



Be Relax @ WORK



**Well-being solutions brought to
your company's doorstep**



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INTRO

Be Relax
@ Work

Bringing you well-being

inside the work place !

1. Well-being *on site*

A ten-minute break at work, to bring you the energy you need !

Be Relax offers a wide range of privatized well-being services within your company's office space!

2. And *tailor-made*

Our formulas match your needs and schedules, covering:

- Special events or work seminars
- Weekly or monthly sessions
- Full-time relaxation room in your building
- Stress Prevention Conventions

Well-being packed with

rejuvenating benefits !

1. Relaxation

Our massages and activities are carefully chosen to make you feel fit and sound!

2. Reduction of stress

Be Relax can act pre-emptively, or intervene in clearly identified situations of stress.

3. Focus and concentration

Our services contribute positively to your ability to focus and concentrate.

4. Rest your senses

Working environments call on your senses on an almost constant basis. Your sight, your hearing, your posture...

Our services target work related tensions, in order to relieve and soothe your senses.



Our expert



Well being in busy places !

30 Be Relax shops in airports

Paris, CDG & Roissy (x7)
Frankfurt (x3)
Munich (x3)
London-Heathrow (x2)
Manchester

Rome Fiumicino (x3)
Milan Malpensa (x2) & Linate
Zurich (x3)
Baltimore – Washington (x2)
Boston Logan

Over 300 000 customers per year

Surveys indicate that 99% of our clients are either satisfied or very satisfied with our services !

Airport experts: what does this mean for you?

Our masseurs are full-time employees, accustomed to diverse, demanding, and sophisticated clients.

Our multicultural teams are respectful of each company's values and cultures.

Our staff are certified relaxation specialists, who combine theory and practice to ensure the highest standard of service possible.



HR BOOSTER

Stress-Free Day

Workshops against stress:

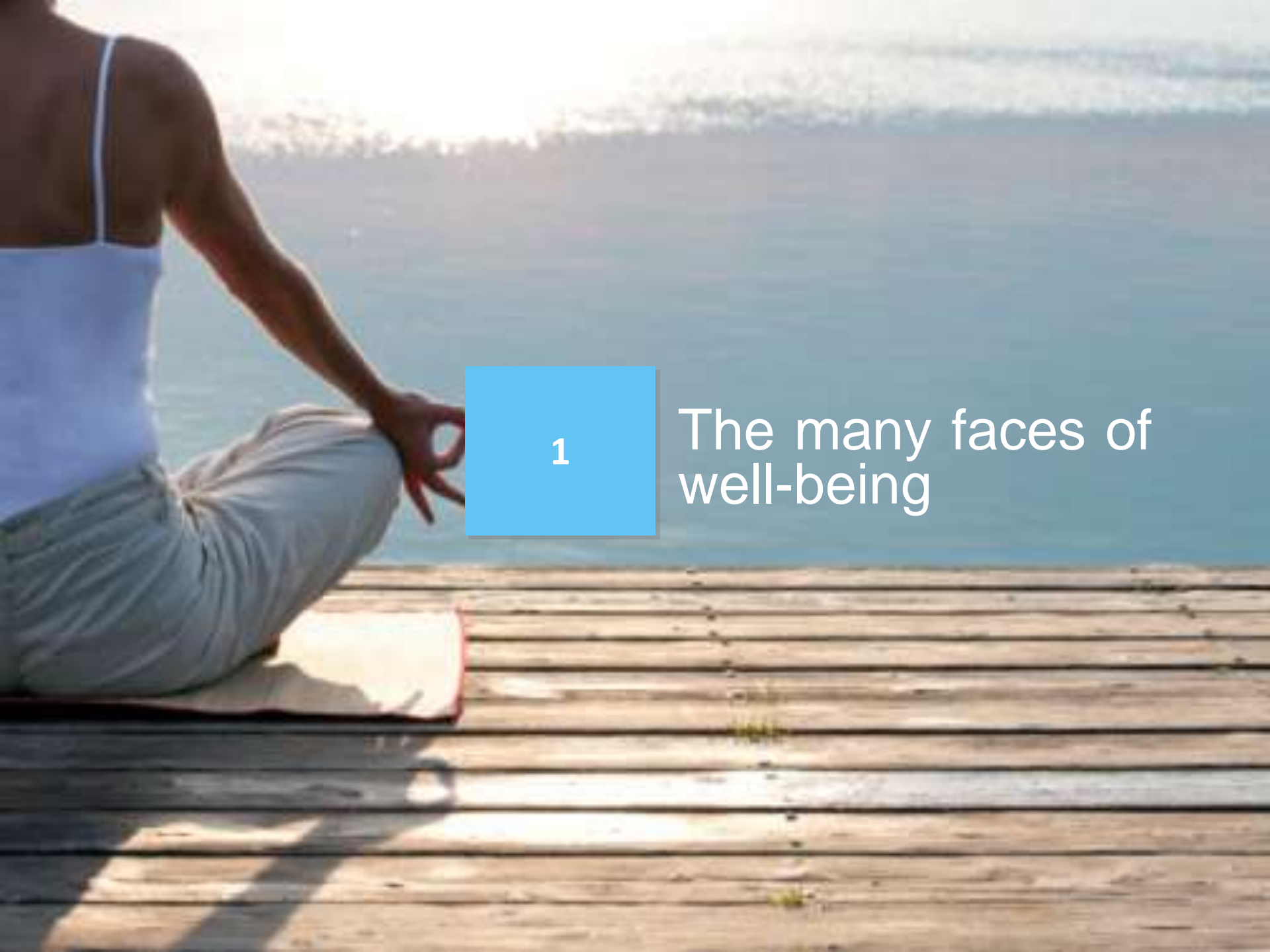
- Stress Detection Methodology
- Psycho-physical relaxation
- Yoga Initiation
- Round Tables



