



WellyLabs

vellum zone

The Evolution of Wellness Hospitality

# A hotel concept offering wellness experiences.

Welly Labs: A Venture Studio Designing the Future of Health and Wellness

A technology hub developing mobile applications,  
A hotel concept offering wellness experiences,  
A brand producing innovative care products.

 WellyLabs



**Vellum Zone**, aims to offer a premium boutique health and wellness hotel experience in the wellness tourism market. We provide our investors with a three-stage profit model that includes property-backed investment security, dividend earnings, and value appreciation tied to company partnership. This model offers a secure start and high earning potential, creating a sustainable value generation opportunity for our investors.

# vellum zone by WellyLabs

Rising amidst the olive trees, vineyards, and the fertile whispers of the land in Urla Yağcılar, a region embodying the ancient spirit of the Aegean, Vellum Zone offers an experience far beyond that of an ordinary hotel. This region's natural rhythm has been a cradle of healing, wisdom, and balanced living throughout history. Now, with the vision of "The Evolution of Wellness Hospitality," Vellum Zone transforms this timeless heritage into a spiritual and technological experience that meets the needs of the modern individual.

Here, the vineyards awakened by the first light of the sun, the serene shade of olive trees, and the breeze touching the shores create a stage where the body, mind, and soul unite. At the heart of Vellum Zone lies the natural wealth of Urla Yağcılar and the traditional Aegean hospitality. It's not just about luxurious rooms, gourmet detox menus, or guided expert sessions; every detail is designed for our guests to rediscover themselves, unlock their inner strength, and rejuvenate their life energy.

# vellum zone by WellyLabs

This place is a gateway to the future of health and tranquility: a laboratory where ecological sustainability, smart technology, personalized wellness programs, and ancient teachings converge. At Vellum Zone, the pure nature of the Aegean intertwines with high-standard accommodations, blending seamlessly with science, art, and spiritual approaches. Every stay here is not just about relaxation but about unlocking the doors to inner transformation.

As the unique essence of Urla Yağcılar permeates the soul of Vellum Zone, we take the ancient vibrations of this magical land and transform them into the wellness experience of the future. Time flows differently here; breaths grow deeper, minds find calm. Our guests leave stronger, brighter, and more mindful, ready to embrace the world anew.

Located in the heart of Urla Yağcılar, Vellum Zone transcends the classic definitions of wellness and hospitality. It brings together the fertile energy of this land, its inspiring natural beauty, and an unparalleled service philosophy. Because we are co-creating the future of wellness, comfort, and spiritual awareness. Here, the wisdom of the past and the vision of the future merge to offer an extraordinary stage for rebuilding oneself.

# vellum zone

by ✨ WellyLabs

Opening Date **March 2026**



# Vellum Zone;

## Natural Beauty

Here, the vineyards awakened by the first rays of the sun, the tranquil shade of olive trees, and the breeze caressing the shores create a stage where the body, mind, and soul come together in perfect harmony.

## The Foundation of Vellum Zone

At its core, Vellum Zone is built on the natural richness of Urla Yağcılar and the traditional Aegean hospitality. It's not just about luxurious rooms, gourmet detox menus, or expert-led sessions; every detail is thoughtfully designed to help our guests rediscover themselves, unlock their inner strength, and rejuvenate their life energy.

# The Future of Health and Tranquility, Shaped by the Unique Essence of Urla Yağcılar



**Ecological  
Sustainability**



**Personalized  
Wellness**



**Smart Technology**



**Ancient Teachings**

This place serves as a gateway to the future of health and tranquility: a laboratory where ecological sustainability, smart technology, personalized wellness programs, and ancient teachings come together in harmony.

At Vellum Zone, the pure essence of the Aegean merges with high-standard accommodations, seamlessly intertwined with science, art, and spiritual approaches. Each stay is not just about relaxation but about opening the doors to inner transformation.





# Beyond Wellness and Hospitality



Vellum Zone, located in the heart of Urla Yağcılar, transcends the classic definitions of wellness and hospitality.

It brings together the fertile energy of this land, its inspiring natural beauty, and a flawless service philosophy. Because we are co-creating the future of healthy living, comfort, and spiritual awareness. Here, the wisdom of the past and the vision of the future offer an extraordinary stage for you to rebuild yourself.

# What Will Happen at Vellum Zone?



**Physical and  
Mental Activities**



**Nutrition and  
Nature Activities**



**Spa and Therapy  
Services**



**Private Therapy  
Rooms**

# Project Summary



## Multilayered Profit Model

Wellylabs Wellness Center offers investors a multilayered profit model, not a one-dimensional approach.



## Real Estate Value Appreciation

Partner in the long-term value appreciation of the property.



## Brand Value Growth

Partner in the growth of brand value.



## Hotel Operation Profit

Share in the profits of hotel operations.

# Why You Should Invest Now?



## The Global Boom of Wellness Tourism

Vellum Zone is positioned in a growing wellness tourism market, offering a unique blend of luxury and holistic experiences.



## Niche Positioning and Differentiation

With our package-based model, we go beyond standard room sales. Guests purchase fully personalized programs tailored to their specific needs.



