

# FRANCHISE PROSPECTUS

PREPARE  
PREVENT  
PERFORM

FOR LIFE

# THE RISE OF RECOVERY

## **Wellness economy expansion**

The global wellness economy continues to grow, now worth trillions of dollars and showing no signs of slowing down.

## **Technology and Education Drive Adoption**

More evidence and better tech make recovery services widely available and trusted, moving them from elite sports into everyday life.

## **Recovery is a Fast-Growing Market**

Recovery therapies are one of the fastest growing segments in the wellness industry with demand climbing year on year.

## **Urban Demand Goes Mainstream**

Urban wellness offerings such as IV drips, hyperbaric chambers and recovery studios are now common in major cities and hospitality concepts, showing consumer appetite across demographics not just elite athletes.

## **A New Way to Connect**

With people drinking less alcohol than ever, recovery centres are becoming the new social space, a place to connect, learn and take care of your body and mind together.



# WHAT'S FEEDING THE DEMAND?

Modern life is harder on the body and mind.



Sedentary, screen-heavy lives drive **pain, fatigue and poor posture**



Focus on **quality of life** and living longer, stronger and healthier



**Stress and burnout** are at record highs, recovery restores balance



**Knowledge and tech** make recovery accessible beyond elite athletes



**Mental health** support and connection matter more than ever



Community spaces like P3 **combat isolation** and build healthy routines



Lifestyle illness, **chronic pain and inflammation** are rising, people want proactive care

# OUR MISSION

We exist to make world class recovery simple and accessible for everyone. We create world-class, high-impact therapies and welcoming space where people can restore, reset and thrive. Our mission is to help people feel better, live better and perform at their best in their everyday. Whatever that looks like.

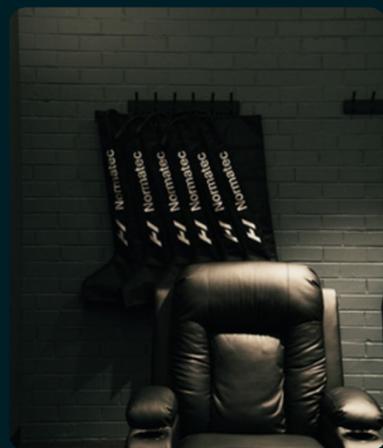
# OUR SERVICES

Our centres are designed to welcome every body. We've created a space where people from all walks of life can connect, recharge and invest in their long term health through our premium recovery services.



**COLD PLUNGE +  
CONTRAST THERAPY**

Four communal magnesium pools from ice cold to hot soak to boost circulation, ease soreness and reset body and mind.



**COMPRESSION  
THERAPY**

Featuring Normatec compression technology and zero gravity massage recliners and stretching station, flush soreness and improve mobility.



**INFRARED &  
TRADITIONAL SAUNA**

Gentle, deep heat to detox, improve circulation and support muscle recovery.



**HYPERBARIC  
OXYGEN THERAPY**

Oxygen-rich environment to accelerate healing, improve focus and enhance energy.



**IV THERAPY**

Targeted hydration and nutrient replenishment to support immunity, energy and recovery.



**GUIDED  
BREATHWORK**

Guided breathwork followed by ice bath practice to build endurance, mental clarity and connection.



**RED LIGHT  
THERAPY**

Using safe wavelengths of red and near infrared light to help your body repair, regenerate and perform at its best.

# WHATS AT THE CORE OF P3 RECOVERY



## Innovation at Our Core

Always exploring new ways to deliver world class recovery and wellbeing.



## Opportunity for franchise

Rapid national and international expansion with strong brand recognition, giving us the strength and resources to lead the recovery space.



## Strategically Chosen Therapies

We provide a full suite of world class science backed therapies to cater to a variety of needs under one roof.



## High Service Capacity

We are one of the few recovery businesses that accomodate a high capacity of customers and can service groups and team recovery with great efficiency.



## Our People Driving The Growth

Our team has successfully built franchise networks before and brings that proven expertise to P3 to set you up for success.



## Accessible For All

Simple, cost conscious, and flexible memberships that make regular recovery possible for everyone, not just people with high disposable income.



## Welcoming Community

An inclusive, social space where people from all walks of life can connect and share the journey.



