

P3 is where
performance
meets play.



P3



We're done being defined by just one thing.

A primary teacher with a 200kg 1RM?

A parent running sub-3 marathons?

Or a tradie with hips more flexible than a dancer's?

We're all the sum of opposites.

Calm and chaos.

Push and pull.

Fire and ice.

Discipline and relaxation.

Science and intuition.

At P3 Recovery, we celebrate that contrast.

This is where everyday people come to level up.

A place where performance meets play.

The Problem



THE ATHLETE + ASPIRING ATHLETE

Age: 16 - 35

Goals & Motivations:

- Reach the next level
- Stay on the field
- Speed up muscle recovery
- Improve physical edge

Painpoints & challenges:

- Overtraining, chronic injury
- Public/club expectations to perform 24/7
- Desire to individualise recovery



THE CORPORATE

Age: 30-50

Goals & Motivations:

- Stay sharp
- Reduce stress
- Improve sleep
- Optimise downtime

Painpoints & challenges:

- Mental health
- Stress / Burnout
- Tech neck / Poor posture
- Lack of time



LONGEVITY SEEKER

Age: 35-60

Goals & Motivations:

- Long-term performance
- Brain health
- Physical edge
- Data-driven improvement

Painpoints & challenges:

- Limited access to tech modalities
- DIY hacks that don't scale
- Recovery all in one place



SOCIALISER

Age: 20 - 45

Goals & Motivations:

- Feel good - look good
- Connect with others
- Have a 'healthy' outlet

Painpoints & challenges:

- Stress
- Social overload
- Superficial wellness options



THE SEMI-RETIREE

Age: 55-70

Goals & Motivations:

- Mobility
- Pain relief
- Mental clarity
- Quality of life

Painpoints & challenges:

- Inflammation
- Chronic Injury
- Fear of decline
- Misinformation



BUSY PARENT + WEEKEND RESETTER

Age: 30-50

Goals & Motivations:

- Recharge
- clarity / "me time"
- Be the best version of themselves

Painpoints & challenges:

- Overwhelm
- Stress/ burnout
- Decision fatigue

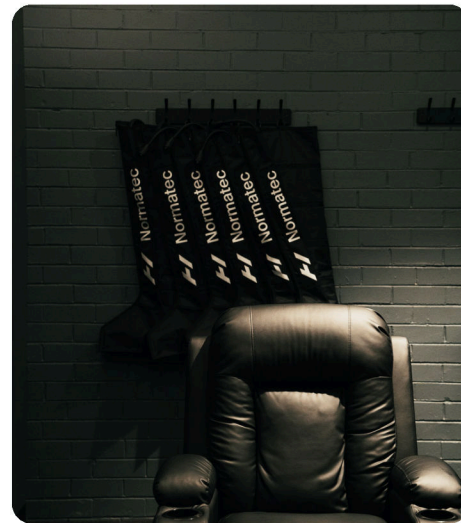
The Solution

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 modalities.



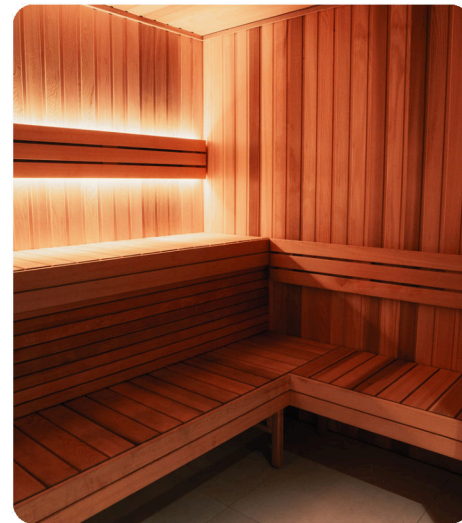
COLD PLUNGE + MAGNESIUM CONTRAST POOLS

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



COMPRESSION LOUNGE

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 CHAMBER

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



IV INFUSIONS

Targeted vitamin, nutrient replenishment and NAD prescribed by our registered practitioners.



GUIDED BREATHWORK

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



RED LIGHT BED

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

Recovery as a routine

As people prioritise managing stress, energy and day-to-day performance, many are adopting recovery as a consistent weekly habit - supporting strong membership demand and repeat usage.

Recovery is a Fast-Growing Market

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

Technology and Education Drive Adoption

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

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.

