



OVERVIEW

OUR MISSION

We are committed to enhancing the image of every client through innovative and proven solutions in a discreet, professional environment.

DESCRIPTION

Founded in 1976, Hair Club is North America's number one provider of proven hair loss solutions. For more than forty years, Hair Club has helped 600,000+ men and women restore their hair and transform their lives. Today, Hair Club has nearly 120 locations throughout the United States, Canada and Puerto Rico and is a wholly owned subsidiary of Tokyo-based Aderans Co. Ltd., the world's leading provider of total hair loss solutions. Aderans brands in the U.S. include Bosley Medical Group. Professional hair transplantation services are provided by the affiliated physicians of Bosley Medical Group.

WHAT WE DO

With over 1,100 licensed cosmetologists and hair loss experts, we help men and women of every age, ethnicity and level of hair loss get the hair they've always wanted. Our team of talented and caring professionals understands the emotional experience behind hair loss and we walk clients through every step of their hair restoration journey. It's what makes Hair Club the hair loss "experts with empathy".

Our reputation as the leading provider of hair loss solutions in North America has been earned over four decades in business. We are proud to offer all-proven hair loss solutions using the most advanced technology available.

At Hair Club, we don't believe in a one-size-fits-all approach. Each of our proven solutions is tailored to meet our clients' specific hair loss needs. This level of customization gives our clients results that can change the way they experience life.

HAIR LOSS SOLUTIONS

We offer proven hair loss solutions for men and women, including customized non-surgical and surgical hair restoration as well as exclusive hair regrowth solutions.

- **Non-surgical**
 - **Xtrands®**
Exclusive to Hair Club, Xtrands® is a non-invasive, volumizing solution that adds and fullness and density to thinning hair. Xtrands is ideal for men and

women in the early stages of hair loss with either diffused thinning or pronounced thinning around the part.

Xtrands is not an adhesive attachment and will not cover up existing hair. Instead, multiple strands of precision hair are locked onto individual, growing “host” hairs near the root. Precision hairs are bound together in groupings of 2-4 and will separate when shampooed—allowing for an immediate increase in density.

- **Xtrands+®**

Xtrands+® is our most popular non-surgical hair loss solution and offers men and women with moderate to advanced hair loss the opportunity to dramatically transform their appearance. This customized solution allows clients to recreate the look and feel of their own hair regardless of age, hair texture or level of hair loss. For more than four decades, thousands of people across North America have taken advantage this solution to restore their hair. Faster and less expensive than surgery, men can get their hair back in as little as four weeks and women in as little as six weeks.

- **Surgical**

- ***Follicular Unit Transplant (FUT):***

FUT is a surgical hair restoration technique that gives clients permanent, natural results. The technique includes extracting a strip of tissue containing multiple follicular units from the client’s donor area, usually at the back of the head. The strip is then dissected into individual follicular units, or grafts, for transplantation to thinning areas. This outpatient procedure is performed by the affiliated physicians at Bosley Medical Group.

- ***Follicular Unit Extraction (FUE):***

Follicular unit extraction (FUE) is the most advanced surgical hair restoration technique available today. The procedure involves extracting one hair follicle at a time and is less invasive than other surgical techniques. FUE leaves no linear scar and offers potentially faster healing time, making this permanent hair replacement option more and more popular.

- **Hair Regrowth Solutions**

- ***EXT Extreme Hair Therapy®:***

With a combination of easy to use at-home products and pampering in-center services, clients can regrow hair and slow further loss while improving the look and feel of their hair. EXT® includes digital progress tracking using the latest technology and exclusive salon services like relaxing scalp treatments to stimulate blood flow to the scalp.

- ***Laser Hair Therapy:*** Hair Club is proud to offer cutting-edge, innovative laser technology to help clients win the battle against hair loss. Low-level laser (light) therapy, also known as LLLT, stimulates cellular activity in the hair follicles to help slow or minimize further hair loss. This advanced technology is safe, effective and easy to use.

Hair Club is dedicated to making sure clients look and feel their best. In our professional and private environment, we protect our clients' confidentiality and work to ensure they're excited to look in the mirror when they leave our centers.

FACT SHEET

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FAST FACTS

- Established in 1976
- Client base is currently 80% male, 20% female
- Annual revenue is approximately \$225M (corporate locations only)
- Since opening, Hair Club has provided proven hair loss solutions to over 600,000 clients
- Hair Club services approximately 45,000 clients at any given time
- Hair Club has offered complimentary hair restoration to more than 5,000 children through the Hair Club for Kids program since its inception
- Number of employees: 1,099 (corporate only)
- Number of employees: 1,375 (including all North American franchises)
- More than 1,100 licensed cosmetologists and hair loss experts are employed by Hair Club
- 117 centers/locations
 - 13 in Canada in 6 provinces
 - 104 in the U.S. in 39 states
 - 1 in Puerto Rico
 - 94 corporate locations
 - 23 franchise and/or joint venture locations
- Recipient, '2016 Best Places to Work' by Glassdoor
- Finalist, Better Business Bureau Torch Awards for Ethics 2017, Northeast Florida & Southeast Atlantic region
- Accredited, Better Business Bureau
- Member, American Hair Loss Council

EXECUTIVE TEAM

Mike Nassar, President | COO

As Hair Club's top executive, Mr. Nassar is responsible for creating, communicating and implementing the company's vision, mission and overall direction. Mr. Nassar joined Hair Club in 2005 and has held several positions throughout his tenure, including Regional Director, Regional Vice President and Senior Regional Vice President, where he oversaw 94 locations throughout the U.S. and Canada. Prior to joining Hair Club, Mr. Nassar was with Tandem Staffing based in Chicago.

