



ENJOYMENT OF ZEN

晋·『思·享·盛·悦』



BERY SINGAPORE

新加坡「雀悦」资本

ENJOYMENT OF ZEN

思享盛悦管理有限公司

COLLABORATION PLAN AND PROCESS

○ ABOUT US



Diligently created three concept brands: Yue SPA, Yin SPA, and Mo SPA.

ENJOYMENT OF ZEN

Established in 2010, over a decade of dedication has led to the creation of three concept brands: Yue SPA, Yin SPA, and Mo SPA. These later converged into the registered brand 'The Hermit Club' – a seamless integration of luxury spas, sophisticated SPA experiences, and Zen tea leisure.

Multiple award-winning spa and massage chain in Greater China.

Boasting a top-tier professional management team in the industry.

Staying true to our initial aspirations and embracing innovation, we have earned high praise from millions of members and guests while offering the industry's highest salary standards. We also founded a charitable society to give back to the community.

The first spa and massage chain in North China to receive investment and shares from an overseas investment firm (BERY SINGAPORE).
A pioneering health and wellness management company leading the industry with innovation.



Successfully Prepared Stores: 19 (Each >1,000 sqm)



Current Stores: 12 (Total area >50,000 sqm, nearly 1,000 employees)



3 stores under construction

All stores are corporate-owned, with nationwide VIP card access.

Innovation meets our original aspiration, worthy of your trust.

○ TEAM INTRODUCTION




CEO,
graduated from Beijing Normal University's Media Department, founded a well-known website, and has led marketing strategies for major corporations.


EMBA




Operations & Service Directors,
each with over 5 years of industry experience, manage excellent store managers who have risen from entry-level positions.




"ENJOYMENT OF ZEN"
possesses a management team full of creativity and strong execution.



