

MINILUXE BY THE NUMBERS

We are the market-leading brand in the U.S. nail services space, with no scaled, comparable competitors.



COMPANY-OWNED STUDIOS

~\$150M

Cumulative revenue since inception

14+ proprie beauty

PROPRIETARY CLEAN BEAUTY PRODUCTS 4M+ se se

SELF-CARE SERVICES

Cumulative services since inception

TEAM MEMBERS

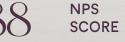
With 96% of talent identifying as BIPOC/female and 50% with 5+ years tenure

100%DIGITAL

Bookings and payments

 $\sim 10 \text{K} \quad \text{Talent pool} \\ \text{By 2027} \quad \text{by 2027}$

Becoming one of the largest vocational educators and employers for people of color



Higher than Amazon and Starbucks

IMPACT SINCE INCEPTION



Estimate of Fair Wages Distributed

1,000s

Gallons of Toxic Polish Avoided



Hourly Wage Rate Compared to Estimated Industry Average



Nail Designer Team Eligible for Equity Ownership



Safe Self-Care Services



Diverse Workers Upskilled

A DECADE OF CHANGE

