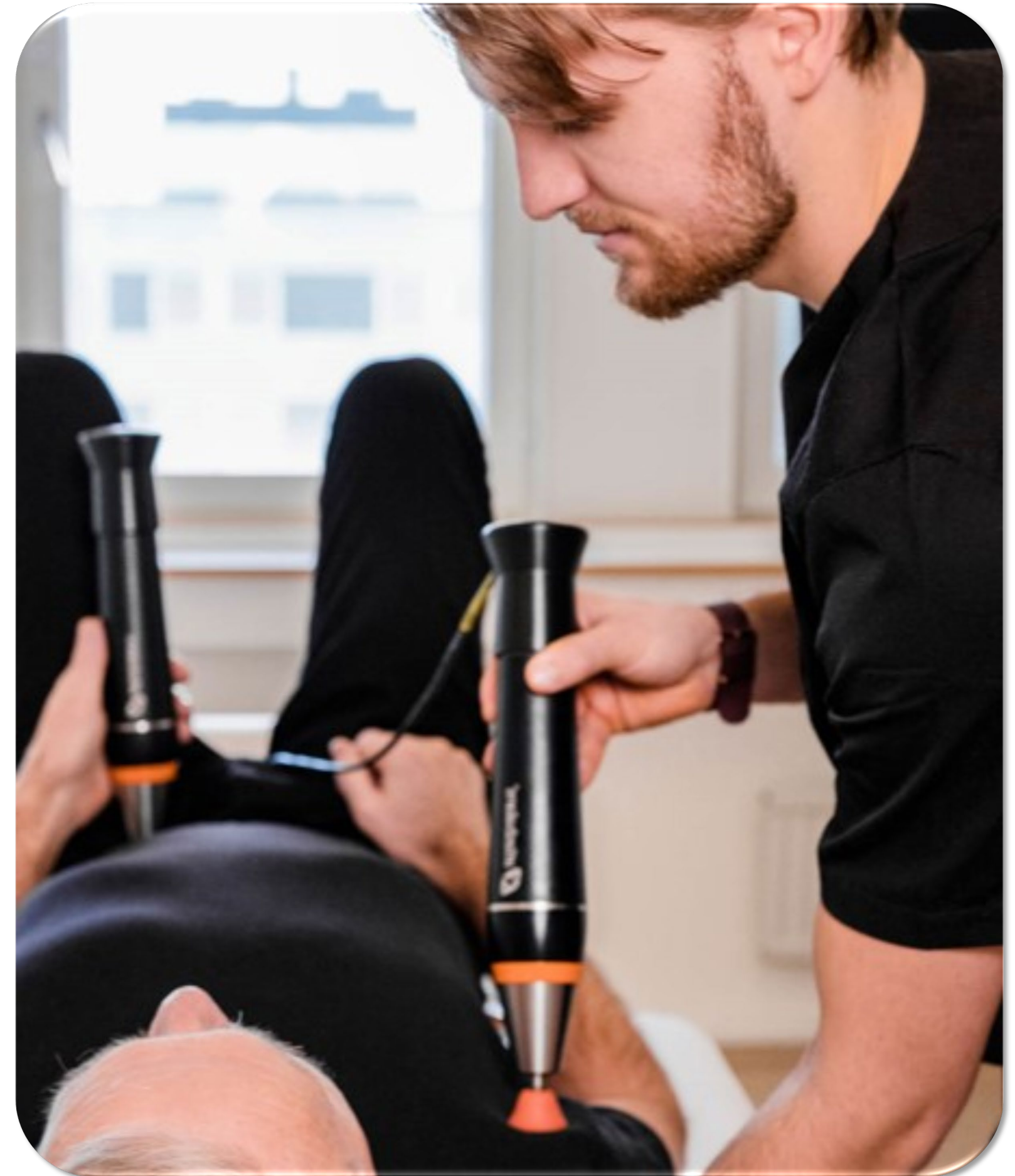


Fascia Innovation

Fascia Innovation is a Swedish health group building a global ecosystem within fascia-related health. By uniquely combining patented technology, scalable business models, and a strong digital ecosystem, the group addresses preventive health, disability, and pain for both humans and animals.



