



VIDA

spa

Welcome to Vida

Live well. Live long.

A photograph of a spa treatment room. In the foreground, a massage table is covered with a white sheet, with a large green monstera leaf resting on the dark brown tablecloth to its left. A white, adjustable massage chair is positioned at the end of the table. In the background, another similar setup is visible, featuring a large wooden headboard with a grid pattern. Two small lit candles sit on a tray between the tables. The room has a dark wood-paneled wall on the left and a polished wooden floor.

Vida Brand

Vida Spas embody a brand that is truly unique in the spa business.

Our Ayurvedic foundation is what sets us apart. Based on the foundation of this 5000-year old Indian philosophy, our mission is to restore each customer's energy and well-being to help them get the most from life. Guests are left with a feeling far beyond what any traditional spa experience can offer.



Pitta



Kapha



Vata



Tri Dosha

Vida's inside-out approach takes into account the improvement of the whole person, not just outside appearance.

Our approach to health is preventative as much as it is proactive.

Each person's journey to this destination is different. That's why we respect the individual and always take personal needs into account before providing a comprehensive approach to getting there.

We are committed to educating customers so that they are empowered to apply our principles when they leave the spa. This approach also encourages return visits as there are no 'quick fixes' with respect to long-term health.

From philosophy to practice, we aspire to deliver an unparalleled spa experience. We offer the most qualified therapists and the finest facilities and surroundings. Our price is premium but so is our product.

This is the essence of our brand. Every Vida treatment, every Vida product and every Vida experience is committed to this promise.

BRAND OBJECTIVE

Vida is dedicated to building and operating the very finest hotel spas. We have a very clearly defined brand and only seek hotel partners whose brand will provide a synergistic fit with ours.

When it comes to our operating principles and our design and construction principles, we bring an unwavering standard of excellence to each. We know from experience that it's the only way to exceed consumer and partner expectations and to grow.

Along the way, we've gained an international reputation for innovating spa designs and treatments. Vida has been recognized by Condé-Nast as one of the top ten hotel spas in the Americas and Caribbean and was included on Expedia's top ten 'Need to Know' spas.

Operating Principles



Like all aspects of the Vida brand, our operational standards are based on doing everything necessary to help restore each customer's energy and well-being so they get the most from life.

Our operational standards ensure an invisible yet efficient system that delivers this promise without ever compromising a guest's comfort. Key elements include:

STAFF

Operational standards are only as good as the people who execute them. To ensure the ultimate spa experience for our guests, Vida hires only the best whether it's a receptionist, an attendant or a therapist.

Our therapist compensation levels are the highest in the industry which helps ensure we attract and retain the very best. Our value-based hiring practices help ensure our employees share our brand's values. This creates not

only better staff communication but also more rewarding work environment.

It's also why we strive to create long-term relationships with staff members by cultivating an organized environment that is both financially and professionally rewarding. Our philosophy continues to attract many of the most qualified practitioners in their fields.

We train and promote from within. Our staff retention rate is the envy of the business. 75% of our supervisors and managers have been with Vida for 6 years or more. In 2018, we celebrated 3 dozen team members with us over 10-15 years and 4 dozen over 5 years. This allows us to open new locations seamlessly with a pool of experienced and well-trained staff ready to draw upon.

The result is a high-quality spa experience that we can deliver guest after guest after guest, no matter what the location.

CUSTOMIZED SERVICE

Guests complete a questionnaire to help staff understand their state of mind, needs, treatment objectives, likes and dislikes, so we can provide a customized program that will optimize their experience.

BACKSTAGE BOOKINGS

In order to keep spa waiting areas free of noise and intrusions, telephone calls are taken in spaces removed from these areas so staff can devote their full attention to guest needs.

ORGANIZED SETUP

Adequate time is built into therapists' schedules for cleanup and preparation between guests so therapists aren't rushed. Spa attendants provide support, helping ensure a smooth, organized day for staff and the best experience for our guests.

CUSTOMER FIRST

Vida provides treatments that are full 60 minutes long, not including any

necessary preparation requirements. Contrary to industry trends towards shorter treatments, we remain committed to a guest experience that never feels rushed or compromised in order to maximize short-term profits. We want every experience to be complete and perfect.



TECHNOLOGY

Vida Spa operations are supported by an industry-leading and user-friendly software package specifically designed for spa booking management. It maximizes scheduling efficiency and revenue so staff can focus on our number one priority: guest needs.