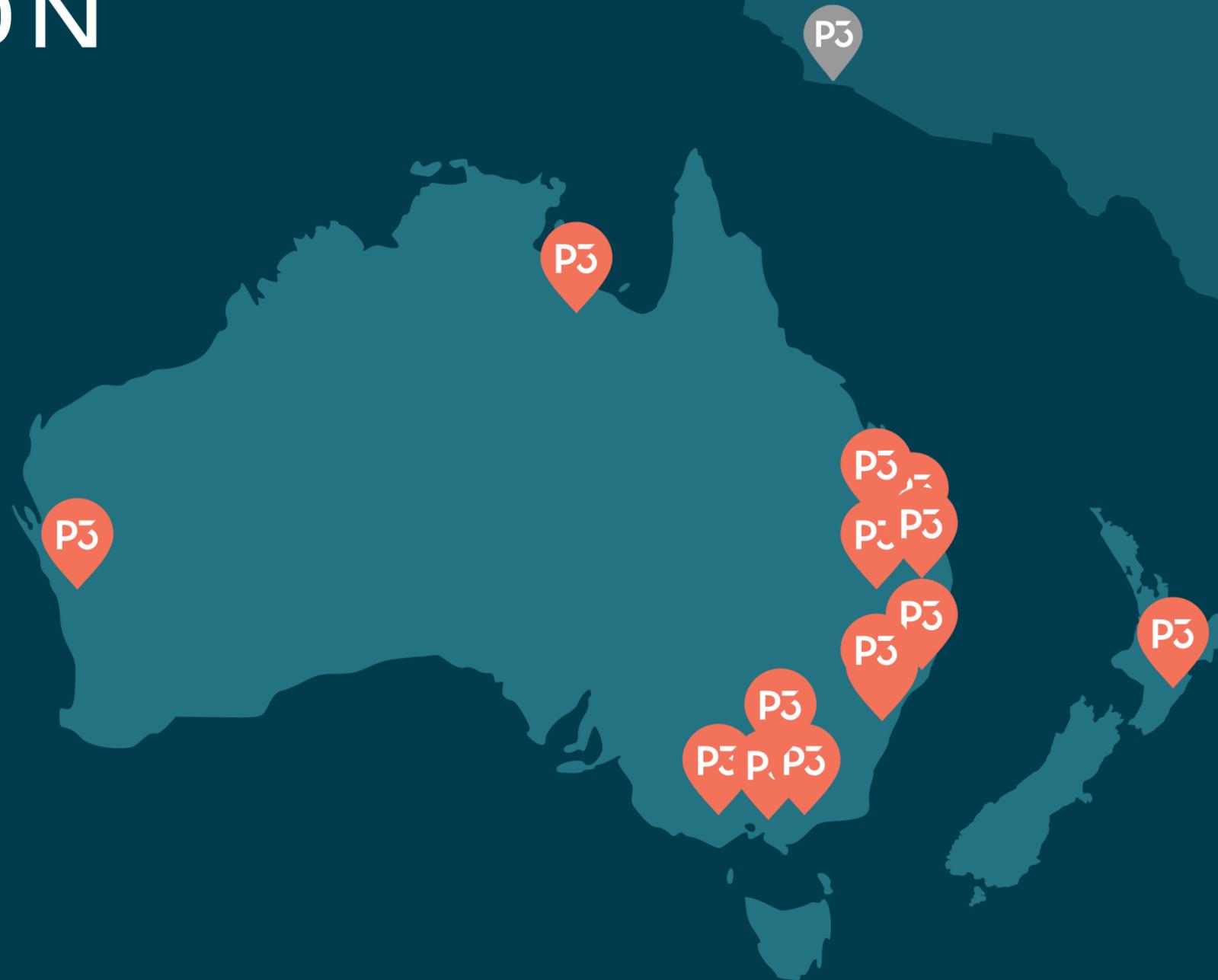
## Broad Audience Appeal

Designed for athletes, professionals, parents, tradies, retirees and anyone wanting to move, feel and live better.