Contact:

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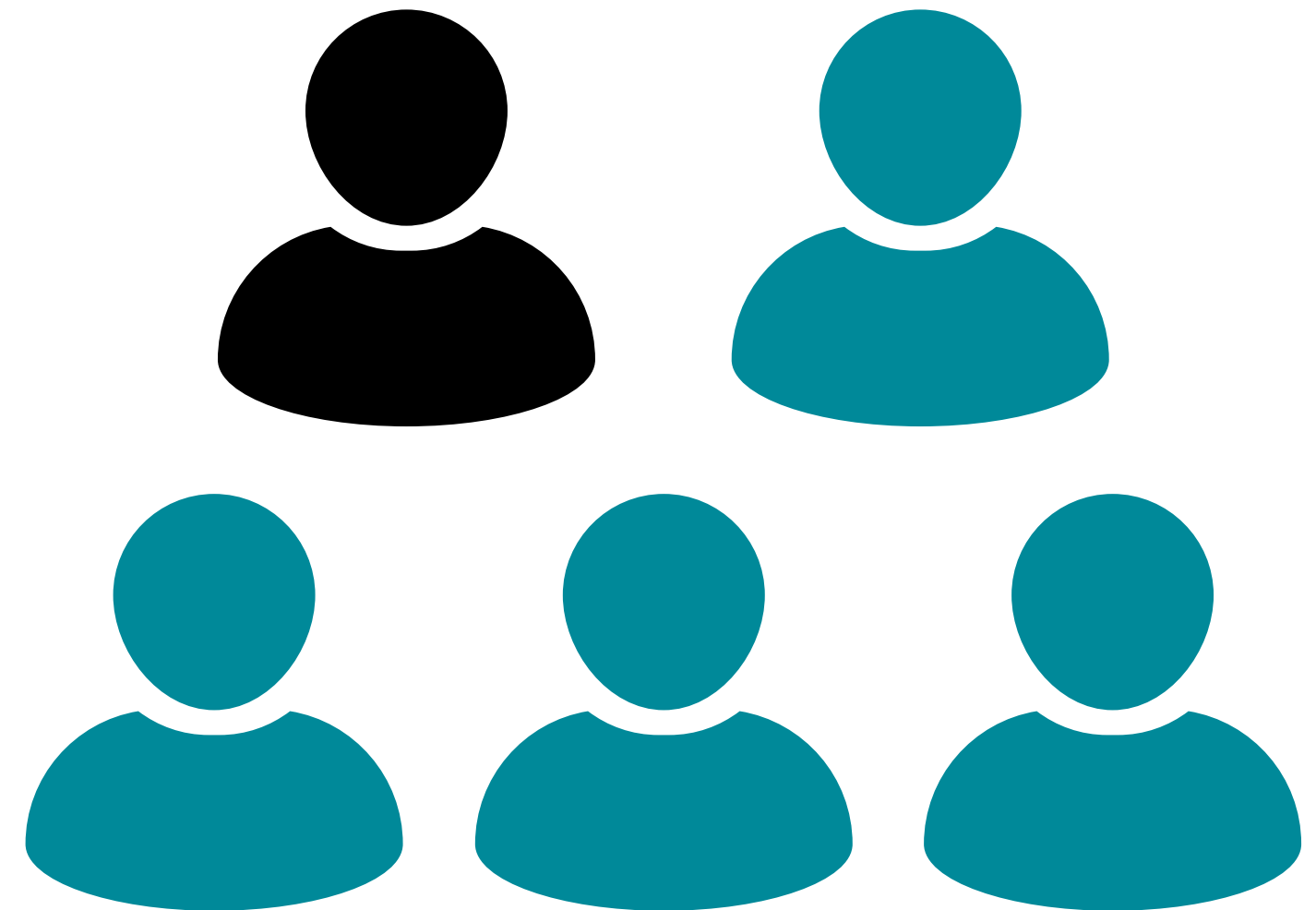
Problem

1 in 5

people suffer from chronic
pain, globally.

