



Jeff

**FRANCHISE
ECOSYSTEM**
Beauty Jeff Enterprise

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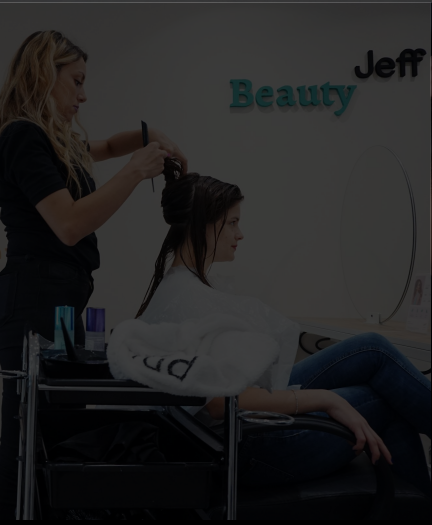
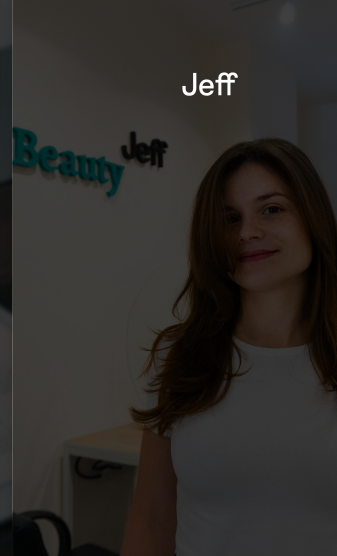
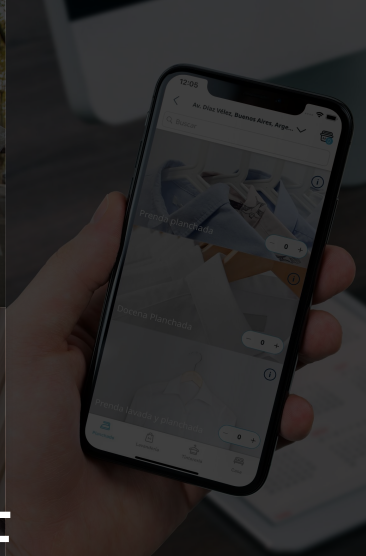
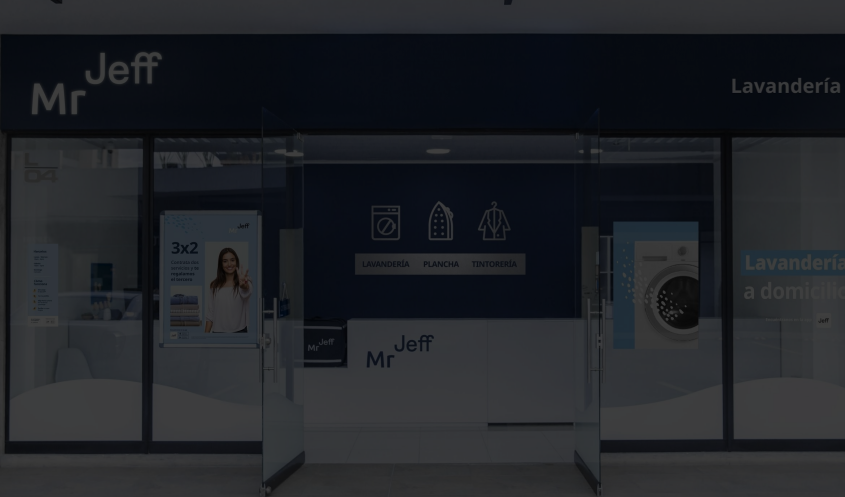
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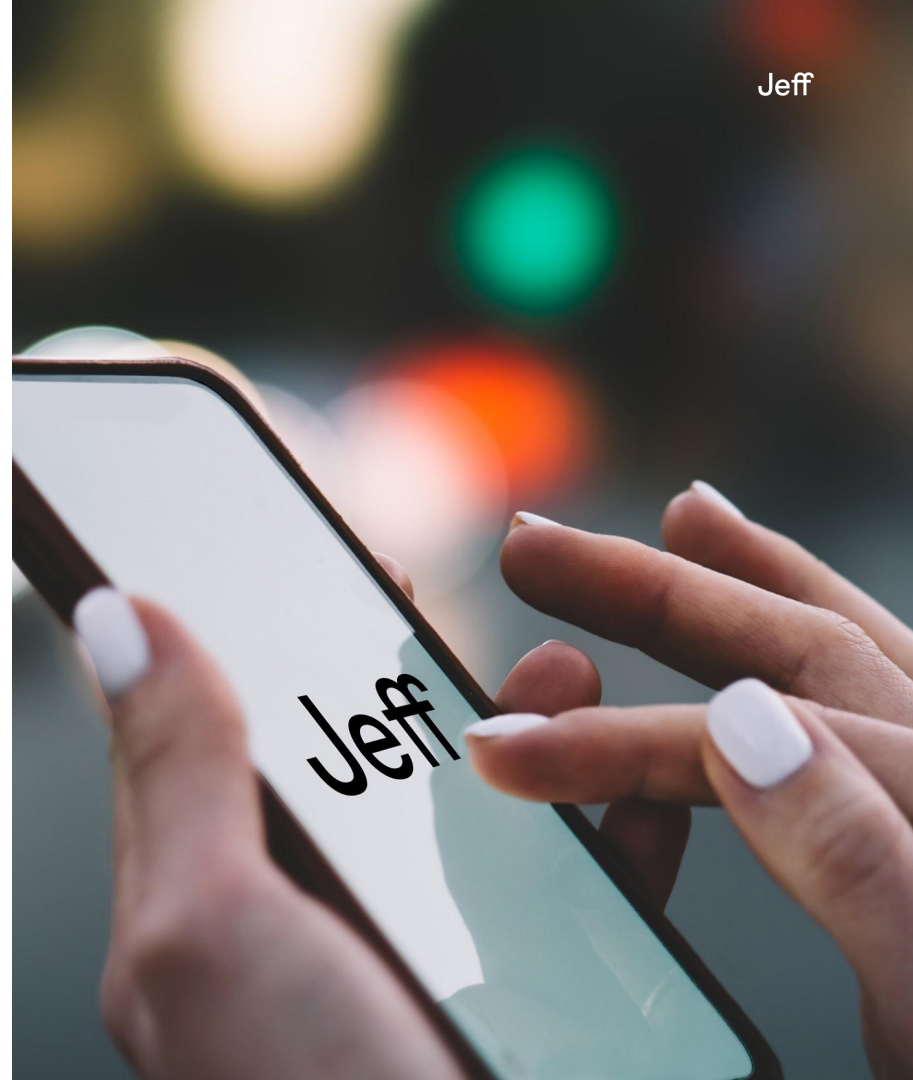


JEFF UNIVERSE

Jeff is a platform for wellbeing services.

We are a technological company that has revolutionized the franchise world by combining the online and offline worlds.

