



JOEY
NEW YORK®
— Est.1993 —

INVESTOR PRESENTATION

April 2017

OTC: JOEY



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Investment Highlights

❑ August 2016 completed acquisition of The Labb Aesthetic Beauty Bar (LABB)

- State-of-the-art luxury beauty suite offering FDA approved injectable services
- \$2 million - \$5 million revenue per chair
- 70% average gross margins and low overhead
- 85% repeat business



❑ 3 LABB locations open today (Miami – flagship; Ft. Lauderdale; Daytona Beach)

- Opening additional locations in Florida, Southern California, Las Vegas, Texas, and New York City area within next 18 months

❑ Facial aesthetics market expected to grow to \$4.6 billion by 2018 (18% CAGR) and \$9.2 billion by 2020, up from \$2.1 billion in 2011

- Top two services are Botox Cosmetic injections and soft tissue filler
- LABB uses FDA-approved injectable fillers manufactured by top global companies:



❑ Experienced management team

- 25+ years of beauty industry experience, combined with medical expertise

Key Stock Facts

Exchange: Ticker	OTC: JOEY
Recent Price	\$1.20
Shares Outstanding	29 million
Float	3 million
Market Cap	\$45 million

Data as of April 25, 2017



Corporate Overview

Joey New York focuses on building Beauty, Wellness and Lifestyle businesses.

Our portfolio strategy is to identify, acquire, and enhance existing businesses or new ideas that offer revolutionary concepts.

- Seek opportunities with talented teams and profitable business models
- Drive growth by adding quality management with industry expertise combined with strategic sales and marketing talent



Rolling out state-of-the-art, luxury beauty suite (The LABB) focused on FDA-approved injectable services through acquisition of Reflex Productions, Inc.

The LABB

First-of-its-kind aesthetic injectables beauty bar.

