

FOR IMMEDIATE RELEASE

MiniLuxe Announces Planned Share Issuance for a New Studio Location Acquisition in the DFW (Dallas Fort Worth) Region

Company continues its strategy of seeking M+A conversion opportunities, prioritizing regions where it holds a presence.

Boston, MA – August 11, 2025 (GLOBE NEWSWIRE) – MiniLuxe Holding Corp. (TSXV: MNLX) (“MiniLuxe” or the “Company”) today announced a planned issuance of 437,500 subordinate voting shares of the Company at a price of USD \$0.40 per share, in connection with the formation of a limited liability company established to acquire a new studio location in the Dallas–Fort Worth market.

The acquisition—of an existing salon business which MiniLuxe will convert to its own brand—does not represent a material transaction in terms of cash value or size. This announcement is being made to communicate the issuance of 437,500 new shares from treasury, representing well under 1% of the Company’s fully diluted share ownership.

This planned transaction is with a non-related party and is subject to approval by the TSX Venture Exchange.

About MiniLuxe

[MiniLuxe](#), a Delaware corporation based in Boston, Massachusetts. MiniLuxe is a lifestyle brand and talent empowerment platform servicing the beauty and self-care industry. The Company focuses on delivering high-quality nail care and esthetic services and offers a suite of trusted proprietary products that are used in the Company’s owned-and-operated studio services. For over a decade, MiniLuxe has been elevating industry standards through healthier, ultra-hygienic services, a modern design esthetic, socially responsible labor practices, and better-for-you, cleaner products. MiniLuxe’s aims to radically transform a highly fragmented and under-regulated self-care and nail care industry through its brand, standards, and technology platform that collectively enable better talent and client experiences.

In addition to creating long-term durable economic returns for stakeholders, MiniLuxe is expanding its reach through [franchising](#) and [acquisition of existing nail salons](#), offering entrepreneurs the opportunity to partner with a brand recognized as the [best nail salon franchise](#). MiniLuxe seeks to empower one of the most diverse and largest hourly worker segments through professional development, economic mobility, and ownership opportunities. For its clients, MiniLuxe offers best-in-class self-care services and better-for-you products, and for nail care and beauty professionals, MiniLuxe seeks to become the employer of choice. Since its inception, MiniLuxe has performed over 4 million services.

For further information

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