A place where our customers can enjoy the most demanded services in their daily lives. We will make their lives easier in just a few clicks.



OUR VISION

Is to promote the good life. We want people to live good, look good and feel good when they use our services.



LIVE
GOOD

Home delivery laundry services

LOOK
GOOD

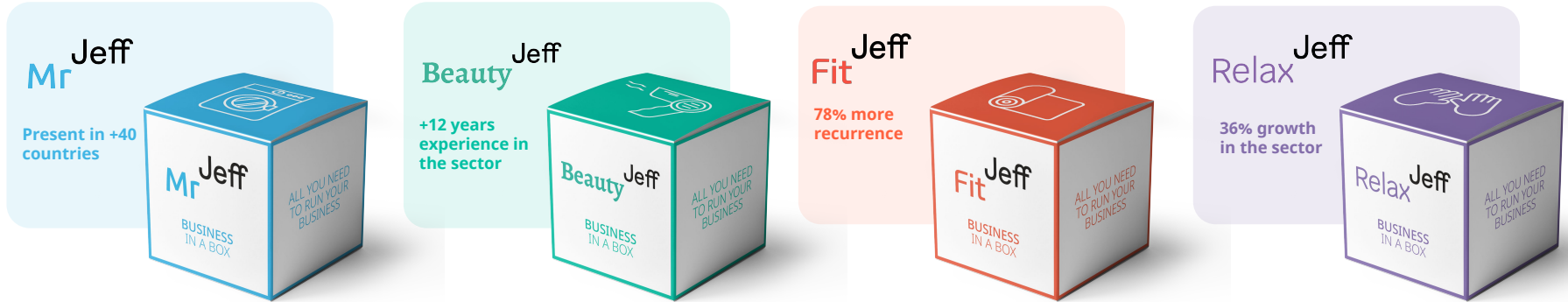
Beauty Salons:
Smart Beauty

FEEL
GOOD

Fitness Centers
Relaxation and Massage Centers

Daily services in a refreshing and efficient way.

Our specialties have experts with a proven record of success. Each of our franchises has an optimized value proposition, a very clear identity and a differential offer.



Mr Jeff

We have managed to revolutionize a sector as traditional and unoriginal as laundry, becoming leaders in the sector.

In just a few clicks, we pick up, wash, iron and deliver your clothes to you.

Our Stores are designed to maximize productivity and offer the best service in a pleasant environment.

40 m² space

1-4 employees



On-demand laundry services

We take care of the tedious jobs of washing and ironing.



Laundry



Ironing



Dry cleaning



Laundry

- 40 m²
- Modern design
- Semi-industrial machinery
 - 3 washing machines
 - 3 dryers
 - 2 ironing tables

Mr Jeff



High productivity

- Standardized processes and times
- 1 - 4 employees
- Orders received through the App
- Easy management of delivery through the Mr Jeff drivers app



On-demand home delivery services

- High differential value vs competitors
- Optimized business production and capacity



Online to Offline

- Unique value proposition which connects the digital and physical worlds

Beauty Jeff

**Doing the simple in an exceptional way,
we are Smart Beauty.**

Salons focused on everyday services, meaning higher recurrence by offering the services people want, simplifying processes and franchise management.

With our system, you don't depend on a hairdresser, raise attendance by 250% and double productivity when compared to a traditional Salon.

45 m² space

3 - 5 employees



Smart Beauty

Our focus is offering an incredible user experience while simplifying processes and franchise management.



Cuts and Styles



Colors and Treatments



Beauty Salons

- 45 m²
- Modern design
- Simple services & most demanded by users.
- No waiting!



High Productivity

- Standardized processes and times
- 3-5 employees
- Turn management via the app
- Turns model increases productivity and attendance when compared to traditional salons.



Everyday Beauty Services

- High differential value compared to the competition
- Maximizes production and business capacity
- Visible prices
- Simple, transparent services.



Online to Offline

- Unique value proposal that connects the online and offline worlds
- The customer can take a turn (and cancel) via the app.

Fit Jeff

The aim is to be the biggest fitness club in the world

Our Boutique Centers offer an incredible experience in a great environment: an oasis in the city, making it different from traditional gray gyms.

The key to success: Offering the most demanded activities to users and a model of standardized classes.

75 m² space

1-2 employees



The largest Fitness Club

Get fit in the best environment, supported by a community of experts in the latest sports science and technology.

- 1 *Yoga*
- 2 *Pilates*
- 3 *Functional*
- 4 *Hiit*



Boutique centers

- 75 m²
- Classes of max 12-16 people
- Amazing atmosphere
- Fitness community
- Growing sector



High productivity

- Low initial investment
- Standardized classes and times
- The most popular disciplines
- 1-2 employees
- Without machinery



Differential proposal

- Affordable monthly plan
- No registration fee
- Flexible classes
- Social atmosphere
- First class free



Online to Offline

- Unique value proposition
- Easy class management through the app and tablet.
- Technology reduces management costs

Relax Jeff

We are transforming how people relax

Our system offers short massages and has a big impact on the health of our users. The model is totally focused on the relaxation and wellbeing of the users.

The user experience and the accessibility make Relax Jeff an ally for facing everyday life in a different way.

35 m² space

1.5 - 2.5 employees



Everyday massages and care.

Innovative business with huge market potential that standardizes relaxation..

- 1 *Back/neck massages*
- 2 *Leg/foot massages*
- 3 *Head massages*
- 4 *Full body massages*



Innovative Business

- Affordable and recurring wellbeing.
- Healthy habit in 20-30 mins



High productivity

- Standardized processes and times.
- Turn management through the app
- A profitable and recurring model



Standardization of relaxation.

- High differential value compared with the competition
- Sector in full growth
- Most demanded services.



Online to Offline

- Unique value proposal that connects the digital work with the physical world.
Affordable and recurring wellbeing.

Everything in one place

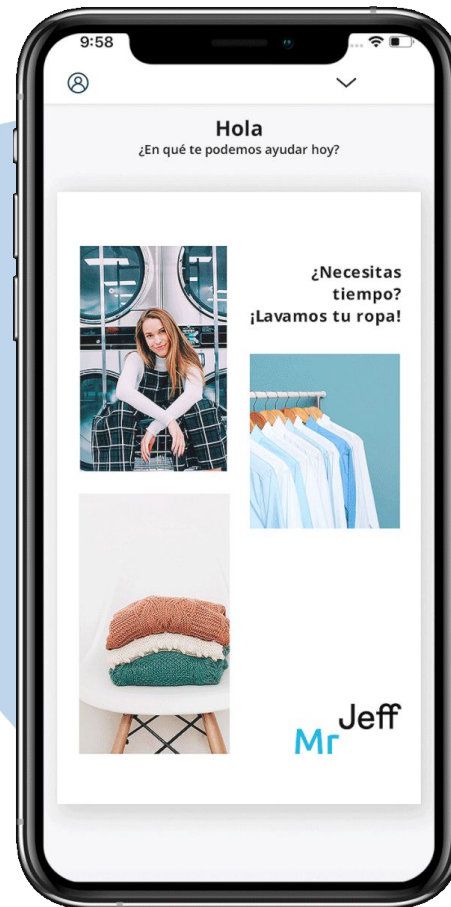
We're not just talking about an app. We are creating a super app with everything you need: all daily services in one place.