# NATIONAL & INTERNATIONAL EXPANSION

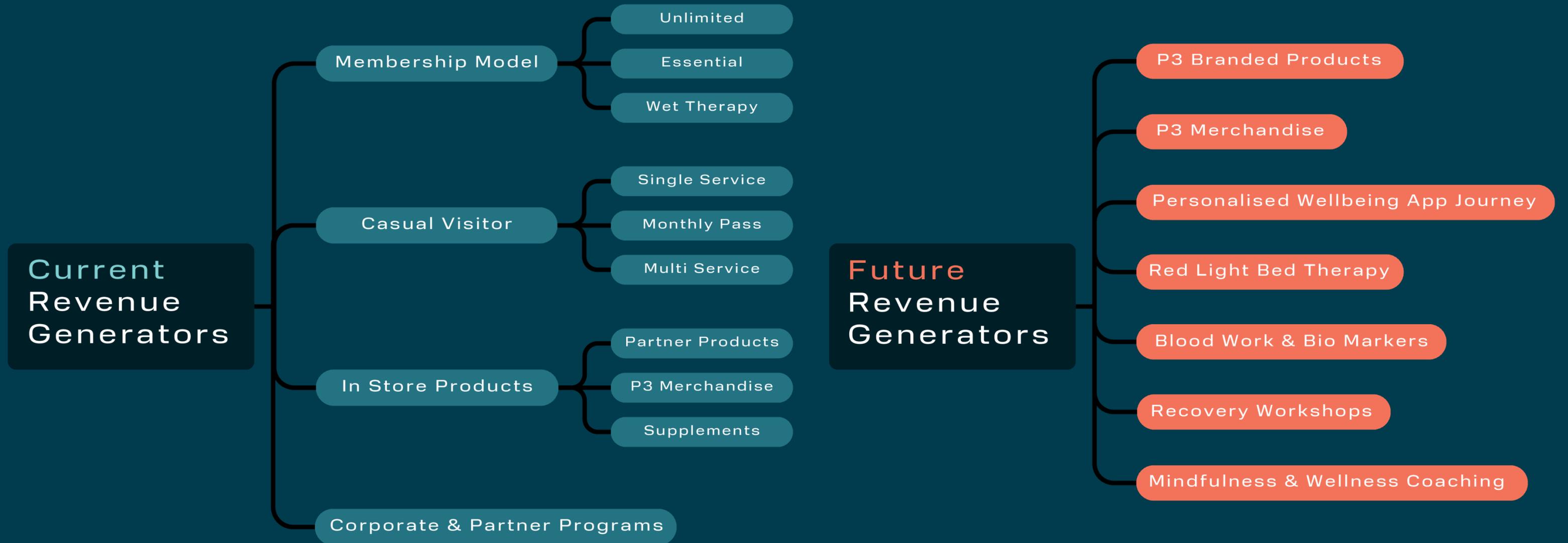
## Over 40 Locations Awarded

P3 Recovery is on a growth path, rolling out new locations in Australia, New Zealand and soon in the United States to meet demand in booming wellness markets.



Large exclusive territories of approximately 100,000 residents, usually covering 5 or more suburbs

