
 - Nearly half of Gen Z (~47%) view cosmetic procedures as essential to their mental health, reinforcing the favorable spending trends in the space
 - **Heightened importance of self care:** Americans are taking charge of their self-care as ~70% of U.S. consumers actively buy products related to wellness / self-care and ~94% of American women incorporate at least one healthy habit into their daily routines
 - **Proactive social media presence:** ~50% of MedSpas currently invest in healthcare digital marketing with established practices typically investing ~2-5% of their budgets on digital marketing
 - **Technology advancements in treatments:** The adoption of electronic health records, advanced patient management systems, and artificial intelligence has enhanced operational efficiency and customer satisfaction by streamlining operations, increasing efficiency and improving customer support

Core Service Offerings



U.S. MedSpa Market Size



Macro Tailwinds



MedSpa Market Observations (cont.)

Favorable Investment Considerations Have Attracted Financial Sponsors to the Sector

Attractive Investment Attributes



Loyal, recurring client base, with 73% of first-time customers returning for additional services



100% private-pay, cash-based model that achieves higher margins by eliminating reimbursement risk



Services can be performed by physicians, nurses, or technicians, providing staffing flexibility



Long-term growth trends include increasing disposable income, a rapidly aging population, and an increased emphasis on health and beauty



Physician-led, medically licensed practices benefit from strong pricing power and competitive advantages

Select Sponsor Platforms

Platform	Ownership	Platform	Ownership
COSMETIC SKIN & LASER CLINIC (Petoskey, MI)	INCLINE EQUITY PARTNERS (Pittsburgh, PA)	re.vive (San Diego, CA)	PLEXUS CAPITAL (Raleigh, NC)
Elase (Draper, UT)	IMPERIAL CAPITAL (Toronto, Canada)	SEV (Burbank, CA)	LEVINE LEICHTMAN CAPITAL PARTNERS (Los Angeles, CA)
EMPOWER AESTHETICS (Austin, TX)	SHORE Capital Partners (Chicago, IL)	SL (Newport Beach, CA)	Vista Verde Group (Carmel, IN)
evolve (Hoboken, NJ)	Viper Equity Partners (North Palm Beach, FL)	SKINPHARM (Nashville, TN)	PRELUDE GROWTH OPPORTUNITIES (New York, NY)
(hiatus) SPA-RETREAT (Dallas, TX)	PLATT PARK CAPITAL PARTNERS (Denver, CO)	SKIN SPIRIT (Seattle, WA)	KKR (New York, NY)
Ideal Image (Tampa, FL)	TPG (New York, NY)	Total Med SOLUTIONS (Plano, TX)	OROCO CAPITAL (Bethesda, MD)
LASER MD med spa (Braintree, MA)	POTOMAC EQUITY PARTNERS (Washington, DC)	VICTORIA PARK MEDISPA (Quebec, Canada)	PELTON (Toronto, Canada)
LaserAway (Beverly Hills, CA)	ARES (Los Angeles, CA)	VIVA DAY SPA (Austin, TX)	LEAD CAPITAL PARTNERS (Nashville, TN)
medicart (Quebec, Canada)	WALTER CAPITAL PARTNERS (Westmount, Canada)	V/O med spa (Medina, OH)	TUCKER'S FARM (Paget, Bermuda)
OVME (Atlanta, GA)	BALANCE POINT CAPITAL (Westport, CT)	EVERYOUNG ANTI-AGING CENTER (Boca Raton, FL)	HIGHMOUNT MADISON (Winchester, MA)



MedSpa Market Observations (cont.)

Rapidly Growing and Highly Fragmented Sector Ripe for Continued Consolidation

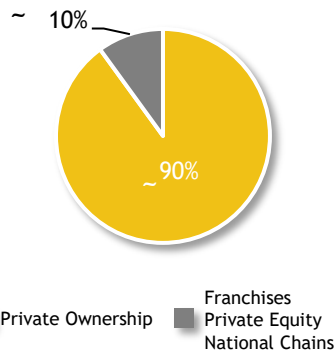
Overview

- With nearly 10,500 locations across the U.S., the rapidly growing MedSpa sector remains highly fragmented
 - ~90% (9,400+) operate as privately-held entities while the remainder are either owned by franchises, private equity or national chains
 - Fragmentation underscores the potential for consolidation and presents significant opportunity for larger, privately-held and / or sponsor-backed companies to expand through M&A
- In 2023, the number of medical spas grew by ~1,600, with the majority being single-location establishments
 - These single-location practices amount for ~80% of the industry, highlighting a significant opportunity for the acquisition of smaller, individual businesses
 - These businesses often lack the resources and infrastructure to support a growing customer base, creating a significant opportunity for existing platforms to consolidate, scale, drive innovation and realize synergies