By having all our franchises on one app, your business will be constantly exposed to new customers. We have a customer network loyal to the Jeff brand.

Jeff app ratings on the App Store

4,6 / 5 ★★★★★

Updated: 4th May 2020



An unique business model

Jeff has developed a unique value proposition where **technology connects the offline and online worlds**, transforming your business into a modern, successful investment.

As a Jeff franchisee, you have access to a multitude of solutions and technological tools which you will find in your physical hub, app or management software (among others) to be able to start off your business and reach your goals.



Technology



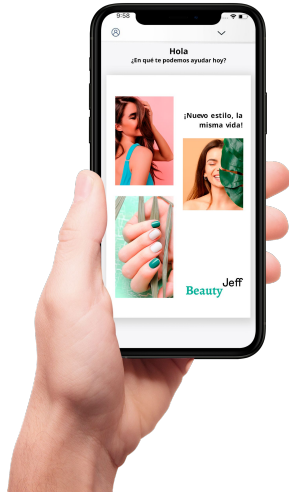
Know-How



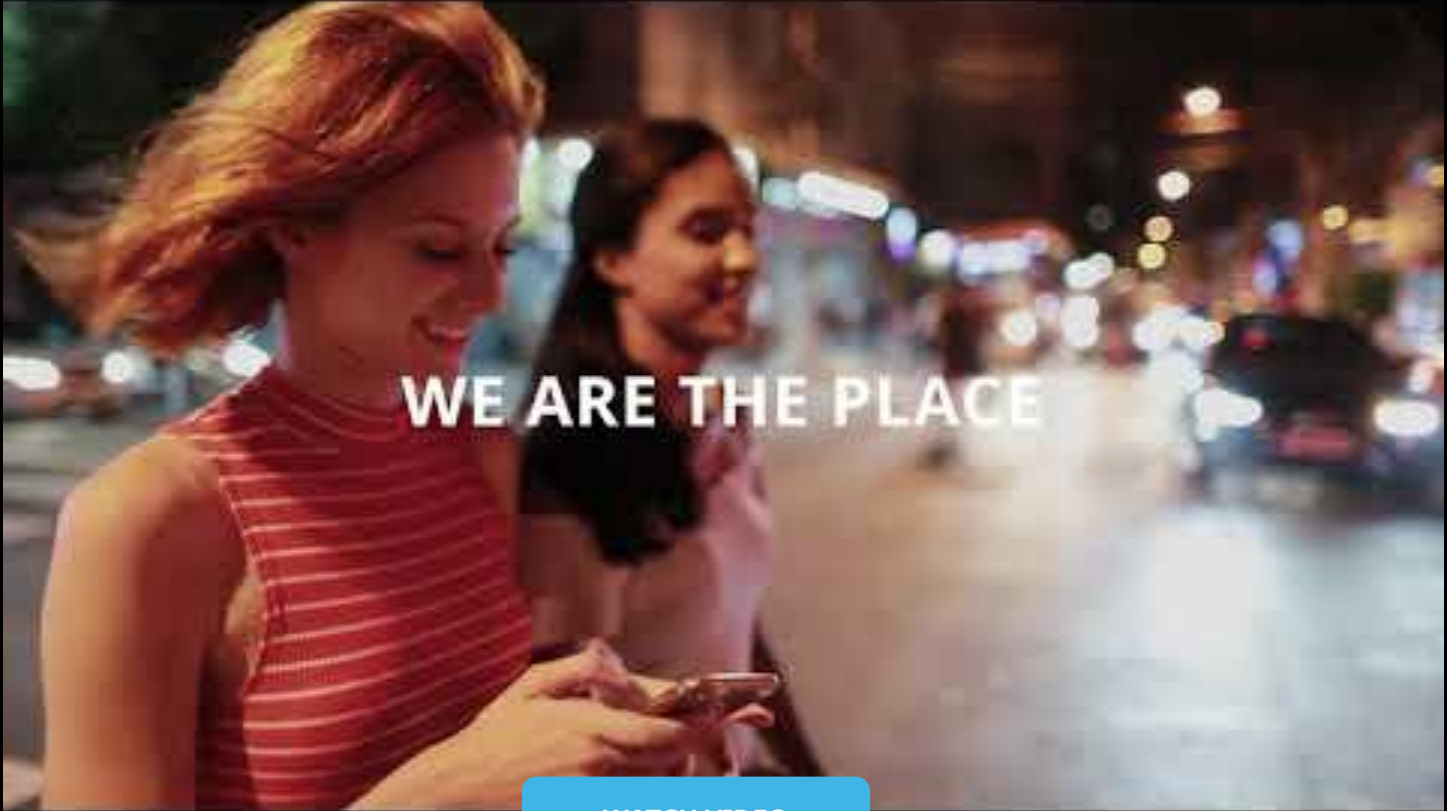
Brand

We restore the connection
*between the physical Store and the
online world.*

We have combined advanced technology with a traditional business model to achieve a business model that has all the economic and operational advantages the online and offline worlds offer, which allows us to offer the best user experience.



**A unique formula
in the franchise
world.**



WE ARE THE PLACE

[WATCH VIDEO](#)