Melissa Oakes, Senior Vice President | Sales and Operations

Ms. Oakes is responsible for driving the business forward through directing operations activities at Hair Club and overseeing sales, client experience and operations in all corporate centers. She joined Hair Club in 1992 as a Sales Consultant and has held various positions within the company including Regional Sales Trainer, National Franchise Sales Trainer, National Director of Sales Training and New Initiatives, and Vice President of Sales. Ms. Oakes was promoted to her current position in 2017.

Rich Narcisi, Senior Vice President | Franchise Operations & Corporate Development

Mr. Narcisi is responsible for overseeing Hair Club's franchise system and locations, mergers and acquisitions. He joined Hair Club in 1996 as a Managing Director and has held various positions within the company, including Regional Director and Vice President of Operations and Sales. Mr. Narcisi was promoted to his current position in 2017.

Frank DeCarlo, Vice President | Production & Research

As the longest-serving executive at Hair Club, Mr. DeCarlo is responsible for the creation, testing and enhancement of Hair Club's products and services, as well as the company's supply arrangements. He joined Hair Club as a Selling Center Manager in 1987 and has held various positions within the company, including Regional Director and Vice President of Operations. Working closely with Hair Club's dedicated factories, Mr. DeCarlo has created new hair designs, new measuring processes and techniques, and new design templates for hair systems. He also created Hair Club's branded wet line of hair care products that were launched in 1999. In addition, Mr. DeCarlo launched and oversees the company's Hair Club for Kids program.

Lee Zoppa, Vice President | Marketing & Advertising

Ms. Zoppa is responsible for Hair Club's advertising, marketing, branding, public relations, social media, digital, and telemarketing activities to drive lead generation for new business. Prior to joining Hair Club in 2008, Ms. Zoppa worked in direct response advertising for six years and has an additional 18 years of brand marketing experience with companies including Sylmark, Guthy-Renker Corporation, and Disney Consumer Products.

Tina Lewis, National Technical Manager

Ms. Lewis is responsible for the leadership, development and management of National Salon Support across the company. In addition, she is a licensed cosmetologist and oversees the strategic development of technical training curricula for all Hair Club stylists and supervisors. Ms. Lewis joined Hair Club in 1996 and has held various positions at the company throughout her tenure—even being named Hair Club's Employee of the Year twice.

Michele Santagata, Director | National Contact Center

As Hair Club's Contact Center Director, Ms. Santagata is responsible for the operation of the National Contact Center, which drives new business to all Hair Club locations. She joined the company in 2009 and has held several positions in the Contact Center throughout her tenure, including Senior Operations Manager, Manager, and Supervisor. Prior to joining Hair Club, Ms. Santagata was in the non-profit sector as a Director with Boys and Girls Club.

Anna Goldberg, Vice President of Finance | Corporate

As Hair Club's Vice President of Finance, Ms. Goldberg is responsible for directing all financial operations and reporting in accordance with generally accepted accounting principles and company policies. As a member of the executive team, she plays an integral part in directing Hair Club's business and financial strategies, forecasting and budget management. Ms. Goldberg joined Hair Club in 2004 and has held several positions throughout her tenure, including Accounting Manager, Financial Analyst and Controller. Prior to joining Hair Club, Ms. Goldberg held various accounting and audit positions with Arthur Anderson, AudioVox Corporation and Saks Fifth Avenue.

Michael May-Devey, Vice President of Human Resources | Corporate

As Hair Club's Vice President of Human Resources, Mr. May-Devey is responsible for organizational development, employee relations, group insurance, retirement plans and workers' compensation programs, and compliance with employment law. He joined Bosley in 1995 and Hair Club in 2013, holding various positions throughout his tenure, including Senior Counselor and Manager of Patient Services prior to moving into Human Resources in 1997. Mr. May-Devey has also served Aderans Hair Goods since 2010.

Leidys Dominguez Marzo, Associate General Counsel | Corporate

Ms. Marzo is responsible for providing legal counsel to the organization with respect to strategic and operational legal matters, while identifying and evaluating risk management and ensuring compliance. In her role, she manages the overall functions of the Company's Legal Department. Ms. Marzo joined Hair Club in 2007 as an Associate Counsel, overseeing all litigation matters. She was promoted to her current position in 2013.

Kevin Murdoch, Director of Information Technology | Corporate

As Hair Club's Information Technology Director, Mr. Murdoch is responsible for data center infrastructure, data communications as well as purchased and proprietary software. He joined Hair Club in 2005 and has held several positions throughout his tenure, including Information Technology Project Manager and Manager of Software Development. Prior to joining Hair Club, Mr. Murdoch held leadership positions with Tandem Staffing, Airbus North America and Masterpack, an ERP software solution provider.

Maria Morro, Stylist Supervisor & Stylist Trainer | Corporate

Ms. Morro is responsible for training new and existing Hair Club stylists on the latest products, methods and strategies. Her effort is part of a broader strategy to streamline services across the organization and increase customer satisfaction. Ms. Morro is a licensed cosmetologist and travels throughout North America providing technical support and expertise to all 117 Hair Club centers. She joined Hair Club in 2014 as a stylist and has held various positions within the company including EXT® and Xtrands® Specialist and New Client Specialist. Ms. Morro was named Hair Club's Employee of the Year in 2015 and promoted to her current position in 2016.