

Wellness Co. – Selected survey slides

DRAFT

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Penetration | Penetration is at ~70% across both US & Europe, increasing with larger establishments

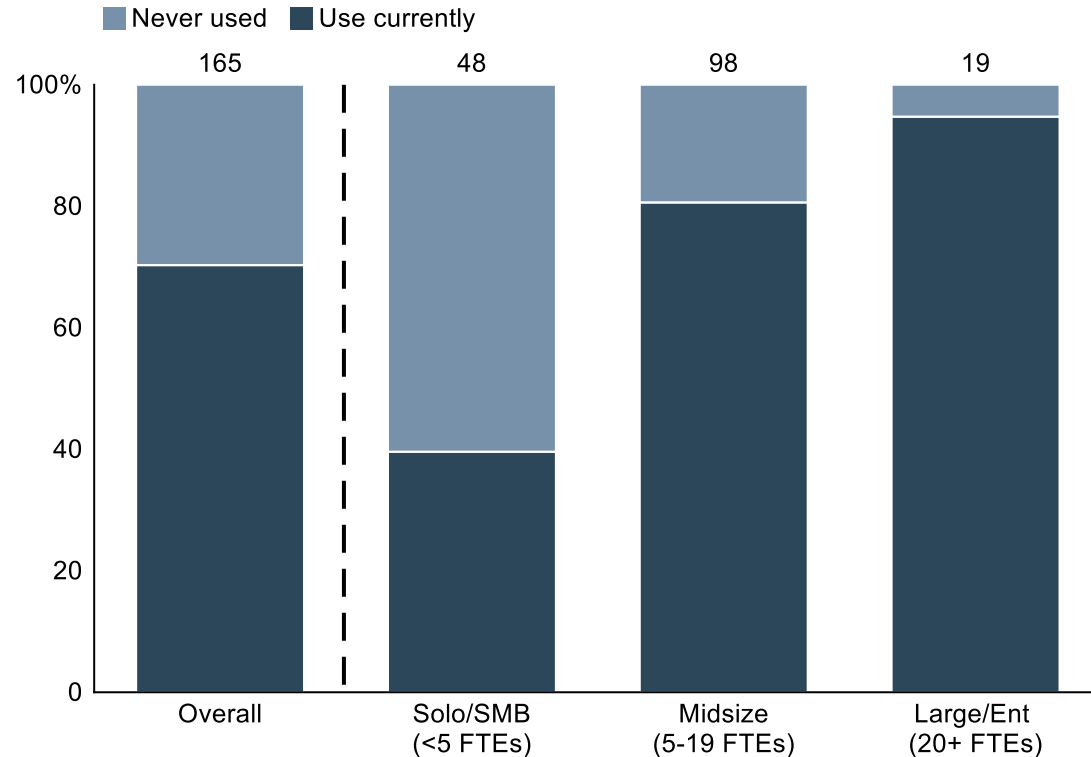
PENETRATION



Q: Does your organization **use a software solution** for business management?
Q: Did your organization **previously use a software solution** for business management?

