

WELCOME

To the second Balanzs Co-operation meeting

01

Context of this meeting

Meet & greet



02

Business update

Attendance & financial Update



03

Other updates

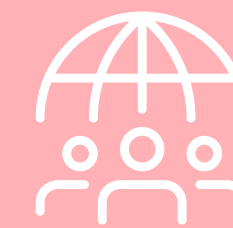
New developments



04

Future plans & your input?

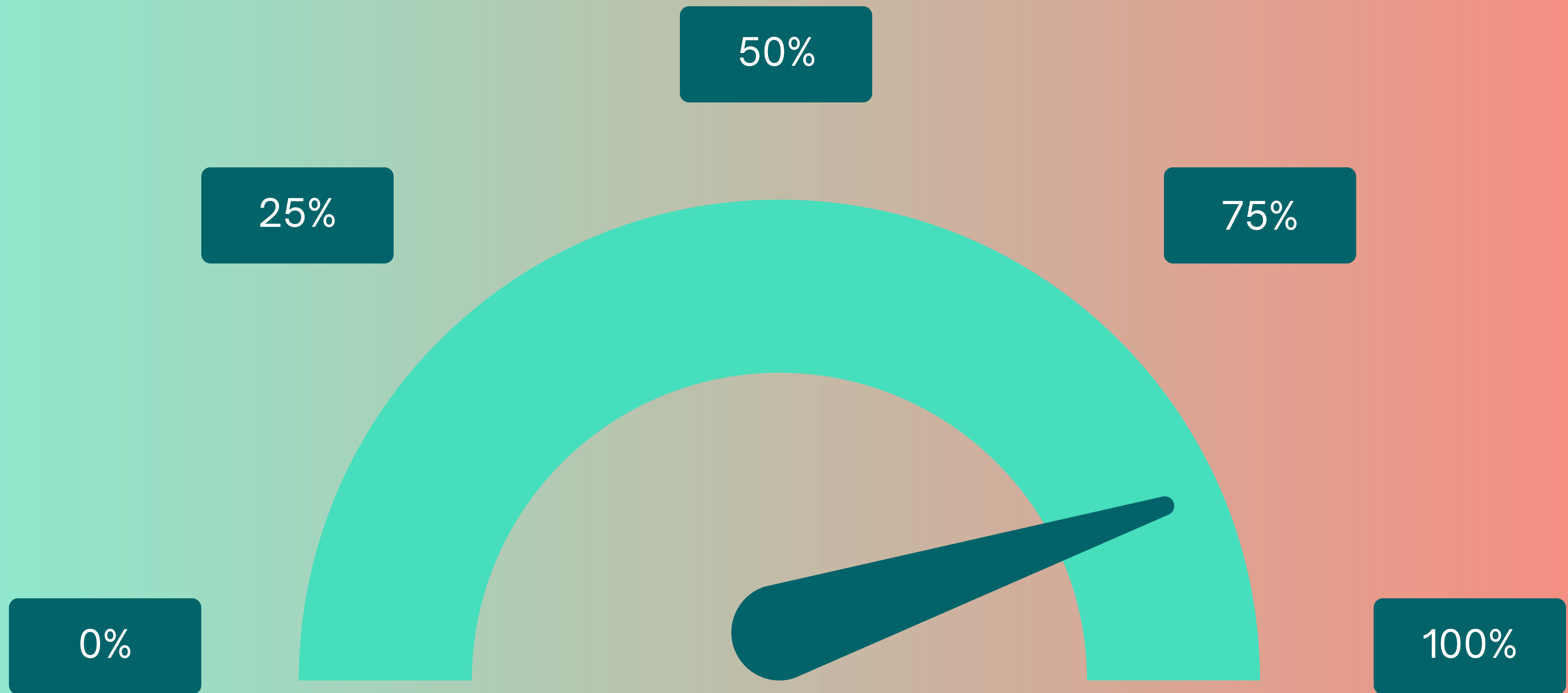
What happened in your community? What are the future plans?