JEFF'S PATH

Founders



Eloi Gómez
CEO & Co-founder

**Bachelor in
Food Science
and Technology**
*Universidad de
León*

**Co-Founder
& ex-chairman,**
Acytale
**Co-Founder
& ex-CEO**
The Food Point



Adrián Lorenzo
CTO & Co-founder

**Informatics
Engineering**
*Universidad de
León*

**Co-Founder &
CTO**
The Food Point



Rubén Muñoz
Performance Marketing
Manager & Co-founder

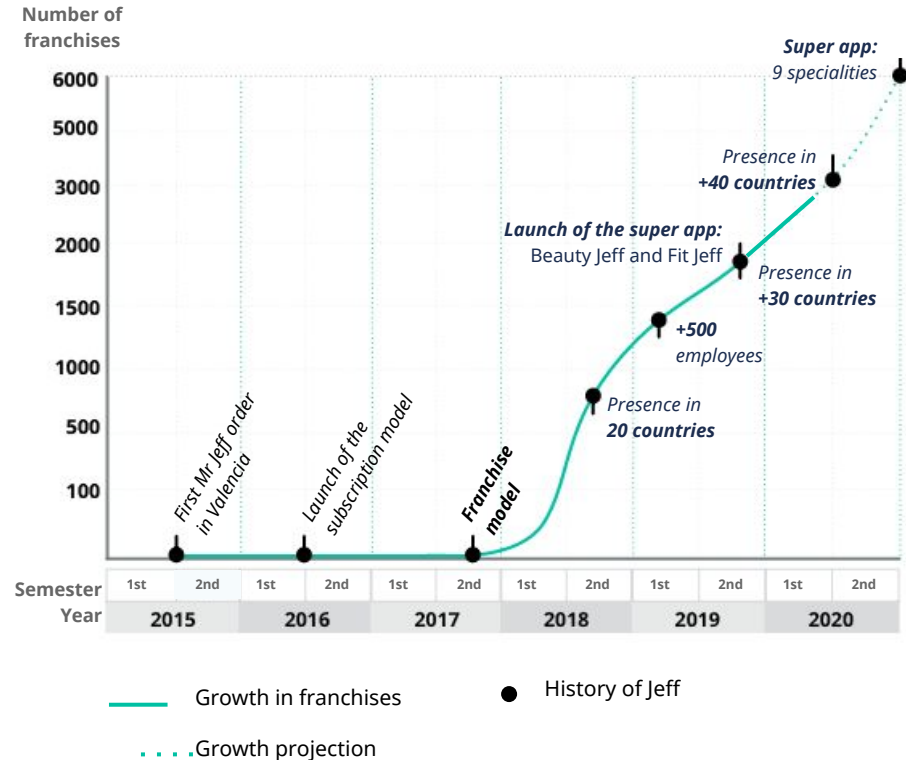
**Dual degree in
Actuarial Science and
Economics**
*Universidad Autónoma
del Estado de México*
**Bachelor in Finance
and Accounting**
Universidad de León

**Co-Founder, CFO &
COO** *The Food Point*

A great story

In August 2015 we started our dream with Mr Jeff laundry franchises, who aimed to renew the sector. Since then, we have become one of the laundry sector's leaders.

Now, we are the fastest growing digital franchise in the world. In just 2 years, we are already in the Top 60 worldwide of franchises, **and we won't stop!**



2.2 A great story

Since then, we have accomplished a lot



International presence

Over 2,000 franchisees from all over the world have already put their trust in Jeff. We work together to provide a quality service and continue taking huge steps forward.



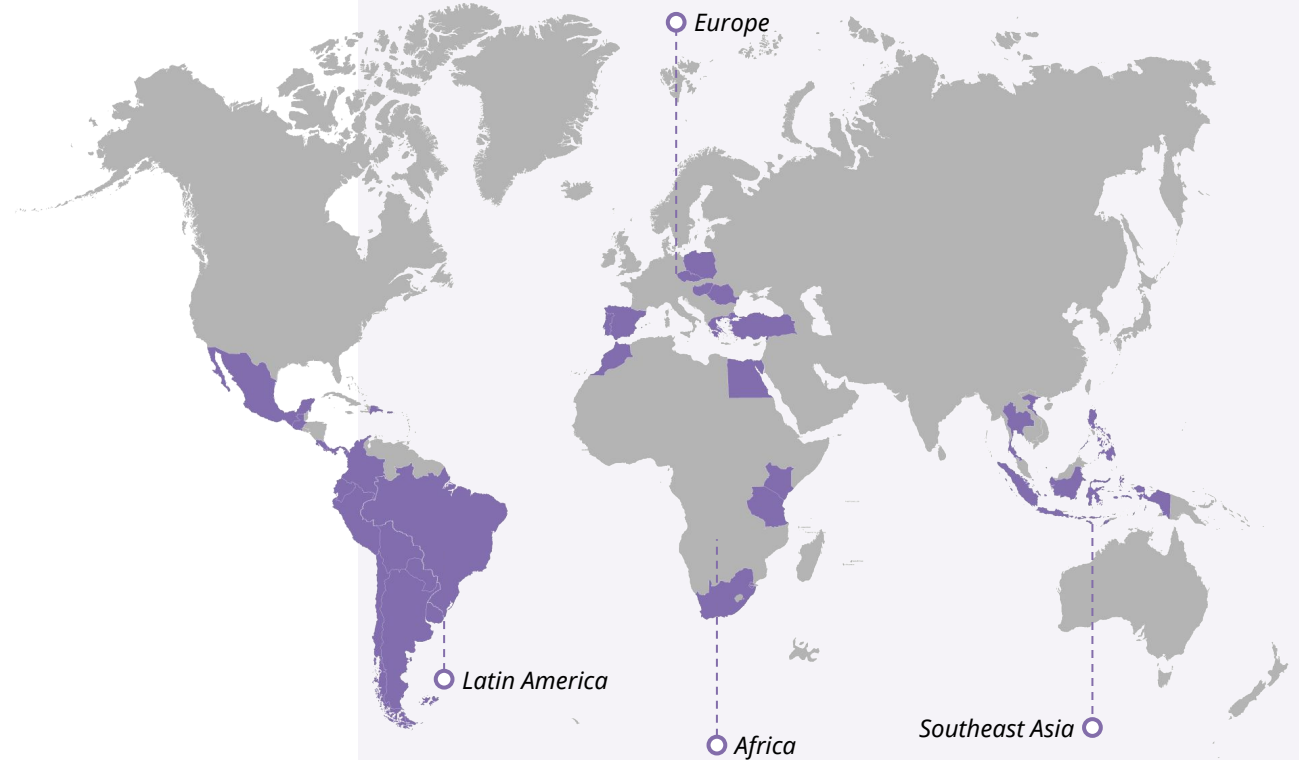
**Over
40 countries**



**Over
2,000 franchisees**



**Over
2 M users**





WE ARE A REFERENCE POINT in Technology & Business



Facebook Success Case
Facebook 2016



Top 20 Best Startups in the world
Google 2017



Best Entrepreneur
Valencia Startup Awards 2019



Best Entrepreneurial Project
Digital Tech & Trends
Summit 2019



Top Global franchise Award 2019
IFBC | Info franchise & Business
Concept, Indonesia

All of this is possible thanks to our specialized team

We are a team of over 600 people of 30 different nationalities, who have experience with some of the most well-known businesses in the world.

As a franchisee you will have the support of experts who have proven track records of success.



Rakuten

UBER

Google

BARCLAYS



Coca-Cola



Grab

Booking.com

facebook.

Led by a Dream Team *leadership group*



Carlos Ruíz
CPO

Informatics Engineering
*Universidad de Alcalá
Politécnica de Madrid (UPM)*
PhD Artificial Intelligence, UPM

Research and Innovation Director
Taiger

Chief Product Officer
Jeff
Chief Operations Officer
Jeff



Aarón Rodríguez
CMO

BBA
Universidad de Alcalá
Master in Inbound Marketing and Branded Content
IEBS

Digital Marketing manager
Ingentis

CMO
Jeff



Francesc Minoves
CFO

Industrial Engineer
Universidad Pontificia Comillas
MBA - IESE
(MBA Exchange Columbia Business School)

Head of Planning
Iberdrola
Director of Global Finance Risk Solutions
at Barclays Investment Banking

CFO
Jeff



Christakis Theodorou
Vp of Expansion

BBA
Universidad de Santiago de Compostela

Business Consultant
CBS Consulting, Spain
City Manager
Mr Jeff
Head of Sales
Mr Jeff

VP of Sales
Jeff



Marta Ángel
Vp of Partners

Bachelor in Fine Arts
UPV
Master in Graphic Design, Multimedia & Illustration
UPV