HOTEL SALES SUPPORT

Our full-time spa manager works closely with hotel sales staff to market the spa and ensure its success. We also employ a full-time group service coordinator who works closely with the hotel on meetings and conventions.

EDUCATION

Vida believes that the key to providing the ultimate spa experience to customers is to provide staff with the very best training and education programs. It's a significant investment that includes a top-notch director of training and education, fully subsidized courses, as well as paid leave for employees while they attend development courses.

Our Director of Training and Education is responsible for developing and delivering the training programs that bring Vida's unique approach to all staff. Her profes-

sional qualifications and experience are impeccable, so is her commitment to living the principles of Ayurveda everyday.

Vida continues to develop and retain the best-trained therapists in the business. This is critical to the success of our brand and key to delivering a consistent brand and experience long term.

In practice, Vida therapists are trained to exceed guests' expectations. They begin by gaining a full understanding of each guest's lifestyle then customize treatments to that guest's needs. They follow up with home care recommendations, lifestyle suggestions and provide any relevant information or printed matter.

At Vida, the education and improvement process never ends. Because the best way to develop committed customers is to be committed to developing the very best staff.



Design, Development & Marketing

SPA DEVELOPMENT

Vida's in-house real estate development expertise and experience is a unique advantage. We understand all stages of the development process, from design through to construction. We also insist on retaining control of every aspect of spa design and build to ensure that our exacting building standards are met.

DESIGN PROCESS & FEATURES

Our extensive design and construction experience means we have long-term relationships with the best architects, designers and project management firms in the business. We know how to assemble the best team of professionals for the highest quality outcome.

To ensure the Vida brand experience is translated into every aspect of the design, we do insist that designers strictly adhere to our design brief.

Some of these design elements include:

- Cocoon-like spaces that insulate the guest from everyday concerns so that nothing interferes with their enjoyment.
- A fluid and intuitive flow makes it effortless for the client to move from one area to the next.
- Neutral, soothing materials for fixtures and furniture complemented by soothing lighting design.
- Customized scents in each area of the spa that are designed to match guest moods and spa functions.
- Exit areas that use lighting, smell and music to create a comforting transition from the cocoon of the spa back to the outside world.

We are very conscious of the environmental impact of our designs and material choices. That's why we seek renewable and recyclable materials made from a high percentage of recycled matter as well as

materials, paints and finishes that create no to very low emissions. We also specifically seek manufacturers known for their environmentally responsible practices. Our development objective is to obtain the highest level of LEED certification.

PROJECT MANAGEMENT & CONSTRUCTION

Project Management is the core of Vida's real estate competency. We know managing costs and schedules are critical to the successful completion of spa projects.

Vida only partners with the best and most reliable construction services firms. It's the only way to guarantee a top-quality result that is built on time and on budget.

MARKETING

At Vida, marketing starts with our strong and unique brand. It is what sets us apart from our competitors

and what gives consumers a sound reason to seek us out.

In terms of our marketing efforts, our brand provides a strategic framework that all decisions are screened by in order to ensure our brand message is consistent at all consumer touch-points.

Our marketing budget is a meaningful investment that drives our business and helps spread our brand. Some of the key elements include database segmentation and marketing, public relations, print and radio advertising, as well as an online presence. Depending on the message or offering, our marketing campaigns are targeted at both new customers and previous customers. Perhaps our most persuasive advertising tool is word-of-mouth. By consistently exceeding our guest expectations, their recommendations have consistently helped our business grow.

PRESS COVERAGE

Vida devotes considerable time and money to gain coverage in local, national and international press. This benefits Vida as well as our

hotel partners because we

always

refer to a

spa location

with our hotel

partner's

name (e.g.

Vida at the

Fairmont

Chateau

Whistler).

The effort

has paid off. We've enjoyed extensive exposure in the Canadian and international press. The glowing reviews and in-depth coverage of our treatments and philosophy have made us one of the North America's premier spa brands.



RETAIL & PRIVATE BRAND PRODUCTS

Vida Spas also operate as stand-alone retail businesses that draw their own walk-in retail traffic as well as serving the needs of spa guests.

Locations are designed to be 'well-being boutiques' offering a range of premium products that touch all aspects of our customers' lives.

Our product categories include: travel, home décor, books and CDs, fragrances, nutritional supplements, body treatments and skin care.

We offer two private brands: 'Vida', our private brand of Ayurvedic-inspired products; and 'Niche', our private brand of remedies for specific ailments. Both are made from all-natural ingredients. We also retail premium products sourced from leading brands around the world.