That is...

1.5B people



Problem



Millions of people left in **pain** without a long-term solution



A healthcare system **overwhelmed by patients with recurring pain**



A **\$635 billion economic burden** in lost productivity, medical costs, and ineffective treatments.

Fascia treatment is the
most effective solution for
physical relief at its source.

However

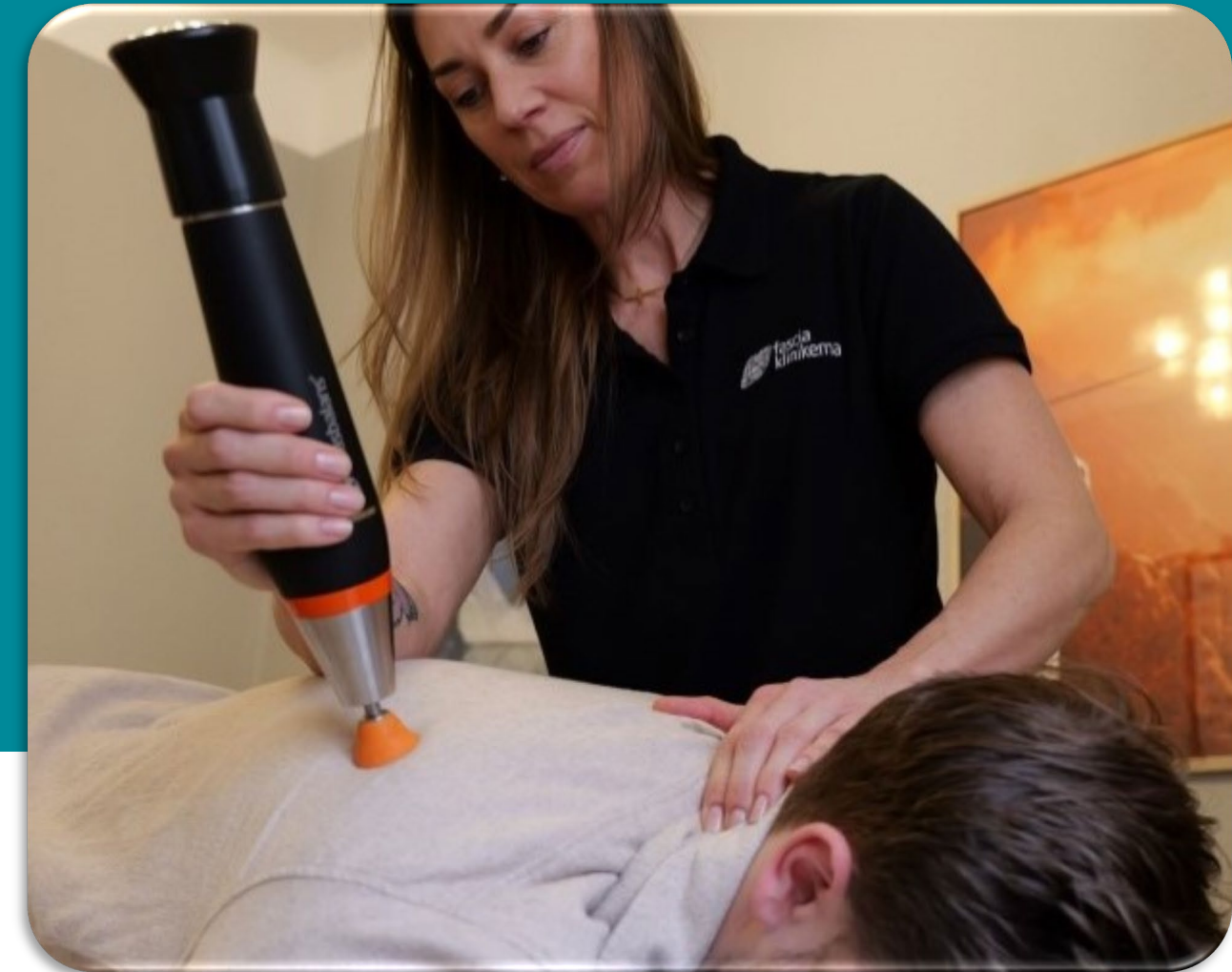
**Lack of
availability**

**No standard
treatment**

**Lack of
integration with
mainstream
healthcare**

Solutions

We are building **effective and scalable fascia treatment ecosystems** to effectively treat physical problems and increase well-being.

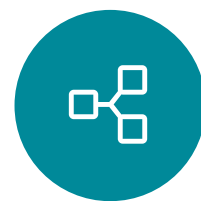


Unlike traditional physiotherapy or pain management clinics, Fascia Enterprises are:



Effective

Proven methodology with consistent results



Scalable

Designed for rapid expansion, treatment quality and brand loyalty.

