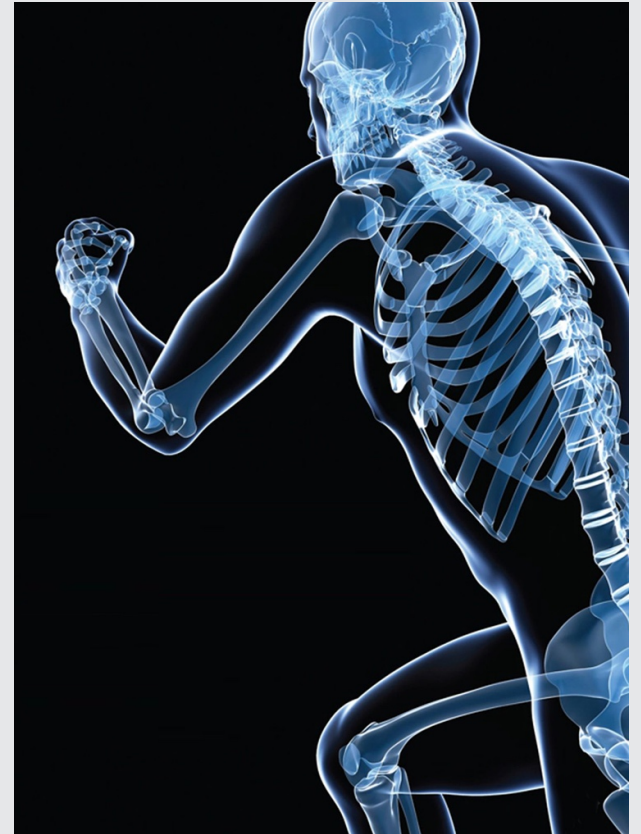




An innovative and future oriented retail concept for freedom from pain of the musculoskeletal system and mobility into old age.

The Human Design

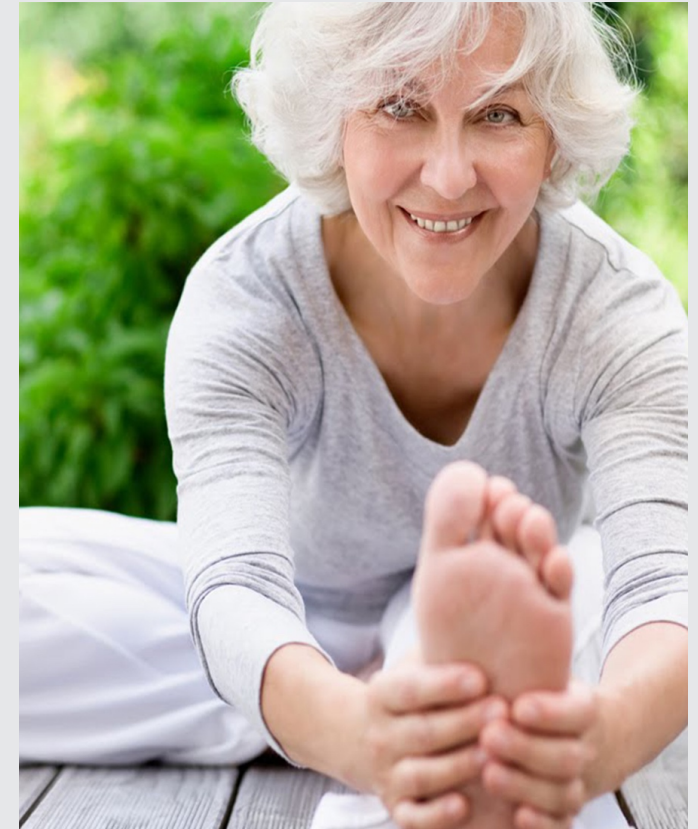
We believe that our **human locomotive system** is designed to function without pain and inhibitions even in advanced age. This design is linked to the personal responsibility to move sufficiently but above all in a healthy way and also to regularly maintain our **fascia apparatus** – the largest sensory organ.



