

SPA FINDER WELLNESS 2013 TREND REPORT

HEALTHY HOTEL TODAY & TOMORROW

Presented by: Manuel A. Vanegas Jr. – MBA & Sr. Vice President EMEA

HOTEL SPA SUITE EXPERT

Sybaritic Inc. #1 POD & Capsule Company in the World

Date: April 8, 2013 – Wroclaw, Poland

Presentation Summary

1. **Spa Finder 2013 Trend Report** – 10 years of forecasting Trends – What the Experts Say!
 - a. 6 of the top 10 trends includes the POD as centerpiece to PROFITS
 - b. Self-Automated & All Natural Services are on the RISE in Modern HOTELS
 - c. List of Top 10 trends (see exhibit A)

2. **Who is Spa Finder Wellness** – Industry Expert Opinion & Trend Forecasting Authority
 - a. What does that mean to Sybaritic & Nova Group Industry (Spa and Wellness)
 - i. Consultant Expert Team at your service
 - ii. Direct Contact with Factory & Local In-Country Partnership
 - b. What does it mean to YOU and your industry (Hospitality and Hotel Owners)
 - i. Differentiate and Embrace the Trend of **“Wellness Everywhere”**
 - ii. Equals **PROFITS** to your Bottom Line!
 - c. True PARADIGM SHIFT in the way Hospitality and Hotel does business **Today & Tomorrow**

3. **Top 10 Global Spa & Wellness Trends Forecast**
 - a. No. 1 Trend is “HEALTHY HOTEL”
 - b. What is fueling the TREND
 - i. Health Issues Worldwide – The Problem is OVERWEIGHT & OBESITY
 - ii. Corporate Eye on Healthier Travel and Wellness in the workplace
 - iii. Healthier Vacationer – “Old Vacation vs. Wellness Vacation”
 - iv. Healthy Business Traveler – “healthy travel means happier and more productive employees – which means more **CORPORATE PROFITS**”

4. **Sybaritic Knowhow, Experience & Expertise**
 - a. Over 27 years as World Leader in POD and Self-Automated Spa POD Solutions
 - b. No. 1 POD Company in the World – Trademark **“Wellness-Relaxation Suite™”**
 - c. World Leader in Spa, Wellness, Slimming and Anti-Aging POD Systems
 - d. Global Spa & Wellness Expertise to help your SUCCESS with Healthy Hotel Concept

Healthy Hotel & Spa Finder Wellness 2013 Trends

5. **Old Travel vs. NEW Travel** – Healthier Business Wellness Travel (Spa Room/Suite)
 - a. The No. 1 hotel guest is “Business Travelers”
 - b. Offer what the business traveler wants & offer what Top Management wants
 - c. Change or....You write the Ending!

6. **Wellness and Healthy Vacation**
 - a. Tearing down the Spa & Fitness walls – literally and figuratively
 - b. Preservation of Privacy, Exclusivity and Intimacy of the Hotel Room & Suite
 - c. Increase Profitability by transforming to Healthy Hotel & Wellness Spa Rooms & Suites

7. **Occupancy & Loyalty** – How Sybaritic Hotel Spa Suite Expertise Helps Hotel Owners
 - a. How to grow & maintain OCCUPANCY – Differentiate and Profit from Change
 - b. How to grow & maintain LOYALTY – Offer them what they **WANT & ENJOY!**
 - c. LOYALTY vs. SATISFACTION

8. **Hotel Fortina – Malta: Real Example** – World’s #1 Wellness-Rejuvenation Room/Suites
 - a. Vision to be No. 1 and the FIRST – once No. 1 = Always No. 1
 - b. Vision Pays Millions of €EUR in PROFITS – Guests love it – Owners Profit – WIN/WIN
 - c. Vision Pays with truly LOYAL & Satisfied GUEST EXPERIENCE in Hotel Spa Suite

9. **Japan Hotel Spa Room & Self Automated Spa POD Suites**
 - a. Over 25 years of POD Lifestyle Experience - Space Maximization
 - b. Sybaritic is Born in Japan and Italy
 - c. Anti-Stress vs. Slimming – two roads – same destination to PROFITS
 - d. NBC (Nippon Bridal Center) Success Story – Bridal & Wedding Spa Suite Guests

10. **The Sybaritic Hotel Spa PODS Opportunity**
 - a. NEW Exploding Trend in Wellness Hotel and Spa POD Room/Suite
 - b. Sleep = Health = Anti-Aging
 - c. Wellness & SPA to the Room – 3 Way ROI
 - d. Sybaritic & Nova Group teamwork & experience is KEY to your SUCCESS
 - e. The Timeline of POD Innovation and Inventions
 - i. 110 Worldwide Patents
 - ii. Over 40,000 PODS installed Worldwide
 - iii. How this helps Hotel Owners maximize

EXHIBIT A

TOP 10 GLOBAL SPA & WELLNESS TRENDS

1	Healthy Hotels	PG 1
2	The Mindfulness Massage...and More	PG 7
3	Earthing	PG 13
4	Spa-Genomics (...Telomeres and Beyond)	PG 19
5	Authentic Ayurveda and Other Ancient Revivals	PG 25
6	Color Self-Expression	PG 31
7	Inclusive Wellness (Rethinking “Disability”)	PG 37
8	Label-Conscious Fitness	PG 43
9	Men: From Barbers to “Brotox”	PG 49
10	Where the Jobs Are	PG 55
	Buzz Words: Hot & Getting Hotter	PG 60

EXHIBIT B

Hot & Getting Hotter!

BUZZ WORDS

HOT	→	GETTING HOTTER!
Happiness		Mindfulness
High-Tech Jobs		High-Touch Jobs
Nature Sounds		Nature
Natural Beauty		Bold Beauty
Party Penthouse		Healthy Hotel
Ayurveda		Authentic Ayurveda
BOTOX®		Brotox
Diet Detox		Digital Detox
Strength Training		Functional Fitness
Stilettos		Bare Feet
Skinny Martini		Skinny Jean Workout
Aromatherapy Oil		Argan Oil
Cholesterol		Telomeres
Personal Wellness		Corporate Wellness
Fasting		Juicing
Currency		Wellness Currency
Casual Friday		Massage Friday
Slow Food		Wild Food
Tattoo Parlors		Tattoo Spas
Exclusive Pampering		Inclusive Wellness
Anti-Aging		Aging Well
Bling Nails		Nail Art
Medical Tourism		Wellness Tourism
Aspirational		Inspirational
Experience		Defining Moment