



OPPORTUNITY TO ACQUIRE 100% OWNERSHIP

#1 MARKET LEADER 'MATERNITY, BABY & KID SPA' IN INDONESIA

COMPANY:

The Company is the first spa in Indonesia truly dedicated to expectant moms and their little ones. It is designed and built by a team of international spa consultants. The Company was founded in 2006 and started its first outlet in Jakarta, capital of Indonesia. It is now growing to 27 outlets, operated independently as well as wholly run by franchisee partners. To pursue global expansion, in April 2017, the Company opened its first international outlet in Brunei Darussalam.

CERTIFIED SPA:

The Company is a part of American Pregnancy Massage Association (APMA). It consistently trains its therapists to be competent in accordance to international standard. Appreciation from mothers in Indonesia is awarded to the Company by voted as 'The Most Favorite Baby Spa' for 6 consecutive years.



THE ONLY INTERNATIONALLY CERTIFIED SPA



OUTLET COVERAGE:

With current total 27 outlets and are strategically located in high traffic of commercial buildings and shopping malls, Company's outlets have been spreading out to major cities in Indonesia. While 4 outlets are independently operated, the other 23 outlets are wholly run by franchisee partners. Major markets in Indonesia have been served; including Jakarta, Surabaya, Bandung, Bali, Medan, Makassar, and Batam. Presence of Company in Java (most Indonesia populous island) is still the highest.



Outlet in Jakarta



Outlet in Bandung



Outlet in Balikpapan



Outlet in Surabaya

BRAND:

As the pioneer as well as #1 market leader in the industry, the Company's brand has been synonymous with 'Maternity and baby spa'. It has been persistently at top of minds for middle-up level Moms. Major national TV broadcasts and medias have covered the brand more than a dozen times. Healthcare providers are also approaching the Company to open outlet inside the hospitals. For 6 consecutive years, the brand won national award as 'the most favorite spa' from leading mother and baby magazine.

SERVICES:

Pregnancy

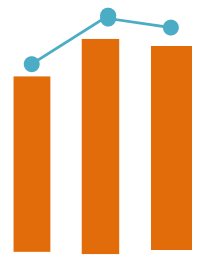
Post natal

Baby

Kid

Revenue 2017

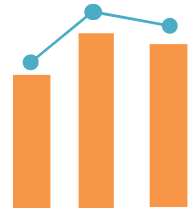
IDR 13.7
USD 1.0



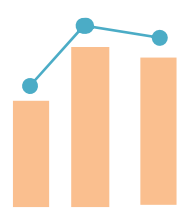
2015 2016 2017

Operating income 2017

IDR 10.6
USD 0.8

**Net income 2017**

IDR 7.5
USD 0.5

**ACQUISITION SCHEME:**

Ownership of the Company is currently retained by two shareholders; both are core family members. All shareholders have reached consensus for divesting 100% of Company's shareholding.

FINANCIAL:

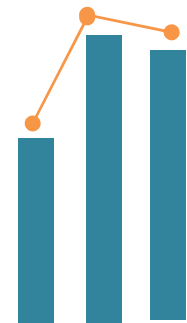
The financial figures of company for FY2017 is as follow:

Revenue IDR 13.7 billion (USD 1.0 million), Operating income IDR 10.6 billion (USD 0.8 million), Net income IDR 7.5 billion (USD 0.5 million), Total asset IDR 20.3 billion (USD 1.5 million), Liability IDR 11.7 billion (USD 0.8 million), Shareholder's equity IDR 8.6 billion (USD 0.6 million).

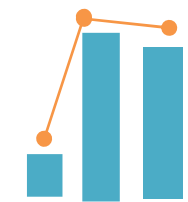
Revenue is still majorly contributed from owned 4 outlets amounting to 71%. The remaining 29% are from franchise income of 23 outlets.

Asset 2017

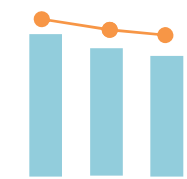
IDR 20.3
USD 1.5

**Liability 2017**

IDR 11.7
USD 0.8

**Shareholder equity 2017**

IDR 8.6
USD 0.6



**CONTACT :**

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Bloomhead is a consulting firm in Indonesia focusing on Business Development and Merger & Acquisition. We have assisted clients across Asia to Europe; from Fortune 500 companies to the World Bank and Embassy.