Vision and Mission

We are convinced that common movement problems
Which at least 1/3 of all people over 65 regularly suffer from
can be **effectively prevented and treated** thanks to expert
advice, tested tools and healthy exercise in everyday life.

We believe that there can be a society in which people well
over 80 can still practice sports and active hobbies and in
which the age at which they enter a nursing home is several
years higher than today.



Our Competence

The kybun Joya retail concept is a joint venture of the two well established Swiss health shoe providers **kybun** and **Joya** which operate in more than 50 countries world wide.

Up until now, about two million people already trust in our medical knowhow. Countless customers testify of being able to walk pain free again and of experiencing a much greater quality of life.

kybun 
Switzerland

Joya

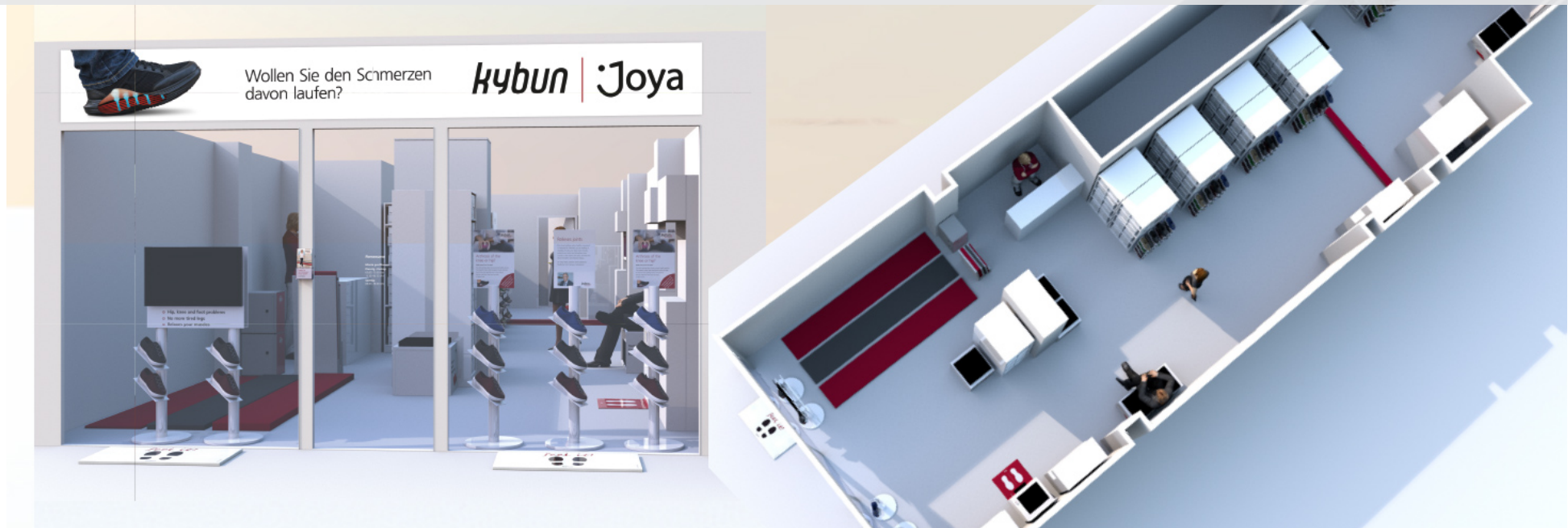


Passion that runs in the family: Karl Müller III and Karl Müller IV

Our Core Offering

One location – four core competencies:

We accompany our customers throughout their lives with the aim of becoming and staying painfree and flexible.