Let's talk about Stress !

Initiate a constructive dialogue with your employees : ask Be Relax to host a Stress-Free Day, in coordination with Human Ressources, Health Services, and your employee's representational council.

Be Relax ensures that your event will leave lasting impressions !



1

The many faces of
well-being



Well-being we do well

RELAXATION

Chair-massage Relaxation

Table-massage Relaxation

Auto-massaging Armchairs

Foot massages

Light therapy and aromatherapy

WORKSHOPS

Yoga / Pilates / Tai Chi

Stress management - Sophrology

ARCHITECTURE OF RELAXATION

BE RELAX ROOM – full-time resting area

Short-time relaxation areas

As well as pedicures, manicures, hair-styling, facials...

(be relax)

The many faces of well-being / Intro

We provide a variety of relaxation solutions,
because different people relax differently !
Mix and match to create your own relaxation menu:

ACTIVE OR PASSIVE



Whether you enjoy being massaged or like to stretch out these muscles !

EXPRESS OR LONGER



Ranging from 10 minutes to 1 hour, our services adjust to your rhythm and schedule.

TRADITIONAL OR CUTTING EDGE



Be Relax combines age-old relaxation methods with modern techniques adapted to modern lives !

1. RELAXATION : OUR BEST-SELLERS IN THE WORK PLACE

Chair-massage relaxation

Sitting & fully dressed, let our masseurs shake off your tensions:



Shoulders
Neck
Back
Arms
Hands

10 mins,
20 mins,
30 mins

Auto-massaging armchairs

A simple and easy solution to make relaxation available to a large number of people

Self – service
5 mins,
10 mins



2. WORKSHOPS

Small-size classes to relax, and to learn how to relax.

Be Relax selects activities recognized for their benefits on your body, and on your mind!

Time : 30, 45, or 60 minutes

Yoga / Pilates / Tai Chi



Certified professors, selected and trained by Be Relax, familiar with corporations' specific needs..

Be Relax is pro-active in the on-going survey of our customer satisfaction.

Stress Management



Learn to reduce and detect your stress:

- Breathing exercises
- Progressive relaxation
- Exercises you can re-do by yourself

Thematic workshops:

“Sleeping better”, “Boost your memory”,
“Fear and Public Speaking”, “My PC and I”

3. BE RELAX ROOM

Discover what it's like to have a real relaxation room in your building!

Be Relax recreates in your office a safe haven dedicated to relaxation, rest, peace and quiet. This room allows employees to power-nap or recharge their batteries in an intimate setting.

The feeling of being “watched” by others has been identified as an important stress factor. Be Relax’ resting room is conceived to provide rest from this omnipresent Eye, in an intimate setting.

Below: Be Relax for Price Waterhouse Coopers.



Step inside !

- Individual Napping Bubbles
 - Light Therapy
 - Aromatherapy
- Automassaging Armchairs

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The many faces of well-being – Be Relax Room

Last But Not Least: Beauty Treats

A very nice way to spoil busy employees, offering them services *at work* that are sometimes hard to plan outside of work.



10 to 20 minutes



20 to 60 minutes



20 to 30 minutes



2

Where & When ?

AT WORK

IN RETAIL
STORES

DURING
SPORTS
EVENTS

ON A FERRY

IN A HOTEL

* INSERT YOUR CHOSEN LOCATION! *

AND IN AIRPORTS WORLDWIDE

(be relax)



Merci de retirer vos chaussures

(be relax) 10000

Be Relax' reputation is built upon our capacity to recreate peace and calm in very busy places.

Services on the Move! To be conceived anywhere depending on your event or office space availability.

INDOORS



OR OUTDOORS



Be Relax takes care of you, and **EVERYTHING** :

NECESSARY PROPS

- Massaging Chairs
- Learning materials
- Yoga Mattresses, etc...