# EXPANDING FRANCHISE REVENUE MODEL



## NORTHERN GOLD COAST

386

Foundation members on open

3470

First Month Sessions

## INNER MELBOURNE

308

Foundation members on open

3472

First Month Sessions

## MELBOURNE BAYSIDE

226

Foundation members on open

3172

First Month Sessions

## NORTH BRISBANE

281

Foundation members on open

2840

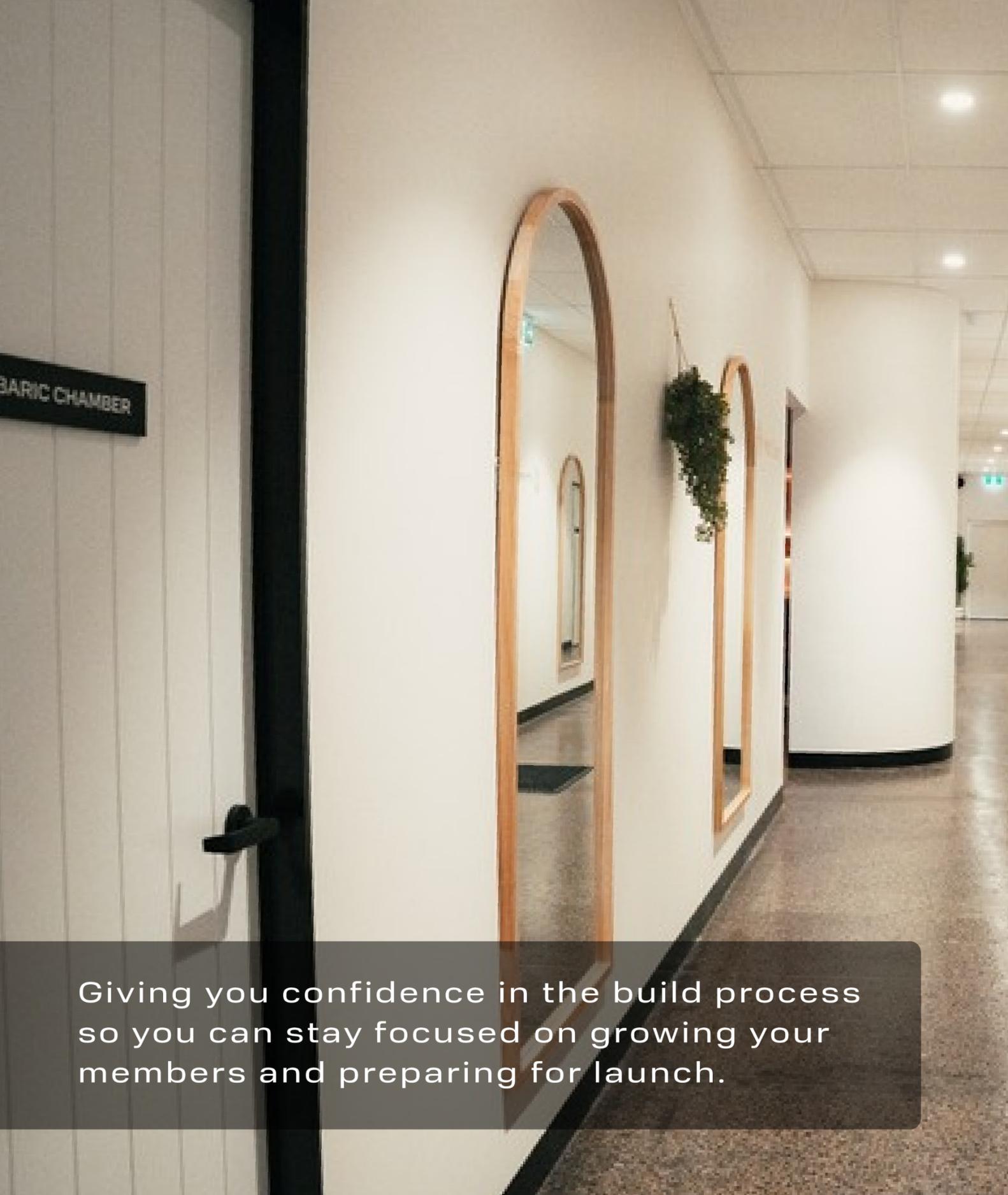
First Month Sessions

# SUCCESS IN PRE-LAUNCH

One of the biggest advantages is our proven pre-sale model.

With a 12-14 week foundation campaign, our franchisees begin selling memberships well before doors open, creating immediate cash flow, strong community buy-in, and momentum from day one.

The goal: open your doors already at break-even, with a clear path to cash-flow positive operations.



Giving you confidence in the build process so you can stay focused on growing your members and preparing for launch.

# LAYING THE FOUNDATIONS

P3 connects you with experienced partners who understand exactly what it takes to bring a centre to life.

- Secure the best site with strong complementary businesses nearby
- Complete property due diligence and negotiate your lease
- Engage a qualified builder with a proven track record
- Manage the fit-out project to save you time and money

# BACKED BY BRAND POWER AND ONGOING SUPPORT

## **Strong, Recognised Brand**

Choosing a proven and trusted franchise brand is critical to business success. P3 Recovery provides the confidence of a growing national brand with strong local and national presence.

## **Personalised Digital Experience**

We give your leads and members a seamless, personalised digital journey through automated communications and the P3 Recovery app.

## **Ongoing Digital Asset Library:**

Access a constantly updated library of marketing assets, campaigns, and creative resources to support your centre.

## **National & Local Activations**

Benefit from seasonal promotions, brand partnerships, and campaigns designed to grow awareness and drive membership.

## **Continuous Optimisation**

Ongoing SEO and website optimisations ensure your centre is always discoverable and attracting the right audience.

## **Dedicated Franchise Support**

Your Franchise Success Manager provides guidance, feedback, and best practice sharing to ensure you're set up to succeed from day one.

## **Comprehensive Onboarding**

Start with confidence through an in-depth one-on-one onboarding, preparing you to focus on delivering exceptional service to your community from day one.

# OUR EXPERT TEAM

Our executive team combines deep experience in wellness, operations and business growth. They are here to support every P3 Recovery Centre and franchisee with the guidance, expertise and strategy needed to deliver world class recovery experiences and drive successful growth.



**CHIEF EXECUTIVE  
OFFICER**

**PAUL GOLDFINCH**

Leadership and Board experience in private and public sector.



**CHIEF GROWTH  
OFFICER**

**MARK MARANO**

Board, leadership and international franchise expansion experience.



**CHIEF INNOVATION  
OFFICER**

**JONATHAN MCALEES**

Serial entrepreneur, experienced executive leader, experienced in scaling businesses through strategic alignment and operational success.