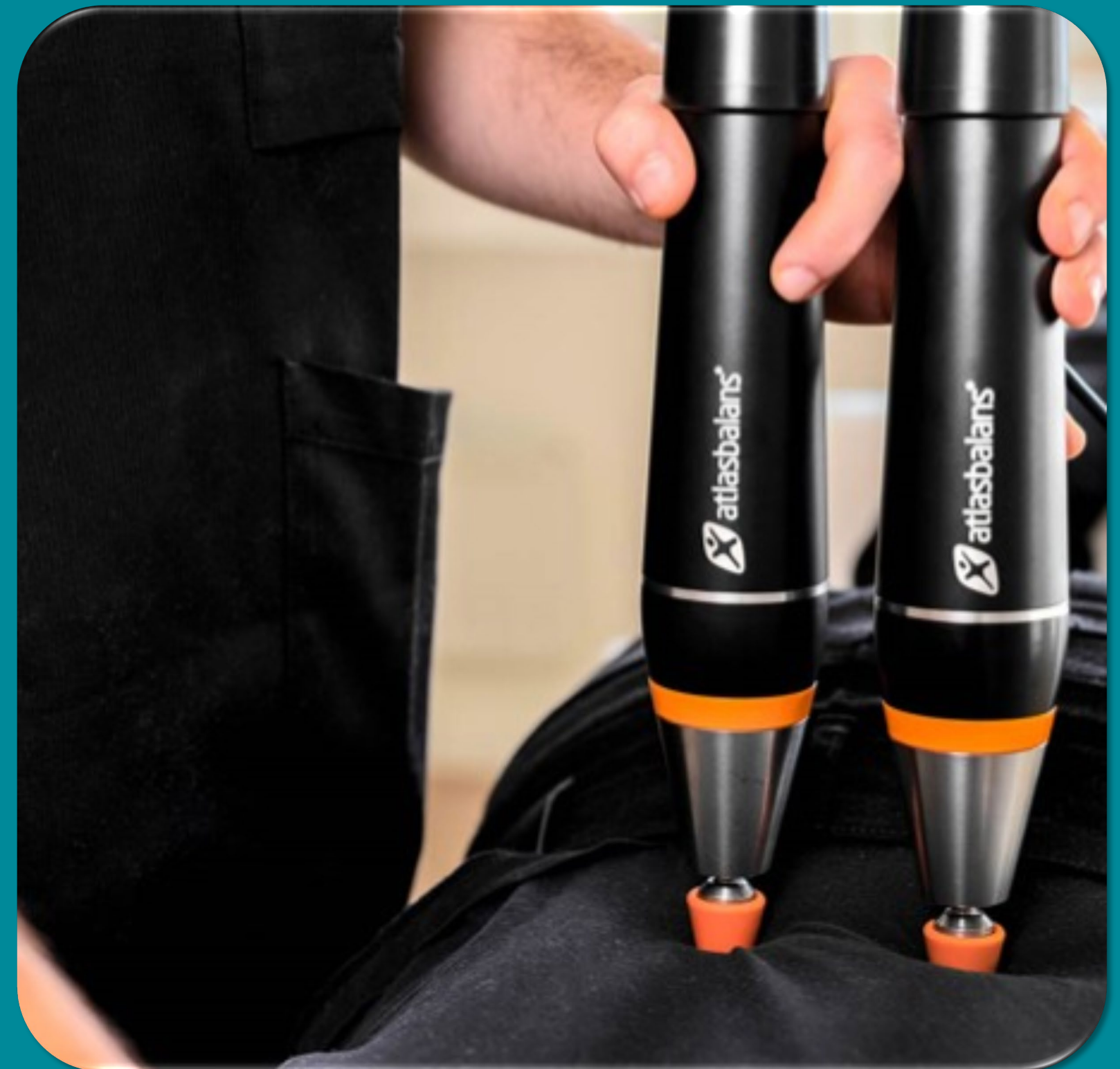


Tech-enabled

Patented technology and use of AI to optimize treatment and outcomes.

Company description

- **Company:** Fascia Innovation Sweden AB
- **Business Idea:** Vertical integration of health services, technology, education, and system development
- **Subsidiaries:** Atlasbalans, Clinics, Automation, Publishing, Innovation, Ridesum, HealthCare
- **Market Position:** First mover with protected IP and proven business models – on the path to becoming the international market leader in fascia knowledge and fascia treatment



Market Analysis

- **Global Problem:** 1.5 billion people suffer from chronic pain, costing USD 635 billion annually
- **Trends:** Longevity, biohacking, digital healthcare, AI and data-driven medical decisions, fast-growing wellness market (8.6% CAGR)