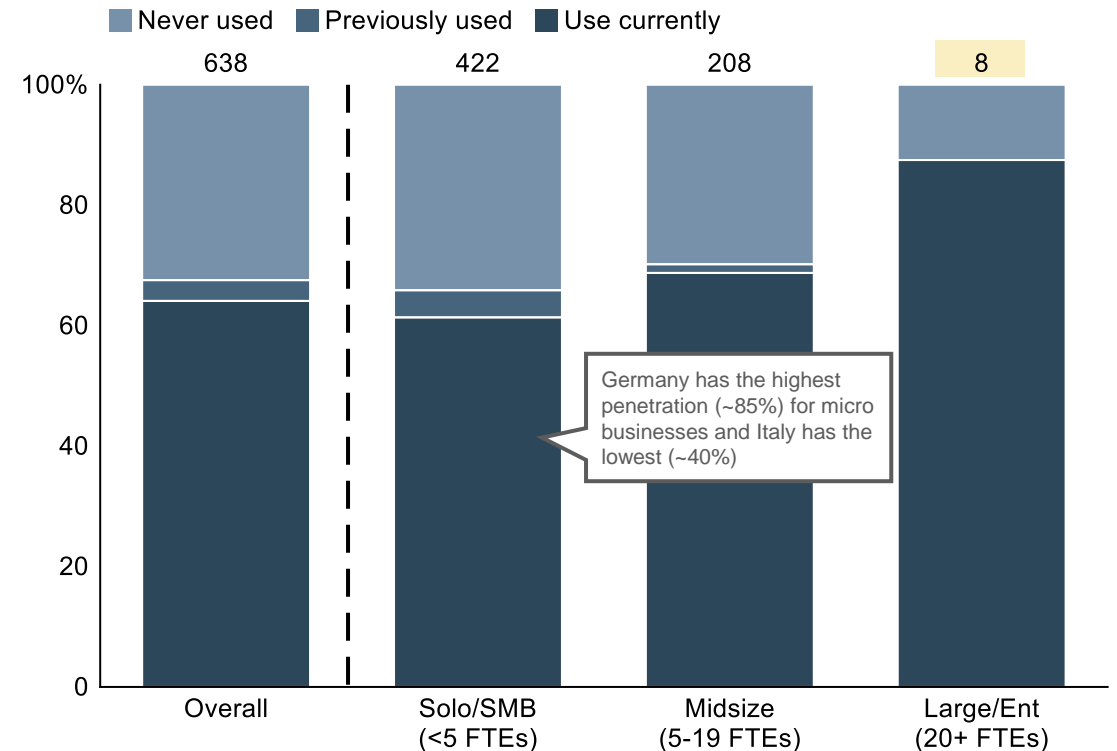
Penetration is at ~70% in US; ~40% for Solo/SMBs

Business management software penetration by store size, US (% respondents)



Penetration is at ~70% in Europe; 60% for Solo/SMBs

Business management software penetration by store size, Europe (% respondents)



Note: No US respondents for 'previously used' // Source: Spa & Salon phone questionnaire (N=905)

Unbiased sample

Awareness funnel | Spa & salon software is highly fragmented, with most vendors at low awareness; Wellness Co. & Treatwell (EUR) highest in awareness