Wellness economy expansion

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

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.

Recovery market growth

The Behaviour Change

“Wellness has become a daily, personalised practice rather than occasional activity. **82% of consumers now prioritise wellness in their everyday lives.**”

McKinsey & Company

The Wellness Economy Growth

“The global wellness economy is projected to reach **\$9.8 trillion** by 2028, reflecting sustained consumer demand for health, recovery, and longevity solutions.”

Global Wellness Institute

Recovery and Longevity Shift

“Consumer **demand for holistic recovery solutions** is accelerating, driven by the mainstream adoption of wellness-focused lifestyles.”

Growth Market Reports





Why P3 Works?

- ✔ **Designed for utilisation**
Maximises member usage
- ✔ **Membership-led revenue**
Recurring, predictable income
- ✔ **Comprehensive service mix**
Increases value per visit and retention
- ✔ **Operational experience**
Largest recovery network in Australia
- ✔ **Support focused on performance**
Driving membership growth, retention and reducing attrition
- ✔ **High-value membership offering**
Drives regular usage
- ✔ **Personalised, data-led experience**
Designed to improve engagement and retention (innovation)



How we help your P3 perform

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

Giving you confidence in the build process so you can stay focused on opening strong and performing over time, not just getting the doors open.

Site and lease

Commercial site selection, negotiation and due diligence

Build and delivery

End-to-end project management and approvals

Launch with momentum

Structured pre-sale to drive early membership

Ongoing performance

Focus on membership growth, retention and reducing attrition

Network Growth

P3 is expanding across Australia, New Zealand and the United States, reflecting strong demand for the model.

Territories are allocated to support long-term performance.

- 40+ locations awarded
- Australia, New Zealand & United States presence
- Expansion is driven by performance and demand - not just network growth.
- Select international markets available for experienced operators, with flexible structures including single-site and multi-site development rights



How P3 Generates Revenue

NOW

Current revenue generators

Memberships

Unlimited - Essential - Wet Therapy

HERO ENGINE

Casual Visitors

Single - Monthly - Multi-service

In-store Products

Partner products - Merch - Supplements

Corporate + Partner Programs

Sports groups and B2B revenue channel

NEXT

Future revenue generators



P3 Branded Products



P3 Merchandise



Personalised Wellbeing Tech



Bloodwork and Bio Markers



Recovery Workshops



Mindfulness and Wellness Coaching

70% recurring revenue across locations. Future streams layer on top.
Built around membership revenue - not reliant on one-off visits.

Proof The Model Is Working

Built for strong pre-sale momentum and ongoing member growth.

Consistent demand, strong pre-launch performance and rapid member growth across locations.



PIMPAMA (QLD)

400+

Members at
open

Pre-sale momentum

500+

Scaled within
weeks



BAYSIDE (VIC)

226+

Members at
open

Strong local demand

400+

Scaled within
weeks



BURLEIGH HEADS (QLD)

550-650

Active
members

Growth and retention

Established

Long-term
location

Experience Behind P3

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.



PAUL GOLDFINCH

Co-founder of P3, former CEO with experience scaling businesses across Australia and the UK, including taking a company public.



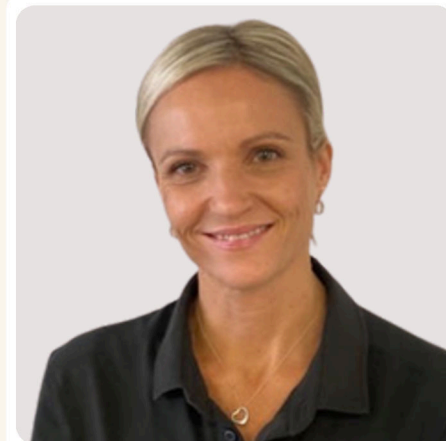
MARC MARANO

Co-founder of one of largest franchise networks in Australia, with deep experience scaling businesses and driving disciplined, commercial growth.