Each purchase is a simple way to take a little bit of the Vida experience home.



Locations

Each spa has been designed to physically embody the Ayurvedic principles of vitality and harmony. This means engaging all the senses in a spacious and elegant environment that is still warm and nurturing. Not surprisingly, Vida Spas have established a faithful and discerning clientele of locals, visitors and celebrities wherever we open.

VIDA SPA, FAIRMONT CHATEAU, WHISTLER BC



Located in a luxury 550-room hotel at one of North America's most exclusive ski resort destinations, this Vida Spa offers 15 treatment rooms with two couples' rooms. Features include two handcrafted cedar steam cabinets used in our signature Ayurvedic treatments, as well as a manicure and pedicure room that accommodate three pedicures and two manicures. Upon request, we offer guests complimentary use of the hotel steam and change room facilities.

VIDA SPA, THE SUTTON PLACE HOTEL, VANCOUVER



Located in the only AAA - Five Diamond rated hotel in Vancouver, this serene cocoon features 7 treatment rooms as well as a manicure and pedicure bar that accommodates three guests. Each treatment room is decorated in a stunning minimalist west coast motif and comes equipped with extra-wide beds and plush blankets.

VIDA SPA, THE WESTIN BAYSHORE, VANCOUVER



Located in the 4 Diamond AAA/CAA hotel on picturesque Coal Harbour, adjacent to renowned Stanley Park. Vida Spa at The Westin Bayshore debuted in December 2009.

It features a 5,000 square foot Vida Spa on the lobby level of the 511-room award winning hotel. It has areas designed specifically for couples massage, Ayurvedic cleansing, infrared sauna treatments and boasts an oversized lounge for pre and post treatment relaxation, his and hers private change rooms, 11 treatment beds, three pedicure lounges and two manicure areas.



Management Team & Company History

BRUCE CROXON

Partner, Executive Chairman



Bruce Croxon, co-founder and CEO of Lavalife, is one of the pioneers of Interactive Voice Response Technology that revolutionized telemarketing and helped to initiate live interaction on the internet.

Under his stewardship, Lavalife became one of the world's largest providers of technology-based dating services, generating \$100 million in revenue. Bruce has developed and honed his business skills with over 20 years of hands-on experience as an entrepreneur, innovator, marketing manager, new business developer, chairman and CEO.

He entered the spa industry in 2002 with the acquisition of the Spa at Chateau Whistler. He now brings his extensive entrepreneurial experience and impressive track record to Vida Spas.

BILL EVANS

Partner, Development Director



Bill Evans is the founder and President of WRE Holdings Inc., a private investment firm with ownership interests in the real estate, aggregate and spa industries. Prior to the establishment of WRE in 1995, Bill served in senior executive roles at Campeau Corporation (1984-91) and Bramalea Inc. (1991-95), cumulatively leading acquisition and development transactions in excess of \$3 billion.

Bill holds a Master of Science in Real Estate from MIT and an Honours Business Administration degree from the University of Western Ontario. He currently serves on the board of Steed and Evans Holdings Inc., Vida Corporation, Nelson Aggregate Company, and is President of Evtan Capital Partners, a successful Toronto-based real estate investment firm.

At Vida Spas, Bill contributes his keen financial acumen and extensive knowledge of commercial real estate, design and construction.

RANDY GILLIES

Partner, Director



Randy Gillies is the President and CEO of the Enterprise Technology Group, a Sun Microsystems independent sales organization that he founded in 1991.

He has a rich and varied background in the sports sector. He is the co-owner of the wildly popular Toronto Rock (National Lacrosse League) and was named Chairman of the Canadian Football League's executive committee, the group that oversees the League's sales, promotion and communication efforts.

In addition to these efforts, Randy was the Chairman of the 2004 Grey Cup committee. He was co-recipient of the Commissioner's Award following the 2002 CFL season, for quality service to the Canadian Football League. Randy is an active member of the Vida board.

COLLEEN FRASER

Partner, Training and Education Director



Colleen is a Registered Massage Therapist and Certified Ayurvedic Therapist, as well as co-founder and Manager of Vida Spas' Fairmont Chateau Whistler flagship.

She has been practicing and teaching massage therapy in the Whistler area since 1985. She is also certified in myofascial therapy, lymphatic drainage therapy and cranial sacral therapy. An expert in Pranic healing and Ayurvedic herbal therapies and nutrition, Colleen has studied in the United States with world-renowned Ayurvedic physicians Dr. Vasant Lad and Dr. Deepak Chopra. She also taught massage and is currently assisting in the development of a school of Ayurveda and Panchakarma in Western Canada.

