

# Smart Fitness. Smart Investment.

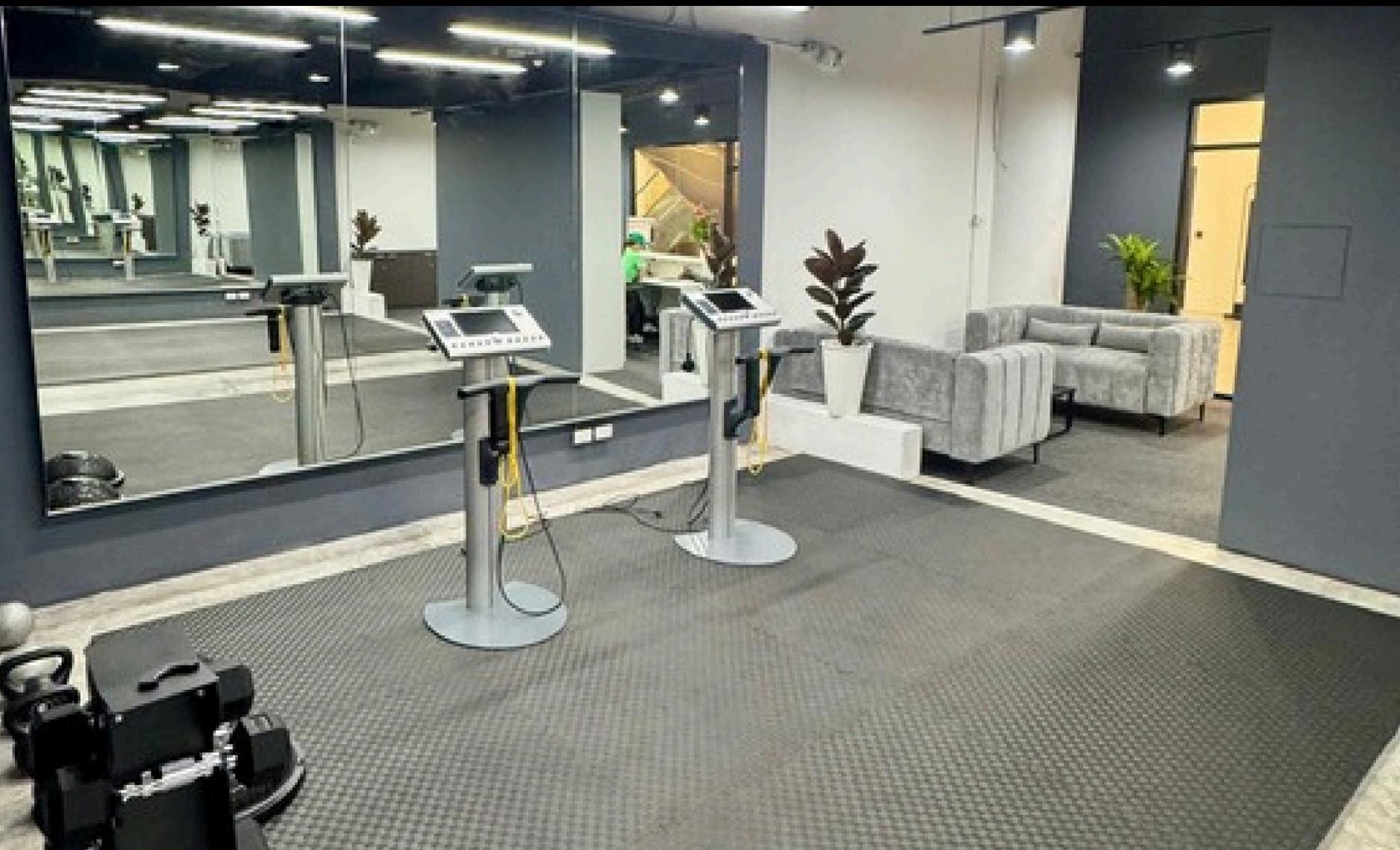
Franchise the Body Pulsio  
Concept in Thailand



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2025

# Open Your Own Body Pulsio Studio in Thailand 🇹🇭



A premium concept from Europe with a unique training method for modern clients – results in just 20 minutes.