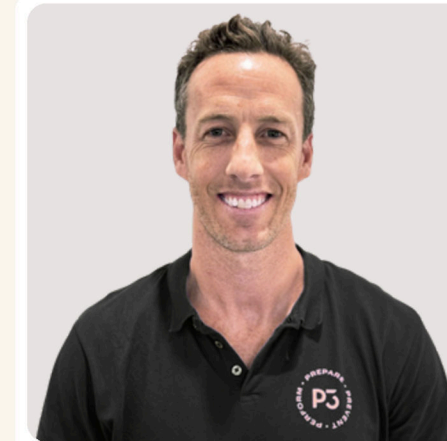
JONATHAN MCALEES

Technology leader who built and scaled a platform in the chiropractic industry, later acquired for ~\$900M, leading innovation and future member experience.



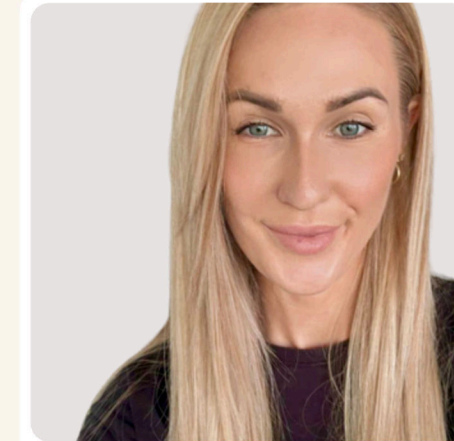
BRIGETTE GOLDFINCH

Co-founder of P3, leads operations across the network, ensuring consistency, execution and performance across all locations.



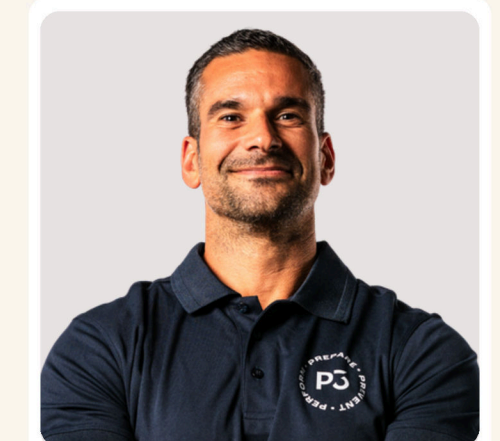
NICK ABRAHAMS

10+ years across media and franchising in Australia and the US, focused on franchise growth, educating candidates pre-signing and ensuring strong operator fit and performance



EMILY MCMILLAN

Lead brand, marketing and customer experience, projects in tech, eco-tech and multi-location business. Focused on driving demand, partnerships and member growth across the network.



STEFANOS SIFANDOS

Works with high-performing individuals globally, specialising in behaviour change, recovery and performance optimisation.

Two ways to enter the market



STANDARD MODEL

350sqm+ footprint

\$900k - \$1.1M

Total investment range

- ✓ 4 Magnesium Pools
- ✓ Full Modality Suite
- ✓ Elevated Fit-Out
- ✓ Multi-Modality Rooms



CORE MODEL

250-300sqm footprint

\$600k - \$700k

Total investment range

- ✓ 2 Magnesium Pools
- ✓ Core Modality Mix
- ✓ Efficient Footprint
- ✓ Faster Path to Open

INVESTMENT INCLUDES

Franchise fee (\$65k + GST) - Business setup - Build & fit-out
Equipment & furnishings - Pre-sale marketing & onboarding

ONGOING FEES

Yr 1 - 8% royalty
Yrs 2 - 5-10% of gross revenue, incl. marketing contribution

SUPPORT

Finance guidance to help determine
borrowing capacity early in your journey

Why operators move forward

01

Additional income stream

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

02

Long-term wealth creation

A proven recurring revenue model that builds equity in a growing wellness brand. A genuine asset for your portfolio, not just a job.

03

Owning a business with demand

Recovery is now mainstream in Australia. Membership demand is consistent, repeatable and backed by a cultural shift toward wellness.

04

Opportunity to scale

Start with one centre and expand into multi-site development rights across allocated territories as your confidence and operations grow.

05

Control and independence

Be your own boss - backed by experiences franchise partners, proven systems and a brand Australian's already trust.

06

Real customer impact

Members leave feeling better every day. You're not just selling a service, you're helping people perform, recharge and take care of themselves.