- **Market Potential:** Wellness market valued at USD 8.5 trillion – Fascia treatment is a rapidly growing niche

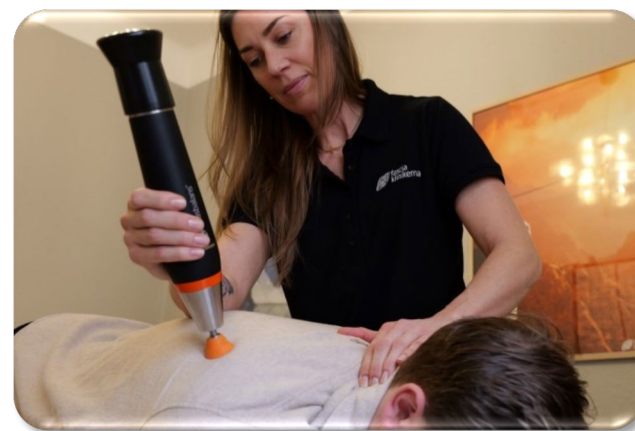


Business Model & Revenue Streams



Atlasbalans

Sales/rental of patented equipment (B2B)



FasciaClinics

Franchise concept in wellness (B2C / B2B)



Ridesum

Mobile app for digitalization of equine industry (SaaS)



Innovation, Automation, Publishing

Internal sales between profitable and growth-driven subsidiaries. Scalability through digital processes, AI, and reusable business systems

Why us?

15 years of treatment method development
with help of hundreds of experts

10 years of direct access to cutting
edge fascia researchers & experts

5 years of international collaborations &
branding as a thought leader in the field

Over 100.000 customers treated

With a customer lifetime value of \$10 000
and a local market penetration of 5%.

