





We're Urban Massage and we believe everyone should have easy, affordable access to whatever makes them feel equipped to handle city life.



Why do we care?

City life is hard and stressful (even if we love it).

The World Health Organisation called stress the “epidemic of the 21st Century” – 85% of UK adults regularly feel stressed and two thirds of the American population experience physical stress symptoms too.

We spend billions treating stress and lose billions because of it.

Stress costs American businesses up to \$300 billion a year, not to mention the \$319bn we spend in Europe and the US to feel better.

And that’s just one of the symptoms of our busy always-on lifestyles.

Issues like low self-esteem are rife too, stopping 85% of women from participating in important life activities.



The good news? We're in a unique position to solve it.

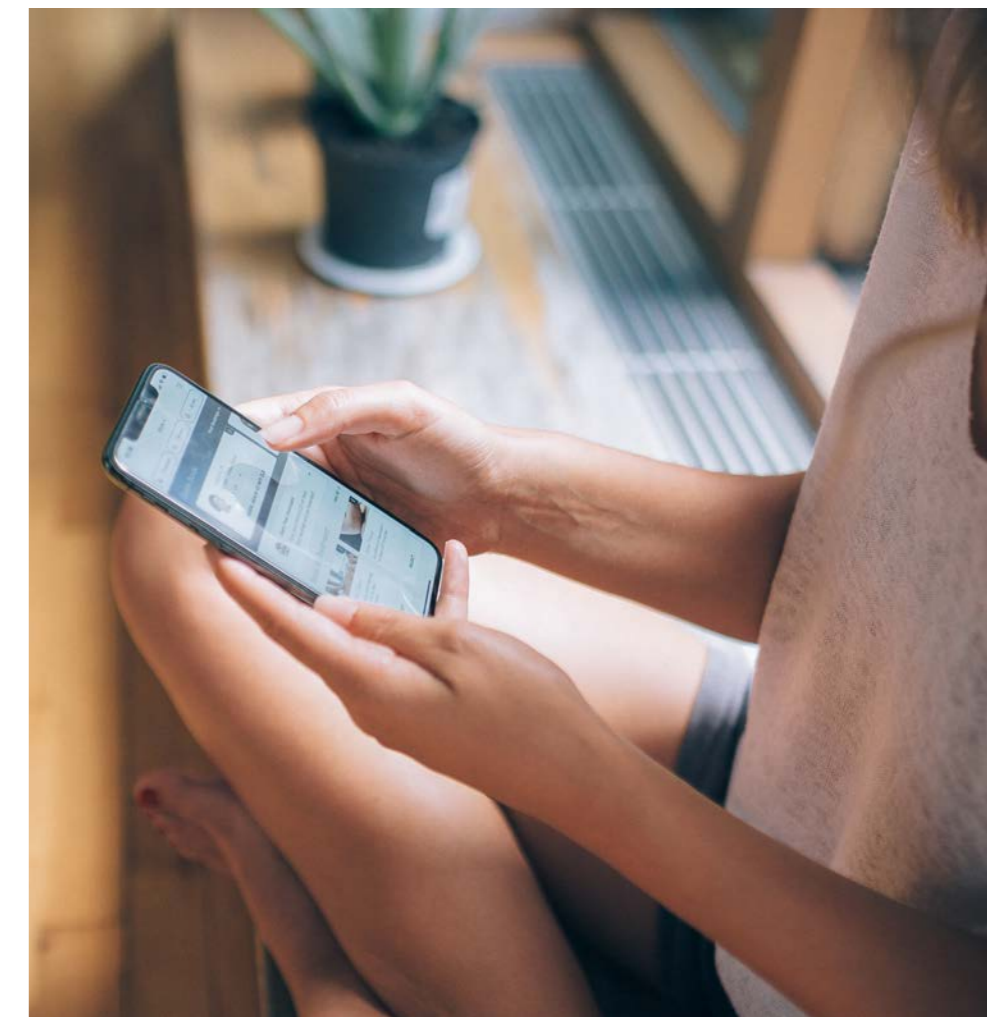
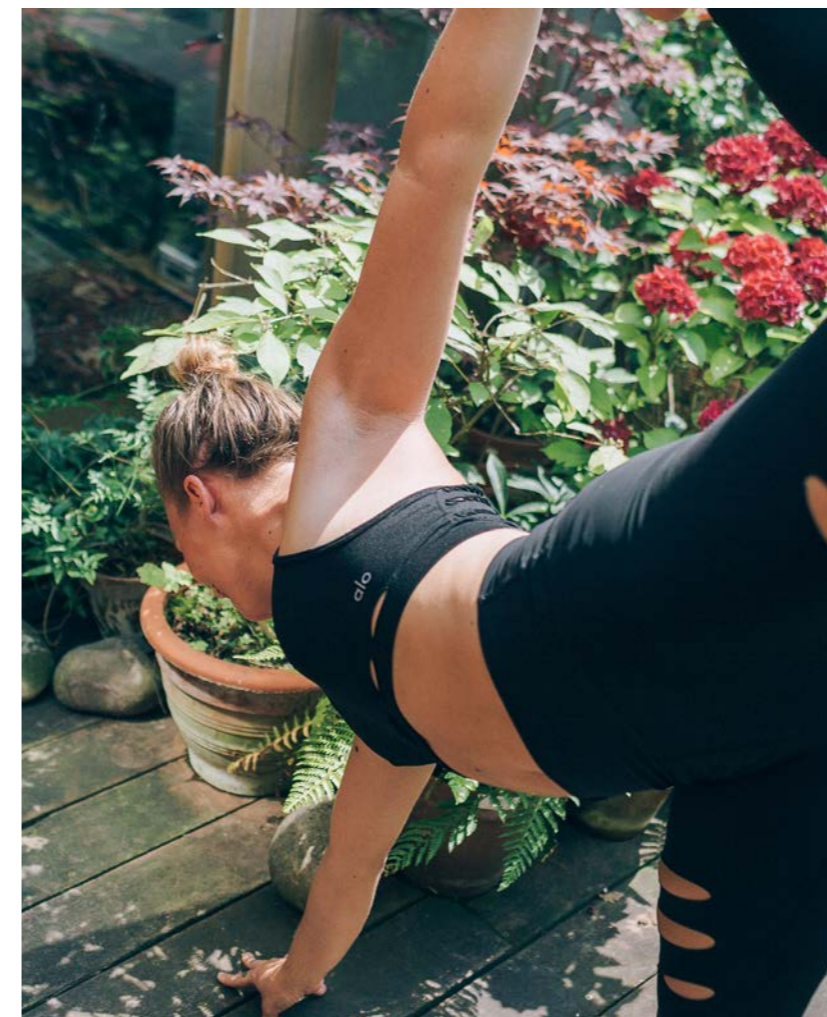
It's proven that activities like massage and exercise help people beat stress and cope better.

