



Relating To Potential Grant of Kskin Korean Express Facial
(International / Overseas Franchise)

**All information in this document will be kept confidential.
This application does not obligate either party in any matter.**

Kskin Pte Ltd

3 Pemimpin Drive #03-05 Singapore 576147

OVERVIEW

Thank you for your expression of interest in investing into a Kskin International Franchise.

The attached application is provided to you, “the Applicant” by Kskin Pte Ltd (“Kskin”) in order to determine your suitability as a Kskin International Franchisee.

The information you provided will be used to form the basis for evaluating your suitability as a franchisee by Kskin Pte Ltd. As a gentle reminder, it is very important that all information provided by you needs to be factually accurate and not misleading.

To determine your financial position, you may be requested to produce proof of your financial health.

Kskin Pte Ltd. may contact your referees to assist in evaluating your application. You should, therefore, inform your referees of this fact and not list any referees that you do not wish to be contacted.

Kskin Pte Ltd. shall refund the full amount of the deposit (if any) should your application be declined. If your application is accepted, the deposit will be used as a down payment for your franchise investment with Kskin Pte Ltd as we begin preparation of the Kskin International Franchise Agreement or any associated documentation.

Should you not proceed with the purchase of a Kskin International Franchise by signing the Kskin International Franchise Agreement, Kskin shall refund to you the deposit less its reasonable costs in preparing the franchise documentation. The refund will be made upon safe return of all Kskin documentation.

Who is Kskin Express Facial?

Kskin is a “Korean Express Facial” established in Singapore in the year 2020.

A new way of approaching skin care, Kskin is here to help customers to make their skin a priority.

Using the products from professional Korean skincare lines, our treatments are carefully crafted to target all your skincare needs from anti-ageing to zits.

In Singapore as well as in the international market, there are lots of Korean themed brands/shops but only limited Korean themed Express Facial Service salons. Especially in Express Facial service, Kskin fulfills the customers’ needs for convenient express facial services at an affordable price.

We designed Korean Express Facial to provide the very best service and affordable price for the public consumers.

Kskin Vision:

- Kskin aims to be the first in Singapore to offer Korean Express Facial service.
- Kskin wants to spread our uniqueness and specialty from Singapore and ultimately to the rest of the world.
- Kskin has currently more than 13 outlets in Singapore and aims to have 80 outlets globally within 5 years.
(Data as of February 2022)

Kskin Mission:

- Be a trendsetter in Korean Express Facial service in Singapore and globally.
- Spread Korean Express Facial in Singapore and globally.
- Provide excellent customer service.

Why Kskin?

1. Pay per visit, no package is needed.
2. Effective results in 15 minutes, reap all the anti-inflammatory and anti-aging benefits in less than a lunch break.
3. We used medical-grade facial products and cutting-edge technology to deliver the best results.
4. The facial can be performed on all skin types, including sensitive skin.
5. No appointment is needed.
6. All our therapists are carefully trained by our team of pharmacists and professional beauticians to give customers tailored skincare advice.
7. We focus on convenient and accessible locations for our customers
8. We focus on Singapore and ultimately the global market growth and believe in its growing potential with the increasing size of the population.
9. We believe the Korean wave (K-wave) will continue to dominate Singapore and global mass media.

What does Kskin offer the franchisee?

- A chance to run your own business
- Being part of an international network
- Established brand name in the marketplace
- National advertising and marketing program
- Use of the Kskin trademark
- Complete training and induction program
- Marketing support

What does Kskin look for in a franchisee?

- Business experience
- Leadership in the relevant territory
- Desire to succeed
- Willingness to participate
- Positive attitude and mindset
- Financially strong
- Customer focused
- Ability to motivate and coach a team of people
- Ability to work within a franchise system

Fees and costs:

If you acquire a Kskin International Franchise you will be subject to certain initial and ongoing fees payable to **Kskin Pte Ltd**, including the following.