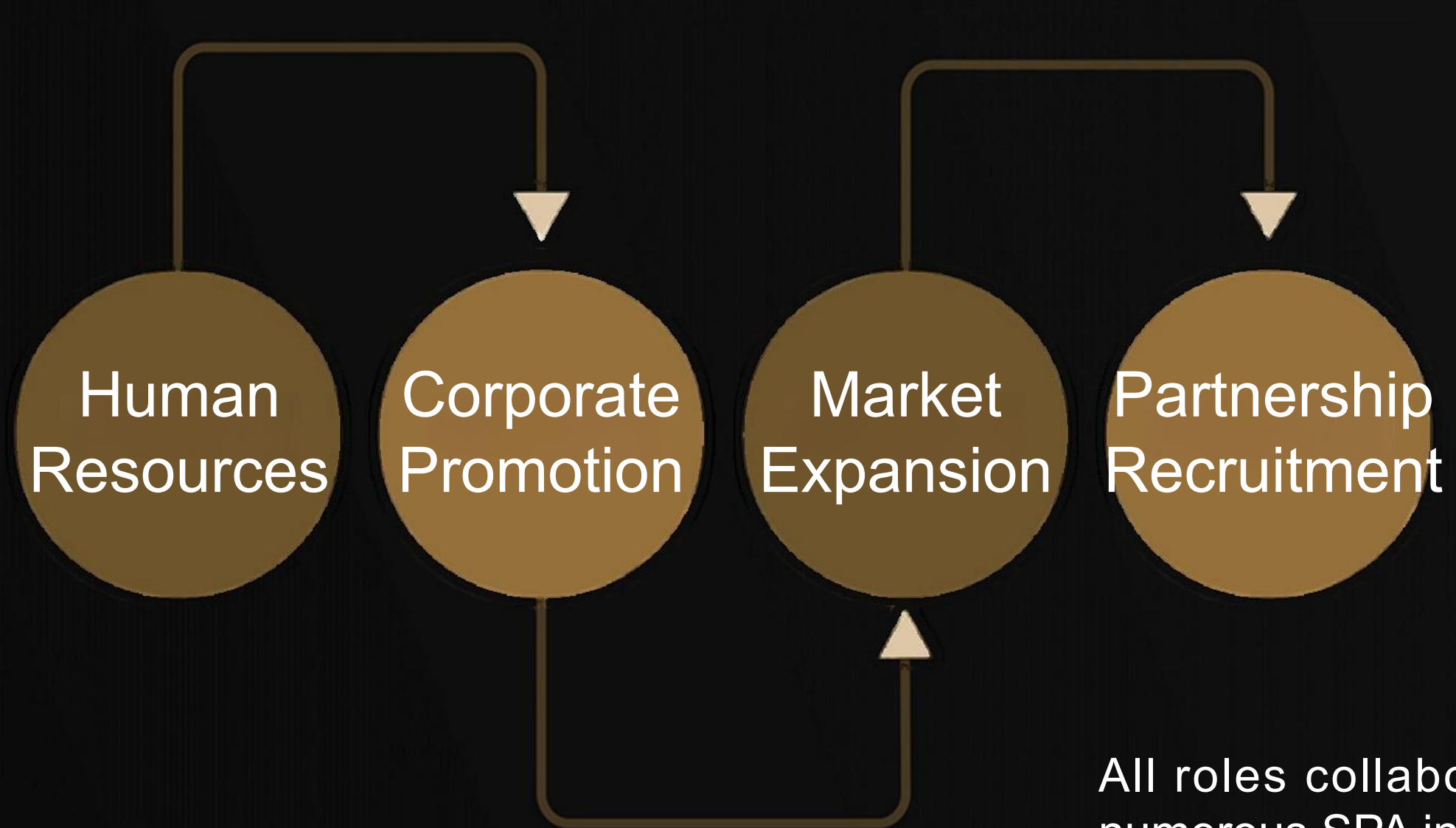
北京師範大學
BEIJING NORMAL UNIVERSITY



Vice President, holds a prestigious CEIBS EMBA and previously worked in operations management for a Fortune 500 company.



Over the years, the core team has established dozens of stores with remarkable commercial success, becoming the industry's benchmark for professionalism and premium standards.



- The industry's first professional training base
- Rigorous assessment and onboarding mechanism
- Abundant Team of Highly-Skilled Therapists
- Ever-Innovating, Exclusive Service Procedures

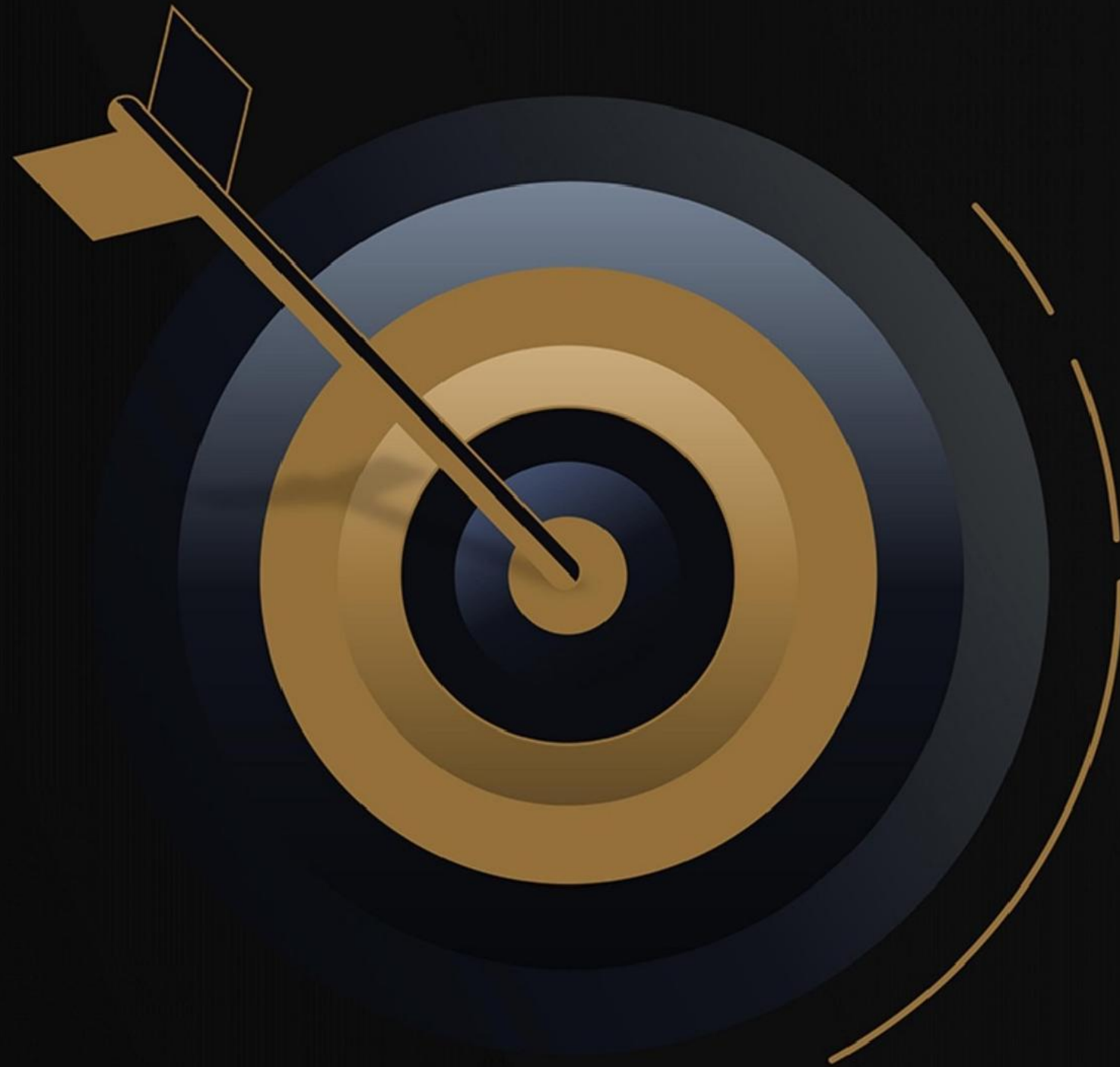
All roles collaborate seamlessly, winning customer acclaim and numerous SPA industry awards.

