



Eksprovocator Hair Club is a international chain of hair salons in New York City (Manhattan), Moscow and Saint-Petersburg; Trendsetter in hair coloring, extensions and treatment services with own hair care and hair styling lines. More than 800 000 followers on instagram pages.

 @eksprovocator

 @provocator.nyc

 @eksprovocator.mos

 @eksprovocator.spb



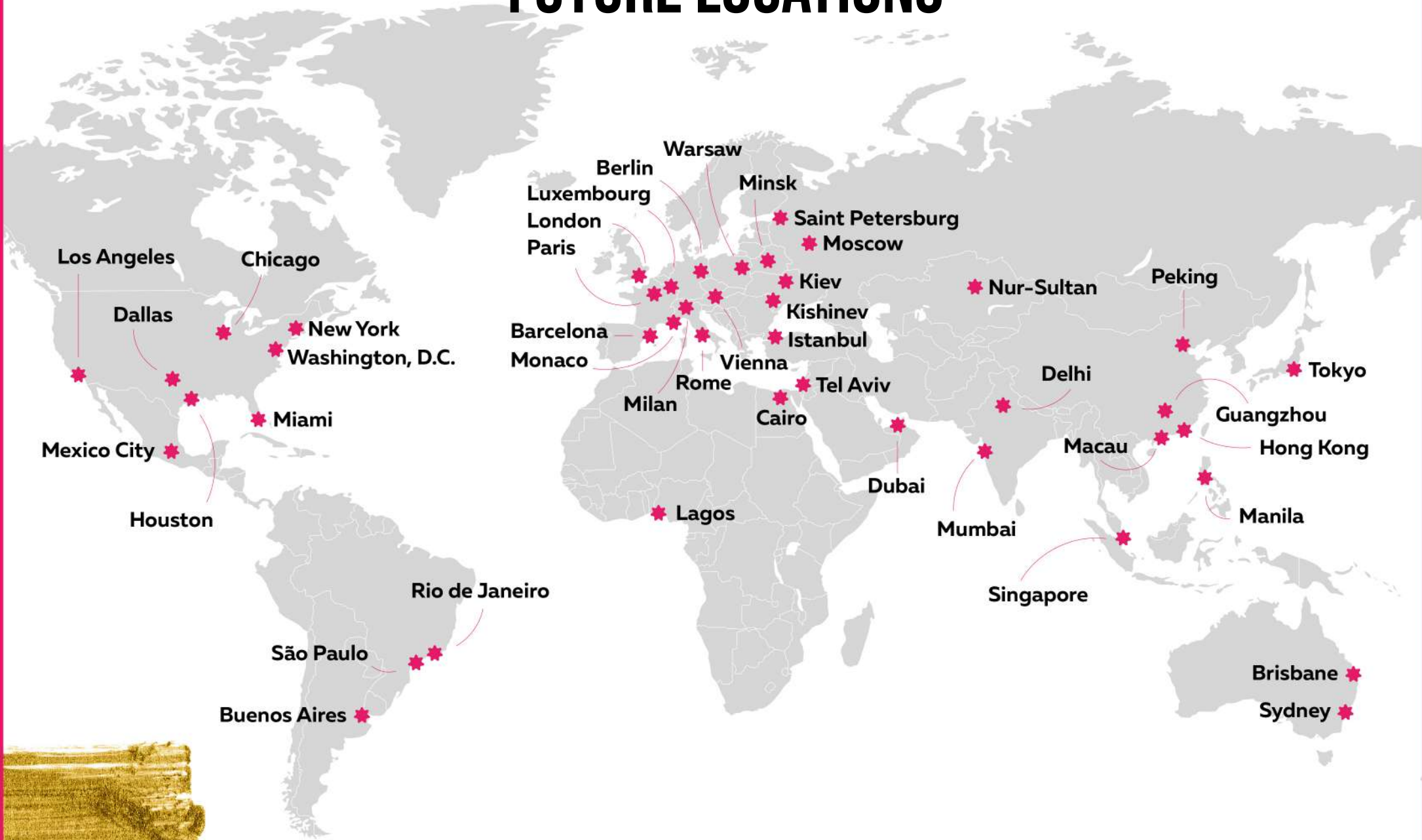
MARKET SIZE

Today the global beauty industry is a \$532 billion business. The U.S. currently is the world's largest beauty market, with about 30% share, followed by China (15%) and Japan (8%).

