

ARE YOU *READY* TO
RESTART
YOUR BODY
AND MIND?



I C E B O X

CRYOSHAPER

BOA LYMPH
MASSAGE

CRYOFACIAL

CRYOSPOT



ICE AGE, BABY!

AT CRYOPOINT THE
TEMPERATURE DROPS
BELOW -110 °C

What might sound extreme is actually more relaxing than a cold shower. This effect is made possible by an extremely dry cold temperature, that pleasantly caresses the skin and results in powerful, positive effects.

- > PERFORMANCE IMPROVEMENT
- > STRENGTHENING OF THE IMMUNE SYSTEM
- > ANTI-STRESS EFFECT WITH FRESHNESS BONUS
- > YOUNGER SKIN APPEARANCE
- > ANTI-WRINKLE
- > ANTI-CELLULITE
- > ULTRAFAST CALORIE BURN
- > FASTER REGENERATION
- > BODY SHAPING



CRYOPOINT – THAT’S WHY

ONLY 3 MINUTES FOR YOUR RESTART

MARKET LEADER
FOR CRYO APPLICATIONS

SUPER FAST COOLDOWN
FOR MAXIMUM EFFECT

When it comes to cold applications,
you’ve landed with the pros.
We offer the experience with the
highest customer satisfaction from
more than 1 million applications
performed.

Choose freely between the ICEBOX
for the entire body, CRYOSHAPER
for problem areas and for skin
tightening, BOA for soothing
lymphatic massages, CRYOFACIAL
for facial rejuvenation and CRYO-
SPOT for selective applications.

No matter how busy you are, you can
always treat yourself to the three
minutes in our EISBOX. What lasts
as long as your favorite song has
the effect of an entire workout and
boosts your fat combustion enor-
mously! In addition, your metabolism
is stimulated and your skin encoura-
ged to detoxify
and tighten.

Let’s freeze it!
Words are patient, convince yourself
of this extraordinary freshness kick
for body and mind.

ALSO KNOWN FROM COMPANY EVENTS AT



ICE BOX

OUR HOLISTIC COLD
EXPERIENCE

In our ultra-high performance cold chamber, your whole body is exposed to a temperature of -110 to -150 °C for three minutes.

The extremely dry cold is very well tolerated and is even perceived as pleasant. The invigorating cold experience acts like a restart button with turbo wellness effect and can be easily combined with your lunch break.



**TURBO-
CHARGE NOW**

THE FASTEST WAY
TO MORE WELL-BEING

FITNESS & REGENERATION

The ICEBOX can reduce exhaustion and muscle soreness while enhancing regeneration and performance.

SKIN & BODY

Anti-aging for skin and body. Wrinkles, acne and cellulite take their toll, as do fat deposits, slags and impurities. Let yourself be surprised how quickly your body will shine in new splendor.

REFRESH
BODY
AND
MIND

ANTI-STRESS & IMMUNE SYSTEM BOOST

3 minutes in the ICEBOX let stress fizzle out, act like a short holiday for body and mind and activate your immune system.

Users report about the significant relief from physical complaints and improvements in sleep problems after a couple of sessions.

from 19,90 €

CRYOSHAPER

OUR BODY MAGICIAN

You're fed up with love handles, wrinkles and cellulite, but don't feel like months of dieting, scalpels, or laborious pedaling?

The CROSHAPER enchants selected problem areas in just 30 minutes and is considered the magician amongst cold treatments.



GOODBYE CELLULITE

SKIN REJUVENATION
WITH IN-DEPTH EFFECT

PERFECTLY IN SHAPE

Minor skin wrinkles, stretch marks, cellulite or double chin – with this cold application everything is diligently tightened and shaped.

WHERE'S YOUR PROBLEM AREA?

You decide which body zones you want us to tackle. The classics: belly, legs, buttocks, arms and face.

You want to look dashing with every outfit in any season?

Let's go to the CRYOSHAPER!

Extra bonus: The CRYOSHAPER boosts the production of collagen which is responsible for a firm and beautiful skin.