Never satisfied, we hold the service industry in high regard. Our ultimate goal is to deliver an exceptional and delightful experience for every guest, every time. That is our commitment.

○ CORPORATE VISION



Instilling in our team the vigilance of "A tiny lapse can lead to a huge error," we challenge every member to surpass their personal best. We strive for excellence in every role, ensuring every minute a guest spends in any of our stores is "Priceless"... This is the pursuit of 【 ENJOYMENT OF ZEN 】..



· We aim not only for commercial success but also to build the most professional and highest-caliber management, operations, and service team in the health industry. We don't follow trends; we set them.

· Plan to establish 30+ new stores in the next 5 years across China (e.g., Shanghai, Shenzhen, Guangzhou, Hangzhou, Xiamen)

30+

Store Quantity Layout

· Scouting locations for overseas investors (Singapore, Dubai, Canada)... Our mission is to allow more discerning guests worldwide to experience our refined and unique services.

CORPORATE CULTURE



Service Distinction

We believe premium quality lies not just in ambiance but in service details. Our Service Director and trainers constantly innovate techniques and insist on meticulous service, defining us through refined and innovative differences.



Brand management

All colleagues have been working hard for more than ten years to establish the high-end brand 'Queyue Club' and multiple chain stores both inside and outside the province. Our company's stores can be seen in prime locations within Taiyuan city, and we have become the most legitimate and top benchmark enterprise in the industry!



Formal development

The first spa massage chain brand in North China to be invested by BERY SINGAPORE, an overseas investment company. Always focus on the stable and sustainable development of group, chain, and unified standards!



Different services

At the beginning of its establishment, the company firmly believed that the core of high-end is not only environmental style, but more importantly, service details. The company's service director leads various project training teachers to constantly innovate in technical methods and strictly require attentive service details. Realize the id through subtle and innovative differences.



Ambiance Distinction

We meticulously craft each environment to be stylish, premium, elegant, and comfortable, with unique themes for each store.



Management Distinction

We offer the industry's highest pay. Our management is fair and humane, leading by virtue. Multiple HQ departments support store operations, and a centralized training base ensures all staff are systematically trained and assessed. A mentorship program guides every new employee.



Social Responsibility

In 2018, we established a charity to support vulnerable groups. We regularly organize aid for children in poverty, those with illnesses, and disaster relief, fulfilling our corporate social responsibility.