Globally, the industry is strong and only getting stronger. How big is the beauty industry?

Up from \$483B in 2020 to \$511B in 2021 — and with an annual compounded growth rate of 4.75% worldwide — it's predicted to exceed \$716B by 2025.

FUTURE LOCATIONS



FUTURE SALON LOCATIONS IN THE US





INSTAGRAM DISCOVERY

Reach:

**3 million
accounts
reached
per week**

(around 500k accounts per day)

Impressions:

**More than
12 millions
impressions
per week**

(around 50 millions impressions per month)

48% auditory age **25-34** years | **80%** women

HISTORICAL BACKGROUND OF THE BRAND

• NAME	Eksprovocator Hair Club
• LOCATIONS	New-York City (Manhattan) Moscow Saint-Petersburg
• FOUNDED YEAR	2011 (New-York 2019)
• OWNERS	Sergio and Kate Sukhotin
• INITIAL CAPITAL	1,000,000\$

FOUNDERS



Sergio Sukhotin / Founder

Sergio has been dubbed the "King of Hair" by the press, and is the trademark owner of the "Eksprovocator," the only hair extension technology that does not harm natural hair.

"Come in with the hair you have and leave with the hair you've always desired." - He suggests.

Sergio Sukhotin is unquestionably the most well-known "celebrity" artist in the world. His work has been featured in dozens of fashion magazines, and he has worked with some of Hollywood's most prominent females and males, including notable models, actresses, celebrities, and stars. One of Sergio Sukhotin's tried-and-true strategies for ensuring client happiness is to provide new customers with an initial hair examination as soon as they visit the salon.

Sergio has managed to create and run a business in the midst of the COVID-19 Pandemic, in New York City, and successfully grew it into the best hair salon in the city with exceptional services, novel procedures, and top specialists.

FOUNDERS

Kate ran salons in Moscow and Saint-Petersburg during COVID-19,

Under her watch we were able to sustain our high customer satisfaction and quality of work, as well as comply with all strict sanitary rules!

Sergio & Kate Sukhotin and their crew are available to help anyone suffering from hair loss, alopecia, or partial hair loss to regain their confidence and natural beauty, all in the complete privacy and seclusion of their Hair Boutiques.

Non-surgical hair restoration has become a popular request and preferred approach for women all around the world thanks to their special products.



Kate Sukhotin / Founder

U.S BRANCH

Eksprovocator Hair Club is a Limited Liability Company registered in the state of New York. The Company was formed on February 19, 2019.

Located at : 36 West 36 St., 2nd Floor, New York, New York 10018



SERVICES

The Company's complete list of services is presented as follows:



• HAIR COLORING:

- AIRTOUCH
- BALAYAGE
- SHATUSH
- OMBRE
- HIGHLIGHTS

• HAIRCUTS

• EYEBROWS

• HAIR STYLING

• MAKEUP

• HAIR TREATMENTS

TRAINING CENTRE



In Eksprovocator Hair Club, we have 30 best hairdressers, stylists and hair colorists from around the world, selected from 3000 candidates who have already made more than 20,000 girls and women happy worldwide.



TRAINING CENTRE





THE HIGHEST QUALITY

We have top hairstylists, hairdressers and colorists, so let us be your one-stop salon. Our trademark method is available in many styles: long hair, short hair, African-American hair, Asian hair, Brazilian hair, Indian Hair, Slavic Hair, Spanish Hair, Natural human hair and many others.