Self-care is the start – research has shown that 78% of women said 'taking good care of themselves' made them feel more beautiful.

But we're still too busy and too stressed to make time – despite 83% of Millennials saying that they're trying to exercise more, 52% of them will skip it when they're stressed.

That's why we've created self-care on-demand – an app that makes it possible to book a great massage within an hour, at home, from 8am to 11.30pm.

And massage is just the first step.



By 2019 we will offer the full self-care suite.



Fitness

(mindfulness and strength like yoga and personal training)

Beauty

(confidence-boosting treatments like facials and nails)

Medical

(strength-building treatments like osteopathy and physio)

By 2020, we'll move to daily doses of city strength.



Digital services

(from guided meditation to self-care trackers)

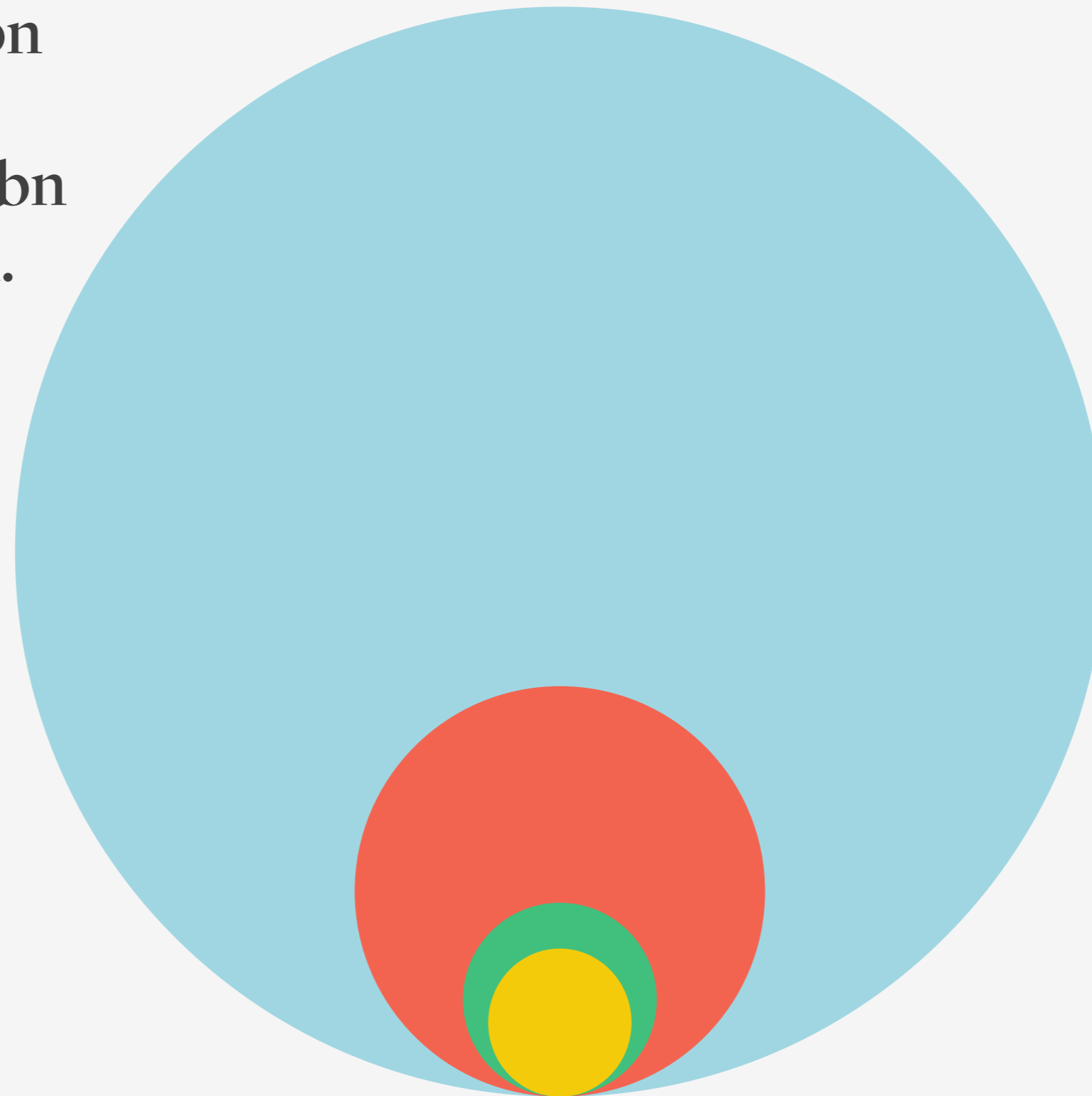
Products

(developing direct-to-consumer Urban range or products)

Urban Hubs

(city-based locations offering on-demand treatments and classes)

Unlocking an immediate **\$41bn TAM** (Total Addressable Market) with a potential **\$319bn** after geographical expansion.