Top-Tier Salaries | Commitment & Integrity | Aiding the Helpless, Nurturing the Capable

For every employee, we adhere to the principle of "Aiding the helpless, nurturing the capable," treating them with generosity and care. We consistently maintain the industry's highest salary standards.

Colleagues care for and support each other like family! Management is concerned with every employee's well-being.

Our Finance Department is committed and trustworthy, never delaying salaries or benefits.

Dozens of stores established over the years have all opened on schedule and operated stably. Transparent financial reporting ensures stable returns for all shareholders, making us a top industry benchmark.

INDUSTRY PIONEER
|
CORPORATE-OWNED
PARTNERSHIP

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01

Eligibility to Join



○ ELIGIBILITY TO JOIN



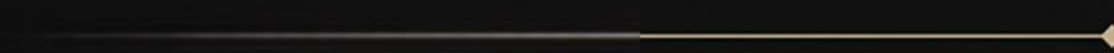
Legally eligible entity or individual with good commercial credit, sound investment philosophy, and risk awareness.



Possesses necessary capital and public relations for investment and cooperation.

02

Operating Consensus



○ CONSENSUS ON COOPERATIVE MANAGEMENT

Passion for SPA/Massage Industry

Identifies with our business philosophy and adheres to all management systems and cooperation terms.



High Alignment

Strongly aligns with the corporate culture, business philosophy, design concept, and brand culture of ENJOYMENT OF ZEN.



Agreement

Accepts franchise cooperation rules, welcomes HQ management, agrees with operational methods, and can provide constructive feedback.



○ SEVEN UNIFICATIONS



“Seven Unifications”

To ensure consistent service quality and brand image across all ENJOYMENT OF ZEN stores, partners must adhere to HQ's "Seven Unifications" standard.