At our hair salons, HEALTHY HAIR is priority and we offer a large selection of hair extensions and hair replacement methods, earning us the title of best hair extension salon.

Using only the finest hair from Russia and other parts of Europe, our extensions are selected personally by our stylists. They will not fall apart and can be reused multiple times. This is the top of the line extension for people going for a natural look who also care about the health of their hair.

Our hair extensions and hair replacement methods are designed to be durable and give a natural look that lasts weeks or months. We can make a client's hair look like Beyoncé, Jessica Simpson or Paris Hilton. We have the best hair extensions on the market, made from all natural, never synthetic. So, if you've every asked yourself, "where can I get the best hair extensions, color, treatments, cuts ", the answer is Eksprovocator Hair Club, the best hair salon in the world.

MARKET ANALYSIS

New York is the place to be for any company attempting to build a strong reputation as a leader in the beauty and fashion industries. Eksprovocator Hair Club has chosen New York for its flagship salon because of everything New York can offer. As the most densely populated large city in the U.S., Eksprovocator Hair Club will benefit from the size of the local population and the foot traffic that passes by its location daily. The local population will not be the only source of customers for Eksprovocator Hair Club; New York City is one of the most popular tourist destinations in the U.S., meaning that the Company will likely benefit from advertising directly to tourists as well.

The following table shows data from ESRI regarding the population living within three miles of its location:



MARKET ANALYSIS

The hair salon industry in the U.S. is large, mature, and typically stable during recessions. The entire industry is worth \$46.3 billion, and it grew by 2.3% between 2013 and 2018. Eksprovocator Hair Club is located on **West 36 Avenue in New York's famed Garment District**. Within three miles of its location, there are 660,078 households earning an average of \$163,977. Within one mile of its location, residents are 51% more likely to have spent more than \$150 at beauty salons in the last six months than the national average, indicating a strong and thriving market demand. Competition will come from numerous top-quality salons in the immediate area, and throughout New York City, but Eksprovocator Hair Club expects to stand alongside these salons because of its unique hair coloring methods and techniques, which have enabled it to build a following of more than 500 000 from its Russia salons alone.

Health and Beauty Market Potential

36 W 36th St, New York, 10018

One-Mile Radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI*
Purchased product at salon/day spa in last 6 months	12,963	6.9%	155
Professional sv last 6 months: haircut	126,767	67.2%	111
Professional sv last 6 months: hair color/highlights	40,295	21.4%	135
Professional sv last 6 months: facial	10,120	5.4%	213
Spent \$150+ at beauty salons in last 6 months	33,512	17.8%	151

Market Profile - Radial Analysis 36 W 36th St, New York, 10018

	1 mile	2 miles	3 miles
2019 Total Population	203,542	624,883	1,295,139
2024 Total Population	212,927	648,147	1,350,271
2019-2024 Annual Rate	0.91%	0.73%	0.84%
2019 Total Daytime Population	1,290,917	2,022,825	2,762,738
Workers	1,220,122	1,779,103	2,218,684
Residents	70,795	243,722	544,054
2019 Households	118,856	349,833	660,080
2019 Families	28,830	102,238	241,970
2019 Average Family Size	2.58	2.67	2.86
<i>2019 Population by Age</i>			
Total	203,541	624,882	1,295,140
0 - 4	2.8%	3.3%	4.2%
5 - 9	2.0%	2.7%	3.6%
10 - 14	1.6%	2.3%	3.3%
15 - 24	11.8%	11.5%	11.0%
25 - 34	28.6%	24.3%	22.3%
35 - 44	16.1%	16.1%	16.0%
45 - 54	11.4%	11.4%	11.7%
55 - 64	11.5%	11.6%	11.6%
65 - 74	8.6%	9.6%	9.3%
75 - 84	4.0%	5.0%	4.9%
85 +	1.6%	2.2%	2.1%
18 +	92.6%	90.4%	87.2%
<i>Median Age</i>			
2010	35.2	36.6	36.6
2019	36.7	38.1	38.1
2024	37.3	38.6	38.7
<i>Median Household Income</i>			
2019	\$115,679	\$117,399	\$108,039
2024	\$135,637	\$137,482	\$124,472
<i>2019 Households by Income</i>			
Household Income Base	118,856	349,832	660,078
<\$15,000	9.3%	9.1%	10.2%
\$15,000 - \$24,999	5.1%	4.9%	5.7%
\$25,000 - \$34,999	4.0%	3.9%	4.5%
\$35,000 - \$49,999	5.2%	5.1%	4.5%
\$50,000 - \$74,999	10.0%	10.0%	10.6%
\$75,000 - \$99,999	9.3%	9.4%	9.5%
\$100,000 - \$149,999	17.8%	17.3%	16.3%
\$150,000 - \$199,999	11.0%	11.1%	10.3%
\$200,000+	28.3%	29.2%	27.0%
Average Household Income	\$170,940	\$174,707	\$163,977