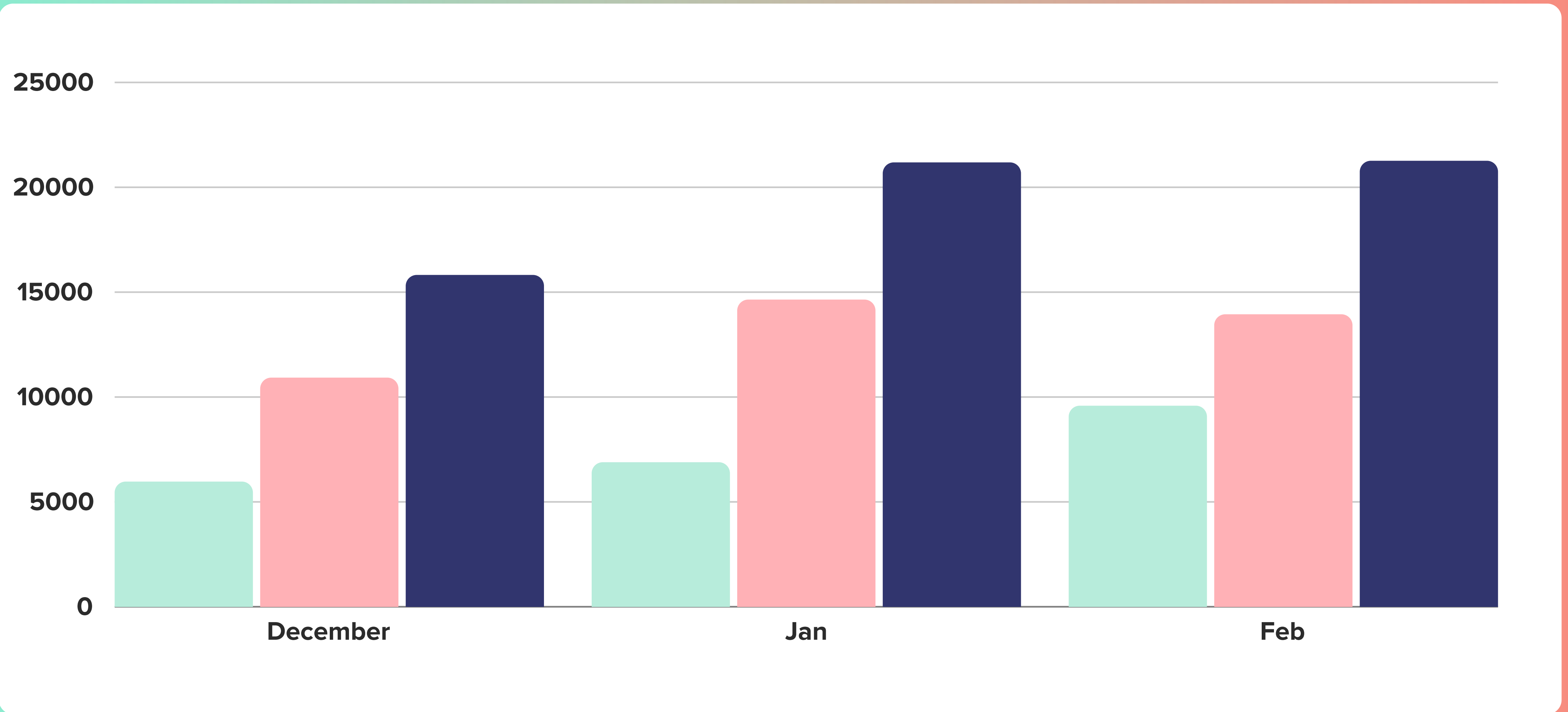


Overall Balanzs Happiness Rate

May 2023-
March 2024



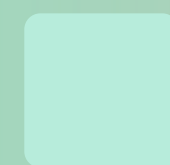
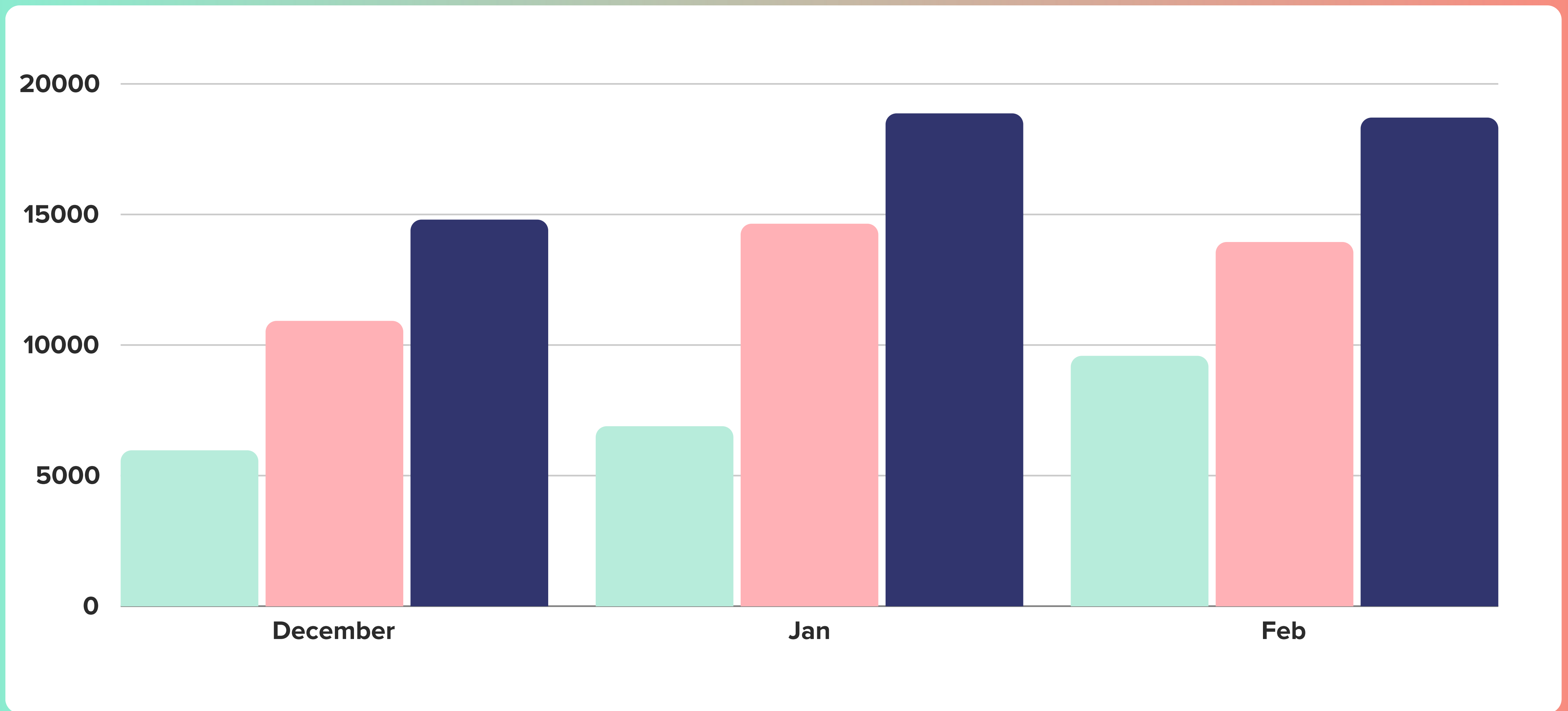
ATTENDANCE OVERALL