HOW IT WORKS

Scientists at Harvard University have discovered that fat cells react more strongly to cold than other body cells. We make use of this effect with the CRYOSHAPER and say goodbye to fat cells in an elegant way.

HELLO
DREAM
BODY

BOA LYMPHATIC MASSAGE

PERFECT IN COMBINATION WITH
CRYOSHAPER AND ICEBOX



Treat your body to a premium application and enjoy a relaxing
lymphatic massage for up to 60 minutes.

Lymphatic massage has been an integral part of the training concept of
successful competitive athletes for a long time. It supports a fast regeneration
and boosts the detoxification and purification processes of the body.
It is not for nothing that it is considered a proven treatment method
in rehabilitation clinics.

The very pleasant pressure wave massage can support your body in a natural
and positive way. Use the effect for the upper or lower body.



BENEFITING FROM SYNERGIES

MORE THAN JUST A MASSAGE

The BOA lymphatic massage is recommended after sports, as a relaxing wellness massage, for the prevention or reduction of cellulite, for heavy legs and for support during a diet or after liposuction.

CRYO-TIP FOR DETOXIFICATION AND PURIFICATION

The positive effects of CRYOSHAPER and ICEBOX can unfold even better in combination with the BOA lymphatic massage.

*FOR AN
EVEN
STRONGER
EFFECT*



REJUVENATE
IN SECONDS

CRYO FACIAL

Our beauty star

At -150°C large pores contract in no time, the blood circulation, the nutrient and oxygen transport as well as the production of collagen production are stimulated.

Our non-invasive rejuvenation treatment provides a more even and rejuvenated skin appearance. Wrinkles, dark circles under the eyes and skin impurities can be significantly reduced with regular use.

RESTART YOUR SKIN

FROST DETOX EFFECT

The freshness kick for face and mind with immediate glow effect.

THE FACE-QUICKY FOR IN BETWEEN

If only everything were so uncomplicated: no need to remove make-up, 6 minutes of Deep Cryofacial relaxation and you can continue your day with a clear head.

INSTANT TIGHTENING

The extreme cold causes your blood vessels to constrict and your skin to tighten in just a few seconds. Since we work with dry cold, it still feels comfortable on your skin and you can sit back and relax.

CRYO SPOT

SELECTIVE APPLICATION

The $-150\text{ }^{\circ}\text{C}$ cold ice jet of the CRYO-SPOT targets problem areas in just 3 minutes. In this short time it can relieve discomfort, boost regeneration and increase your general well-being.

The dry cold is considered to be particularly pleasant. In addition, we continuously measure the temperature of the upper skin layer with a laser, so that we can individually adjust the strength of the ice beam to your needs.



FIND YOUR PERSONAL C-SPOT

COMPELLING EFFECTS

Users report a variety of positive effects in the context of: inflammation, pain, tension, burns, swelling, bruises, injuries, muscle pain, joint and nerve disorders and much more.

EVERYDAY
MIRACLE

KEY DATA OF THE CRYOPOINT FRANCHISE



CATCHMENT AREA

Population 100,000 and over



REQUIRED EQUITY CAPITAL

20 to 25 percent of the total investment
5.000 to 40.000 EUR



LOCATION

Good visibility, ideal in the vicinity
of the usual frequency providers



ONGOING FEE

7.5% monthly of turnover
break-even point already in
the 1. business year



OPERATING AREA

30 to 120 sqm



INVESTMENTS

Starting from 150,000 euros
of which leasable: EUR 100,000
of which entry fee: from EUR 11,500
(depending on the choice
of franchise option)



ADVERTISING FEE

none



CONTRACT PERIOD

Five years & option for five-year
contract extension



THE SUCCESS FACTORS OF THE CRYOPOINT FRANCHISE

The CRYOPOINT franchise system offers innovative premium cryo applications with an unusually wide range of uses in the areas of sport, health, beauty, weight reduction and general fitness.

