



MINILUXE BY THE NUMBERS

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

23 COMPANY-OWNED STUDIOS

~\$150M

Cumulative revenue since inception

14+ PROPRIETARY CLEAN BEAUTY PRODUCTS

4M+ SELF-CARE SERVICES

Cumulative services since inception

~500 TEAM MEMBERS

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

~10K TALENT POOL BY 2027

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

100% DIGITAL

Bookings and payments

88 NPS SCORE

Higher than Amazon and Starbucks

IMPACT SINCE INCEPTION

\$125M

Estimate of Fair Wages
Distributed

1,000s

Gallons of Toxic Polish
Avoided

2x

Hourly Wage Rate
Compared to Estimated
Industry Average

50%

Nail Designer Team
Eligible for Equity
Ownership

4M+

Safe Self-Care
Services

1,000s

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