operation and management mode



Advertising style



Decorative style



Employee clothing and customer items



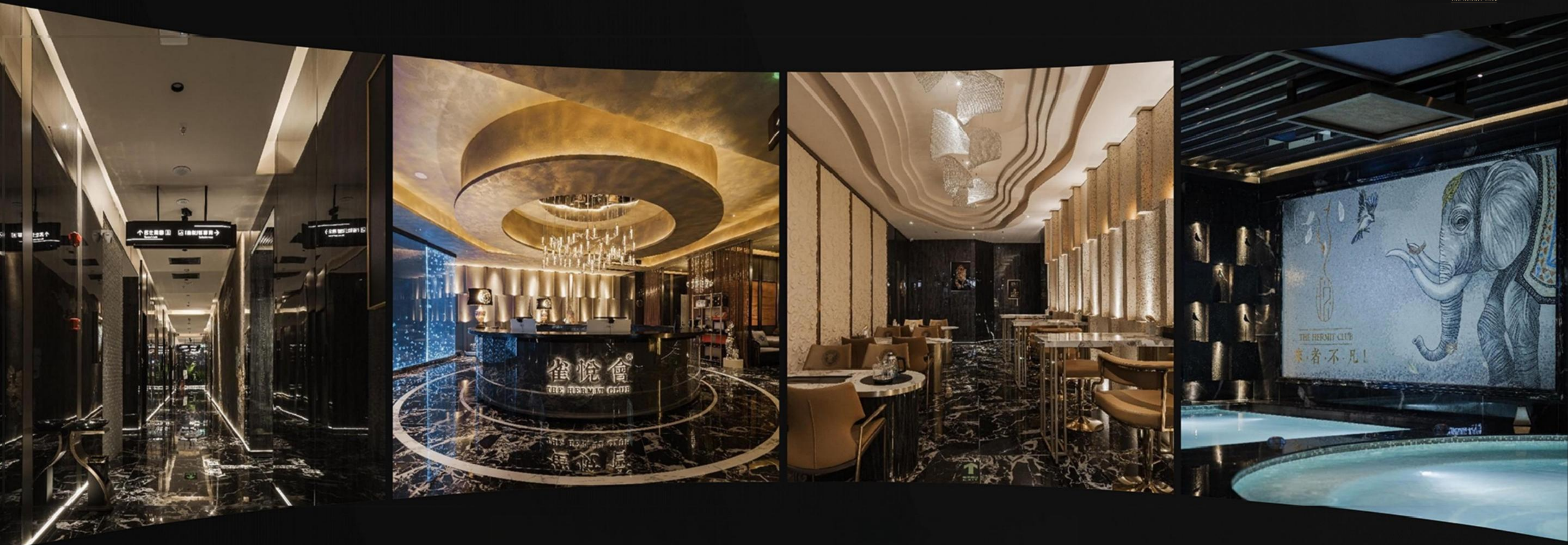
Management System Employee Benefits



Massage techniques and techniques



Designated manufacturers provide relevant products for a fee



The renovation works must be accepted by the headquarters.

03

Collaborative Optimization

The background features a dark, almost black, gradient with flowing, golden-yellow waves that create a sense of movement and depth. On the left side, there is a circular golden icon containing the number '03'. A thin, golden arrow points from the right side of the title 'Collaborative Optimization' towards the right edge of the frame.

Independent Investment & Cooperative Management (Cities outside Taiyuan only)



SUPPORT	DETAILS
【Operational Support】	Provides brand authorization, overall operation planning, and a complete set of management solutions. Regular optimization of the management team.
【Store Construction】	HQ dispatches a management team to establish the store! Real-time optimization of management and techniques. Remaining staff are recruited and trained locally before opening to ensure smooth operation. (Basic travel expenses for the management team at Store Manager level and above are reimbursable).
【Membership Plan】	Store-specific membership cards (with an option for nationwide interoperability). The investor manages the store's membership deposits and cash flow (requires monthly disclosure of deposit status).
【Management Dividend】	Operation Fee: 6%-12% of Cash Flow.
【Planning Fee】	180 RMB/sqm. Provides a complete set of floor plans, construction drawings, renderings, hardware matching, and soft furnishing solutions!
【Brand Authorization】	Brand Usage Fee: 180 RMB/sqm (Includes overall brand VI, finalized operational materials for the entire store, and membership system optimization).
【Store Renovation】	Assists the investor in selecting a high-quality construction team.
【Contract Term】	5-10 years (5% equity on the business license).
【Plan Advantages】	Fully managed for the investor, worry-free store opening! Quick access to cash flow, ROI in 12-18 months! The brand is always responsible to the investor! 100% direct management, deep cultivation of brand service, ensuring long-term returns! A lasting and beneficial partnership.

Independent Investment & HQ Direct Management



Plan A (All Cities)		Plan B (Overseas, Hong Kong, Macao, Taiwan Only)	
【Operational Support】	Provides brand authorization, operation planning, management solutions, and real-time team optimization.	【Membership Plan】	Store-specific cards. Investor manages the store's membership deposits and cash flow.
【Store Team】	HQ dispatches all staff for direct management, updating personnel and techniques.	【Management Dividend】	Operation Fee: 10%-20% of Cash Flow.
【Membership Plan】	Universal membership card. HQ manages membership deposits and cash flow.	【Planning Fee】	180 RMB/sqm. Provides a complete set of floor plans, construction drawings, renderings, hardware matching, and soft furnishing solutions!
【Management Dividend】	HQ Profit Share: 25% (of profit) before ROI; 40% (of profit) after ROI.		
【Planning Fee】	180 RMB/sqm. Provides a complete set of floor plans, construction drawings, renderings, hardware matching, and soft furnishing solutions!	【Brand Authorization】	Brand Usage Fee: 180 RMB/sqm (Includes overall brand VI, finalized operational materials for the entire store, and membership system optimization).
【Guarantee Fee】	100,000 RMB / 1000 sqm (refundable 1 month after opening).	【Store Renovation】	Self-arranged renovation team.
【Store Renovation】	HQ designated renovation team.	【Contract Term】	5-10 years (10% equity on the business license).
【Cooperation Term】	10 years (51% equity on the business license).		
【Plan Advantages】	No brand usage fee. HQ dispatches all staff for direct operation, handling everything from development to operation. Investor receives stable dividends without operational involvement.	【Plan Advantages】	HQ dispatches all staff for direct operation. The investor controls cash flow for fast ROI. Flexibility to choose a local construction team suited to the location.