Brand Manager
Mr Jeff

VP of Partners
Jeff



Arturo González
Vp of People

Bachelor in Sociology
UCM

Social Researcher at
UCM

Talent Acquisition & HR Culture
Packlink.com & Kimia Group

Senior Talent Advocate
Bliss.ventures

VP of People
Jeff



Carlo Albarello
Head of Retail

BBA
Politécnico GranColombiano

Manager & Founder
Trans F&A
Sales Manager
Trans MW
Sales Manager
(Colombia and Panama) Jeff

Head of Retail
Jeff



Fernando Marzal
Vp of Business

Informatics Engineering
Universidad Politécnica de Valencia (UPV)

Co-Founder & CEO
Movilenio Servicios
Moviles SL
Mobincube
Co-Founder & Board member
Asociación Valenciana de Startups

VP of Business
Jeff

We get the best support
of some remarkable investors



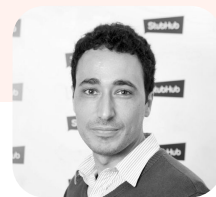
Albert Armengol
CO FOUNDER & CEO
Doctoralia



**Álvaro Gómez
Trenor**
VICE PRESIDENT
Coca Cola/ Iberian
partners



Jeroen Merchiers
GENERAL MANAGER
Airbnb Europe+Asia



Ander Michelena
FOUNDER PARTNER
All Iron Ventures



Kim Jung
FOUNDER/CEO NXC
CORP & Managing
partner at collaborative



Max Medvedev
FOUNDER/
MANAGING PARTNER -
Add venture (VC fund)



Beauty Jeff Business in a Box

What is Business in a box?

Business in a box is an integrated solution designed to make the life easier for our franchisees.

We offer you all the tools and information necessary to carry out a successful business, from management software, marketing tools, online training and much more.

Owning a business has never been so easy.





Technology

- App and Web
- Self-developed management software
- Technology for the offline world



Support from Specialists

- Specialized advisors and ongoing support
- Online learning platform: Jeff Academy
- Operations training and assistance.



Brand

- International brand awareness
- Marketing tools
- Online and offline marketing campaigns



Ecosystem

- Fastest growing digital franchise
- Cross-selling and on/off visibility



Smart Investment

- Support with location assessment
- Turnkey: your Store ready to open
- Attractive and credible business plan





Technology



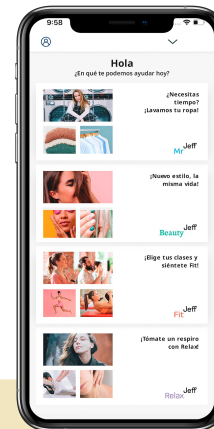
Everything in one place

Making the life of our customers and your business easier.

Jeff
Tablet



Jeff
App



Geolocalization of user



Automatization of processes



Improvements using user data



Retention of users, cross-selling, etc.



Control and follow up of orders



Software

to manage your business. Especially designed to attend the needs of this business.



SEE VIDEO

Jeff Suite

Payment control and follow-up.
Automatic identification of potential fraudulent payments.

Easy and automated management of customers.

Automated tasks, reducing operational costs.

Business supervision via mobile phone. Jeff Suite is 100% online.



Invoicing



Payments



Turns



Financial
management



PnL



Logistics



Dashboards



Ecosystem



You are part of the daily services ecosystem

You are part of something bigger. Different daily services specialties and much more, with enhanced visibility of the Jeff brand in the streets and the app itself.



**LIVE
GOOD**

**LOOK
GOOD**

**FEEL
GOOD**



Cross-selling between services which share the same customer base

Mr Jeff



Beauty Jeff



Fit Jeff



Relax Jeff

With the **Plan S Subscription**, get **30% off an beauty service** during the first month.

On receiving the **main services**, get **30% off the Mr Jeff Plan S and Fitness** during the first month.

With the **monthly Fitness fee**, get **30% off Mr Jeff Plan S** or any beauty service.

With a **Fit Jeff subscription**, get a **free message voucher** for any of our Centers.



Specialists

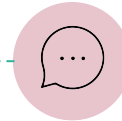


BUSINESS MANAGEMENT



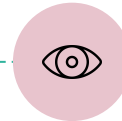
Partner Success Manager

A specific business consultant is assigned to each Partner to analyze and improve business operations and Store management.



Partner Support Agent

Real time, immediate and daily support line with our team through the established operational channels: chat, email and telephone.



Control and assistance in business operations

Our Operations Managers will review and control the operational, productivity and quality metrics at your Mr Jeff Store.



Training

Pre-opening: e-Learning We will teach you:

- 1 Manage your business.
- 2 Select and train the best team.
- 3 Monitor and improve the key indicators for the success of your business.
- 4 Full employees courses about hair cutting, hair removal, manicures, hair coloring and styling.
- 5 Evaluations available for Stylists on completing each course.



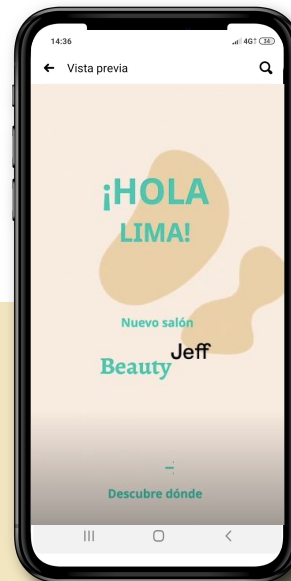
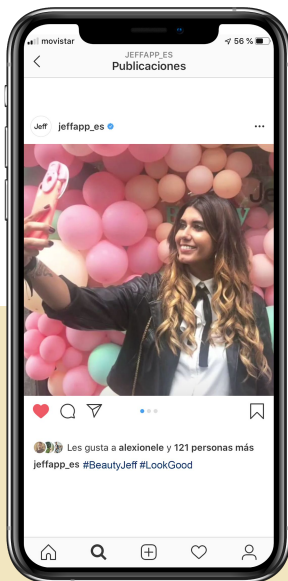
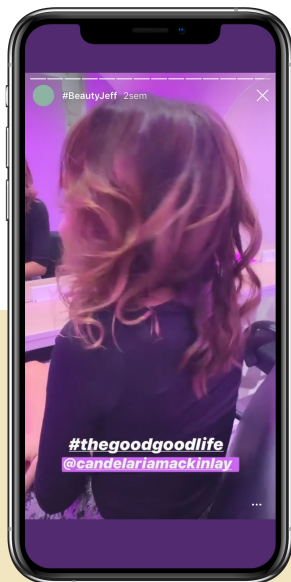


Brand



Digital Strategy

Digital positioning of the brand in the main channels and using CRM strategies to increase frequency, activation, retention and upselling of customers.





Brand Positioning

A brand present in over 40 countries and on the main streets of over 200 cities all around the world.