P3 is focused on partnering with strong operators who can execute and grow the business.
Best suited to hands-on operators who enjoy working with people, building relationships and driving membership growth

Pathway to open your own P3 Recovery

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. Get approved

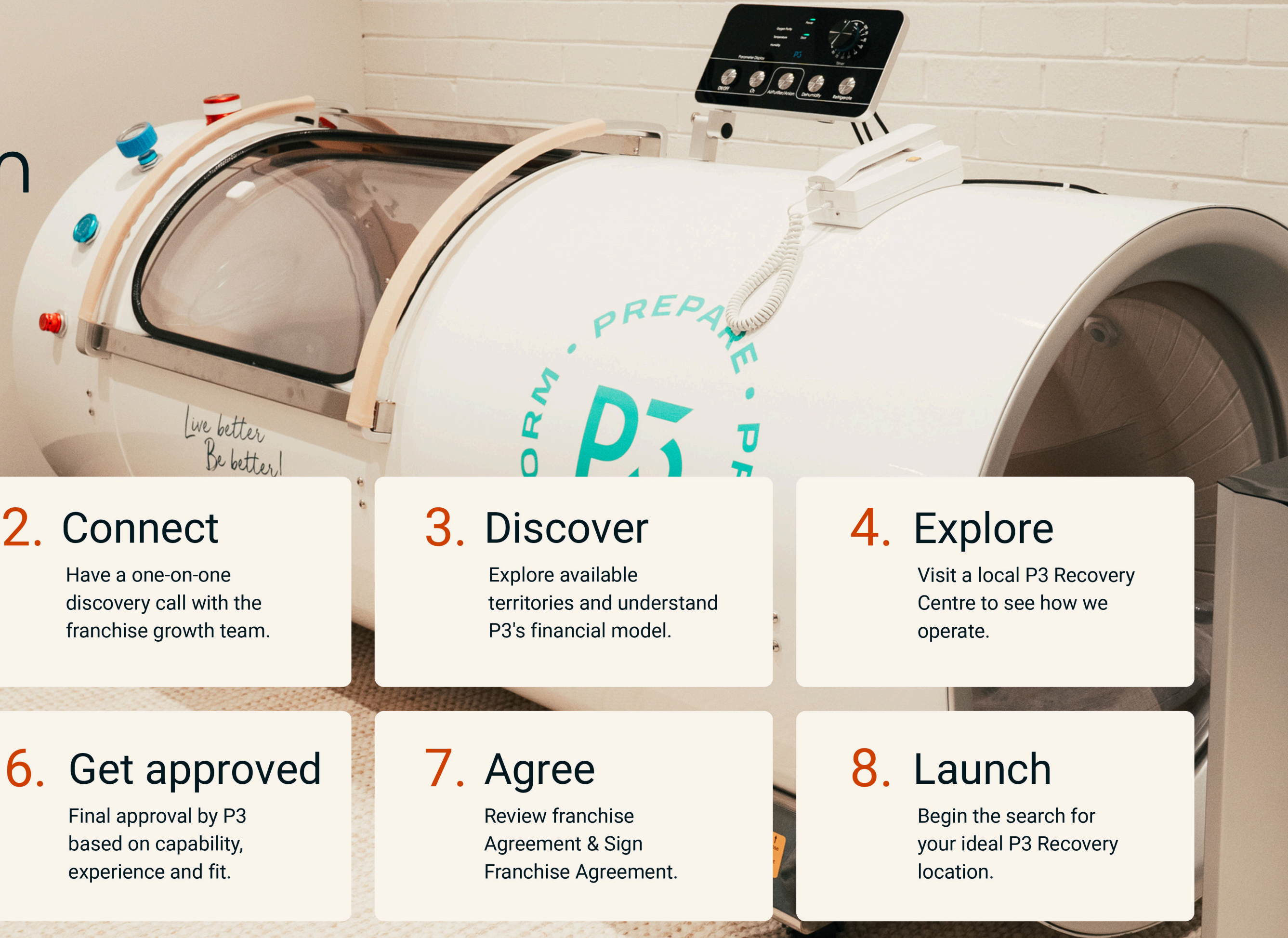
Final approval by P3 based on capability, experience and fit.

7. Agree

Review franchise Agreement & Sign Franchise Agreement.

8. Launch

Begin the search for your ideal P3 Recovery location.



Our Mission

We exist to make world class recovery simple and accessible for everyone.
We create world-class, high-impact modalities 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.

Recovery is
not a luxury.
It's essential.



P5



Take the next step

[BOOK A CALL](#)