**CHIEF WELLNESS  
OFFICER**

**STEFANOS SIFANDOS**

20+ years experience in corporate training, coaching, leadership development & strategic partnerships.



**HEAD OF  
OPERATIONS**

**BRIGETTE GOLDFINCH**

Experienced in resources & operations management across Private and Government sectors.



**CHIEF FINANCIAL  
OFFICER**

**KELVIN CHENERY**

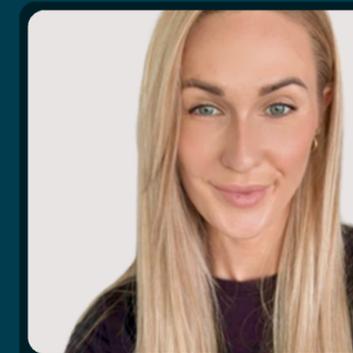
30+ years in banking and corporate finance and data analysis specialist.



**HEAD OF FRANCHISE  
GROWTH**

**NICK ABRIHAMS**

Extensive international franchise development across fitness and wellness, guiding sustainable growth of global brands.



**HEAD OF  
MARKETING**

**EMILY MCMILLAN**

12+ years Experienced in brand management, customer experience and integrated marketing.



**CHIEF REVENUE  
OFFICER**

**LUIGI PRESTENZY**

Board experience and global sales coach and strategist.

# NATIONAL AND GLOBAL PARTNERSHIPS



Cold Bath  
10°C - 15°C  
Benefits  
www.p3recovery.com.au

# INVESTMENT

## FRANCHISE FEE

**\$65K**  
+GST

## BUSINESS SET-UP

**\$3.5K**  
+GST

## BUILD OUT COSTS

**\$350K**  
+GST

-

**\$550K**  
+GST

## EQUIPMENT + ACCESSORIES

NOT CALCULATED ON FUNDING FOR EQUIPMENT PURCHASE.

**\$280K**  
+GST

-

**\$350K**  
+GST

## MARKETING + ONBOARDING

**\$25K**  
+GST

-

**\$30K**  
+GST

## MONTHLY ROYALTY FEE

GROSS REVENUE /MTH (INCLUDES MARKETING/BRAND FUND)

**Y1 8%**

-

**Y2 TO 5 10%**

**\$800- 1M**

APPROX. TOTAL INVESTMENT

Based on minimum requirements of a 350-450m site and  
DOES NOT take into variance in location or landlord contributions.



# THE LIFE YOU CAN BUILD WITH P3

More fulfilment, more freedom, and more opportunity



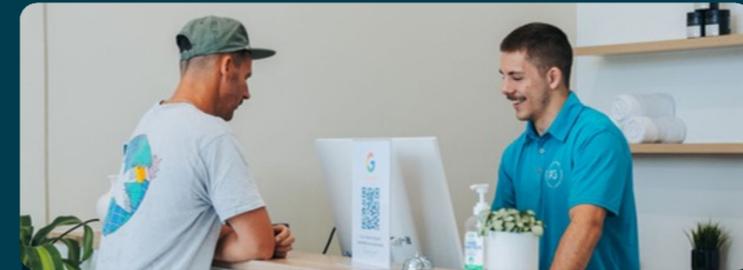
## Fulfilment & Impact

Own a business you're proud of, making a positive difference in your community.



## Wealth Creation

Build an additional revenue stream to drive financial independence, with the option to scale into multiple locations.



## Streamline Operations

Run a streamlined business with just two trained staff in centre, backed by continuous Head Office support.



## High Growth Industry

Invest in a category experiencing rapid growth and strong consumer demand.



## Legacy Potential

Build a family business that can be carried into the future.



## Lifestyle & Freedom

Gain more control, independence, and the satisfaction of not "working for the man."

# JOURNEY TO BECOME A P3 FRANCHISEE

## 1. ENQUIRE

Download the Franchise Prospectus and get to know about P3 Recovery.

## 2. CONNECT

Have a one-on-one discovery call with the franchise growth team.

## 3. DISCOVER

Explore available territories and understand P3's financial model.

## 4. EXPLORE

Visit a local P3 Recovery Centre to see how we operate.

## 5. SECURE

Reserve your preferred territory or territories.

## 6. ALIGN

Alignmnet to move forward by P3 management team.

## 7. AGREE

Review franchise Agreement & Sign Franchise Agreement.

## 8. LAUNCH

Begin the search for your ideal P3 Recovery location.



# JOIN US IN THE RISE OF P3 RECOVERY

Book a call or join our discovery  
webinar to learn more.

[BOOK A CALL](#)