Marketing Tools

Manual with strategies, best practices and success cases to maximize the volume of business and improve the main performance metrics:

- 1 Customer Acquisition and Retention
- 2 Increasing the Average Receipt
- 3 Customer Activation and Reactivation
- 4 Promotions and Campaigns



Strategies to improve the business



Promotional strategy



Success strategies from other Partners



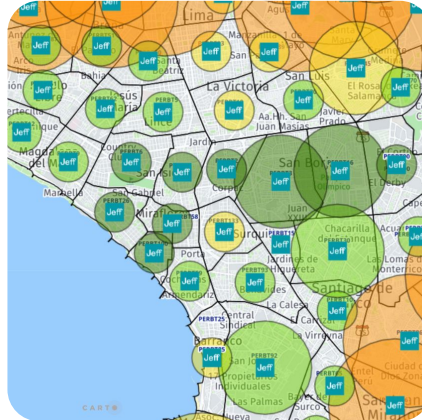


Smart Investment



Geographic Area Selection

We have a Maps Team in charge of **analyzing the potential capacity of the cities** to host Beauty Jeff Salons, and therefore, ensure expansion happens **according to the demand** for the services.



Zoning of cities

Jeff provides the franchisee with an area in which to **search for a site**.



Distance between Stores

Operational areas of **non-competition** to guarantee a minimum distance between Salons.



Fast setup

Open in 45 days from approval of the site location and standardized processes that save on initial costs.



Operational optimization

Store design and items selection with the best value for money for efficient use of space and functionality.

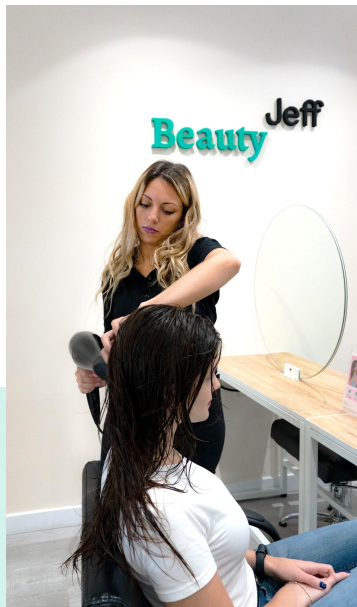


Supply Chain network

Global Agreements, Special conditions.

Turnkey:
Start with your Salon ready to open!





**LOOK
GOOD**



Why this market?



71% of users in the market to make loyal.



575B USD is the annual billing of the sector and it keeps growing.



Recurrence
People normally go to the beauty salons 2 times a month.

Beauty Jeff

came to meet a need the sector has not been able to provide.



Customer

They want a Smart Beauty service, here and now without complications.



Investor

Looks for a business that is easy to manage and more profitable and optimized than the average.

Solution

Smart Beauty



Quality services:

Affordable, quality services, no surprises, no fear of too much hair being cut and with the colors you want.



Services close to you:

Maximum of 15 minutes away, easy to access when you need to.



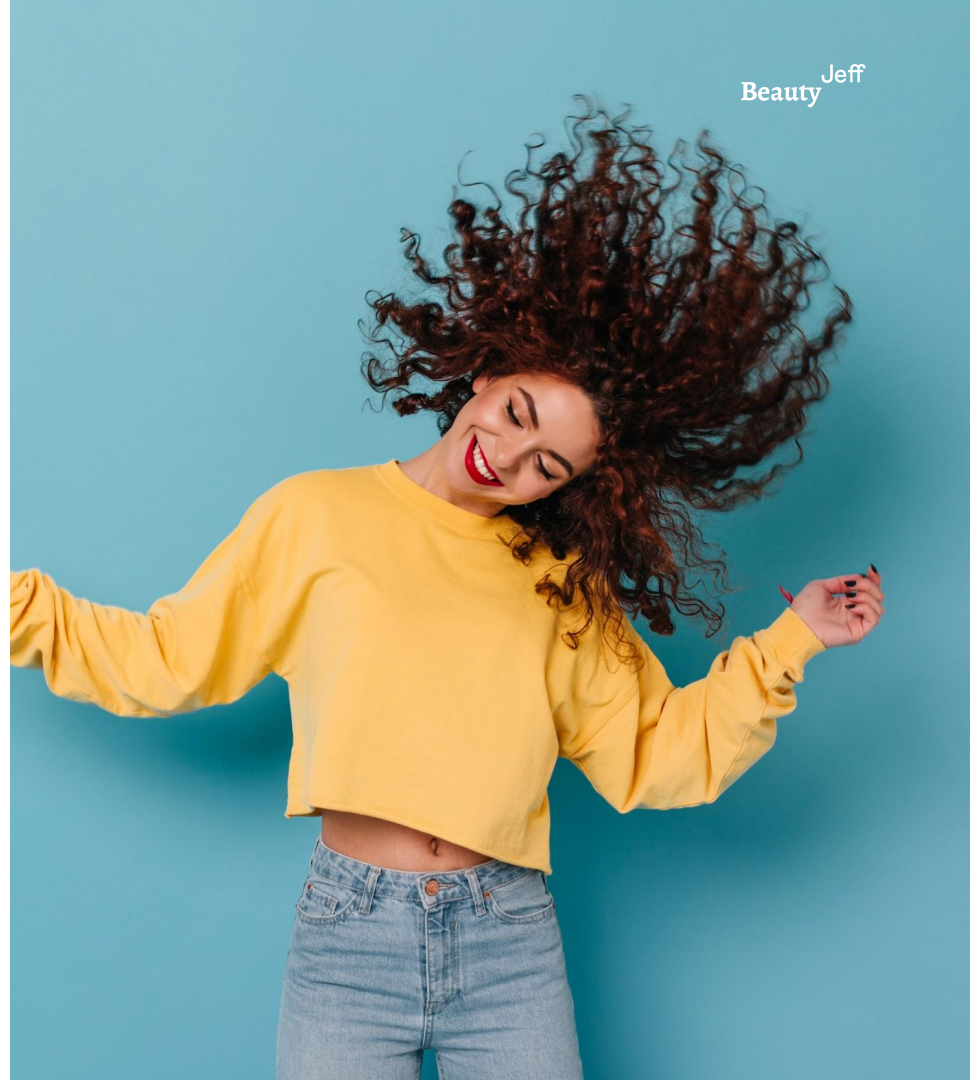
Standardized processes:

There is no difference between stylists: all apply the services with the same quality.



Digitalization:

Easy turn management, visible availability.



What services do we offer?

Simple *Day-to-Day Beauty* services: we offer the easiest and most demanded services.



Hair



Nails



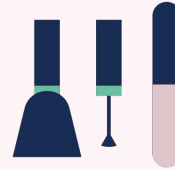
Styling

*Women's, men's
and kids cuts*



Colors and treatments

*Root color
Full color
Highlights
Tratamiento capilar
Tratamiento intensivo*



Manicure

*Semi-permanent nail polish
Semi-permanent nail polish
removal*



Hair removal

*Upper lip
Eyebrow shaping*



1

The user requests a turn on the app or in the Salon itself



2

They will receive a notification when their turn is coming up



3

They come to the Salon to enjoy the hair and nail services



4

When the service is finished, they have the opportunity to use the *Final Touch* and *Shop* area to try the products they like the most



Junior User

- Joins **technology and fashion**
- Follows **social media trends**
- Wants to **feel good** about themselves
- Consumes **good quality for money** services
- Values the **user experience**
- Looks for the **here and now**, without timetables or waiting



Senior User

- Follows the **recommendations of their social circle** and **good customer service**
- Loyal to **quality services** and seeks **personal advice**
- Appreciates **good value for money**

Turn System

The turns philosophy is based on the **Here and Now**, so that the services are offered on the same day.