 2021/22  2022/23  2022/23

• 2022: Partial Lockdown January
• 2023: Opening Amsterdam in Sept/Oct

ATTENDANCE OVERALL (WITHOUT AMSTERDAM)



2021/22



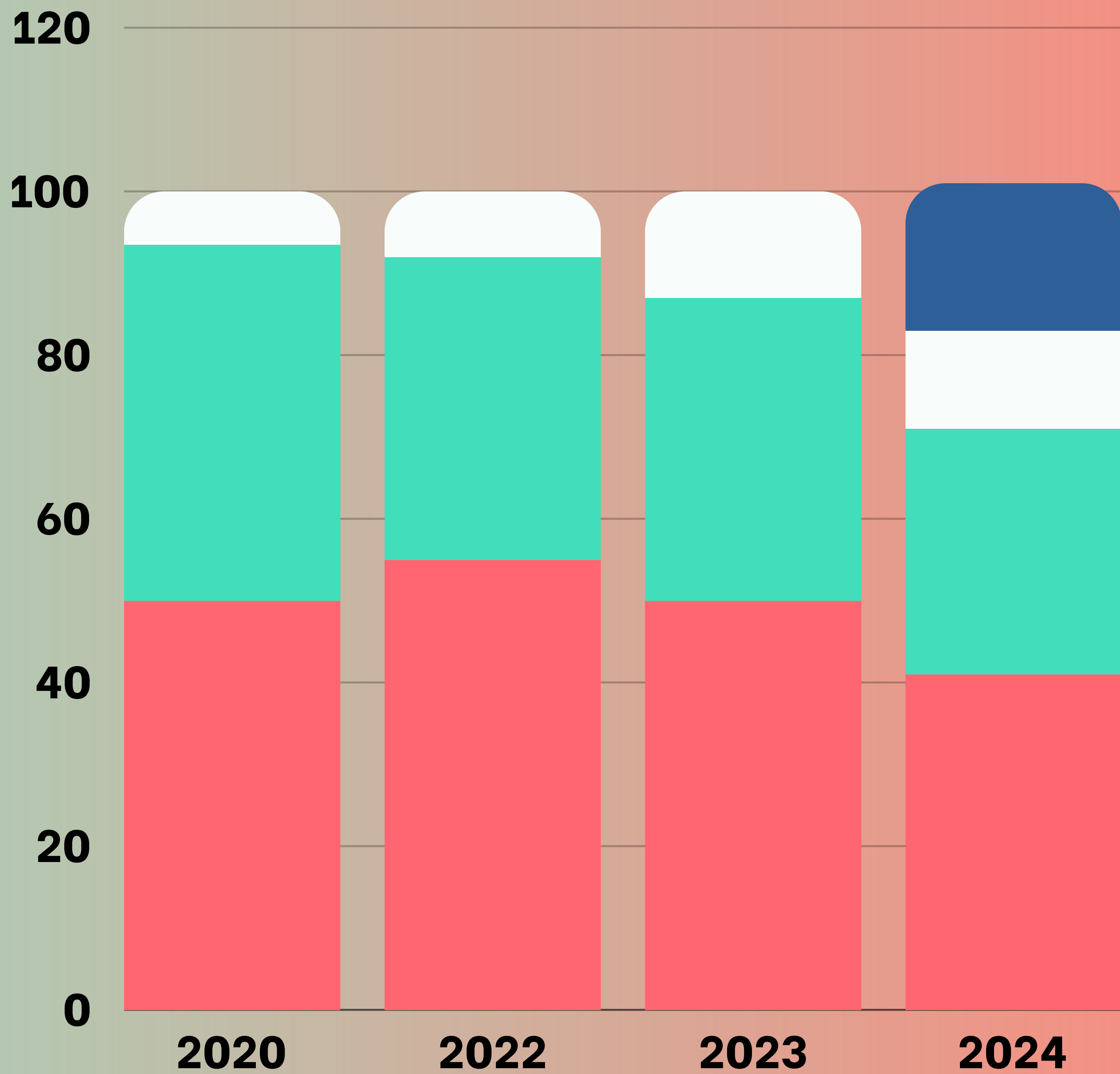
2022/23



2023/24

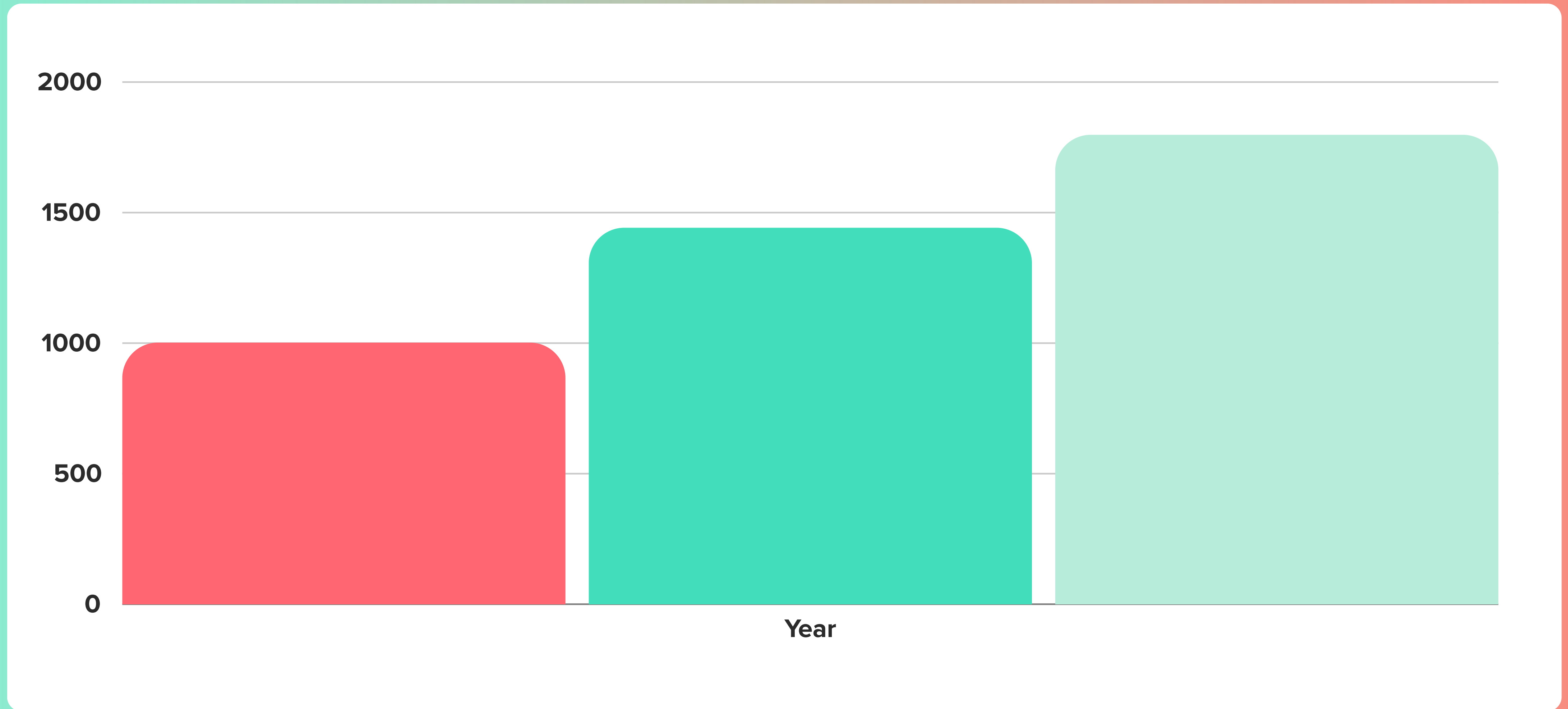
• 2022: Partial Lockdown January
• 2023: Opening Amsterdam in Sept/Oct