- \$319bn**
Health and wellness spend in EU & US (the wider market)
- \$41bn**
Health and wellness spend in UK and FR (our current market)
- \$7.5bn**
Massage, beauty, fitness, medical in UK & FR. (where we're heading)
- \$1.1bn**
Massage in London and Paris (where we are now)

Our value proposition is tailored to city life.

City life is:

Unpredictable and busy – it’s hard to anticipate when you’ll have time to take care of yourself.

Hard work – on average Londoners work three weeks more than the rest of the UK; we’re tired, we don’t want to travel and we need things to be simple.

Expensive – 52% of people in London feel that things like massage are too expensive, the biggest blocker to regular self-care treatments.

Anti-compromise – people like to have the ability to choose and pick the best possible options for themselves; we expect high quality and top service.



So we offer a service that’s:

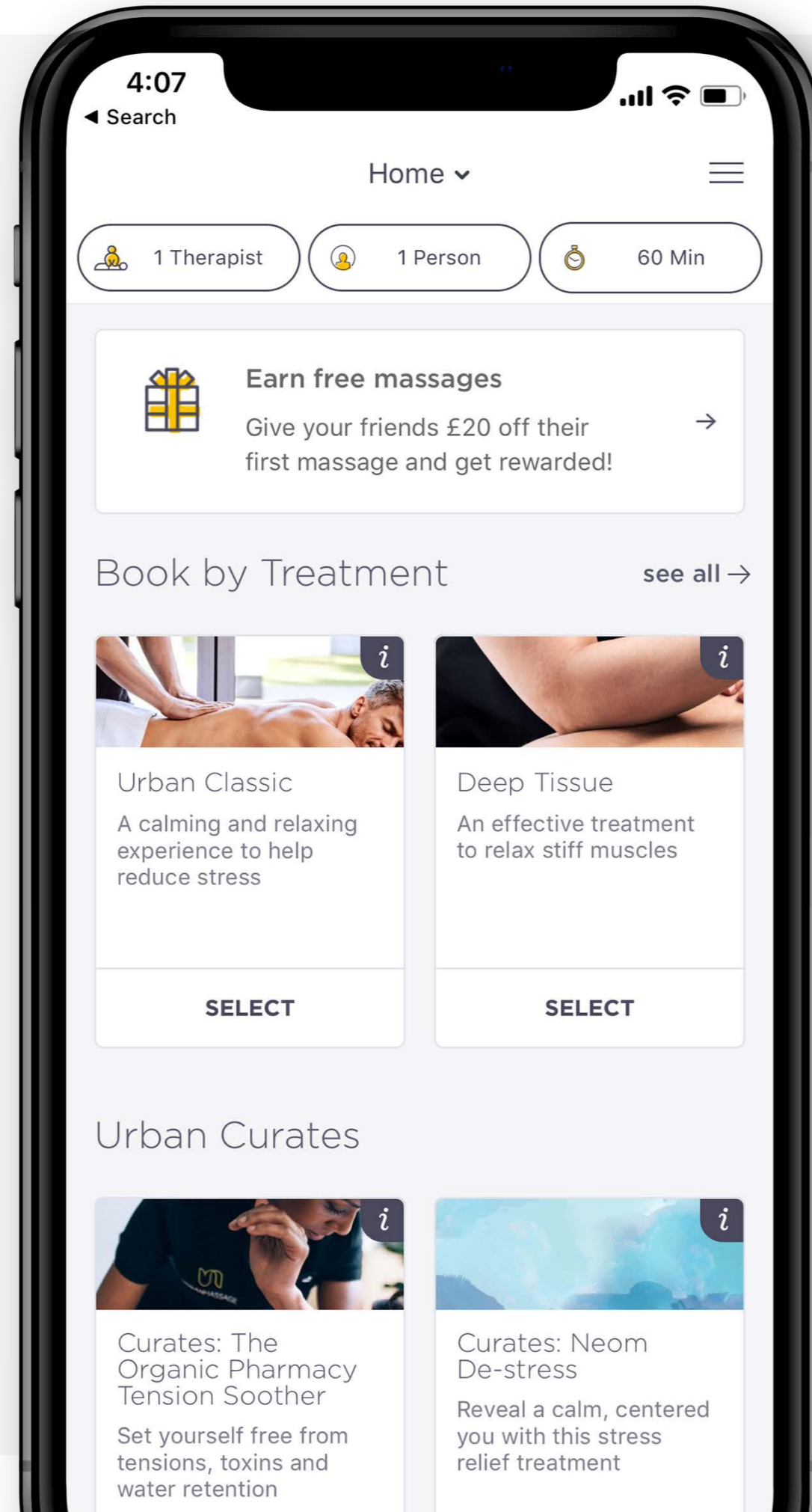
Truly on-demand – no planning required, open from 8am-11.30pm every day, bookable within the hour.

Convenient – your practitioner comes to you, so you can relax in the comfort of your home before and after a treatment. Booking takes just four clicks.

Affordable – all of this, while maintaining a fair price on both sides of the equation. Urban treatments range from £49-£65 in London.

Choice and control – the city’s best, pre-vetted practitioners ready for you to choose, with an average treatment rating of 4.85/5. Plus, you get to decide your environment too.

Powered by best-in-class tech.



+ We were awarded Apple App Store's Best of 2017.