Users will request a turn to go to the Salon, not for a service



They can take a turn from anywhere without having to go to the Salon



They can take a turn without having to call the Salon



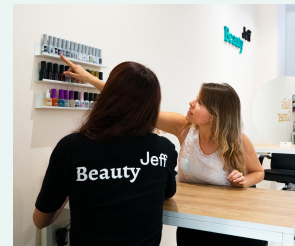
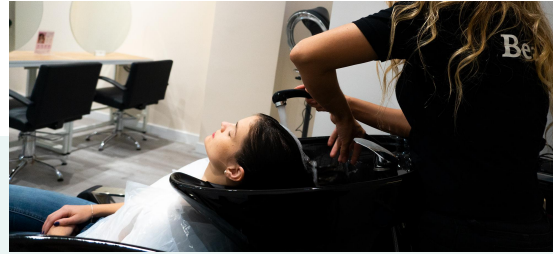
They will automatically be assigned to the nearest Salon



Cancel the turn from the app



Your Beauty Jeff Salon





Opening Hours

The Franchisee is free to established the opening hours for their Salon.

You can always rely on Partner Success recommendations.

Beauty Jeff Team

The Beauty Jeff team is **initially** made up of **3 employees**. Stylists will be added to the team depending on demand. **There can be a maximum of 6 people.**

Hiring employees is up to the Franchisee with the advice of our Partner Success.



1 MANAGER

This position requires 3 years experience in the beauty sector.



2 STYLISTS

This position requires at least one years experience.

- 4. Propose services
- 5. Offer promotions
- 6. Provide the services

AREAS

- Welcome desk
- Shop & Final touch
- Cut & Styling, Back bar, Color bar, Nails corner



- 1. Reception
- 2. Welcome
- 3. Talk
- 8. Goodbye

7. Results & Shop

Customer Experience

The Talk

This is how we connect with people in a simple and subtle way

- 1 What is it?**
Advising the customer before carrying out the service.
- 2 How is it done?**
Review the customer's file on Jeff Suite and ask what they would like.
- 3 Benefits?**
See what service the customer wants, possible issues and suggest personalized services.
- 4 Tone of voice?**
Friendly.



Customer Experience

Final touch & Shop

There is a high demand for skin and hair hair among our customers.

We offer a point of sale with the products used in the Salon, as well as a space where customers can add the final touch so that they are ready to face the day in a different way.



Supply CHAIN

You will have a **supply chain with exclusive, quality products.**

Our suppliers use **products with formulas used by the big brands.**

We select suppliers for each country who **meet our requirements to offer the best service.**



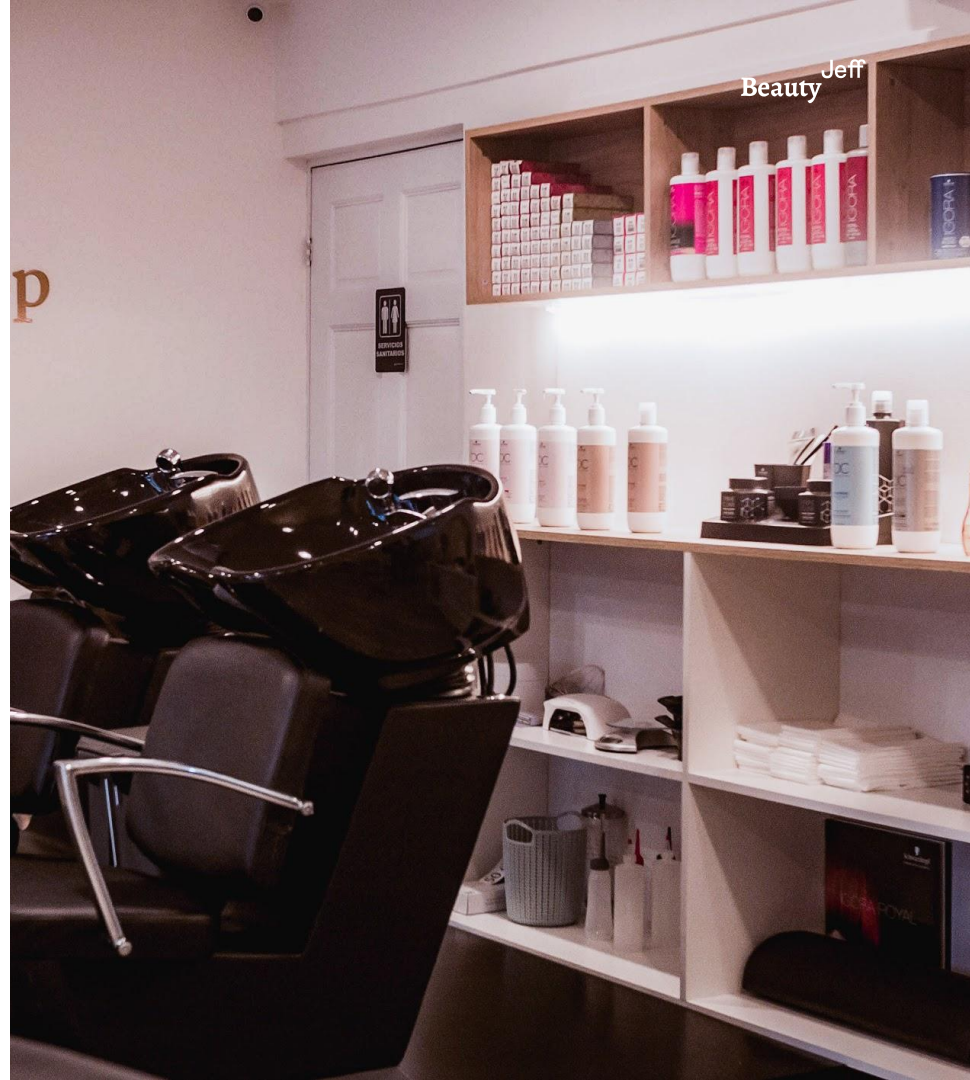
Products with a high quality standard



Supplier that guarantees the distribution service



Products that have a high profit margin for the Partner

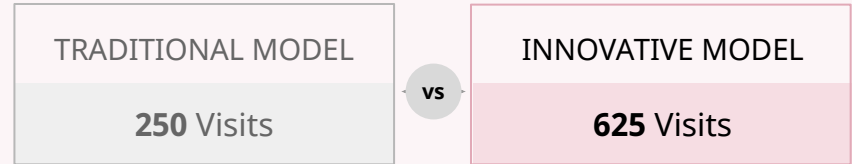


Smart Beauty is profitable

Thanks to our turn system, the talk and the shop, our Salons are more profitable than the traditional kind.



