The FUTURE IN THE BUSINESS OF WELLNESS

Fast-track growth
Massage Envy

**Our Mission:** To provide a pathway to wellness through professional, convenient and affordable massage therapy and spa services.

**955 locations in 48 states**
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2002</td>
<td>• First Clinic in Scottsdale, AZ opens!</td>
</tr>
<tr>
<td>March 2003</td>
<td>• Launched Franchise System and soon grew out of AZ</td>
</tr>
<tr>
<td>October 2004</td>
<td>• 150,000&lt;sup&gt;th&lt;/sup&gt; Massage Performed</td>
</tr>
<tr>
<td>April 2006</td>
<td>• 1,000,000&lt;sup&gt;th&lt;/sup&gt; Massage Performed</td>
</tr>
</tbody>
</table>
March 2006
• 1st Wisconsin location opens in Delafield

November 2008
• 500th Massage Envy location opens

March 2010
• 20,000,000+ massages performed

May 2013
• Wisconsin’s 12th location opens in Green Bay
Massage Envy
in Wisconsin
Massage Envy in Wisconsin

Current Locations
- Milwaukee Metro
  - Delafield
  - Capitol Drive
  - Bluemound
  - Mequon
  - Greenfield
  - Mayfair
  - Whitefish Bay

Other locations
- Fitchburg
- E. Washington (MSN)
- Appleton
- Green Bay
- Hudson

Imminent Openings
- Middleton
- Onalaska
- Appleton (2nd)
- Eau Claire
- Janesville
- Waukesha

Future Sites (12-24 mos)
- Kenosha
- Oak Creek
- Racine
- Germantown
- Green Bay (2)
- Wausau

Copyright © 1995 by Ray Sterner, Johns Hopkins University Applied Physics Laboratory
Nationally making the shift from Symptom-reactive Treatment to Great demand for services...

Fast-track Growth!

Preventative / Self-care (Wellness)

AND

Luxury vs. Necessity
Individual Clinic Location Profile

- 10-15 Treatment rooms
- 1500-2000 appointments each month
- Staff of 40+ team members
  - 30 massage therapists
  - 4 – 5 aestheticians
  - 6 – 8 admin and sales
Current Locations

**Milwaukee Metro**
- Delafield
- Capitol Drive
- Bluemound
- Mequon
- Greenfield
- Mayfair
- Whitefish Bay

**Other locations**
- Fitchburg
- E. Washington (MSN)
- Appleton
- Green Bay
- Hudson

---

**Resource Need in Wisconsin**

<table>
<thead>
<tr>
<th>Labor Calculations</th>
<th>CURRENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of current location</td>
<td>12</td>
</tr>
<tr>
<td>Capacity of therapists (MTs) per location</td>
<td>30</td>
</tr>
<tr>
<td>Total resources needed for current locations</td>
<td>360</td>
</tr>
</tbody>
</table>

---

**Our Challenge...**

*A continuous shortage of licensed therapists.*

12 locations x 5 short = **60 immediate openings**
Resource Need in Wisconsin

Future Growth...

12 new locations x 30 MTs = 360

Immediate openings + 60

Total need for next 36 months = 420
## Compare Numbers

<table>
<thead>
<tr>
<th>State</th>
<th>Total number of licensed Massage Therapists</th>
<th>1 Massage Therapist for every ____ person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaii</td>
<td>6,841</td>
<td>167</td>
</tr>
<tr>
<td>Washington</td>
<td>13,339</td>
<td>479</td>
</tr>
<tr>
<td>Arizona</td>
<td>9,410</td>
<td>655</td>
</tr>
<tr>
<td>Texas</td>
<td>26,347</td>
<td>892</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>3,042</td>
<td>1,826</td>
</tr>
</tbody>
</table>
Recruiting Efforts

- Partnerships with the schools
- Advertise (local, national)
- Attend conferences -
  - Massage therapy trade organizations
  - WI School Counselors Association, etc.
- Internal incentives
- Full menu of benefits
- Scholarships

Unfortunately, it’s not enough!
DWD and Massage Envy

SOS !!
Late 2013 started concentrated effort to:

1. Quickly recruit to fill existing openings.
2. Form a strategy to provide mid/long-term education and employment in the field.
Ongoing Challenges

Public (technical colleges) versus Private schools

Each Massage Envy location is individually owned/operated

Finding the “right” programs / people to assist
Massage Therapy - A great career opportunity

- Quick turnaround - 9-12 months of schooling
- Equitable income potential ($30-45K/year)
- Full-time employment with benefits available upon graduation
Thank You!

Ginger Hartman
Regional Developer – Wisconsin
Principal – Delafield, Mayfair locations
ghartman@massageenvy.com
(920) 723-8688