+ Proprietary routing software, ASSETRA, maximises therapist hours to ensure they're earning as much as possible, with dynamic availability based on real time factors like travel and location data.

+ Creating the possibility of real time practitioner availability for customers - enabling them to pick their favourites and book fast.



An ethical approach to wellness – empowering professionals to build a sustainable business.

Great earning potential – Therapists get an average of £41 per treatment + tips, allowing the top 10% to take home £767 a week on average (£40k per year). And the most successful therapists are currently making £68k through Urban alone.

Flexibility – Ability to switch availability on and off to suit any schedule or lifestyle. Perfect for parents and students.

Support – Community and live operations teams on-hand to support the set-up and success of our practitioners businesses.

Community – We have a 2,000 person strong community of wellness practitioners, supported by an ambassador scheme which enables us to work closely together to equip Urban Massage for success.

And it's a proposition that's working.

335,475

Appointments

10K

MAU

£20m

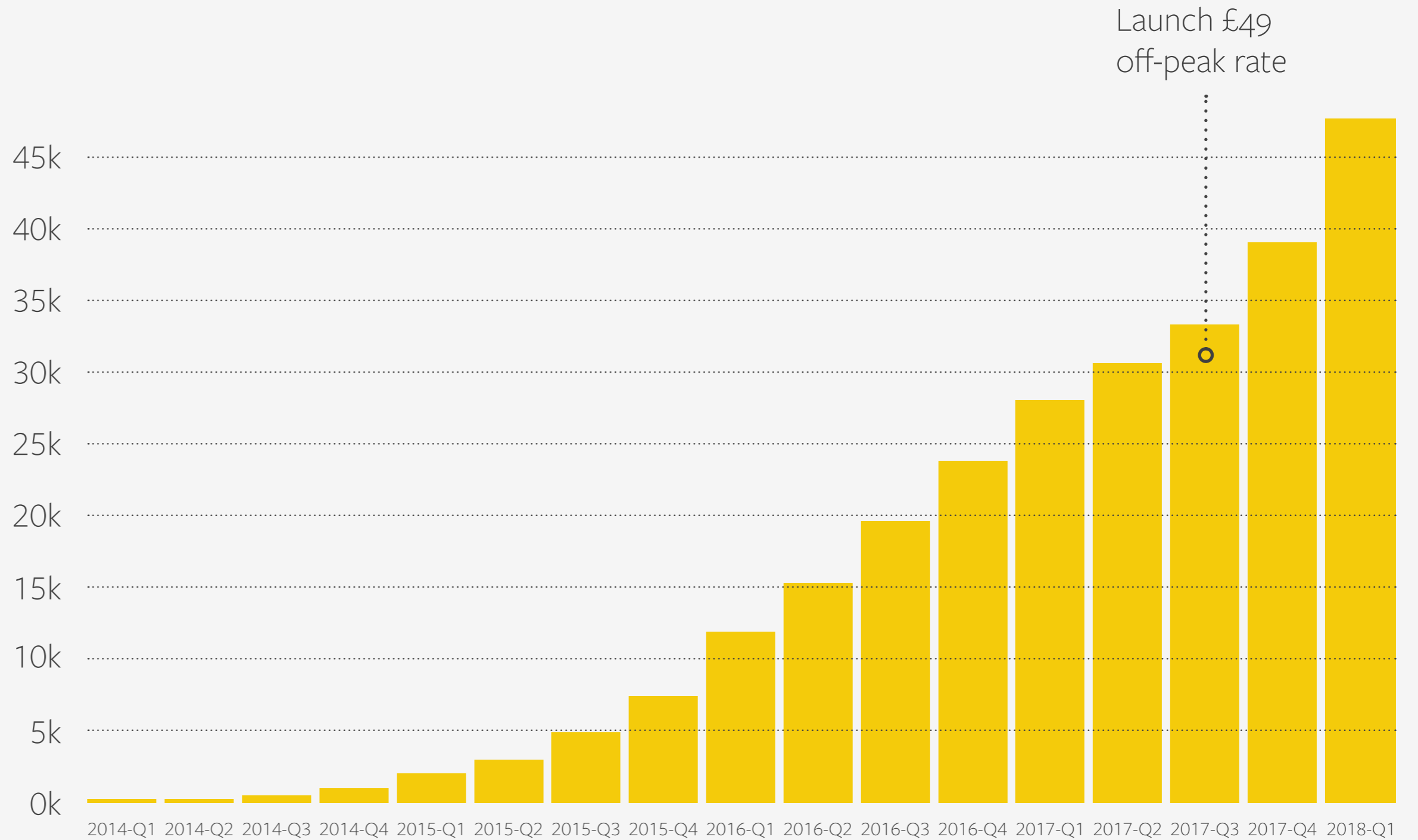
GTV

3,000+

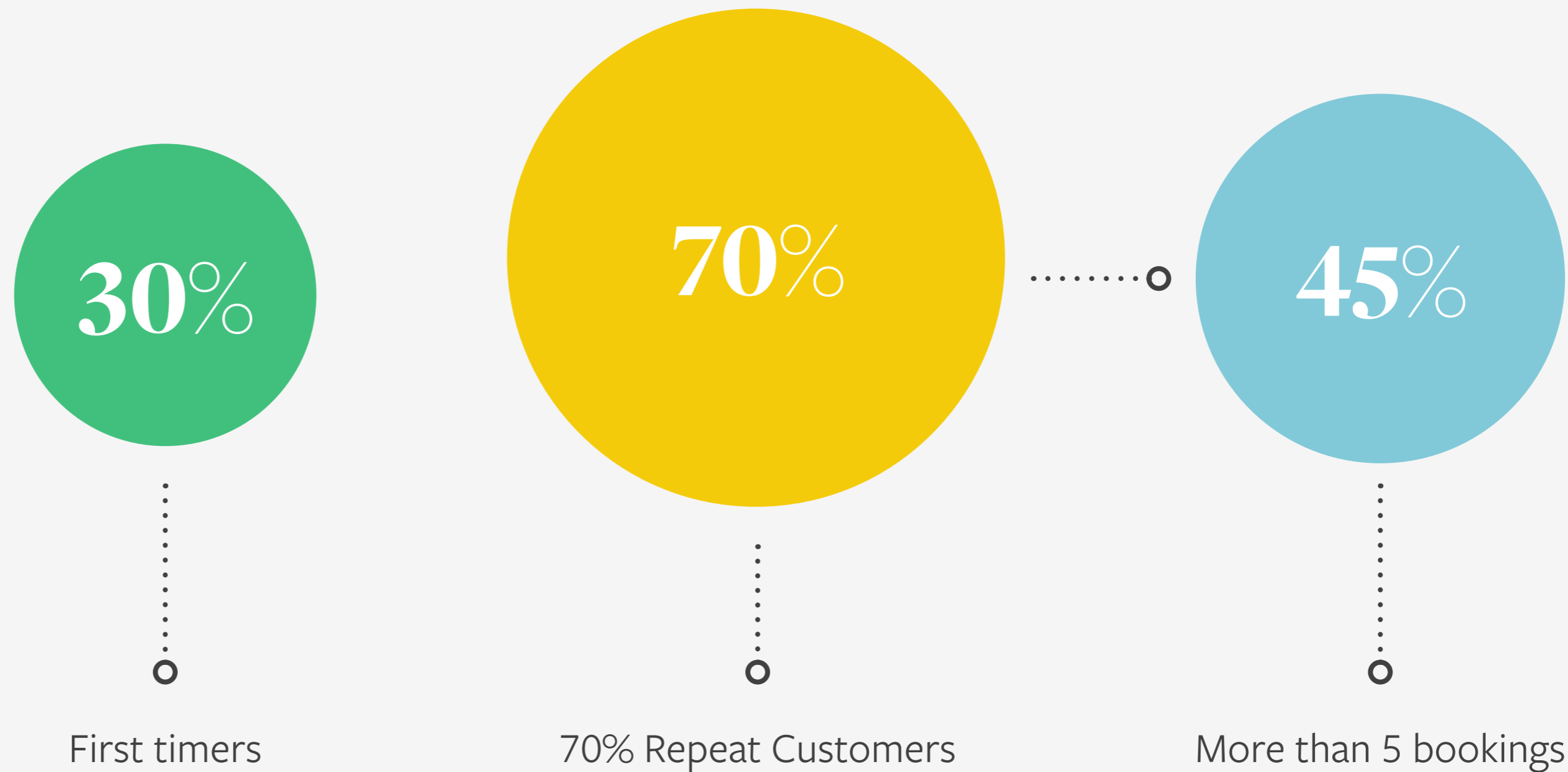
Practitioners

£6.3m

Our commission



With a strong base of loyal users.