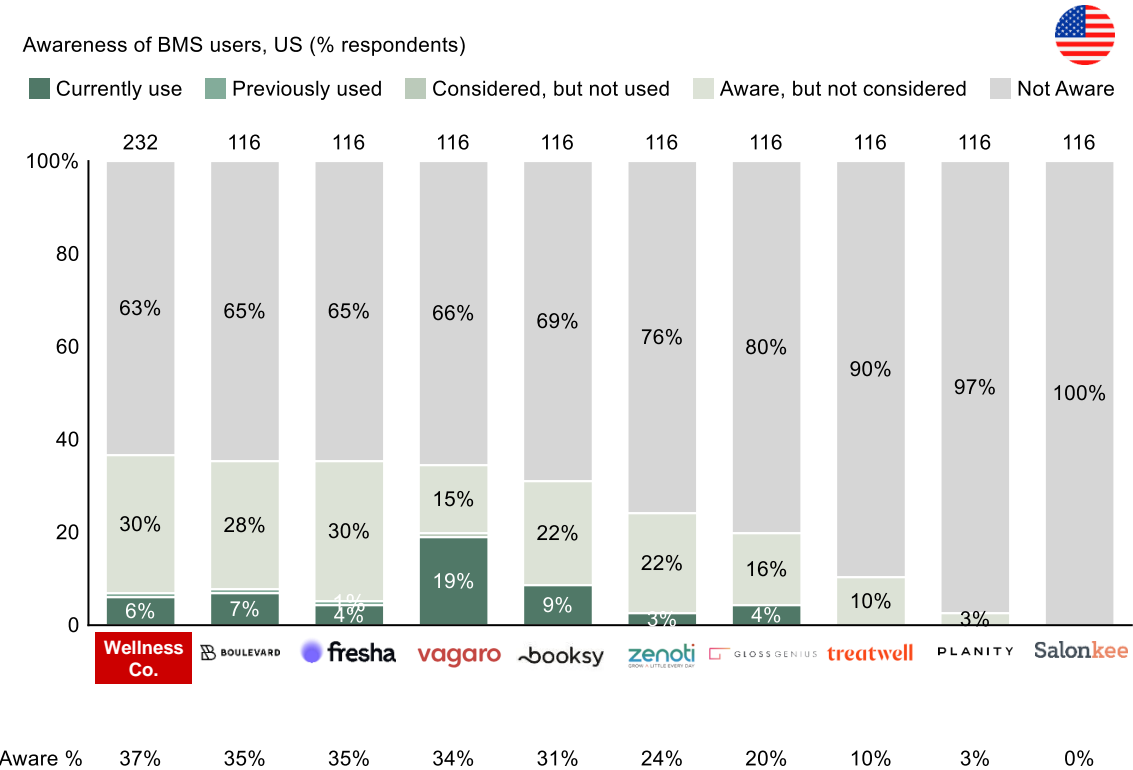
VENDOR AWARENESS

Unbiased sample

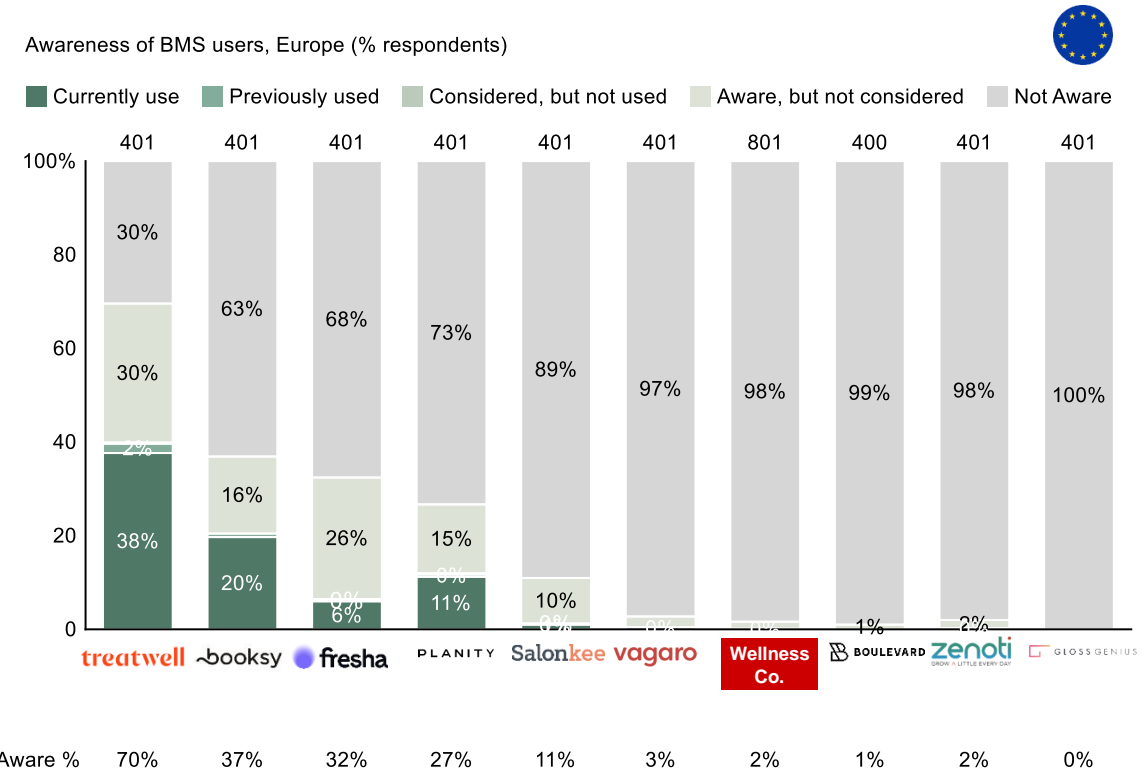
 / PRELIMINARY

Q: Which other business management software vendors are you **aware** of?
Q: When deciding on a business management software, which other vendors **did you consider**?
Q: Which software vendor did you **use previously**?
Q: Which business management software does your organization **currently use**?

