

MINILUXE ECOSYSTEM TODAY

~500 TEAM MEMBERS

With 96% of talent identifying as BIPOC/female

~10K TALENT POOL BY 2025-2026

Becoming one of the largest employers and educators of Asian-American women

~\$150M

Cumulative revenue since inception

14+ PROPRIETARY CLEAN BEAUTY PRODUCTS

3M+ SELF-CARE MOMENTS

Cumulative services since inception

100% DIGITAL

Bookings and payments

20 COMPANY-OWNED STUDIOS

88 NPS SCORE

IMPACT SINCE INCEPTION

\$80M

Estimate of Fair Wages Distributed

1,000s

Gallons of Toxic Polish Avoided

2x

Hourly Wage Rate Compared to Estimated Industry Average

35%

Nail Designers out of Total Base Eligible for Equity Ownership

3M

Safe Self-Care Services

1,000s

Of Asian Women and Other Diverse Workers Upskilled

A DECADE OF CHANGE



Intro of **autoclaving** in all services

2008

2010



No more acrylics

2013

2015



Oprah's Favorite Things 2019 "Tesla of Nail Polishes"

2019

2021



All 5-year nail designers **get equity** in the company

2022



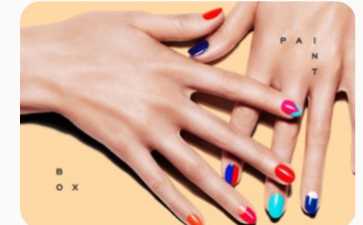
Intro of **health, vision** and other benefits for all nail designers



No other Brands only proprietary clean Brand



December Canadian TSX raise of \$20M (Largest in Canadian CPC)



Paint Box acquisition