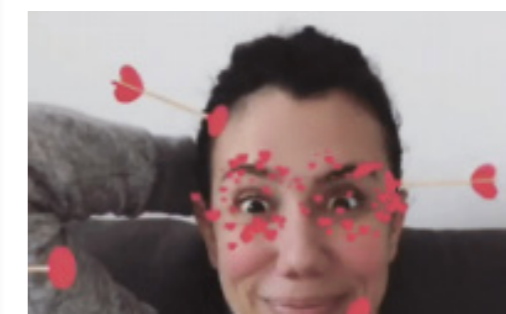
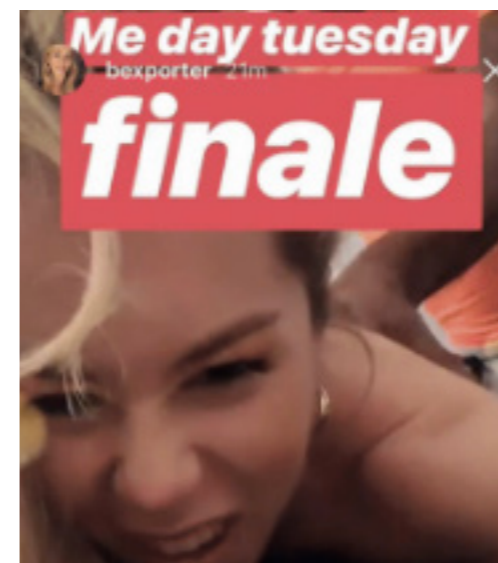
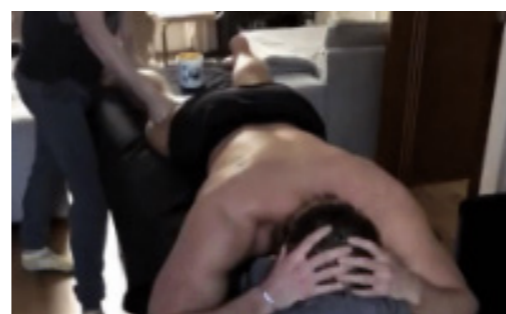
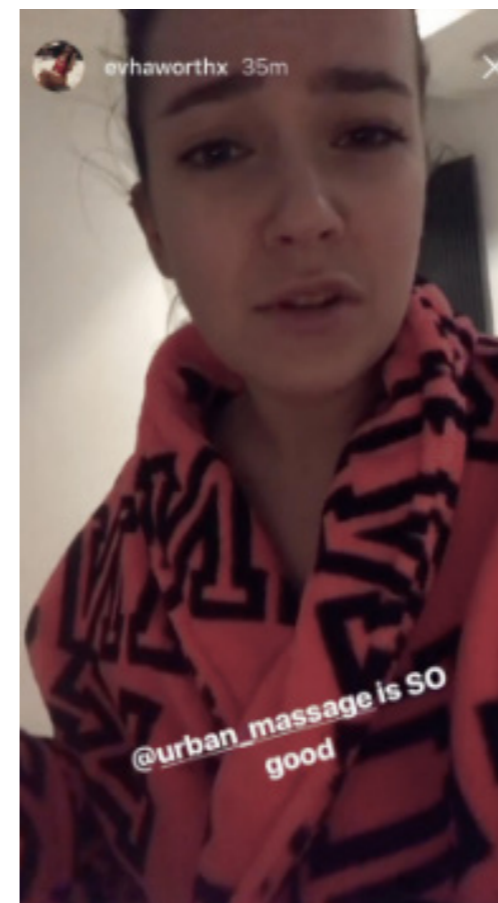
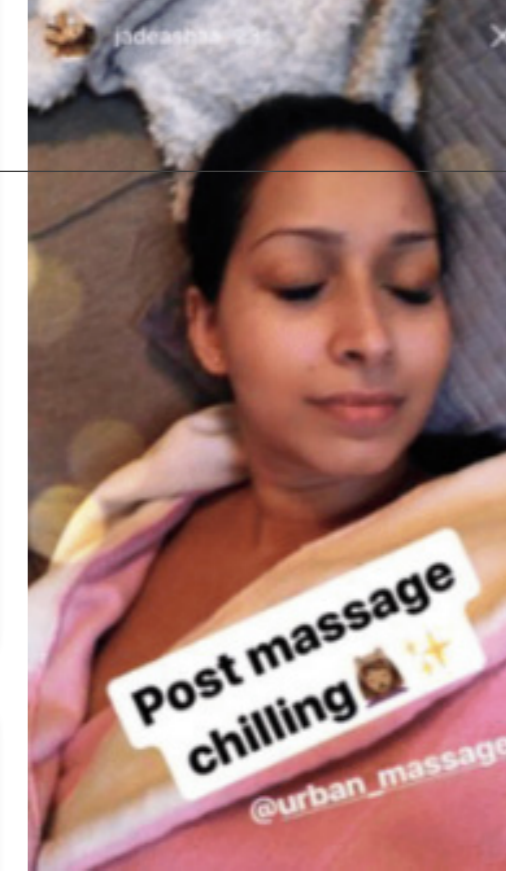
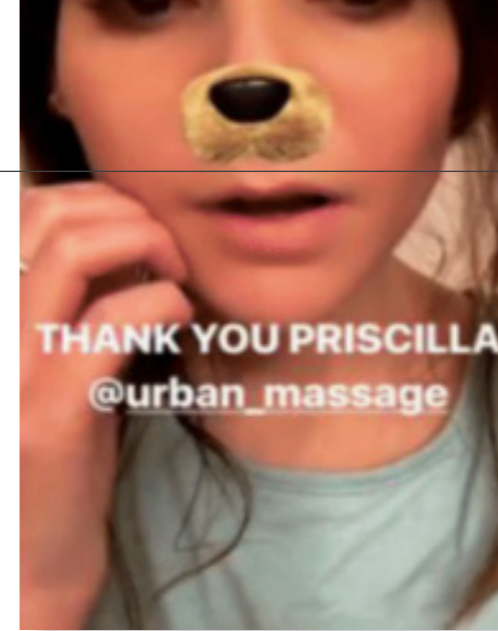


Our focus on creating amazing experiences means our customers help us spread the word.