Within the US, Vagaro has the leading share of survey respondent users



Within Europe, Treatwell is by far the most well known and used based on survey responses



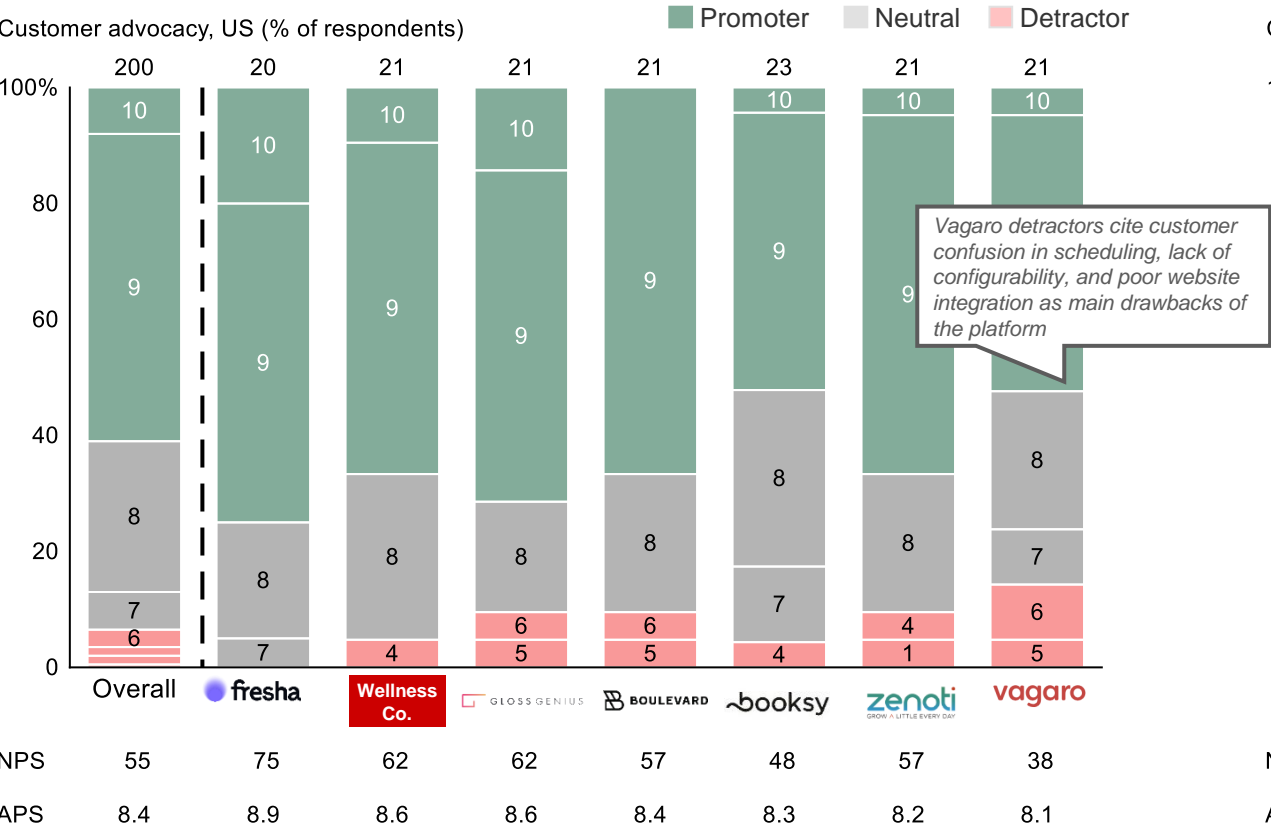
Customer advocacy – by geography | Overall advocacy is strong across vendors; Fresha has highest advocacy in the US & Planity has strongest advocacy in Europe