ATTENDANCE CITY IN %



CITY IN % FEBRUARY 2024

REVENUE OVERALL 2023



2021

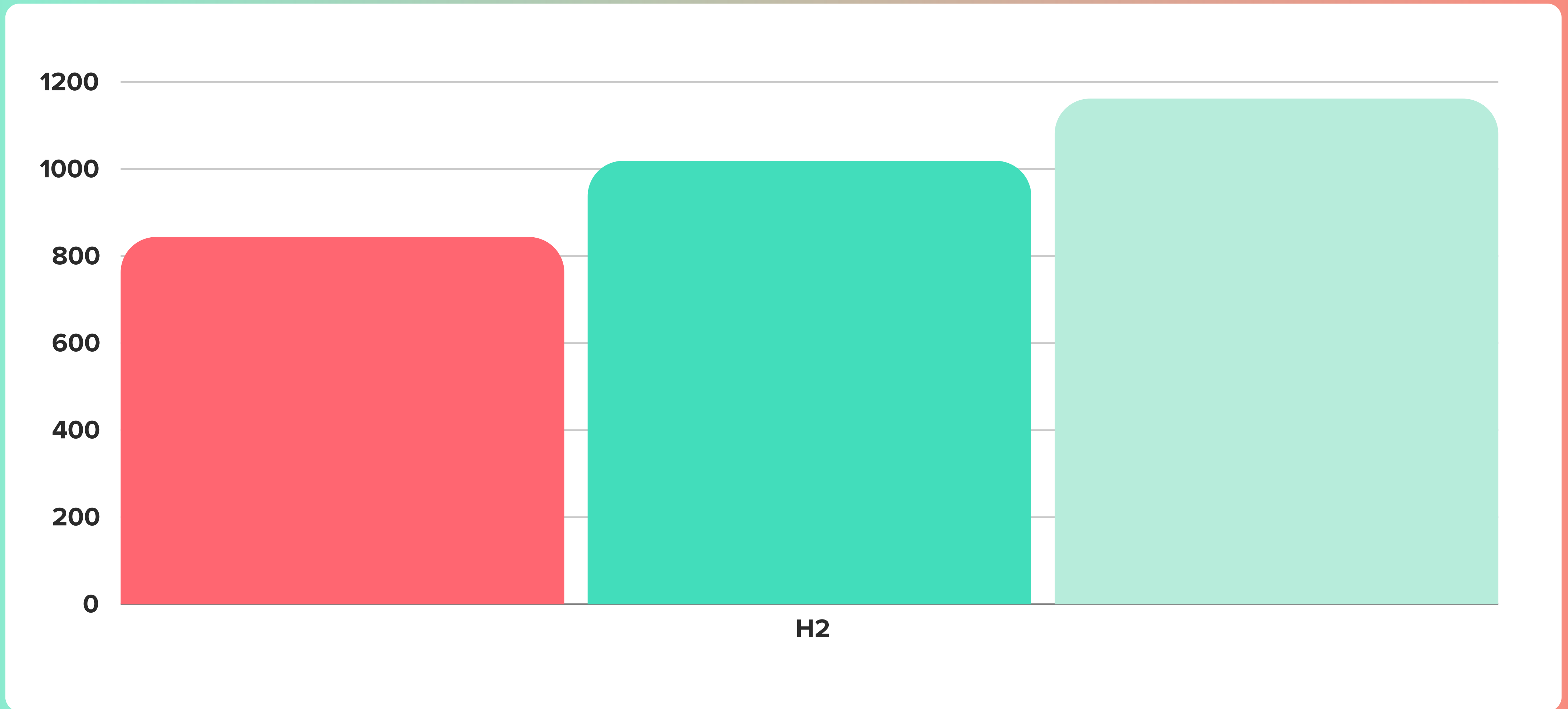


2022



2023

REVENUE OVERALL Q3 & Q4 2023



2021



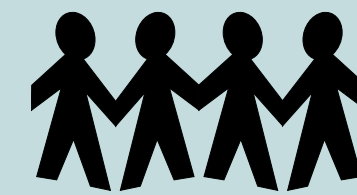
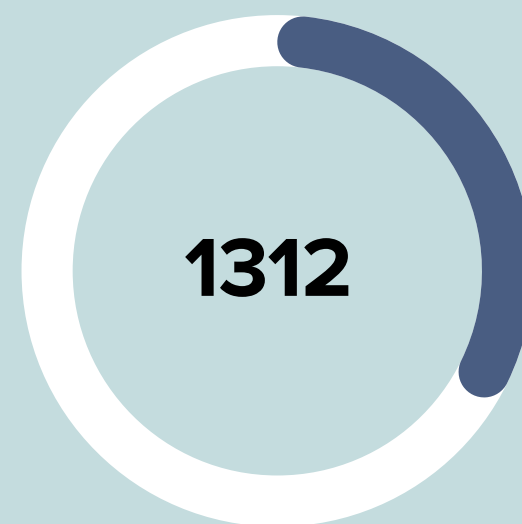
2022



2023

Marketing update

New people in Den Haag, Rdam, Utrecht



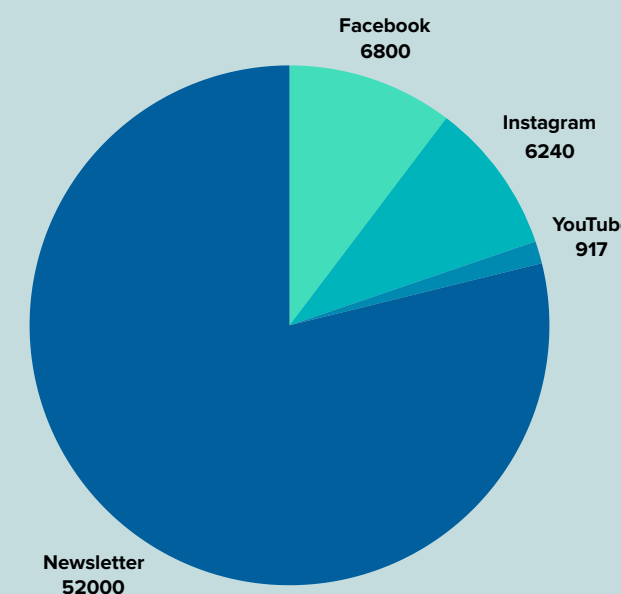
Amsterdam:
1219 trials
250 Founding members