Exclusive access to the latest equipment from the leading manufacturer in the field of cold applications through close cooperation with MEDNER Medical Technology:

- > Permanent innovation lead
- > TÜV-certified technology
- > Quality unmatched by the competition

The **ICEBOX** is the world's most powerful, modern and safe cold chamber. It cools down to -150 °C without any high voltage. Pleasant and dry cold.



COMPARATIVELY LOW INVESTMENT AMOUNT FOR FRANCHISEES

COMBINED EXPERTISE OF THE FRANCHISOR TEAM

A successful, sports-minded entrepreneur with franchise experience.
A medical technology engineer with a high competence in cold applications.
A franchise expert with experience from around 300 franchise projects.
As well as qualified owners of the reference CRYOPOINT stores in Hamburg and Berlin.

WHAT DOES CRYOPOINT OFFER AS A FRANCHISOR?

As a franchisor, it is also in our interest to offer each of our franchisees a lasting and economically profitable perspective for the future. That is why we are committed to outstanding support in all areas:

GUARANTEED TERRITORIAL PROTECTION

You are the sole CRYOPOINT vendor in your sales territory.

CONSULTING AND SUPPORT

Support from day one – with all steps of the franchise opening. Ongoing support: business management, marketing, legal and tax issues, technical support, etc.

KNOWLEDGE TRANSFER

Thorough training program and know-how documentation. Basic and advanced training, exchange of experience.

TOGETHER FOR SUCCESS

The CRYOPOINT Franchisee network strengthens the brand nationwide.

WE ARE YOUR BACK OFFICE & CO-MANAGEMENT

Focus fully on your core business: acquisition and support for your customers. Ongoing support on site, via hotline and intranet as well as remote maintenance.

MARKETING

Central marketing and advertising concept. Uniform market presence and target group-specific advertising.

ECONOMIC FUTURE PROSPECTS

High return on sales. Cost advantages through attractive framework agreements with suppliers, service providers and insurance companies, etc.

3 EXCITING FRANCHISE OPTIONS

MODEL 1 – CRYOPOINT CENTER

The full CRYOPOINT package with
all the application areas we offer.

From 70 sqm to 150 sqm.

MODEL 2 – STAND-ALONE ICEBOX

With our centrepiece – the cold
chamber. Suitable for small areas

up to 50 sqm.

MODEL 3 – SHOP IN SHOP

All the applications we offer can be
integrated into existing businesses,

e.g. fitness, physio, wellness &
cosmetic studios.



DOES THE CRYOPOINT FRANCHISE SUIT YOU?

You have sensitivity in dealing with
customers and social competence
is a given for you? The ability to
organize yourself in the operational
business is one of your strengths?
Your actions are characterised by
customer orientation, flexibility and
diligence? Perfect!

DO THESE POINTS ALSO APPLY TO YOU?

- > Interest in sports, beauty and health
- > Orderly financial circumstances
- > Completed school education
- > Affinity for the fitness industry
and health care area
- > Previous commercial training
- > Acceptance of an IT-supported
company organization
- > Customer-oriented Entrepreneurial
mentality
- > Strong quality awareness

LAST BUT
NOT LEAST

ARE YOU READY TO SHOW
FULL COMMITMENT TO
YOUR BUSINESS?
THEN WE SHOULD GET TO
KNOW EACH OTHER!



YOUR WAY TO YOUR VERY OWN CRYO- POINT STORE

1. FIRST CONTACT

You receive initial information about the CRYOPOINT success concept. Trust is the basis of our cooperation – and that only works with transparency from day one.

2. PERSONAL APPOINTMENT

You will get to know our CRYOPOINT-TEAM and one of our reference companies and learn detailed information and key figures in a personal interview.

3. RESERVATION OF YOUR DESIRED LOCATION

You can reserve your desired location for the duration of the financing request until the lease is signed.

4. FINANCING YOUR LOCATION

Our team accompanies you through the financing process. Including the preparation of a business plan by an experienced consultant who is very familiar with the CRYOPOINT concept, as well as expert accompaniment to the bank meeting.