OBJECTIVES

The Eksprovocator has identified the following objectives and benchmarks as it begins operations:

Short-Term:

- Establish itself as a trusted salon in New York
- Build a base of customers that is large enough to sustain business

Long-term

- Enhance its client base to sustain the business and support its growth objectives
- Generate enough revenue to expand operations
- Roll out one new salon every six months until there are four Company-owned salons

MARKETING CHANNELS

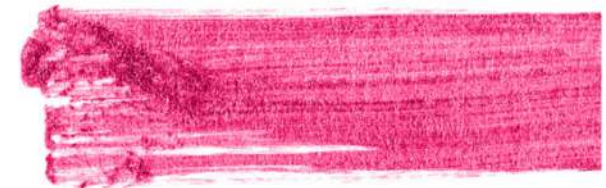
Eksprovocator Hair Club has developed and implemented a cohesive and marketing plan, beginning with the creation of a logo, website, and branding materials by a professional graphic designer. The Company's campaign will incorporate a variety of advertising channels to increase its exposure among prospective customers. Specific channels will include the following:

Digital Marketing Tactics

- Website
- Social networking - Instagram
- Content marketing
- Paid internet advertising
- Email marketing
- Search engine optimization
- Online booking

Non-Digital Marketing Tactics

- Grand opening event
- Networking
- Referral marketing
- Promotional discounts
- Loyalty program
- Earned media



INSTAGRAM MARKETING



Eksprovocator Hair Club has devised a unique system for identifying customer preferences and spotting trends early, which has given a competitive advantage in Russia that it hopes to replicate in the United States. The Eksprovocator's Instagram posts are designed to track and analyze which posts have received the most customer attention, identifying new trends and consumer demands.



PROVOCATOR HAIRCARE & STYLING REGULAR PRODUCT LINE

100%
organic



VEGAN

PARABEN FREE!
SULFATE FREE!
GLUTEN FREE!

RECOMMENDED BY OUR TOP STYLISTS AND COLORISTS!

We would like to introduce you our own professional haircare and styling product line!

PROVOCATOR HAIRCARE & STYLING

REGULAR PRODUCT LINE

Eksprovocator haircare is a professional line of solutions that are used and recommended by our specialists. It Cannot Be Bought At A Local Retail Store. This line has been designed under strict supervision of our stylists and colorists. And over 20,000 of our clients in various countries have tested it and have given very positive feedback about the effect it has. All of our products are eco-friendly, cruelty-free and come with a recyclable package. Eksprovocator haircare uses 0% of hazardous chemicals, meets all the pharmaceutical standards and uses natural ingredients only. Our haircare is formulated with a unique selection of natural minerals and plant proteins designed to deliver the nutritional benefits health hair needs. Hair Is Left Soft, strong, resilient and full of shine.