Review score



4,8 average

Followers



FB: 6.800

Insta: 6.240

YT: 917

E-mail: 52.000

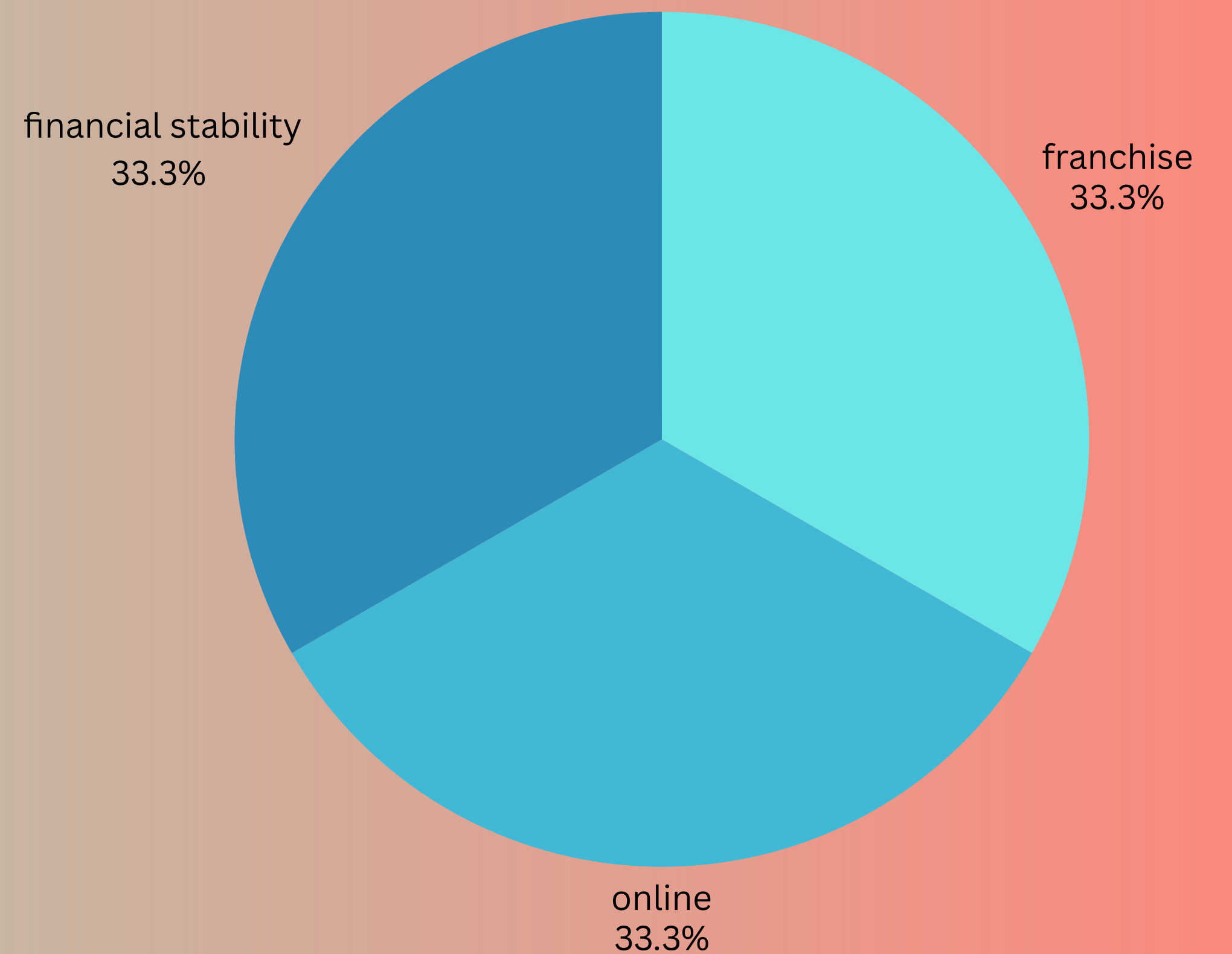
Highs!

- Opening of our 2 new Amsterdam studios
- Week after week the best week ever in attendance
- Photoshoot in Rotterdam and in Amsterdam
- 108 sun salutes in the shopping street in Rotterdam, in cooperation with other studios
- A social media manager (Lisa) creating a new and better social strategy (and then she left)
- A new marketing colleague Daniella
- New plans & ideas to grow as a brand and share even more kindness with the world!