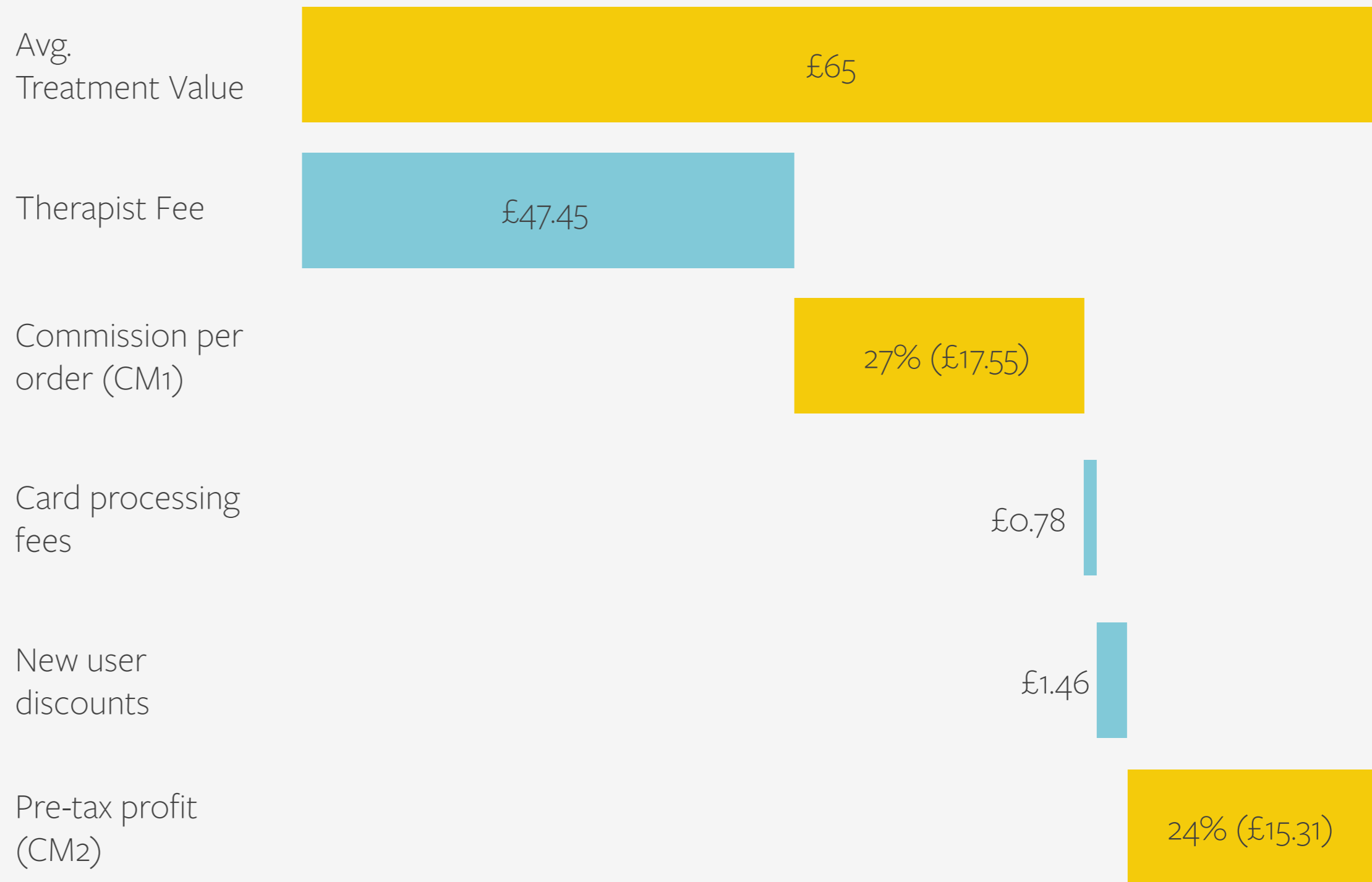
Excellent



Based on 682 reviews



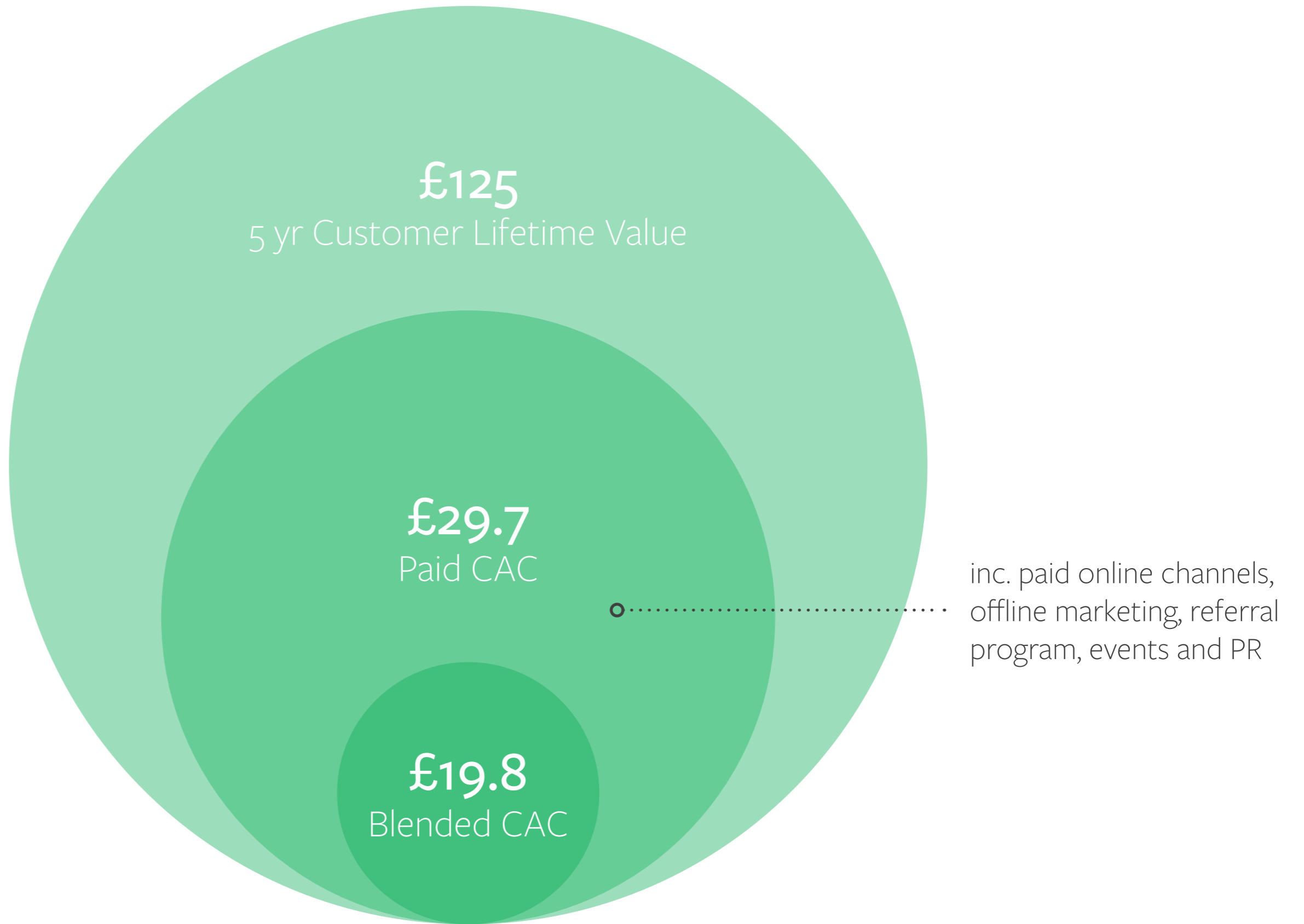
Supported by solid unit economics.



