

The HODECO logo is presented in a bold, white, sans-serif font, enclosed within a white rectangular border. This logo is positioned in the upper-left corner of the overall image, which depicts a modern, high-end interior space with a mix of warm and cool tones, including wood, metal, and fabric.

HODECO

The VARRA Social Wellness logo is centered in the middle of the image. It features the word 'VARRA' in a large, white, serif font, with 'Social Wellness' in a smaller, white, sans-serif font directly below it. The text is overlaid on a semi-transparent grey rectangular background that allows the underlying interior scene to be visible.

VARRA
Social Wellness

The Future of Social Wellness & High-Performance Living

EXCLUSIVE INVESTOR SUMMARY

VARRA

Our Vision

VARRA is not a gym, not a spa, and not just a social club.

It is the first-of-its-kind social wellness club, seamlessly integrating

- **Cutting-Edge Wellness**
- **Elevated Social Spaces**
- **Transformational Self-Care**
- **Curated Fitness & Movement**
- **Holistic Nutrition & Mixology**
- **Mind & Body Optimization**

All within a single, members-only experience designed for those who demand the best in health, luxury, and community.

VARRA is an invitation to live at your highest potential.

VARRA

The Problem with Existing Wellness Spaces

FROM THIS → TO THIS



VARRA creates a fully integrated wellness ecosystem designed for longevity, performance, and connection.

1. Advanced Recovery & Longevity Therapies

- **Infrared Saunas & Cold Plunge Therapy** – Accelerate recovery and reduce inflammation.
- **Red Light & PEMF Therapy** – Enhance cellular function and improve energy levels.
- **Hyperbaric Oxygen Therapy** – Boost cognitive function and speed up healing.
- **AI-Driven Health Optimization** – Personalized bloodwork analysis and biomarker tracking.
- **IV Therapy & Smart Supplementation** – Customized protocols for peak performance.

2. High-End Fitness & Movement Therapy

- **Strength & Mobility Training** – Optimized for longevity and injury prevention.
- **Assisted Stretch & Neuromuscular Activation** – Improve flexibility and functional movement.
- **Breathwork & Somatic Therapy** – Reduce stress and enhance mind-body connection.

3. Elite Social & Professional Networking

- **Private Member Events & Wellness Workshops** – Curated gatherings for top performers.
- **Collaboration Spaces** – Designed for executives, athletes, and entrepreneurs.
- **A Social Ecosystem Built Around Well-Being & Longevity** – Where high-level individuals connect.
- **VARRA is the Soho House of wellness**—an exclusive space where ambitious, health-focused individuals recover, connect, and perform at the highest level.

VARRA

Business Model

VARRA operates on a high-retention, high-spend membership model with multiple revenue streams:

- **Membership Fees:**
 - \$1,500 initiation fee
 - \$1,000 annual renewal
 - \$500/monthly membership
- **Performance & Recovery Services: (\$500–\$2,000 per member/month)**
 - IV Therapy
 - Assisted Stretch & Massage
 - Stem Cell & Longevity Treatments
 - AI-Driven Health & Skincare Optimization
- **Food & Beverage: (\$125 per member/month)**
 - A curated wellness-focused nutrition program (not a traditional restaurant model)
- **Retail Expansion:**
 - Supplements, skincare, non-alcoholic beverages
- **Projected Annual Revenue:**
 - Austin Year 1: \$6.2M - \$8.6M
 - Five Locations (Year 8): \$42M - \$58.8M



VARRA

Investment Structure & Ownership Breakdown

Investment Overview

- **Total Raise:** \$10 million. Initial Austin Location and brand development/ launch.
- **Founder Ownership:** 40% (Ensuring long-term strategic alignment and execution)
- **Investor Ownership:** 60% (Allocated proportionally based on investment amount)
- **Minimum Investment:** \$250,000

Investor Equity Breakdown

Investment - Amount Ownership % in VARRA

\$10 million = (100% of Raise)