Our plans in 2023

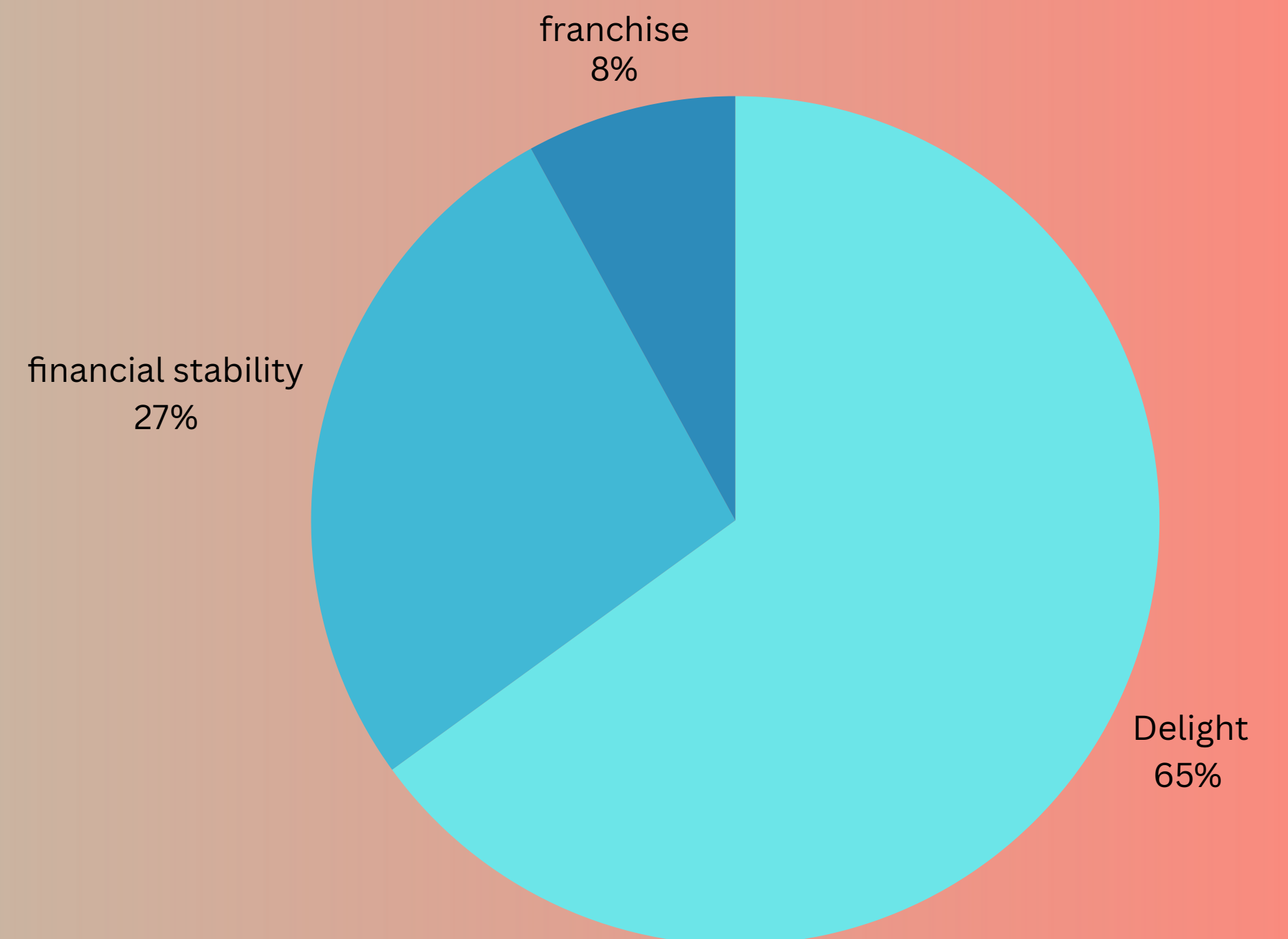
We planned to focus on :