Over 1000 machines sold

In 10 countries to professional B2B customers in
segments wellness, horse, dog, spa & childbirth

Internationally patented product

20 operational Franchise Clinics

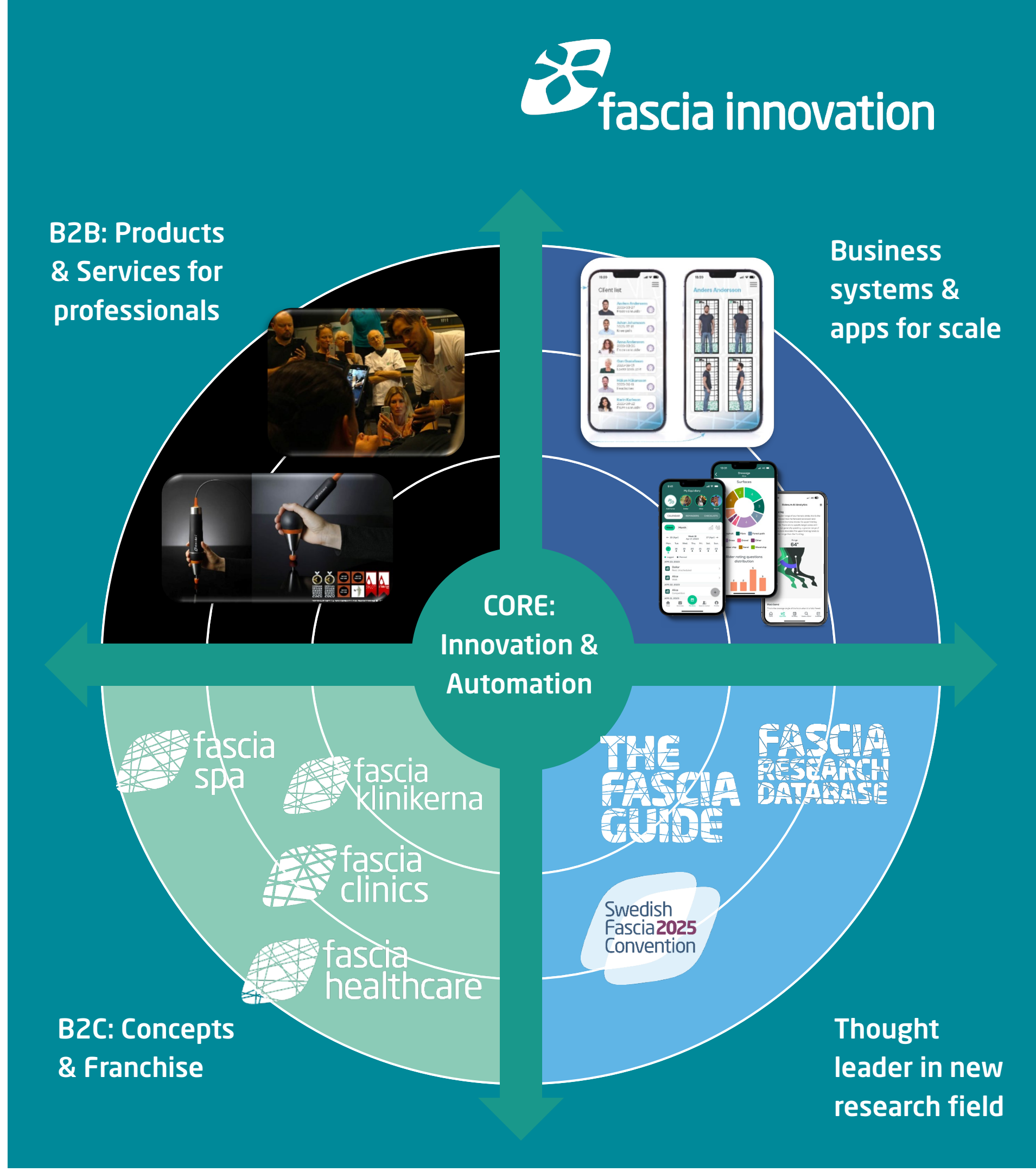
Throughout all Sweden and soon in Germany, Spain and
South East Asia, with a profitable franchise model.