Initial franchise fee:	Subject to territory or location
Royalty fees:	Subject to territory or location
Marketing fees:	A commitment to local marketing support

Additional costs to be taken into account by you when considering the acquisition of a Kskin International Franchise include:

- Premises rent and other occupation costs are the responsibility of the franchisee
- Location set up and fit-out, including all office furniture, equipment such as payment ticket machine, décor, branch layout, painting, and signage in accordance with the Operations Manual
- Pre-opening expenses such as launch, advertising, and promotional material

Criteria for assessment of suitability

Kskin has a strict set of assessment criteria for the selection of its franchisees, covering a wide range of matters, including knowledge and experience in running a business, financial strength and capability, people management skills and general commercial acumen.

Information required

As part of the Kskin Pte Ltd Franchise Expression of Interest process, you are required to complete all areas of this form and then sign the Declaration.

Personal Details

Surname: _____ Given Name: _____

Address: _____

Country/Province/State/Post Code: _____

Email: _____ Phone: _____

Nationality: _____ Date of Birth: _____

Educational Qualifications

Secondary: _____ Year Completed: _____

Tertiary: _____ Year Completed: _____

Others: _____ Year Completed: _____

Other Qualifications and Professional Associations

Are you applying for a Master Franchise / Area Franchise / Others (Please elaborate)

If the Country / City you are interested in already has a Master Franchisee, will you be comfortable with sub-franchising outlets from them?

How did you hear about this Kskin Overseas Franchise Opportunity?

Personal Skills

How will your experience help you to succeed as a Kskin International Franchisee? Amongst any other information you may wish to provide, please describe any Express Facial business experience you have had, and any current involvement in the facial industry.

What are the personal strengths and qualities you would bring as a Kskin International Franchisee?

Why are you interested in becoming a Kskin International Franchisee?

What do you expect Kskin will do for you as a Kskin International Franchisee?

Please list below any further skills you believe would support your application.

How many hours per week will you be able to invest for Kskin? _____

Which among the following are you more interested in?

- Existing Kskin (please note existing outlets purchases are subject to negotiation with the existing franchise Owner/s)
- New Kskin outlet

The level of investment to own a Kskin outlet salon is estimated between USD\$ 100,000 - USD\$ 200,000 (estimated figures depending on countries/cities). Is this investment within your expectation? If yes, please state the reason why.

How did you find out about Kskin Franchising?

- Word of mouth
- Existing Franchisee
- Publication - Kskin website
- Google Search
- Magazine

Territory or territories of interest

Please describe or list the specific territory that you are interested in, and what connection (if any) you have in the relevant area. Any information you are able to provide as to why the particular territory is of interest to you would be helpful in Kskin assessment:

Other Financial Information

What capital do you have available for this franchise? \$ _____

Declaration

In providing us with the information in this Expression of Interest form,

1. You consent to us conducting further enquiries about you and in relation to such information as may be necessary to assist us in evaluating your Expression of Interest (including credit checks on you/your company/business and other proposed principals in the franchise).
2. You confirm that all the information you provide in this form or in the course of your interest in acquiring a Kskin franchise is true and correct in all respects and not misleading by inclusion or omission.
3. You acknowledge that Kskin has not represented that in accepting and considering your expression of interest Kskin will necessarily consider you a suitable candidate for a Kskin franchise.
4. You recognize and acknowledge the competitive value and confidential nature of all information provided by Kskin to you, and that it is for the sole purpose of assessing the Kskin franchise and it shall under no circumstances be disclosed to a third party.
5. You acknowledge that should Kskin decide in its absolute discretion to offer you the opportunity to acquire a Kskin franchise, Kskin will (subject to you signing an appropriate confidentiality agreement with Kskin) issue you with a formal disclosure statement, draft franchise agreement and other information necessary for you to make an informed assessment as to whether to acquire a Kskin franchise. Kskin shall have absolute discretion as to which (if any) of the parties who respond to the Expression of Interest process it elects to shortlist and then provide with formal disclosure documentation regarding the relevant franchise opportunity.
6. You acknowledge that Kskin will not be bound to you in any respect in relation to the grant of a Kskin franchise unless and until a formal franchise agreement is entered into and then on the terms and conditions of that agreement.

You

Name: _____

Signature: _____

Date: _____

Witness

Name: _____

Signature _____

Date: _____

Please send the completed Expression of Interest Form to:
International Franchise Director (Mr Brian Ng)
Kskin Pte Ltd

Singapore Office Address:
3 Pemimpin Drive #03-05 Singapore 576147
E-mail: franchise@kskinfacial.com