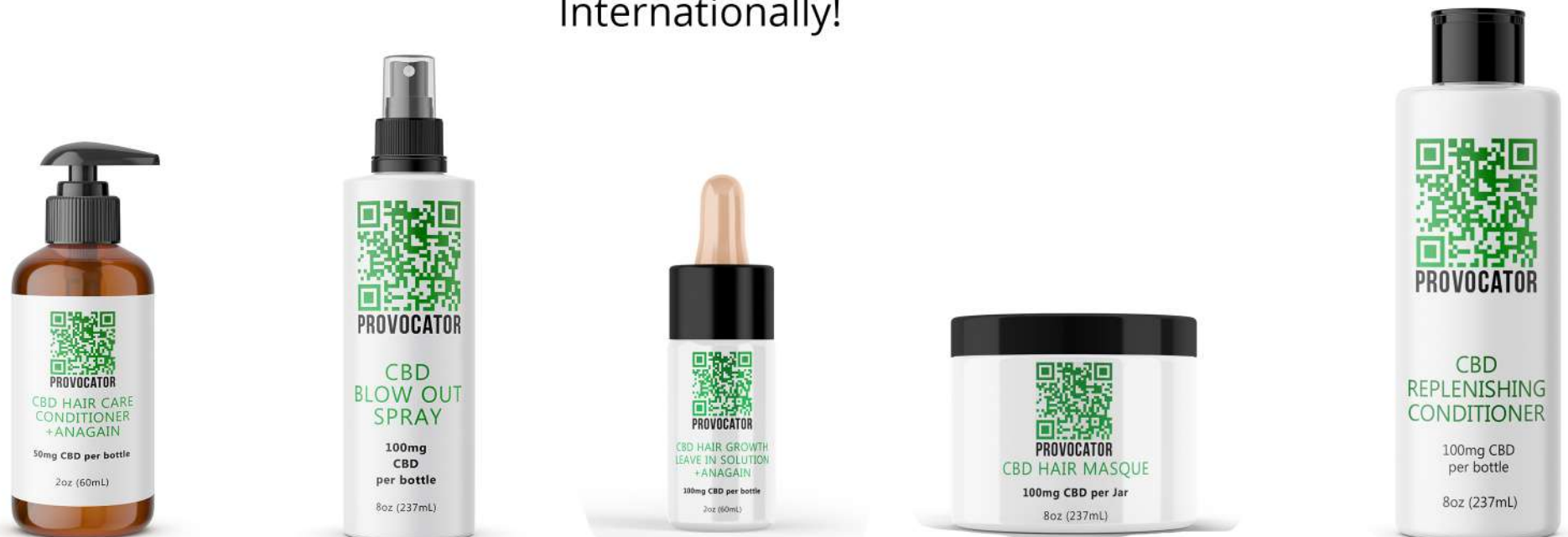
EKSPROVOCATOR CBD PREMIUM LINE

HAIR CARE & STYLING PRODUCTS

The use of CBD is the latest trend in the beauty world, as it was proven to have benefits for your health! In our case- hair health!

CBD has a lot of fatty acids, amino acids and multiple vitamins. The benefits of applying this is helping your hair growth, hair health, soothes scalp dryness and inflammation! It also moisturizes the strands and helps to regain the hair strength!

We have created a variety of products : CBD Blow Out Sprays, Replenishing Shampoos, Conditioners, CBD hair care shampoo-anagain, Hair Growth Solutions, Hair Masques. All of which are available to purchase online in our website. Shipping Nationally and Internationally!