CUSTOMER ADVOCACY

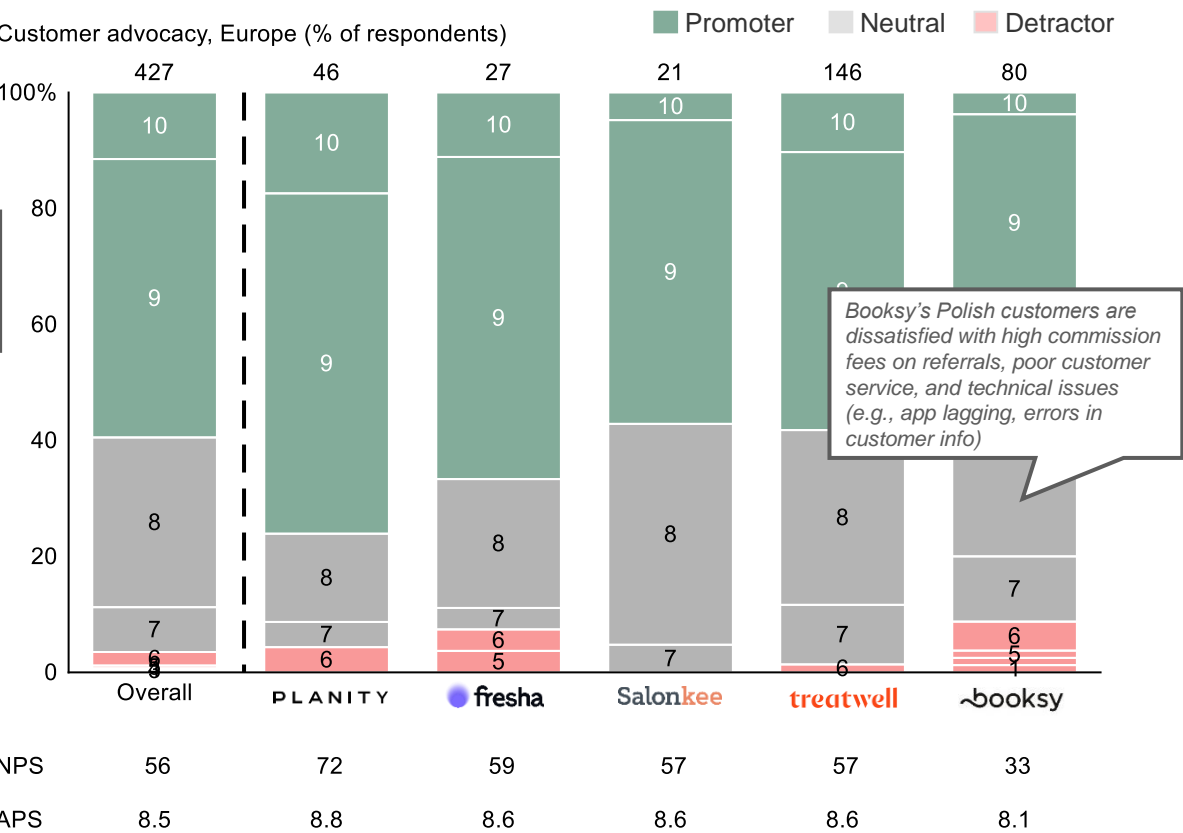
 / PRELIMINARY

Q: On a scale from 0 to 10, where 0 means “not at all likely” and 10 means “extremely likely”, how likely are you to recommend <primary business management software vendor> to a friend or colleague?

US: Fresha has highest advocacy with Vagaro lagging



EUR: Planity has highest advocacy with Booksy lagging



Mission criticality | Vendors are generally viewed as highly mission critical; Fresha and Booksy lag slightly behind peers