60K users & horses in 144 countries

In the application Ridesum, active and engaged

Strategy

- Continuous innovation and development of products, systems and concepts (Innovation)
- Build a centralized yet flexible ecosystem integrating data, technology, and learning across subsidiaries (Automation)
- Drive market awareness and thought leadership to increase visibility of new research (Publishing)
- Manufacture and distribute patented treatment equipment & training for professionals (Atlasbalans)
- Clinic concepts & franchising in Sweden and globally (Clinics)
- App with freemium + subscription model (Ridesum)
- Recruitment and partner networks for each subsidiary/segment (Group)



Organization



Group: Vision, strategy & leadership development

Hardware



Local manufacturing & global distribution of patented treatment machines for different segments.



Education & community for users of the machine

Wellness



Wellness group with five subsidiaries

International scalable Franchisesystem with royalty based revenue.

Swedish wellness clinics concept B2C

E-Commerce platform with Fasciaklinikerna supplements

HorseTech



App with 60 000 users in 144 countries.

All data in one app, measure progress with AI video analysis & share results in community

Marketplace for suppliers with booking & payments system for professionals

Innovation

Continuous innovation and development of products, systems and concepts

Automation

Centralized yet flexible ecosystem integrating data, technology, and learning across subsidiaries

Publishing

Driving market awareness and thought leadership to increase visibility of new research

Concepts ready to launch



Specialist healthcare clinics treating frozen shoulder, whiplash and low back pain.



Community & network membership platform connecting global stakeholders

Team



Axel Bohlin, CEO & Co-Founder

Skilled in communication, digital marketing, business automation, management, and business development.



Ivar Bohlin, Deputy CEO & Co-Founder

Extensive experience in sales, business and customer relations, responsible for training therapist since 2019.



Hans Bohlin, Co-Founder & Board Member

Inventor of the machine and treatment method with extensive experience in business development, IT, and innovation.



Lena Bohlin, CFO

30 years of experience in financial management from Umeå University



Charlotta Bohlin, MGMT

Lawyer with over 30 years of experience in banking, finance, and management.



Stefan Sallerfors, Chairman

Medical Doctor with a background in healthcare, the financial sector and 12 years as Chairman of Spotlight Group.



Fredrik Ekblom, Board Member

Experienced finance professional with vast experience from Nordnet and Swedbank



Oscar Strålin, Auditor

Certified Auditor, Grant Thornton

Impact

“We have used this machine for years and have had amazing results”

- Rolf Göran Bengtsson,
elite show jumper (horses)

“This solution could revolutionize the whole equestrian industry”

- Anders Mellberg,
former Chairman of the Swedish Riders Association

Sustainability & Environmental Responsibility

- **Preventive health care:** reduces need for pharmaceuticals and healthcare
- **Digitalization:** reduces administration and resource use
- **Ethics:** transparency, integrity in data collection, and long-term value creation
- **Empowering small businesses:** supports growth of therapists and clinics through tools, education, and shared infrastructure

“It is just a matter of time before elite fotballers start with fascia treatment”

- Erik Hamrén,
former coach of the Swedish national football team

“I’m confident that fascia treatment will become as routine as mental training”