SETTING UP AND CLEANING UP

- Conference Room
- Patio
- “Corner kiosk” during an event
- Be Relax Room
(perfect to host all of our services)

ONGOING FOLLOW UP OF CUSTOMER SATISFACTION

- Satisfaction Questionnaires
- A Be Relax manager dedicated to your project
- In the case of events:
A Be Relax Supervisor dispatched on location!





3

Be Relax & You



POPULAR FORMULAS

1 masseur / 3h per week/ during 1 year :

(Approx.. 12 people receiving a 10 min massage)

Starts at 70£ per hour excluding VAT

Stress Management

1 professional, 2 hours per week for 3 months

(Recommended for groups up to ten people)

Starts at 180£ per hour excluding VAT

Be Relax Room :

Be Relax can fund your Room if your company orders a minimum amount of yearly services! Please get in touch with us!

YOUR SPECIAL EVENT

For fun, for work, for marketing, or simply for communication purposes:

Be Relax has developed a strong experience as an event planner, combining well-being with many other activities!

PERSONAL QUOTES

Flexibility:

Mix and Match any of the above services according to your company's needs, and we will send you a personal quote.

Do not hesitate to contact us if you would like any assistance in evaluating what formula would match your company's goals. .



OUR TEAM

Four founders



Frederic Briest
CEO- Partner
University of Chicago



Nicolas Briest
CEO- Partner
ESCP - EAP



Alexandre Antuszewicz
Marketing Director
AUDENCIA Nantes



Jordan Bailleul Seguève
Partner
Sorbonne / St Gall

International Managers



Thibaut Tron
Be Relax Paris Director
IDRAC



Adeline Moya
Country Manager, Germany
ESSEC



Caroline David
Regional Manager, Europe
HEC



Aurore Trotignon
National Manager, USA
EM Lyon

SEEN IN THE NEWS!

Because all our concepts are highly innovating, Be Relax is often quoted in domestic and international newspapers...

UK VOGUE MAY 2010



Spa visit

Be Relax

The airport spa specialist brand in London and Munich

France-based spa operator Be Relax opened two new airport locations this summer — in London's Heathrow (Terminal 3) and at Munich airport (Terminal 1). The 300m² (3,227sq ft) spa in Heathrow is staffed by up to five therapists, and offers heated massage, facial, manicure, pedicure, and Oxygen AromaTherapy. A private cabin is available for table massage and waxing treatments.

The Munich location offers the same menu in 1,200m² (12,916sq ft), with an express jetbrush make-up service to launch into the year. The brand is opening a spa concept in Zurich in October, with locations planned for Milan, Rome, Barcelona, L1, and Birmingham, UK, in 2010.



▲ Be Relax (Heathrow) airport spa specialist brand and a small cabin

Snapshots

- **Locations:** London Heathrow, T3E, Munich, T1
- **Opened:** June 2009 (both)
- **Size:** 300m² (Heathrow), 1,200m² (Munich)
- **Offer:** Massage, facial, manicure, pedicure, Oxygen AromaTherapy, waxing
- **Special features:** Jetbrush make-up application (Munich)



▲ Spa area (Heathrow) airport spa specialist brand and pedicure

BW CONFIDENTIAL OCT 2009

LES ECHOS MAY 2011

L'IDÉE

Un espace bien-être dans les locaux du cabinet PricewaterhouseCoopers

Le cabinet de conseil et d'audit PricewaterhouseCoopers (PwC) vient de doter son siège français d'une salle de bien-être. Autrement dit de sièges auto-massants, d'espaces de luminothérapie et d'ateliers de yoga, de tai-chi et de gestion du stress. Certains salariés peuvent également opter pour une petite sieste. Une salle baptisée « PwCool » (prononcer « pi-wi-cool ») symbolise cette révolution culturelle dans les bureaux du groupe à Levallois-Perret (Hauts-de-Seine). La PwCool encourage les salariés à se détendre entre deux dossiers, loin du bruit des « open spaces » et des ordinateurs. Très populaire outre-Atlantique, la notion de bien-être au bureau reste embryonnaire en France. PwC s'est rapproché des architectes d'intérieur des ateliers Jean Grisoni et de la société



Be Relax pour que ces derniers l'aident à faire émerger un lieu pour prendre soin de soi, se détendre et se ressourcer. L'expérience, baptisée « Be Relax », se vit dans une atmosphère de détente : matières chaleureuses (moquette, tissus), couleurs harmonieuses, lumière modulable et mobilier aux lignes épurées.

THEY TRUST US



MONOPRIX



L'ORÉAL®



AIRFRANCE /

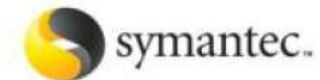


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INEXIA





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Thank you !