250% higher attendance than the average in the sector

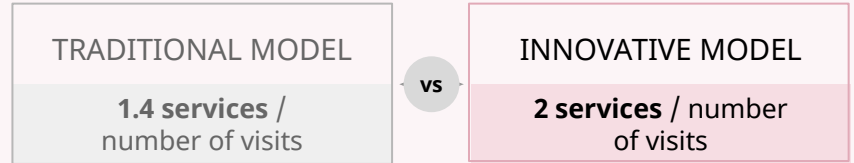


Smart Beauty is profitable

Thanks to our turn system, the talk and the shop, our Salons are more profitable than the traditional kind.



40% more services consumed per visit

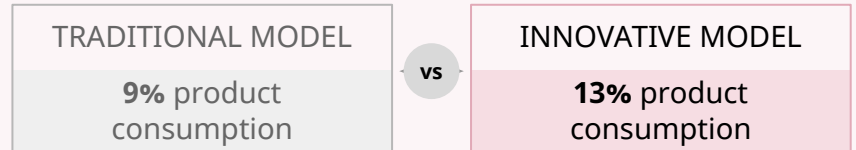


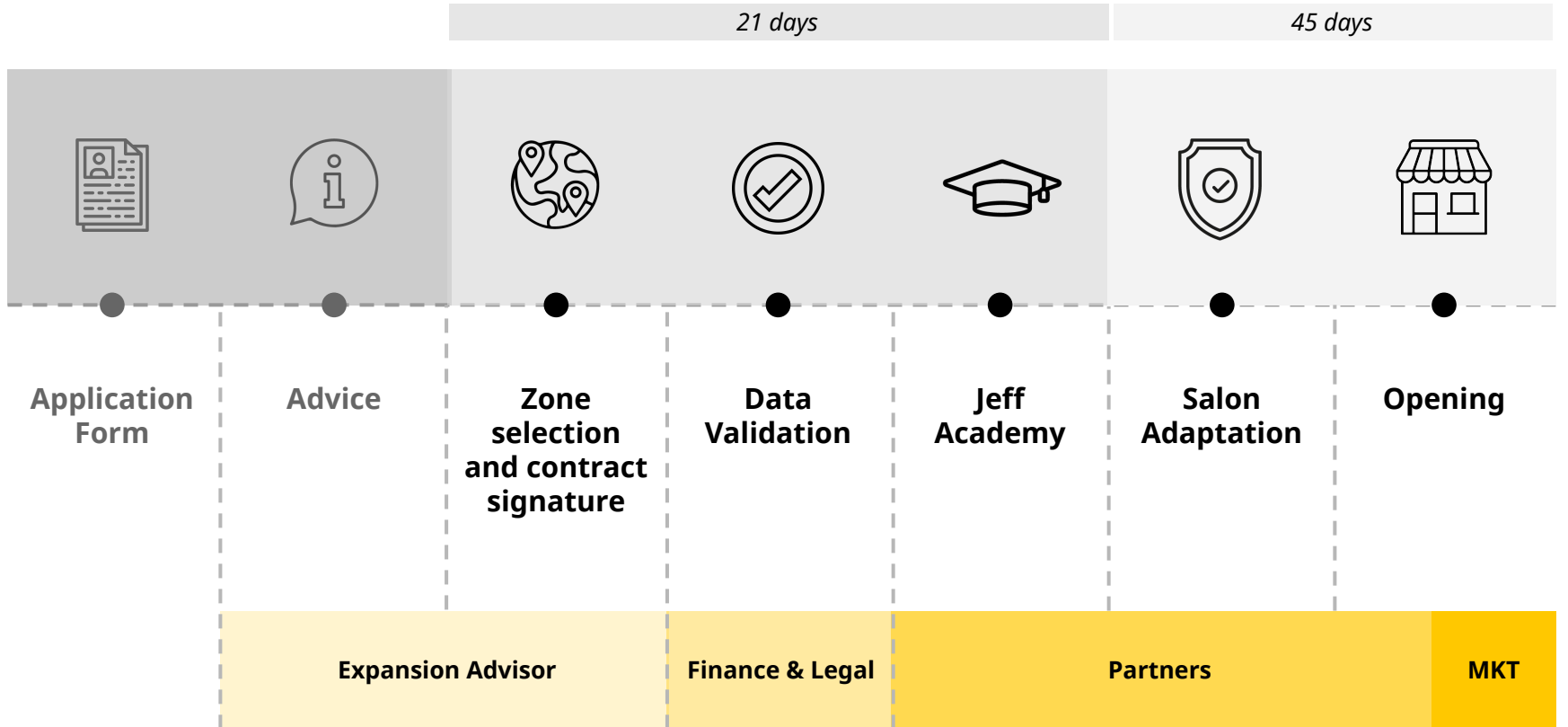
Smart Beauty is profitable

Thanks to our turn system, the talk and the shop, our Salons are more profitable than the traditional kind.



44% increase in product sales.







Welcome to Smart Beauty!

ANNEX



Beauty Jeff

Facial

Basic Facial	1,500
Advanced Facial	1,800
Signature Facial	2,000

Beauty Jeff

The Salon has:

- 6 workstations
- 2 hair washing stations
- 1 manicure area
- 1 Final Touch area
- Speakers
- Playlist
- Security cameras
- TV
- Tablet
- Air conditioning
- Lights
- 1 entrance

Mirrors, machines, hair dryers, brushes, combs, scissors, hair straighteners, clips, stock etc.



Certified Suppliers

We have agreements with well-known global suppliers to guarantee an experience according to our Partners and customer quality standards.



RE/MAX



ORLY[®]
POLISH

ECOLAB[®]

ONNERA GROUP



**Our suppliers list is constantly growing and changing according to the needs of each country and specialty.*

Uniforms

Uniform for Beauty Jeff employees.



Bags

Customer bags for Shop products.



Communication

You will have all the graphic material for promotions.



Jeff
Beauty

Inauguración

Secado
\$ 0000
\$ 0000

Corte
Mujer
\$ 0000
\$ 0000

Corte
Hombre
\$ 0000
\$ 0000

Dirección, 000



Tu look
ideal

Tinte
\$ 000

Mechas
DESDE
\$ 000

Secado
\$ 000

Corte
\$ 000

- 1 Descarga
la app Jeff
- 2 Pide tu turno
y ven al salón
- 3 ¡Luce tu
nuevo look!

Visítanos en
Dirección, 000

Encuétranos en la app

Jeff

Disponible en
App Store

Disponible en
Google Play

*Promoción aplicable al presentar este flyer en el salón. Para poder disfrutar de esta promoción se registrará al usuario en la app. La promoción no es reembolsable y no puede ser cambiada por efectivo. No acumulable con otras promociones. Válido para los primeros XXX usuarios. Un solo uso por usuario. En caso de tratarse de corte de niño el precio final será de 00x.



Jeff

We give you
the tools to
make it real