Invest for Equity in HQ-Initiated Stores (Only when HQ has new store expansion plans)

SUPPORT	DETAILS
【Operational Support】	Provides brand authorization, operation planning, and management solutions.
【Team Configuration】	HQ dispatches all staff.
【Membership Plan】	Universal membership card, valid across all stores. HQ manages membership deposits and cash flow.
【Management Dividend】	HQ Management Dividend: 20% (of profit).
【Planning Fee】	None.
【Store Renovation】	HQ designated renovation team.
【Equity Distribution】	Equity share is calculated based on (Actual investment amount ratio) × 80%.
【Contract Term】	Aligns with the store's actual operational term.
【Plan Advantages】	Leverage HQ's new store development plan to become a shareholder. Zero investment risk, no franchise fee, no planning fee, no management worries, participate in stable dividends.

Capital Expansion & Equity Investment (Invest in HQ)

SUPPORT	DETAILS
【Equity Distribution】	Equity is allocated based on the investment amount against the company valuation (All operating stores' annual profit \times 4 years), representing original shares in the parent company.
【Dividend Method】	Receive profit dividends from ALL stores' parent company profits according to the above ratio.
【Plan Advantages】	Invest based on established store operations with zero risk. Precise investment in original shares using existing data as a reference, positioning for future market valuation



04

Worry-Free Store Opening

A brand chain isn't just selling a sign! It's about meticulously replicating a profitable model to build a winning future together...

○ BUSINESS CUSTODY



- Professionals handle professional work. We know savvy partners value our comprehensive management and marketing capabilities.
- All preliminary preparations and ongoing operations will be handled independently by our company.
- Partners only need to assign a dedicated 财务 (finance) monitor and a person for government/business relations to complete all necessary pre-opening procedures.
- Investors need not worry about day-to-day store operations.

○ DURING THE COOPERATION PERIOD

The store manager assigned by HQ has full authority over the store and can sign documents/agreements on the company's behalf.

Rapidly increase new store visibility. HQ shares member resources, customer data, and multi-store exposure channels.