YOU CAN SHOP IT AT: PROVOCATORHAIRSALON.COM

WORLDWIDE DELIVERY 24/7

Product Categories

- Haircare
- Oil
- Spray
- Styling
- Treatment

7

1

1

5

2



Default sorting



VIEW: 12 / 24 / ALL



haircare, oil
AMETHYST OIL

\$24,00



haircare, treatment
DEEP REPAIR TREATMENT

\$22,00



QUICK VIEW

styling
EDGE

\$16,00





GLOBAL DIGITALISATION OF BEAUTY INDUSTRY

Digitalization has changed consumer behavior. Digitalization in beauty industry simplifies the selling process of beauty products. Digital technology in the beauty industry enables consumers to experience brands through a totally new approach. The primary objective of digitalization of beauty industry is to provide its products across the globe.

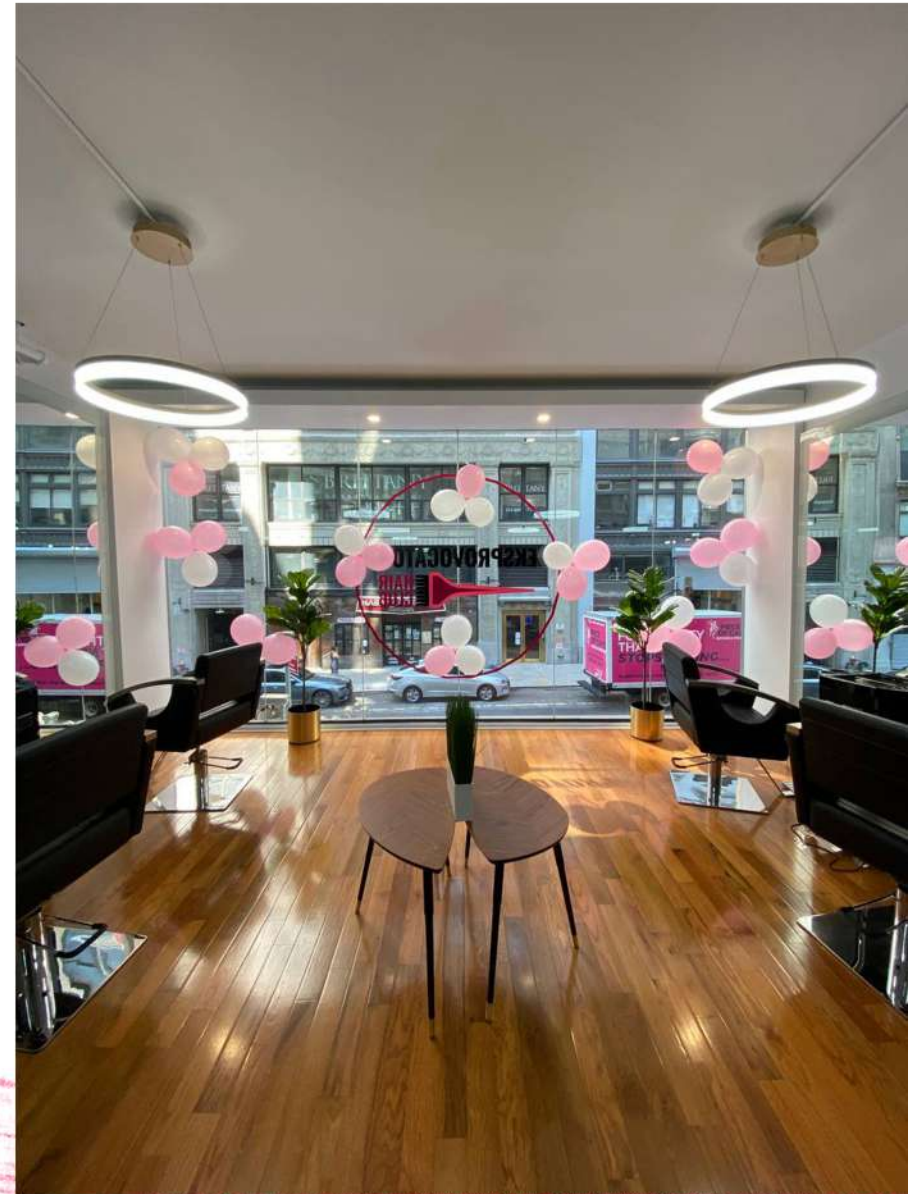
Beauty industry is the fastest growing category under consumer goods, due to digital transformation. Digitalization has revolutionized the way brands can connect with their customers through social media and e-commerce. Digitalization creates long lasting relationships between brands and their consumers.