1 | Proven and tested products from kybun and Joya

3 | Diagnostic tools and complementary services

2 | Solution-oriented marketing for common medical conditions

4 | Lectures, courses and consultation hours (second opinion)

Our Core Offering



- ✓ Complementary sole technologies for various medical conditions
- ✓ 20 years of knowhow and continuous research and development
- ✓ eclectic range of models thanks to two strong brands

1 | Proven and tested products
from kybun and Joya

Solutions for Common Problems of the Musculoskeletal System (Offline Show Window)



- ✓ Shop window design with clear-cut messages and „feel it“ experience
- ✓ Possibility of renting a 14 day trial shoe for a small recompense
- ✓ Extensive online show window with kybun Joya marketing measures

Experience and Added Value at Pos



3 | Diagnostic tools and complementary services






Competence And Trust



- ✓ Gaining new customers through **informative lectures**
- ✓ **Engaging courses** focussing on freedom from pain and mobility
- ✓ **Consultation hours with experts** impart competence and create trust

4 | Lectures, courses and consultation hours (second opinion)

Pre-defined retail concepts Partnership concepts

	kybun Joya Center by	kybun Joya Shop by	kybun Joya Compact Shop by	kybun Joya Premium Partner	kybun Joya Multibrand Partner
Overview of partnership categories					
USP	Center The abundance of our medical offers and latest innovations to be experienced for the overall well-being of our customers.	Holistic allrounder Our medical competence and many years of customer experience are combined in the comprehensive kybun Joya shop concept.	Hot Spot Our core products in a compact space with the aim of spreading our concept to top locations.	Holistic competence Unique selling proposition through medical kybun Joya competence and many years of know-how.	A piece of competence Unique selling point through kybun Joya competence and experienced know-how.
Recommended for	<ul style="list-style-type: none"> Highest level competence centre for complaints of the musculoskeletal system 	<ul style="list-style-type: none"> Development of independence and entrepreneurship Solution centre for common complaints 	<ul style="list-style-type: none"> Premium location 2nd shop in big city (hot spot) Entry into joint cooperation 	<ul style="list-style-type: none"> Multi-brand shop manager Implementation of the holistic kybun Joya concept Abundance of medical assortment 	<ul style="list-style-type: none"> Multi-brand shop manager Expansion of the existing product range Special customer experience and sustainable customer solutions

Overview

Product range
Potential
Medical
Investment



Pre-defined retail concepts Partnership concepts

	kybun Joya Center by	kybun Joya Shop by	kybun Joya Compact Shop by	kybun Joya Premium Partner	kybun Joya Multibrand Partner
Recommended display area	120 m ²	80 m ²	45 m ²	35 m ²	10 m ²
Minimum display area	100 m ²	50 m ²	25 m ²	20 m ²	5 m ²
Required no. of shoes in stock for Center & Shop: 60% at opening, remaining number within 1 year	400 kybun / 400 Joya (60 % = 240)	400 kybun / 400 Joya (60 % = 240)	150 kybun / 150 Joya	150 kybun / 150 Joya	100 kybun / 100 Joya
Models displayed in the shop	30 kybun / 30 Joya	30 kybun / 30 Joya	30 kybun / 30 Joya	30 kybun / 30 Joya	14 kybun / 14 Joya
Health stations (can be selected individually. In addition to the health stations the therapy bed and the foot pressure mea- surement are also conside- red as one element.)	4	2	1	1	Recommended
Trial shoes (8 sizes per technology, brand and gender, within 12 month)	64	64	64	64	32
Duration until opening Starting at first on-site visit, includes shop measurement and joint concept definition.	approx. 14 weeks	approx. 13 weeks	approx. 12 weeks	approx. 10 weeks	approx. 8 weeks
Sales targets	No specific sales targets. To be discussed individually.	No specific sales targets. To be discussed individually.	No specific sales targets. To be discussed individually.	Potential 60/month	Potential 40/month

Your **Contacts**

To us, a kybun Joya partnership is a lasting and longterm decision.
We look forward to actively supporting you along the way.

Mathias Müller

Director kybun Joya Retail AG

Purview:

- Concept and initiation of new retail partnerships
- Development „kybun Joya Retail-Experience“

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Marco Millhäusler

Manager kybun Joya Retail Stores

Purview:

- Implementation and coordination
- Retail partnership support

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Current Examples