● Costs
● Urban Income

*Payment cost includes processing therapist's tips which are 100% for them

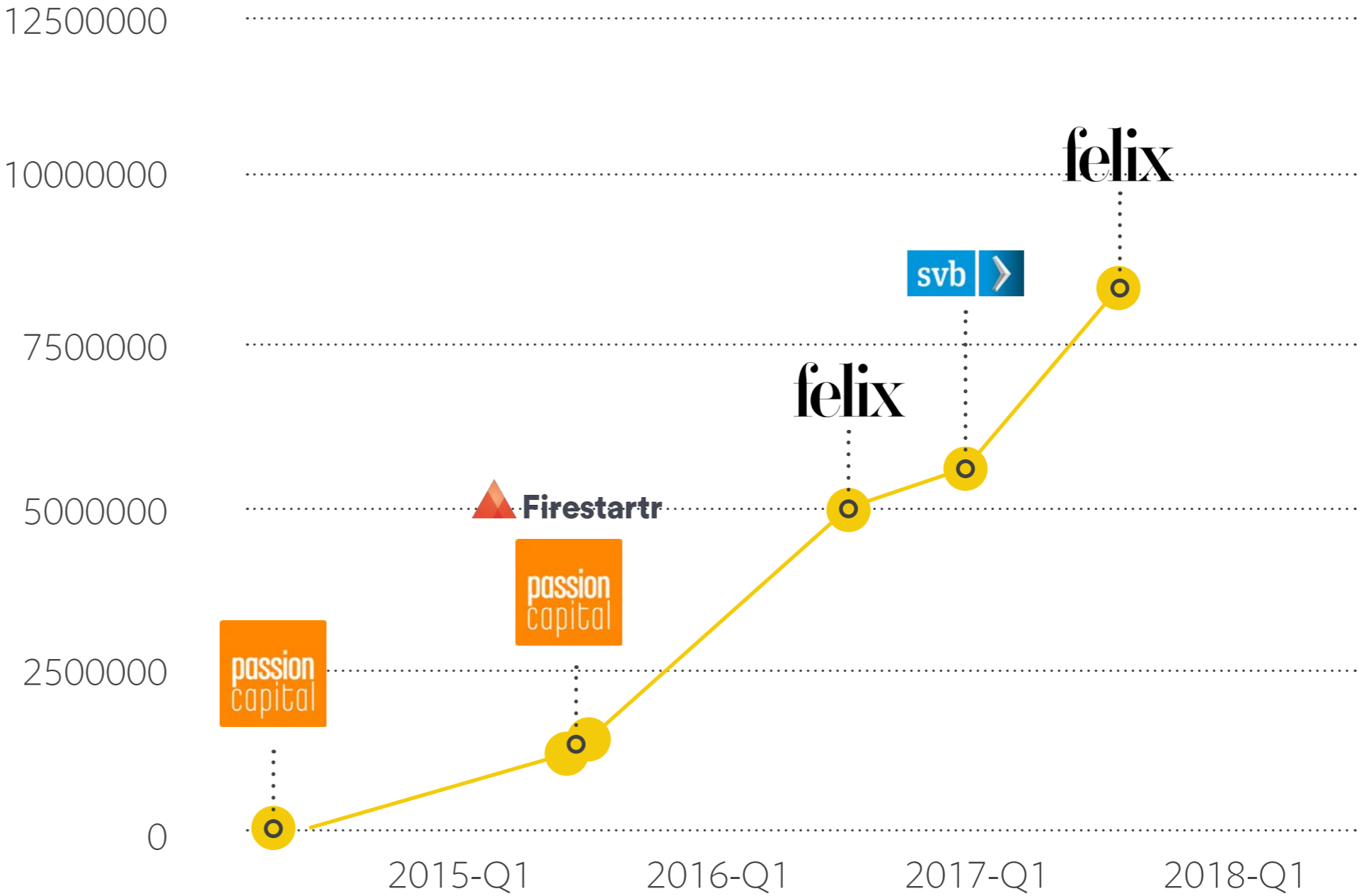
We recover our customer acquisition cost in the 2nd month.



CAC: based on July 2018

LTV: blended user cohorts behaviour in the past 2 years, and unit economic calculations from July 2018

We've grown with the backing of top investment firms.





Why crowdfund? Why convertible? Why now?

We're confident that the launch of our new services will lead to significant growth in the business, so we decided to delay a more significant fund-raise to get the benefit of a valuation against the wider Urban vision.

This round of fundraising, along with institutional investment, will be used to help accelerate our user and practitioner growth and support our engineering teams as they work to launch new services.



An experienced team brought together by our shared passion for the wellness industry.



Jack
Co-founder

B2C marketplace entrepreneur



Giles
Co-founder

B2C marketplace entrepreneur



Shaun
Head of Finance

eBury, Grant Thornton



Rob
Head of Product

Moonpig, lastminute
ZipCar



Quindici
Head of Analytics

Lyst, Qubit,
Bank of China



Leila
Head of Brand

Deliveroo, MADE,
MOO



Jake
Head of Expansion

Deliveroo, Groupon

Becoming the leading wellness services app in London and Paris.

2019 goals:

- + £33.1MM in Gross Transactional Value (GTV) run-rate*.
- + More than double our appointment volume to 490,000 run-rate*
- + Maintain the best-in-class digital and service experience

What you're helping to fund

- + Product and engineering to support the rapid roll-out of new categories like fitness and beauty.
- + Accelerated user and practitioner growth across all categories

*Annualised run-rate of November 2019 (Urban's FY18/19 year end)



Thank you.