The global digitalization of beauty industry market is projected to expand at a rapid pace during the forecast period, due to an increase in demand for digitalization in the beauty sector.

Increasing cases of COVID-19 across the globe is resulting in economic slowdown. Developed countries are strongly affected by this pandemic. Businesses have been adversely impacted in most countries due to partial or full lockdown. Additionally, supply chains are also affected due to transportation restrictions in states of different countries across the globe. Beauty companies are increasing digitization due to this pandemic, in a bid to resume their business, while on the other hand, companies are unable to process online orders since workplaces are prohibited from any business operations. This in turn is projected to indirectly hamper the global digitalization of beauty industry market in the next few years.

Eksprovocator hair club is the most digitalisation chain of hair salons in the world right now.

So, when you buying Eksprovocator token you are investing in future unicorn of beauty industry! Enjoy!



CRYPTOCURRENCY PAYMENT

We are striving to become one of the most digitalized hair salons in USA. As we grow, plans are made to take another step towards innovation by introducing new and secure payment methods.

In order to satisfy the great demand of clients, to offer even more advantages and to be on the cutting edge, from now on the possibility is offered to pay for all services with a new payment method. This means: As an alternative to payments with cash, credit and debit cards, customers now have the option of paying for their beauty treatment with various cryptocurrencies.

Whether Bitcoin, Ethereum or other numerous altcoins

We are introducing our own crypto token **Eksprovocator Crypto Coin** , which you can purchase at the **Binance**.

04 june 2021 Eksprovocator Crypto Coin was launched and there were 1 million tokens issued.



EKSPROVOCATOR CRYPTO TOKEN

By buying the **Eksprovocator Crypto Token** and storing it in your wallet you get:

- Dividends up to 20% a year from the initial invested value.
- Additional discounts and special offers for all of our hair and beauty services.



available soon at :



SOURCES & USES

<i>SOURCES OF FUNDS</i>	
Investment	\$1,000,000
TOTAL SOURCES	\$1,000,000
<i>USES OF FUNDS</i>	
START-UP EXPENSES	
Legal	\$12,000
Brochures & Print Materials	\$3,000
Website Development	\$5,000
Consultants	\$4,000
Utility Deposit	\$42,000
Insurance	\$4,800
Research & Development	\$39,500
Marketing	\$50,000
Fees, Licenses, & Permits	\$18,000
Total Start-up Expenses	\$178,300
START-UP ASSETS	
Working Capital	\$549,700
Inventory	\$18,000
Build Out	\$80,000
Furniture	\$60,000
Fixtures	\$71,500
Equipment	\$41,500
Software	\$1,000
Total Start-up Assets	\$821,700
TOTAL USES	\$1,000,000

FINANCIAL PROJECTIONS

This table outlines the sources and uses of funding. Note that the working capital will be used to fund a second location in Month 7 and support operations until cash flow is positive.



FINANCIAL PROJECTIONS

The following is a five-year revenue and new location rollout forecast.

REVENUE & LOCATION ASSUMPTIONS

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>
New Locations	2	2	0	0	0
Total Locations	2	4	4	4	4
Total Revenue	\$1,070,500	\$2,833,903	\$3,696,794	\$4,060,120	\$4,466,132
Total Direct Costs	\$147,729	\$391,079	\$510,158	\$560,297	\$616,326
Gross Margin	\$922,771	\$2,442,825	\$3,186,636	\$3,499,823	\$3,849,805
<i>NEW LOCATION START-UP FUNDS</i>					
Start-up Expenses	\$178,300				
Start-up Assets	\$254,000				