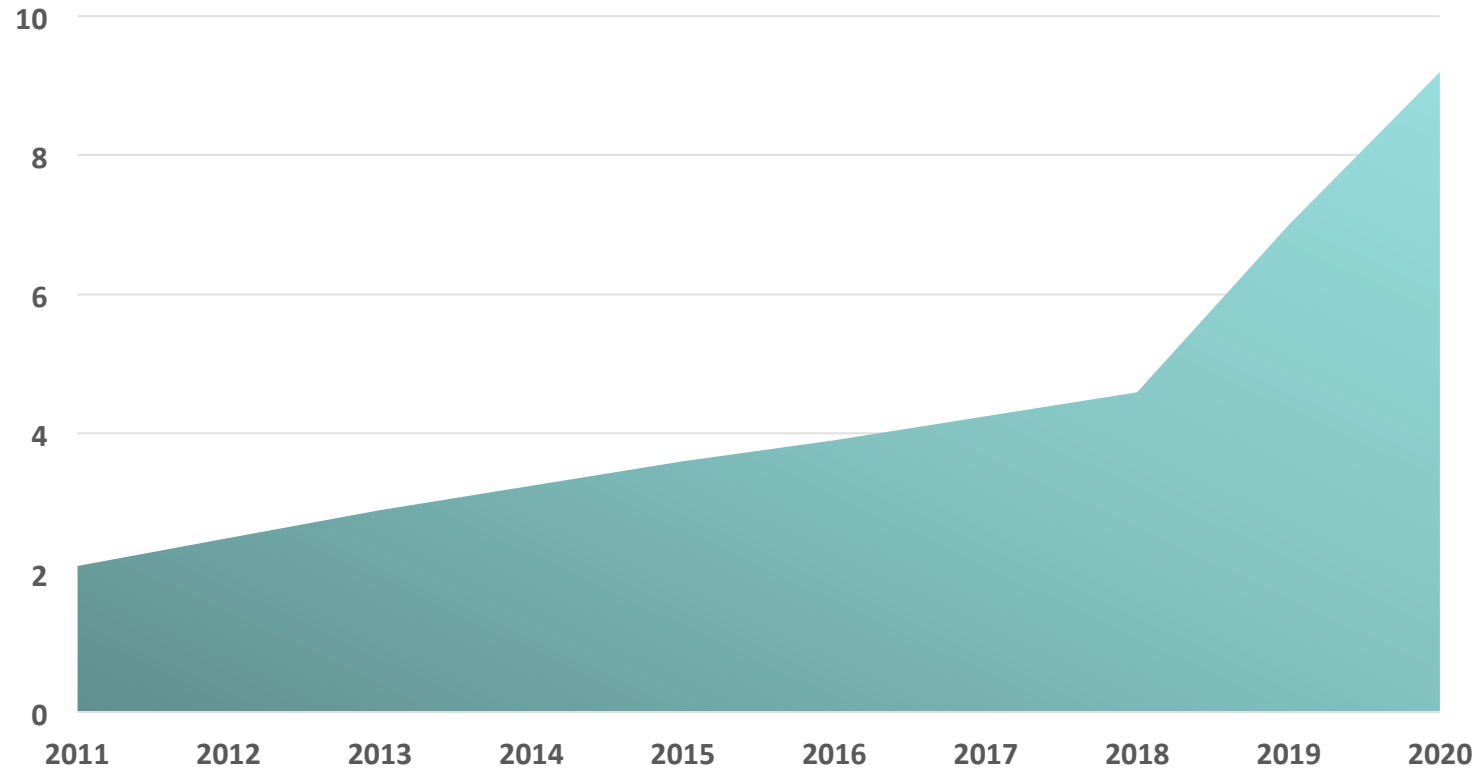


Staffed by expert certified nurse practitioners trained to design treatments using injectables to create the perfect look for patients.

Each LABB consists of 1 to 3 chairs, with \$2M-\$5M revenue potential per chair.



\$9.2 Billion Market Opportunity



Facial Aesthetics Market

The LABB – Current Locations

3 LABB Locations Opened in 2016

Daytona Beach

- 1 chair
- Summer 2016

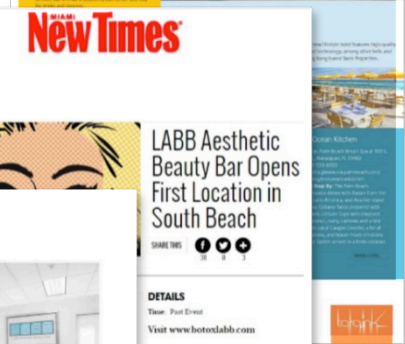
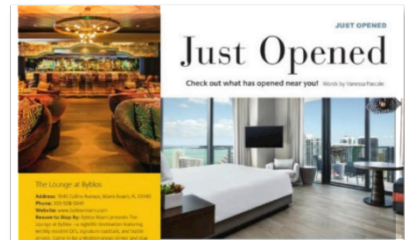
Ft. Lauderdale

- 1 chair
- March 2017

Miami Beach

- 1 chair
- May 2016

- ❑ Rave reviews
- ❑ Loyal clientele
- ❑ Positive media coverage



The LABB – Rapid Near-Term Expansion

Plans to open 17 additional LABB locations by 2018

- Florida (6)
- California (7)
- Las Vegas (1)
- NY/CT (3)
- Texas (3)

+ 3 current locations

2019

Additional West Coast locations



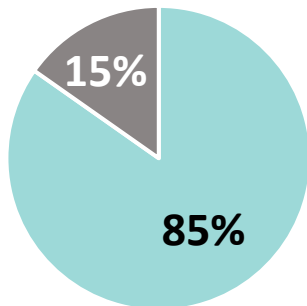
 Labb Aesthetic Beauty Bar

Attractive Chair-Level Economics with Low Overhead

\$2M-\$5M

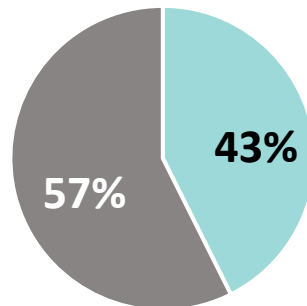
Revenue per chair based on saturation rates of 40% and 100%

Revenue Mix



- Services & Product Sales
- Manufacturer Rebates

Income & Expenses



- Product & Operating Expense
- Operating Margin

85%

Repeat Customers

\$700

Average Sale per
Patient Visit

18

Average Patients per
Chair per Day
(80% Saturation)

\$78,400

Revenue per Chair per Week
(80% Saturation; 112 Patients/Week)



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