## **Why Choose Body Pulsio?**

- Low operating costs with high profit margins
- Fast return on investment – typically 1–2 years
- Full support provided: studio design, training, and marketing
- Exclusive territory rights for qualified partners

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# WHY THAILAND IS A GREAT MARKET

## HEALTH- CONSCIOUS LIFESTYLE

Thailand is shifting towards wellness and preventive health like never before.

## GROWING MIDDLE CLASS

More disposable income and demand for premium fitness services.

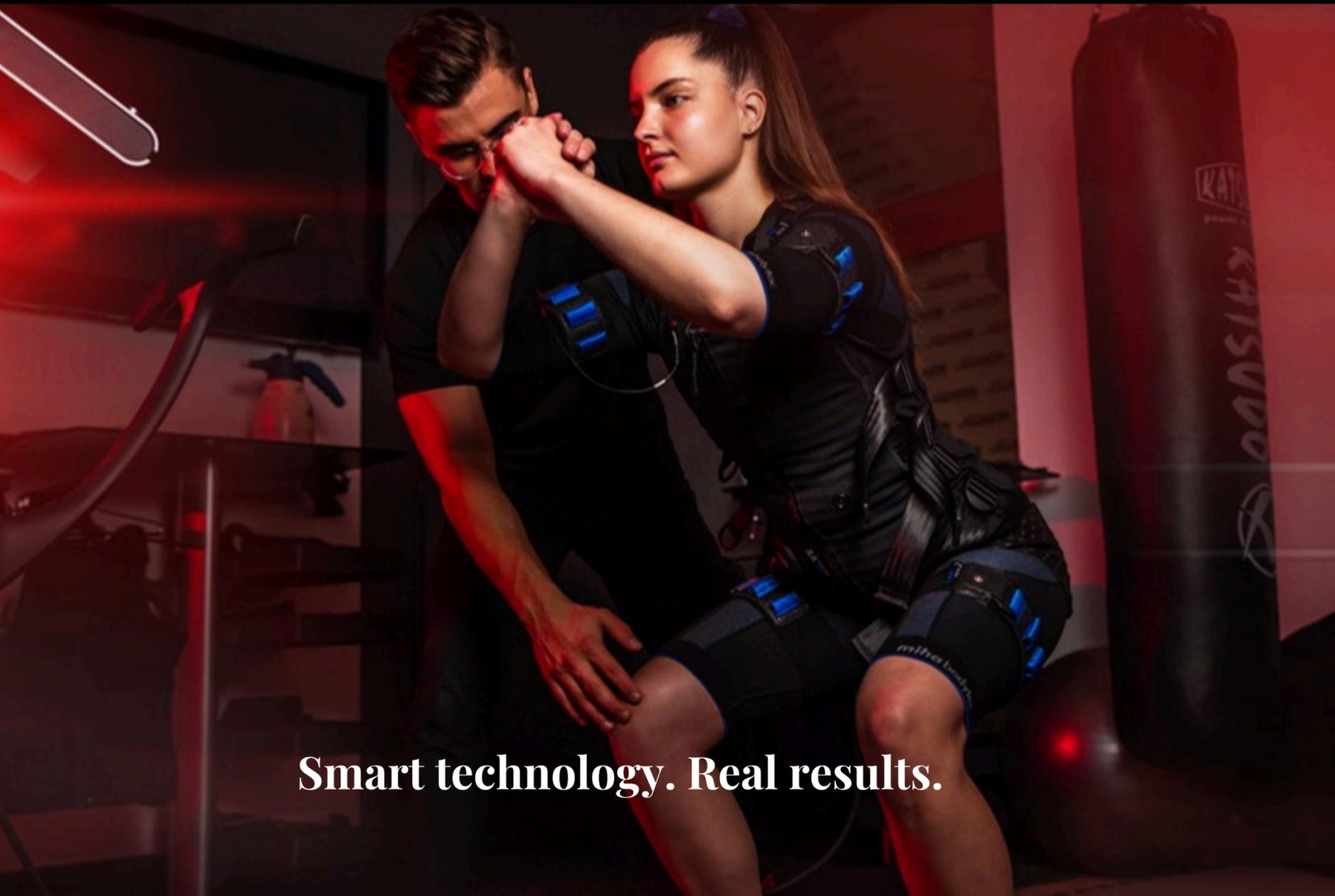
## LARGE EXPAT COMMUNITY

Expatriates seek personalized, time-efficient training concepts.

## UNTAPPED OPPORTUNITY

EMS is still a novelty in Thailand – low competition, high potential.

# WHAT IS EMS TRAINING?



**Smart technology. Real results.**

**EMS (Electrical Muscle Stimulation) is a modern training method that activates muscles through controlled electrical impulses during simple movements.**

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**Thanks to this technology, it is possible to activate up to 90% of muscle fibers simultaneously, compared to approximately 30–40% during conventional training.**

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**One EMS training session lasts only 20 minutes, yet its effect can replace several hours of traditional strength training – safely, efficiently, and under professional supervision.**

# WHY EMS WORKS



**Efficiency that clients can feel.**

✓ Deep muscle activation

**EMS stimulates deep muscle layers that are difficult to activate through conventional exercise.**

✓ Maximum effect in minimum time

**An ideal solution for busy clients – visible results without long training sessions.**

✓ Joint-friendly and safe

**Low impact on joints, suitable for a wide range of clients when properly supervised.**

✓ Joint-friendly and safe

**Body toning, strength, improved posture, fat reduction – results that clients notice very quickly.**

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# EMS FROM THE CLIENT'S PERSPECTIVE

It is a premium personal experience.