BUYING DYNAMICS

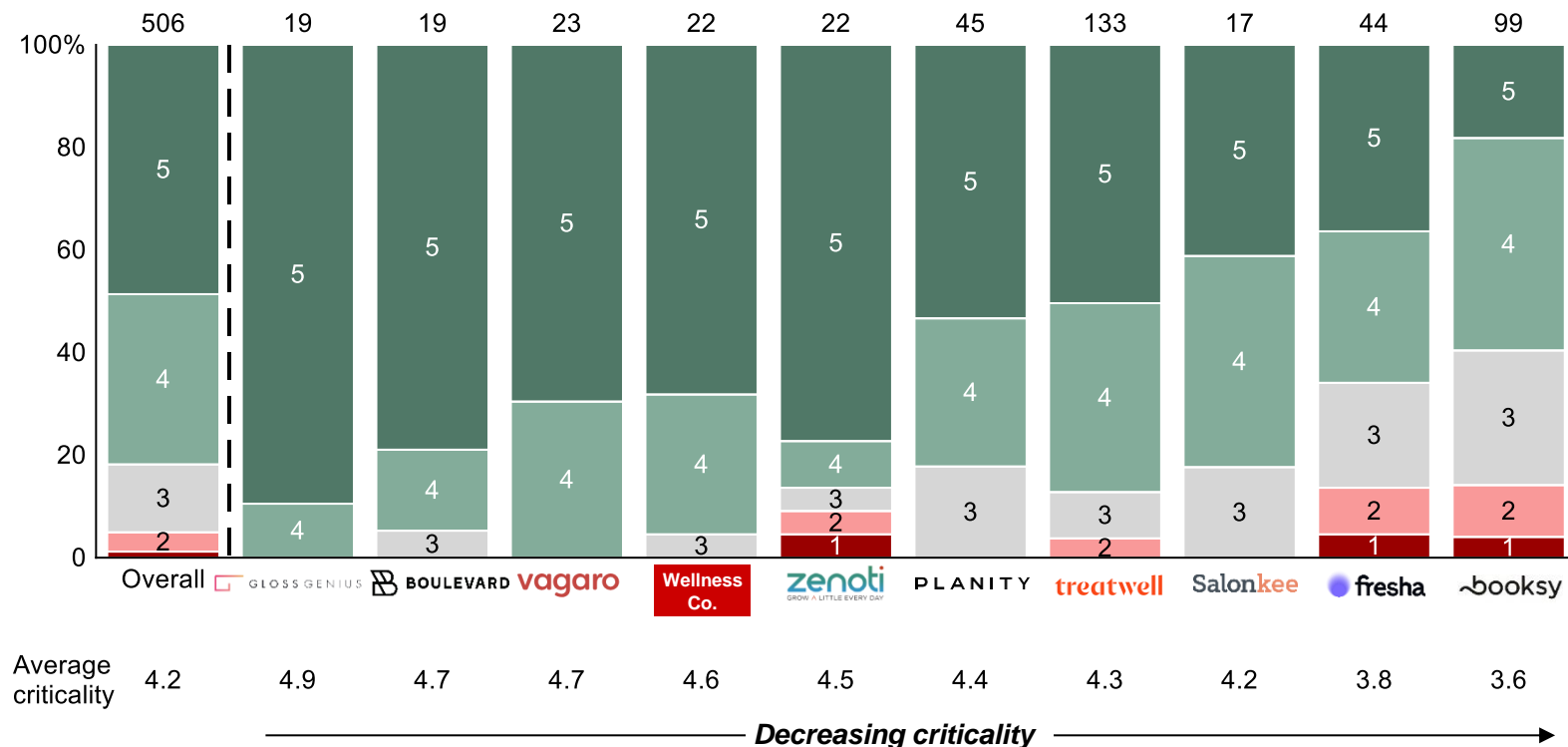
MISSION CRITICALITY



Business management software is crucial to organizations' operations and considered critical

Q: On a scale of 1 to 5, where 1 is not at all mission critical and 5 is extremely mission critical, how **"mission critical" is your business management software** to your organization's ongoing operations?

Mission criticality for business management software
(% of users)



Source: Spa & Salon phone questionnaire (N=905)

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Commentary

- Average mission criticality across key vendors is **fairly high at ~4.2**
- Business management software are **used for organizations' core daily operations**, making it highly important to users
- Fresha and Booksy **lag peers in terms of criticality** with both vendors having a <4.0 average
- **Vagaro, Treatwell, and Planity** all have relatively high criticality scores

"We use Boulevard, and it's absolutely crucial for us. It's mission-critical to our operations."

Survey respondent #47

"A business management software is very important for the smooth running of our operations. It allows us to streamline all aspects of the business."