Total 【 ENJOYMENT OF ZEN 】
Members
1,000,000+



Daily Store Visits:
1,000+ per store



○ PRELIMINARY PREPARATIONS

① Professional Site Selection



② Market Evaluation



③ Investment Positioning



④ Opening Plan



⑤ Renovation Implementation



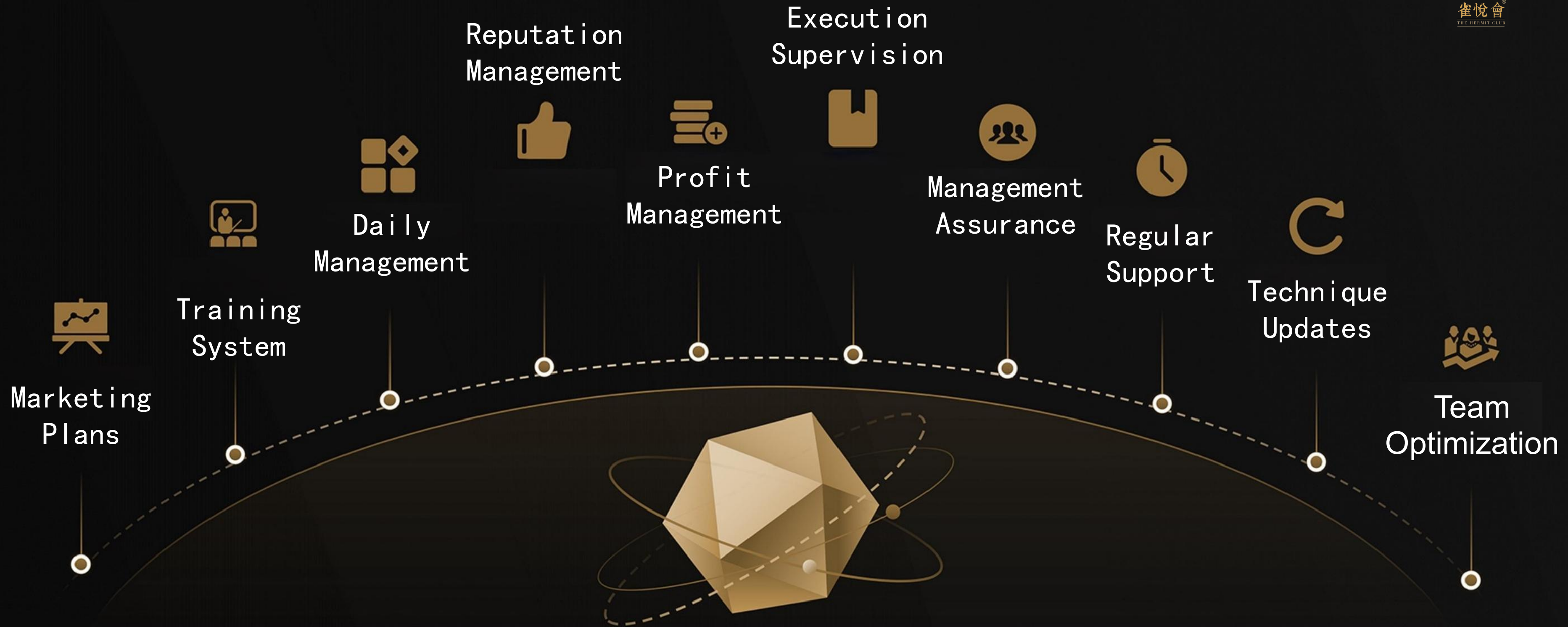
⑥ HR & Training



⑦ Supplies Preparation



OPERATIONAL SUPPORT



05

Joining Process



Joining Process



PARTNER	HEADQUARTERS
Inquires about partnership methods and confirms cooperation intent.	Engages in discussions and communication; conducts partner qualification review, budget assessment, and site inspection; selects brand image based on area and market requirements! Performs local market evaluation and competitor analysis; assesses local recruitment situation; explains the philosophy: "Building a brand chain isn't buying a signboard, it's replicating a profitable model for a win-win future!"
Pays brand authorization and planning fees, and signs the contract!	Pre-Opening Day 100: Authorizes partner to use concepts, brand image, and techniques; understands site characteristics, discusses layout details; provides suggestions for obtaining licenses and permits.
Provides store's original floor plan, registers the company, assigns renovation and fire safety liaisons to coordinate with HQ.	Pre-Opening Day 97: Finalizes floor plan layout and functional description; connects with designers and hardware suppliers. Pre-Opening Day 92: Design rendering and revisions (10 days).
Construction team performs demolition and construction according to design drawings.	Pre-Opening Day 60: On-site confirmation of renovation progress; begins staff recruitment and training.
Construction continues. Partner coordinates government and fire safety relations. Partner assigns financial personnel; pays pre-operating float; prepares staff accommodation, bedding, and facilities.	Pre-Opening Day 30: On-site confirmation of renovation progress; finalizes suppliers for purchases, procures soft furnishings and supplies; continues staff recruitment and training; finalizes marketing/operations plan, key promotional items, membership packages, discounts, etc.; produces service menus and promotional materials.
Construction team finishes work, soft furnishings are moved in, initial deep cleaning is conducted.	Pre-Opening Day 7: HQ management team arrives for inspection; checks and tests facilities and soft furnishings; conducts staff and service training, reviews employee handbook; launches marketing plan; posts management systems and forms; rehearses operational procedures, conducts trial customer service and collects feedback; shoots real-scene photos and video footage.
	Grand Opening: Hold staff mobilization meeting and commence formal operations; HQ director supports in-store for one month, adjusting management; monitors store marketing performance and adjusts channels; calculates breakeven point and profit, making adjustments; produces promotional photos/videos and updates marketing channels; holds summary meeting, sets monthly targets, and solidifies management practices.
	Post-Opening Normalization: Store Manager remains in-store for daily operations management; various HQ directors conduct on-site supervision for 3 days monthly; provides temporary support in case of key staff departure.



**Thanks for Your Vision!
Our Commitment Remains!**

ENJOYMENT OF ZEN MANAGEMENT CO., LTD

PARTNERSHIP PROPOSAL & PROCESS