5. PROJECT PLAN

Once the financing has been approved and the franchise agreement has become legally binding, we will work with you to create a project plan for the countdown until the opening of your store.

**BECOME PART OF OUR
SUCCESS CONCEPT –
WE LOOK FORWARD TO
YOUR APPLICATION!**

6. SUITABLE OPERATING AREA

We provide you with all the criteria for a CRYOPOINT store, check rental offers together for their suitability and support you in all processes up to the signing of the rental contract – and beyond.

7. TURNKEY STORE

For our CRYOPOINT stores we work together with a competent and reliable general construction company. You can also hire a contractor of your choice if the consistent brand image is ensured.

8. PERSONNEL RECRUITING

From the student temp to the studio manager – with our network you will find the right personnel at short notice.

9. CRYOPOINT ACADEMY

Before opening your own store, you and your team will receive eight days of training in one of our reference stores - in Hamburg or Berlin. In the first week after the opening, an experienced store manager from our ranks will support you on site.

10. MARKETING PLANNING

Our proven marketing concept starts already before the opening of your CRYOPOINT store, so that you can look forward to enthusiastic CRYOPOINT customers from day one.



**FROM FRANCHISE
AGREEMENT TO OPENING –
APPROX. 15 TO 20 WEEKS**

REINHARD WINGRAL SHAREHOLDER

Franchise expert with experience from around 300 franchise projects | management functions in franchise systems since 1988 | responsible for all franchise-specific tasks | strategic system management | acquisition of franchisees | support financing for franchisees

GREGORY SCHMIDT

Franchisee | external consultant | IT structure | digital organization | system communication

YVONNE RIESEL

Assistance to the management at the Hamburg location | support in the operational business

ANNA WEISSBECK

Manager of reference operations in Hamburg | training and education of franchisees

LISA BERGMANN

Manager of reference operations in Berlin | training and education of franchisees

THE PEOPLE BEHIND CRYOPOINT

FELIX HINZ

MANAGING SHAREHOLDER

Successful entrepreneur with franchise experience | project management for system integration of new locations | marketing concept and advertising | strategic and operational system management

ASHKAN ESMAT

MANAGING SHAREHOLDER

Owner of MEDNER-Medizintechnik | medical technology engineer | ensuring operational safety | performance innovations | technical support | strategic and operational system management

WHAT ARE YOU STILL WAITING FOR?

Do you want to start your own business, or do you already have previous entrepreneurial experience? Can you identify yourself with the CRYOPOINT brand and our technology? Then let's start today and secure the CRYOPOINT franchise license for your city!



We want to answer your questions as quickly and accurately as possible. Therefore, please send us your questions in advance for our meeting.

We look forward to receiving your email:
FRANCHISE@CRYOPOINT.DE

CRYOPOINT RESTART YOUR BODY & MIND

CRYOPOINT Franchise GmbH | Drehbahn 5 | 20354 Hamburg Germany

Managing directors: Felix Hinz and Ashkan Esmat

WE LOVE CRYO



THE CRYOPOINT LOCATIONS

STORES

BERLIN KU'DAMM
BERLIN MITTE
BOTTRUP
FRANKFURT CENTRE
HAMBURG WINTERHUDE
HAMBURG CENTRE
HANOVER
KIEL CENTRE
KARLSRUHE CENTRE
COLOGNE CENTRE
COLOGNE BUCHHEIM
MUNICH CENTRE
WIESBADEN CENTRE

STORES IN PLANNING

PARIS (DECEMBER 2021)
FLENSBURG
BREMEN
LEIPZIG
STUTTGART
ZURICH
PARIS
BERLIN – LOCATION 3
HAMBURG – LOCATION 3
SALZBURG
DÜSSELDORF

IMAGEVIDEO CRYOPOINT
HANOVER

<https://bit.ly/cryopoint-hannover>



#SHAPE
#REGENERATE
#IMPROVE

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WWW.CRYOPOINT.DE