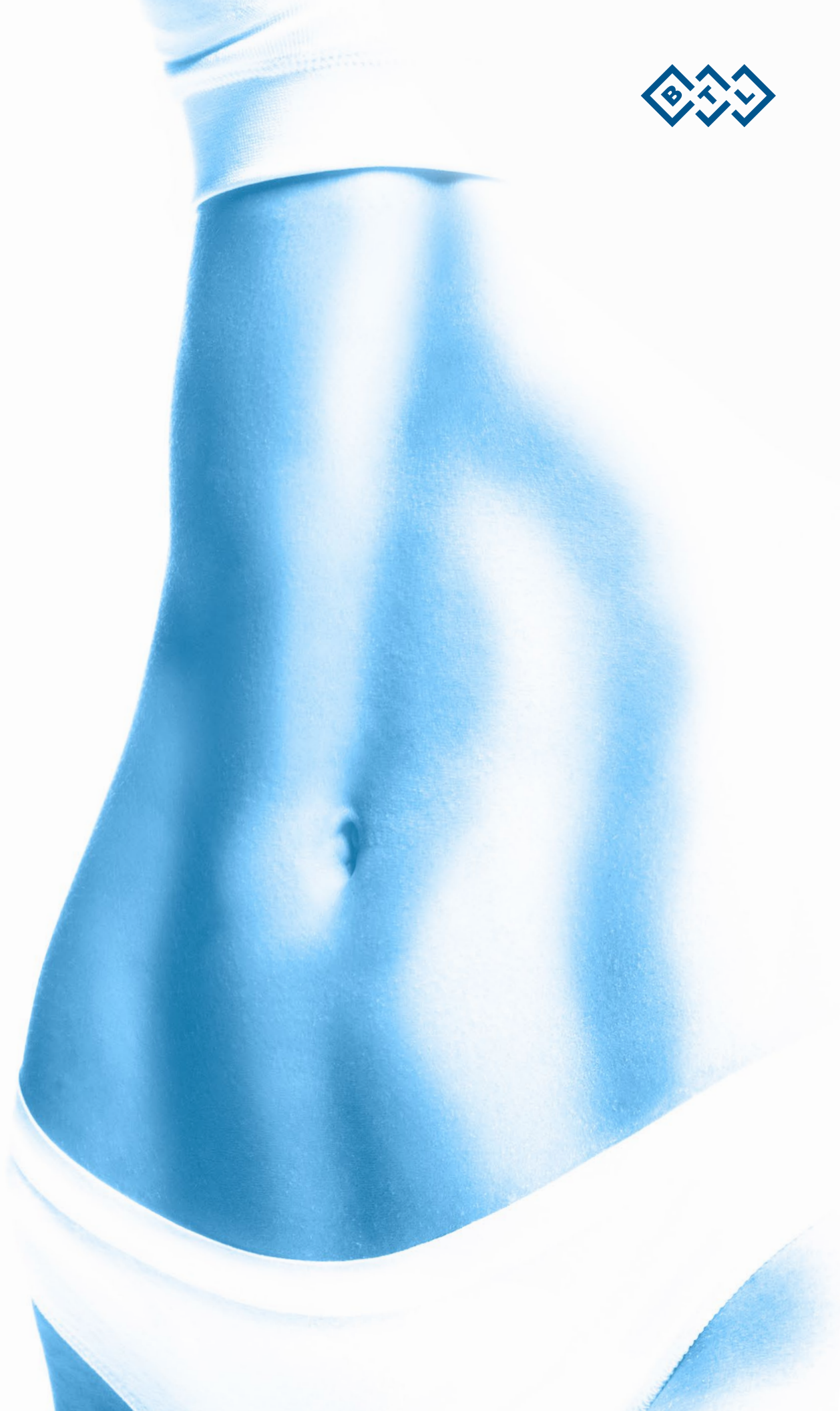


EMSCULPT® IS ENTICING





THE EMSCULPT ENTICEMENT PACKAGE

The EMSCULPT Entices Patients On Its Own....This Package Launches It!

You're not known for following trends. You set the trend in your market. Becoming the trendsetter requires an investment in time and capital. This is no small feat, no matter your practice size. BTL believes in partnering and growing old with our providers. To help both of us to succeed and achieve our goals, BTL presents the EMSCULPT Enticement Package.