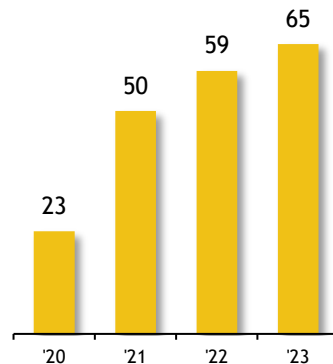
Select Recent M&A Transactions

Date	Target	Acquiror	Location
Jun '24	absolute aesthetics REJUVENATION CENTER	dermcare MANAGEMENT	Florida
Jun '24	MirabelleMD BEAUTY, HEALTH & WELLNESS	PRINCETON MEDSPA PARTNERS	Kansas
May '24	NONAGE	estheticscenter	Virginia
May '24	Artisan plastic surgery	OLYMPUS	Georgia
May '24	ASCEND PLASTIC SURGERY	SHERIDAN CAPITAL PARTNERS	Georgia
Apr '24	evolve MED SPA	Viper Equity Partners	New Jersey
Apr '24	Skin A MEDICAL SPA	MDESTHETICS	Virginia
Apr '24	Mivaglo Aesthetics	MDESTHETICS	Virginia
Apr '24	SKINTOLOGY MED SPA by DR. JENNIFER WALTON FRANCHISE	SKIN & SPIRIT	New York
Feb '24	CERATE	AMP	Tennessee
Jan '24	RENEWAL CLINIC	SURGERY PARTNERS	Texas
Jan '24	Opulent AESTHETICS & WELLNESS	MDESTHETICS	Massachusetts
Jan '24	New radiance	AMP	Florida

MedSpa Ownership



M&A Activity



Sources: American Med Spa Association, Capital IQ, Pitchbook.

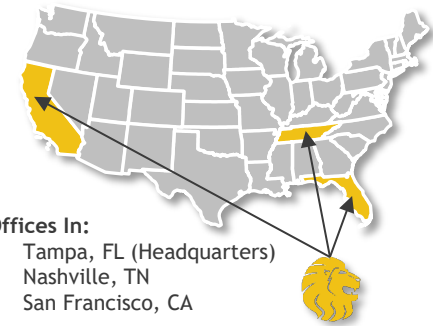


HYDE PARK CAPITAL

Investment Banking | Mergers & Acquisitions | Capital Raising

HPC Overview

- Founded in 2000 by the two prior heads of the Technology and Healthcare Investment Banking Groups at Raymond James, HPC has four locations throughout the US
- Advised on **300+ transactions** and has been a consistent leader in providing independent and unbiased strategic counsel and advisory services to global sellers and buyers of middle-market firms
- Diverse team with extensive execution experience across all areas of Healthcare
- Bulge bracket capabilities with a boutique touch



- Offices In:
- Tampa, FL (Headquarters)
 - Nashville, TN
 - San Francisco, CA

Industry Leading. . .



- M&A Atlas Awards Boutique Investment Bank of the Year and Deal of the Year Winner (Business Services)



- 21st Annual M&A Advisors Awards Finalist



- Global Finance World's Best Investment Bank (Southeast Region)

Healthcare Coverage. . .



With a Focus on Retail Healthcare



Senior Bankers Committed to Retail Healthcare Sector Coverage

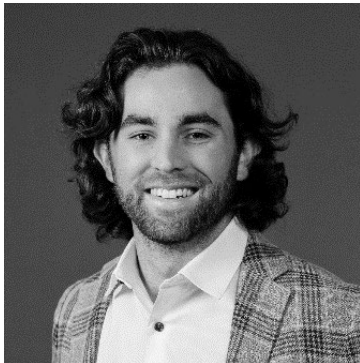
Experienced Investment Bankers



Craig Lawson
 Managing Director
 (415) 515-6315
 lawson@hydeparkcapital.com

Experience:

- 25+ years of investment banking experience
- Former founder & managing director of investment bank MHT Partners (Acquired by Cowen in Oct. 2020)
- Advised on 75+ M&A transactions and capital raises



Josh Paul
 Vice President
 (321) 394-5824
 jpaul@hydeparkcapital.com

Experience:

- 6+ years of investment banking experience
- Advised on 20+ strategic M&A and capital raises

Select M&A Advisory Transactions

 has entered into a strategic partnership with a portfolio company of 	 midwest orthopedic SPECIALTY HOSPITAL & Affiliates has entered into a joint venture with a portfolio company of 	 has entered into a joint venture with a portfolio company of 	 has been recapitalized by
 has been acquired by a portfolio company of 	 has been acquired by a portfolio company of 	 has been acquired by a portfolio company of 	 has been acquired by a portfolio company of
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Note: Includes transactions in which HPC employees participated while at a former employer.