Colleen's unique training and experiences make her eminently qualified for the responsibility of the continuing education and training of all Vida staff.

ALLISON HEGEDUS

President

After training as an esthetician at Sheridan College in Oakville, Ontario and diversifying herself with studies in marketing and business management, Allison worked as a staff educator and sales execu-

tive for respected esthetics companies OMI Technologies, Somak International and Dermalogica Skincare.

Her spa management experience began when she was appointed Spa Director of the Spa at Chateau Whistler. She then opened and managed the Stillwater Spa at the Park Hyatt, Toronto; consulted with the Elizabeth Milan Day Spa at Toronto's Royal York Hotel; and opened and directed the Spa at the Old Mill Inn, Toronto.



Allison's love of the west coast and a new challenge brought her to BC as President at Vida Spas. In addition, Allison is extensively involved in industry activities. She serves on the Board of Sheridan College's Esthetician program, The Leading Spas of Canada's Standards and Practices Committee, and the Standards Committee for the Cosmetology Association of British Columbia.

As President, Allison develops standards and practices for all aspects of Vida's operations and is responsible for supervising all management. She also assists with space concept and spa design and is responsible for all levels of operations for all new locations. Allison continues to develop Vida's unique line of products and techniques and actively seek growth and development opportunities for the company.

GORANA ZUBAC

Operations Manager

Gorana has been with Vida for over five years working closely with Vida's Management team to ensure daily operating needs are adhered to and supported. In addition, Gorana supports Vida's President in the growth and development of the Vida brand including design, build and management contracts.

NICOLE LYNCH-WELCH

Regional Manager

Nicole has been with Vida for over a decade and brings a vast knowledge in customer service, human resources and payroll to Vida Spas. Nicole works to ensure hiring and training of all guest service team members meets Vida's high standards of customer care and revenue performance, as well as working with her spa managers to ensure budgets are met. Nicole works closely with Gorana to ensure the overall hygiene levels of each spa are maintained, along with encouraging a healthy and happy team.

LISA SCOTT

Manager of Group Sales and Business Development

Lisa has been with Vida for over fifteen years. She is the liaison with all corporate clients to facilitate client incentive bookings, chair massage events and bridal parties. Through her years of experience and attention to details, Lisa ensures all appointments are booked in based on guest requests with special notes added when needed. This leads to a smooth transition from check-in to check-out and billing which keeps our groups coming back year after year. Lisa is also responsible for all group contracts and billing for ease.

MELISSA PAZ

Graphic Designer

Melissa looks after most graphics and images for the Vida brand. She has been working with us since 2008 ensuring that brand guidelines are followed in all advertising, internal and promotional material. She also manages our e-newsletter, Vida Plus. Melissa has over fifteen years of design experience.

COMPANY HISTORY

In 1993, Colleen Fraser founded the Spa at Chateau Whistler, a two-room poolside spa. In 2002, Bruce Croxon and Bill Evans acquired control of the company and the Vida brand was born. later that year, we introduced Vida to the Fairmont Chateau Whistler.

In 2005, we opened in the Vancouver Sutton Place Hotel. In 2008, we opened in the Westin Bayshore Hotel Vancouver. In 2018, Vida completed a spa consulting contract for a high-end lodge in Yellowknife.

Vida continues to attract hotels and lodges who are looking for the level of expertise we can bring to the table from design and build, branding, operational setup, retail strategy, spa software and setup, budgeting and all aspects of human resources. Some choose to use the Vida brand, others have had us create their own brand. Once each spa is built, Vida continues under a management contract which will ensure their spa continues on to the same successes we have seen.

Vida's expansion and consulting strategy has been remarkably successful. We only build partnerships with premier hotels and partners. In every case both, hotel and spa, have gained from the premium status of each other's offering.

Our future growth will continue to focus on partnering with high end hotel or membership based properties that share Vida's uncompromising standards.

BECOME A PARTNER

We look forward to you joining the list of Vida's preferred partners. You will gain the advantage of one of the spa industry's strongest and most recognizable brands. You will also gain access to thousands of satisfied and loyal customers who are passionate about the Vida brand. Combined with our society's increased interest in health and wellness and a growing spa industry, Vida's greatest successes are yet to come.

Brand Values

We are mindful

We are open

We live by example

We are committed to learning

We perform our best every day



VIDa