**SIGNIFICANT  
TIME SAVINGS**

**FAST AND  
MEASURABLE  
RESULTS**

**INDIVIDUAL  
APPROACH**

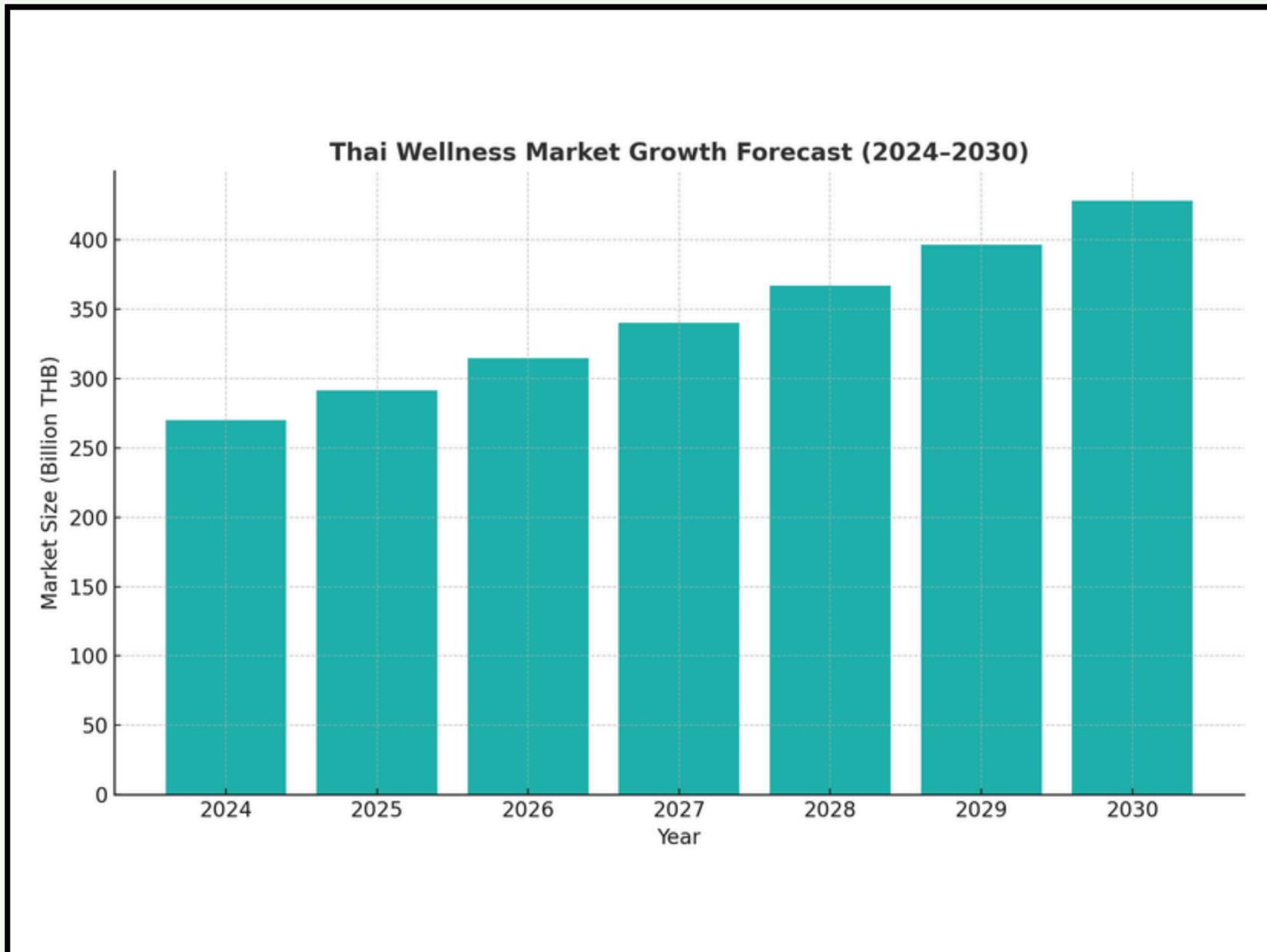
**INDIVIDUAL  
APPROACH**

# Market Potential in Thailand

Key Facts & Trends



# KEY FACTS & TRENDS



- Market size exceeded 270B THB in 2024
- Projected growth: +8–12% annually through 2030
- Core demand in Bangkok, Chiang Mai, Phuket, Pattaya
- EMS is new but gains instant interest ( 25–45, expats)
- Shift away from traditional gyms toward fast, targeted results
- **Body Pulsio** = perfect fit for Thailand’s aesthetic-driven market

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# THREE FRANCHISE MODELS

## **BODY PULSIO STUDIO**

A full-service studio built at your chosen location, following our complete concept



## **READY-TO-GO STUDIO**

Take over an existing Body Pulsio studio



## **BODY PULSIO PRO TRAINER**

Offer Body Pulsio training without owning a studio – ideal for mobile or shared space use.



# What the Market Says



“Thai clients want beauty, results, and personal attention – EMS delivers exactly that. Fast, simple, effective. Perfect timing for a premium European concept.”

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# WHY NOW?

Be First, Stay Ahead  
Minimal EMS competition – lead the  
Thai market

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# First Step Franchise Interest Form

## **STEP 1**

FILL THE INTEREST FORM  
TELL US ABOUT YOUR BACKGROUND  
AND LOCATION.

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## **STEP 2**

GET THE FULL BROCHURE  
INCLUDES INVESTMENT, RETURNS,  
LICENSING & DESIGN.

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## **STEP 3**

YOUR STUDIO VISION  
WE PREPARE PERSONALIZED LAYOUTS  
AND NEXT STEPS.

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# Talk to us!

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**BODY**  
**PULSIO**