60% = Total Investor Equity

\$1 million = 6.0% Ownership

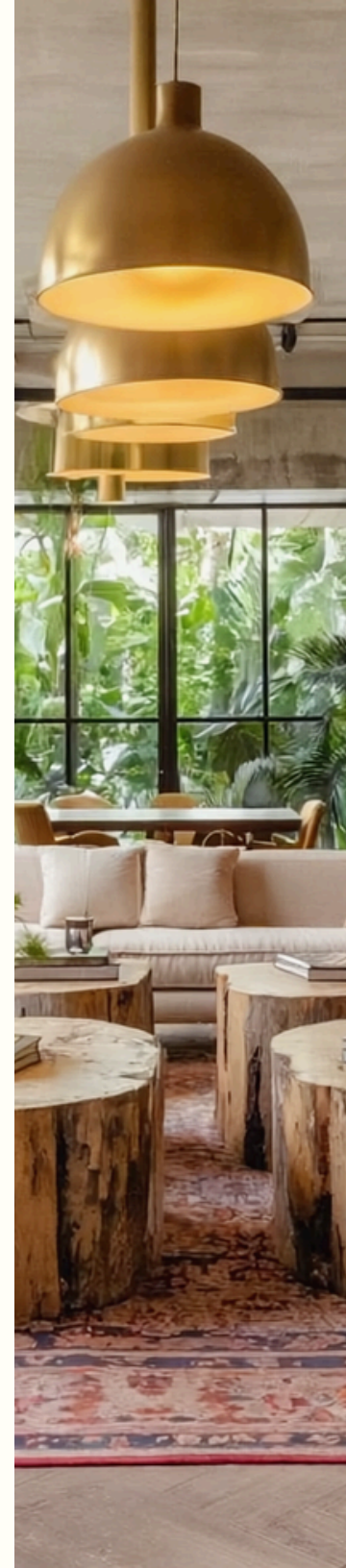
\$500,000 = 3.0% Ownership

\$250,000 (Minimum Investment) = 1.5% Ownership

Example Scenario:

- A \$250,000 investment secures 1.5% ownership in VARRA.
- A \$500,000 investment secures 3.0% ownership.
- A \$1 million investment provides 6% ownership.

Investors receive direct equity in VARRA, benefiting from future revenue distributions and exit opportunities.



VARRA

Investment Structure & Ownership Breakdown

Five-Year Investor Benefits & Tax-Efficient Returns

VARRA is structured to maximize investor benefits through tax incentives and cash flow opportunities.

Investor Benefit Breakdown for a \$250,000 Investment.

Year 1

Estimated \$70,000 tax write-off through Section 179 and Bonus Depreciation. Full membership access to VARRA with Platinum status. 1.5% equity ownership. Access to exclusive investor events.

Year 2

Additional estimated \$42,000 in tax write-offs. Business revenue growth begins contributing to equity appreciation. Continued Platinum access and investor-only benefits.

Year 3

First profit distributions estimated at \$15,000. Priority investment access to the next VARRA expansion city. Additional estimated tax benefits of \$12,000.

Year 4

Second distribution estimated at \$20,000. Continued equity appreciation as VARRA scales. Exclusive investor events tied to expansion plans.

Year 5

Potential liquidity event or strategic buyout. Projected 6-10x exit multiple, valuing a \$250,000 investment at \$1.5 million or more. Lifetime Platinum membership access to all future VARRA locations.

- **Total Estimated Tax Benefits Over 5 Years: \$125,000+**
- **Annual Cash Flow & Distributions: Estimated at \$35,000+**
- **Exit Potential: Targeting a 6-10x multiple, with a \$250,000 investment potentially exceeding \$1.5 million in value at exit.**



VARRA

Maximizing First-Year Tax Benefits for Investors

VARRA is structured to maximize tax efficiency for investors.

- Section 179 – Immediate 100% Deduction on First \$1.25M
- Bonus Depreciation – 40% Deduction on Additional Purchases
- Section 162 – 100% Deductible Business Expenses (Prepaid rent, payroll, marketing, legal fees)
- Lease Structuring – Shifting Depreciation to the Landlord
- Opportunity Zone Strategy (Future Expansion) for capital gains tax deferral and appreciation

These strategies ensure higher distributions, capital efficiency, and significant tax advantages.

The top ten investors will receive:

- Lifetime Platinum Membership to VARRA, including future locations.
- Exclusive investor events and priority bookings.
- Early investment access to future VARRA locations.
- Recognition as a Founding Investor in the flagship Austin location.

Investment Summary

A \$250,000 investment secures:

- 1.5% equity ownership in VARRA.
- Immediate tax benefits, with an **estimated \$70,000 deduction in Year 1.**
- Projected **distributions of \$35,000+ over five years.**
- Potential for a **6-10x return, with a \$250,000 investment potentially reaching \$1.5 million at exit.**
- **Platinum Membership status**, including lifetime access to all VARRA locations.

VARRA is positioned to redefine high-performance wellness.

This is an opportunity to be part of a first-of-its-kind, high-growth venture.



VARRA

The Flagship Austin Location

VARRA is raising \$10 million to fund the flagship Austin location, with a clear plan for growth, scalability, and long-term value creation.

Use of Funds

- **Site Acquisition & Buildout** – Securing and developing a prime Austin location near Soho House & Equinox.
- **Launch Marketing & Branding** – Establishing VARRA as a category leader in the luxury wellness space.
- **Operational Hiring & Infrastructure** – Ensuring a seamless member experience from day one.
- **Retail & Service Development** – Maximizing per-member spending through high-value offerings.

Investor Participation & Timeline

- **Minimum Investment:** \$250,000
- **Investment Structure:** Direct equity ownership (1.5% ownership per \$250K invested)
- **Target Close Date:** April 28th 2025.
- **Projected Investor Returns:** Large tax deductions, potential 6-10x multiple over five years

This is a unique opportunity to invest in a high-growth, first-of-its-kind wellness brand positioned for national expansion and an eventual strategic exit.

Next Steps

For accredited investors interested in participating, please contact us to schedule a discussion on investment terms, projected returns, and next steps.