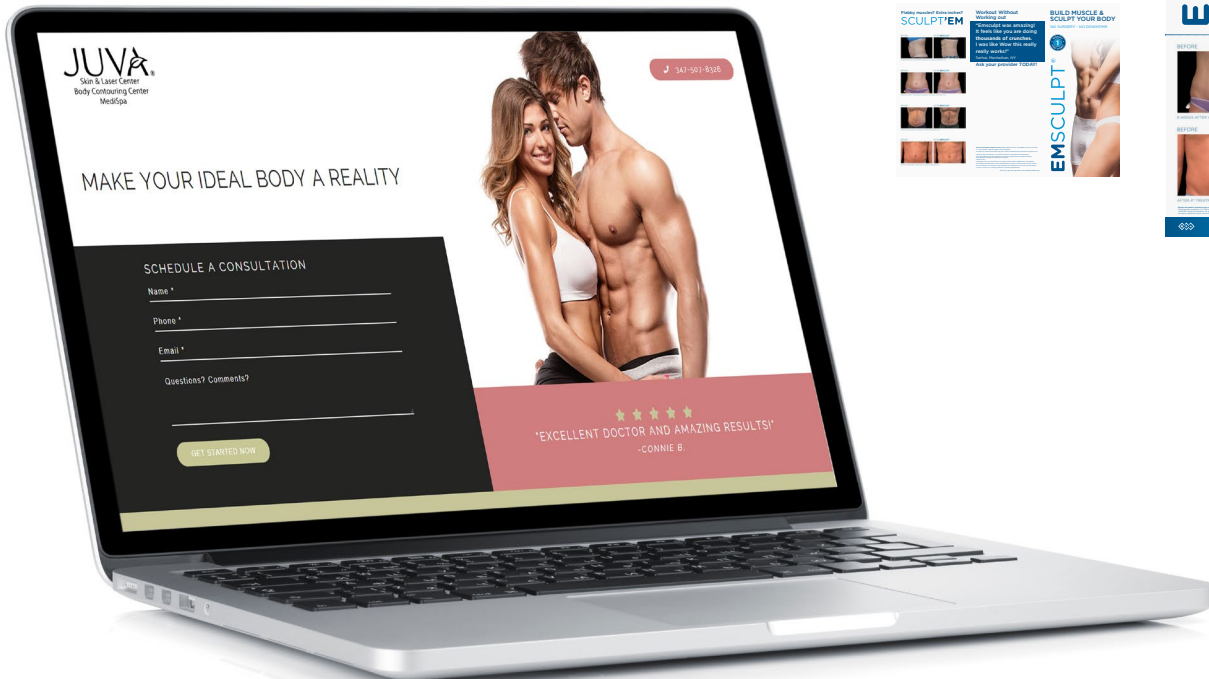
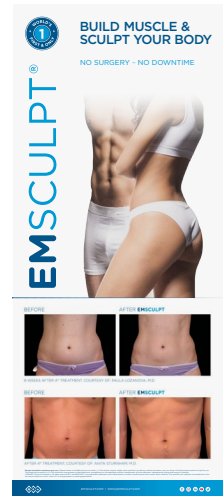
The Three Step Plan to Enticement

Regional differences, a practice's personality traits, and varying patient profiles make it impossible for BTL to offer a universal EMSCULPT practice enhancement offering. What will differentiate and make your practice successful is the ability to customize an EMSCULPT marketing plan based on the fundamentals. Design Your Package in 3 easy steps:

STEP 1: THE FOUNDATION TO YOUR SUCCESS

NON-NEGOTIABLE

- ✓ A dedicated Client Concierge to help you implement BTL sponsored tactics for up to 6 months
- ✓ Customized landing page and lead generation for 3 months
 - o BTL's preferred vendors will create a personalized EMSCULPT landing page
 - Content yours to keep
 - o Customization of your Facebook page and 3 months of social media ads
 - o 2 custom eblasts over 3 months
- ✓ Setup of Complimentary Hootsuite account
- ✓ Standard Marketing Kit
- ✓ Access to BTL Support with ability to personalize content



STEP 2: INTERNAL MARKETING TO YOUR EXISTING CUSTOMER BASE

CHOOSE 1



- Drive Social Media and Offering Awareness: Additional paid social ads on Facebook and Instagram, with 4 posts per week, 1 additional email blast and 1 custom creative design (Infographic, Print Ad or Billboard).



- Open House or Team Training: 70+ templates to promote your new technology and open house, 100 copies of a customized 32-page magazine featuring you, 10 hours of staff coaching and consulting, training guides and videos on everything from starting the conversation to closing the deal and an event toolbox.



- Reimbursable Expenses: Up to \$5,000 of internal marketing support reimbursed by BTL Marketing with proof of performance and receipts.

STEP 3: EXTERNAL MARKETING TO ATTRACT NEW CLIENTS

CHOOSE 1



- Increase Digital Lead Generation: PPC, Facebook/Instagram advertising and live chat.



- Media option: Billboard placements.



- Reimbursable Expenses:
Up to \$18,000 of external marketing support reimbursed by BTL Marketing with proof of performance and receipts.

Since this program is about enticement all 3 steps must be completed within six months of installation or any remaining balance will be non-redeemable.

TAKING EMSCULPT ENTICEMENT FROM FANTASY TO REALITY

The EMSCULPT Enticement Package is only one component of the overall EMSCULPT experience. You have a minimum of four individuals dedicated to your success.

Consider:

BTL Consultant

- Presents Customer Success Plan
- Attends open house
- Provides initial training

Customer Advocate

- Welcomes client to BTL family
- Places practice on Find a Provider
- Registers client with BTL Support
- Answers questions and help with ordering supplies

YOU!

Practice Development Consultant

- Provides Clinical Training
- Implements standard marketing kit
- Trains on 'HootSuite' & BTL SUPPORT
- Discuss impact of REALSELF and help practice get started
- Provide feedback on EMSCULPT experience

Customer Concierge

- Provides Marketing Support and Lead Generation for up to 6 months
- Facilitates work with third parties and holds monthly status calls with practice
- Responds within 3 days to client
- Contacts client 2 to 3x/month

NOTHING IS AS ENTICING AS EMSCULPT

- o 19% reduction in fat^{1, 2, 3},
16% increase in muscle³
- o \$30k personalized
EMSCULPT Enticement Marketing Package
- o Four stakeholders
concerned about your success



EMSCULPT®

1. Katz B., Bard R., Goldfarb R., Shiloh A., Kenolova D. Changes in subcutaneous abdominal fat thickness following High-Intensity Focused Electro-Magnetic (HIFEM®) field treatments: A multi center ultrasound study. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.
2. Kinney M. Brian, Lozanova Paula. High-Intensity Focused Electro-Magnetic (HIFEM) therapy evaluated by magnetic resonance imaging (MRI): Safety and efficacy study of a dual tissue effect based non-invasive abdominal body shaping. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.
3. Kent E. David, Jacob I. Carolyn. Computed tomography (CT) based evidence of simultaneous changes in human adipose and muscle tissues following a High-Intensity Focused Electromagnetic Field (HIFEM) application: a new method for non-invasive body sculpting. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.