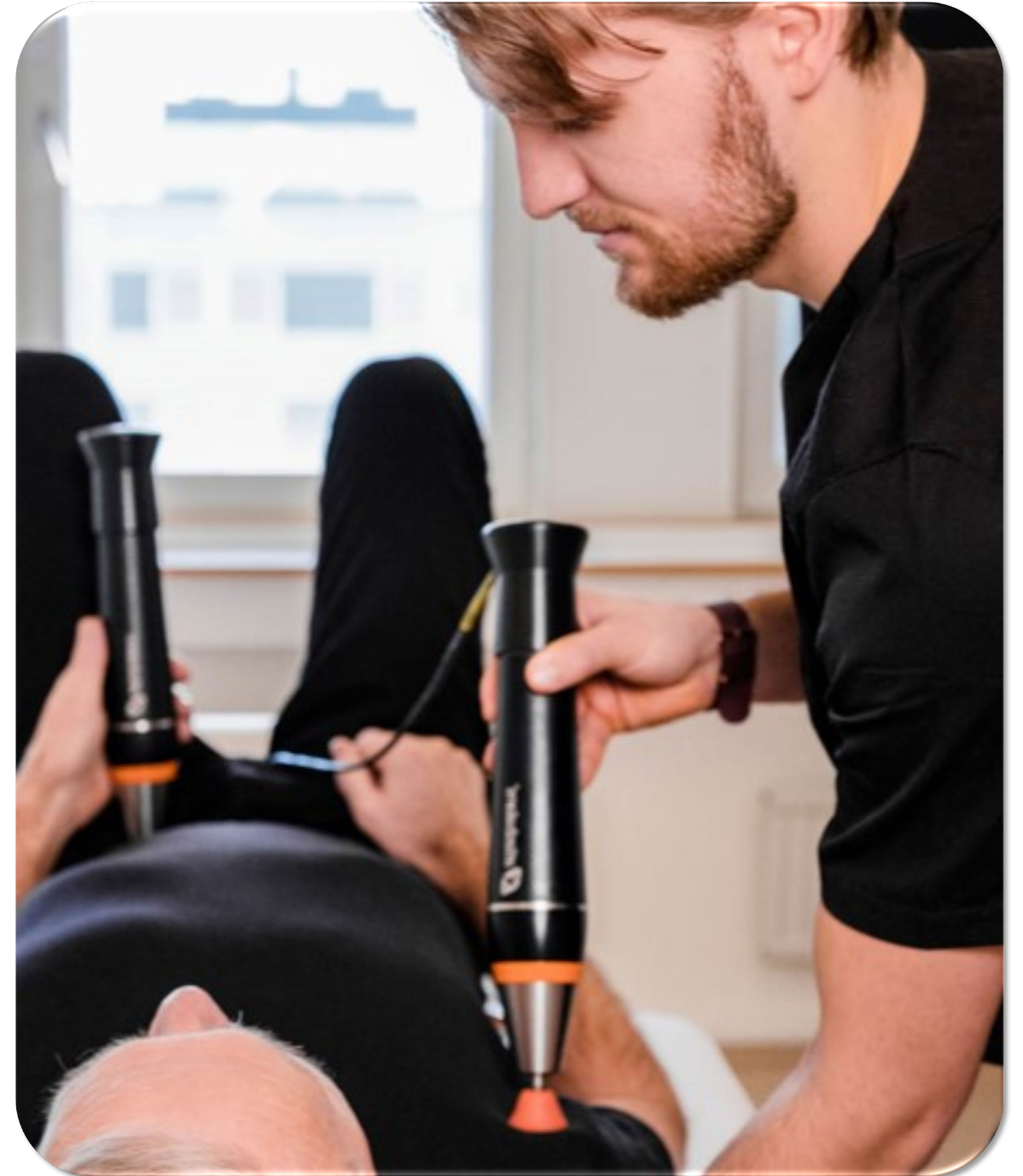
- Torsten Hansson,
mental coach of elite golfers

“I had frozen shoulder for five months but after one treatment with this new concept I am pain free”

- Alexandra Karlsdotter,
pilot-patient, Frozen shoulder health care project

Fascia Innovation

Fascia Innovation is a scalable, diversified, and already proven group with the potential to dominate a new health market. Current focus is on fundraising, international expansion, and value growth ahead of IPO.



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Thank you!

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