1. Franchise
2. Online
3. Financial Stability



But... what actually happened

1. Purchase of 2 new Amsterdam studio's
2. Financial Stability
3. Start of franchise plans



But... what actually happened



But... what actually happened

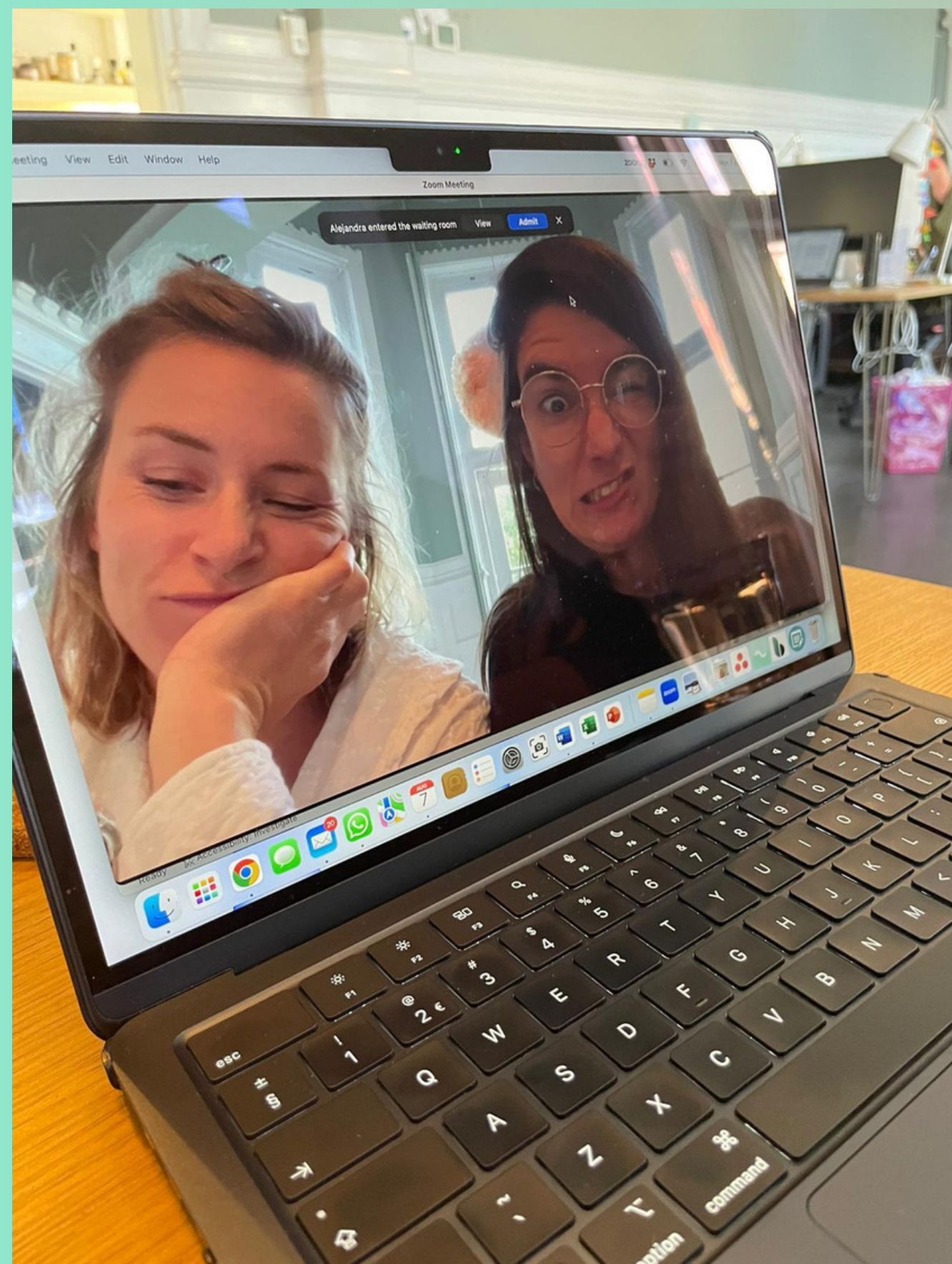


But... what actually happened

We had to act very fast.... rollercoaster style. With a massive thanks to the Kindful community we were able to take a plunge in the Amsterdam canals :-)

But... what actually happened

Luckily our wonderful team was **READY**. So while we enjoying Machu Pichu Balanzs Amsterdam was build.



Highs & Lows

Highs

1. 2 new studios opened in Amsterdam
2. Team day with entire teacher team in AMS last January to kick off this new year.
3. New hires HQ; Szidonia, Honora, Daniella
4. Highest attendance ever



Highs & Lows



Highs & Lows

Lows

1. Still covid loans, but less and we are happy to be able to pay them
2. A lot of water damage in studios / maintenance
3. Not everyone getting the change from Delight to Balanzs in Amsterdam
4. 2nd Rotterdam Mariniersweg studio not finished
5. B-sport still a challenge

Future plans 2024



Foundation

Focus on Foundation

Foundation to build from

- Teacher development
- Improved insights in financials
- B-sport improvements
- More focus on metrics (ie marketing, customer service e.d.)
- Maintenance of our studio's

Kindfulness foundation

15.000 euro is now attributed! We have asked all our teachers for ideas on how to spread kindness even more and have received some great ideas!

And now it's also time to get back to our original plans

Franchise

What has been done:

- Tove appointed to lead franchise.
- Together with Franchise Factory currently developing the franchise manual/offering.

What is needed now?

We expect launch Q3. From there we will be actively searching for potential franchisees.

Online

What has been done:

- Sylvie appointed to lead project
- First exploration of possibilities

What is needed now?

We expect that we need more time for this because we have the desire to develop a unique offering in line with Balanzs brand values

This might require opening a new possibility to invest in Balanzs. This will be announced

Other updates

Financial stability

We expect the financial results of 2023 to be slightly better on the revenue side, however slightly less profit is expected due to costs of purchasing delight amsterdam (direct costs vs investment). Profit has been allocated for repayment of COVID loans.

Market update

- General market update: Mixed.
- More interest from new target groups in Yoga.



**What ever good
things we build
end up building us**

Input?

Questions?