Survey respondent #21

KPC importance | Ease of use, customer booking, and cost are the most important criteria for spa & salon users selecting a business management software

BUYING DYNAMICS

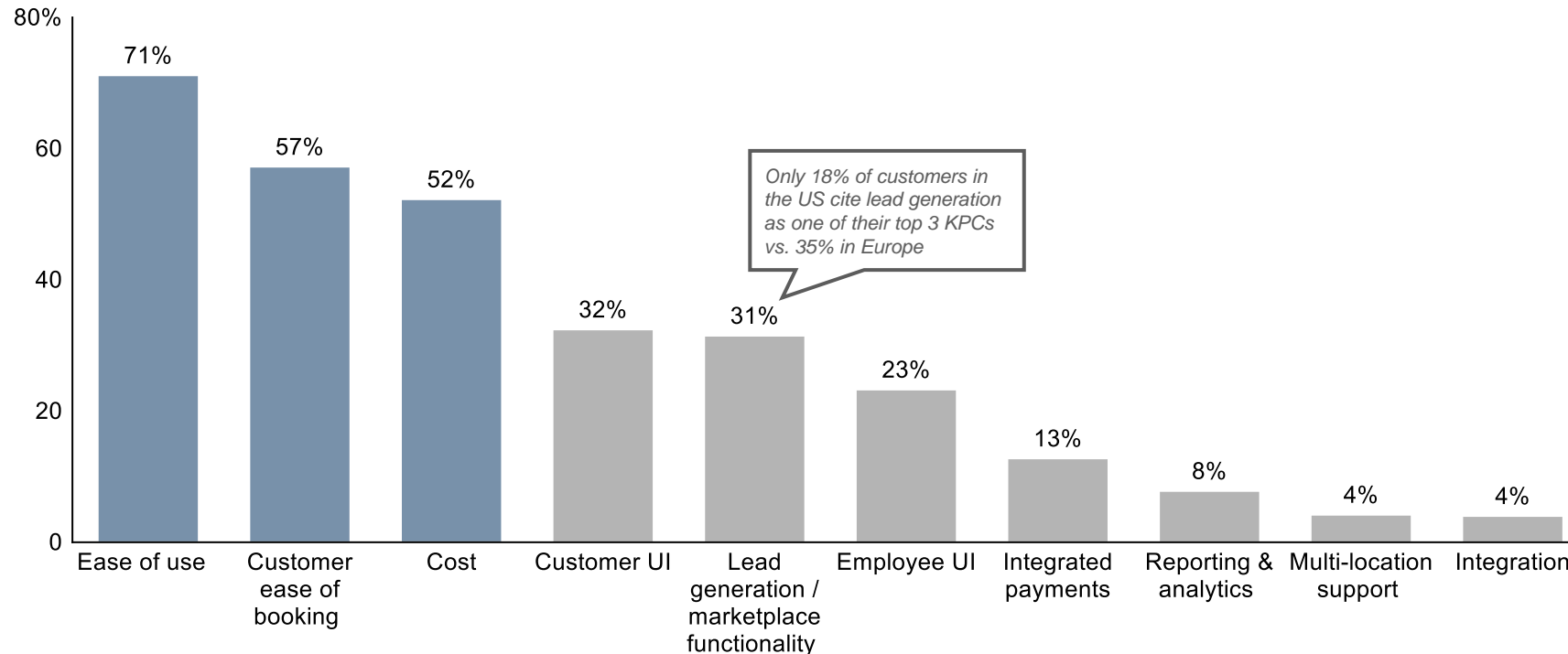
KPC IMPORTANCE



Users value the top three criteria (ease of use, customer booking, cost) significantly more than other criteria like integration, analytics and multi-location support

*Q: What are the **top 3 most important criteria** for you in a business management software?*

KPC importance (% ranked in top 3, N=524)



Source: Spa & Salon phone questionnaire (N=905)

Commentary

- The **majority of respondents** ranked ease of use, customer ease of booking, and cost as a top three KPC
- **<10% of respondents selected** reporting & analytics, multi-location support, or integration as a top three KPC
- **Customer UI and lead generation** are important to around a third of respondents

“Ease of use is very important, both for our clients and for ourselves. No one likes to lose time over software that doesn’t work optimally.”

Survey respondent #14

“The ease of use and cost are the most important factors when choosing software.”

Survey respondent #17

Unbiased sample