## High Profit Margins and Customer Loyalty

We achieve high profit margins through premium pricing power and repeat customer loyalty.



# Market and Competitive Advantage

## Catalyst of Wellness Trends:

In the post-pandemic world, people are investing more in their physical and mental health. The "Travel with Purpose" philosophy is gaining strength, while the pursuit of digital detox, healthy eating, and personalized therapies is on the rise.

## Differentiated Value Proposition:

While you can find many boutique hotels in the Aegean, they are often just charming places to stay. Welly Labs, however, stands out as a true "destination resort," offering expert consultants, personalized programs, a package-based sales model, and an integrated wellness concept. By providing a deeper experience that standard hotels cannot offer, we differentiate ourselves in the competitive market.

# Financial Advantages and Multidimensional Return Model

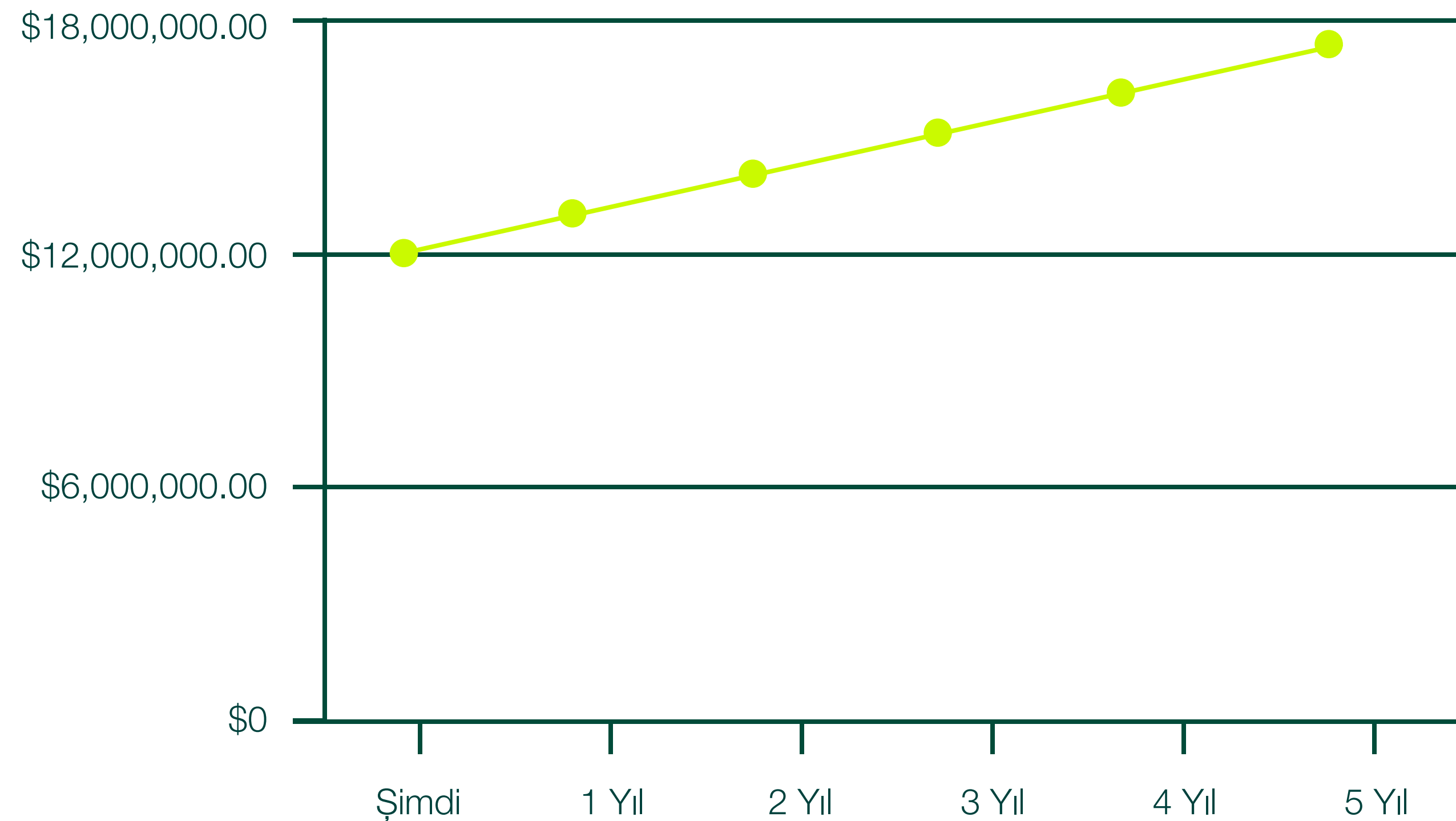
Investors will acquire a 25% equity stake with a total investment of \$2.5 million based on a \$10 million valuation. This equity provides access to three critical return channels:

## **4.1. Dividend Income (Profit Sharing):**

The estimated profit for the first year is \$1.9 million, with 80% of the profit being distributed as dividends (\$1.52 million).

Assuming a 10% annual profit growth, the profit could reach \$2.78 million by the end of the fifth year. Total dividend payments over 5 years are projected to reach approximately \$9.28 million.

# Property Value Appreciation



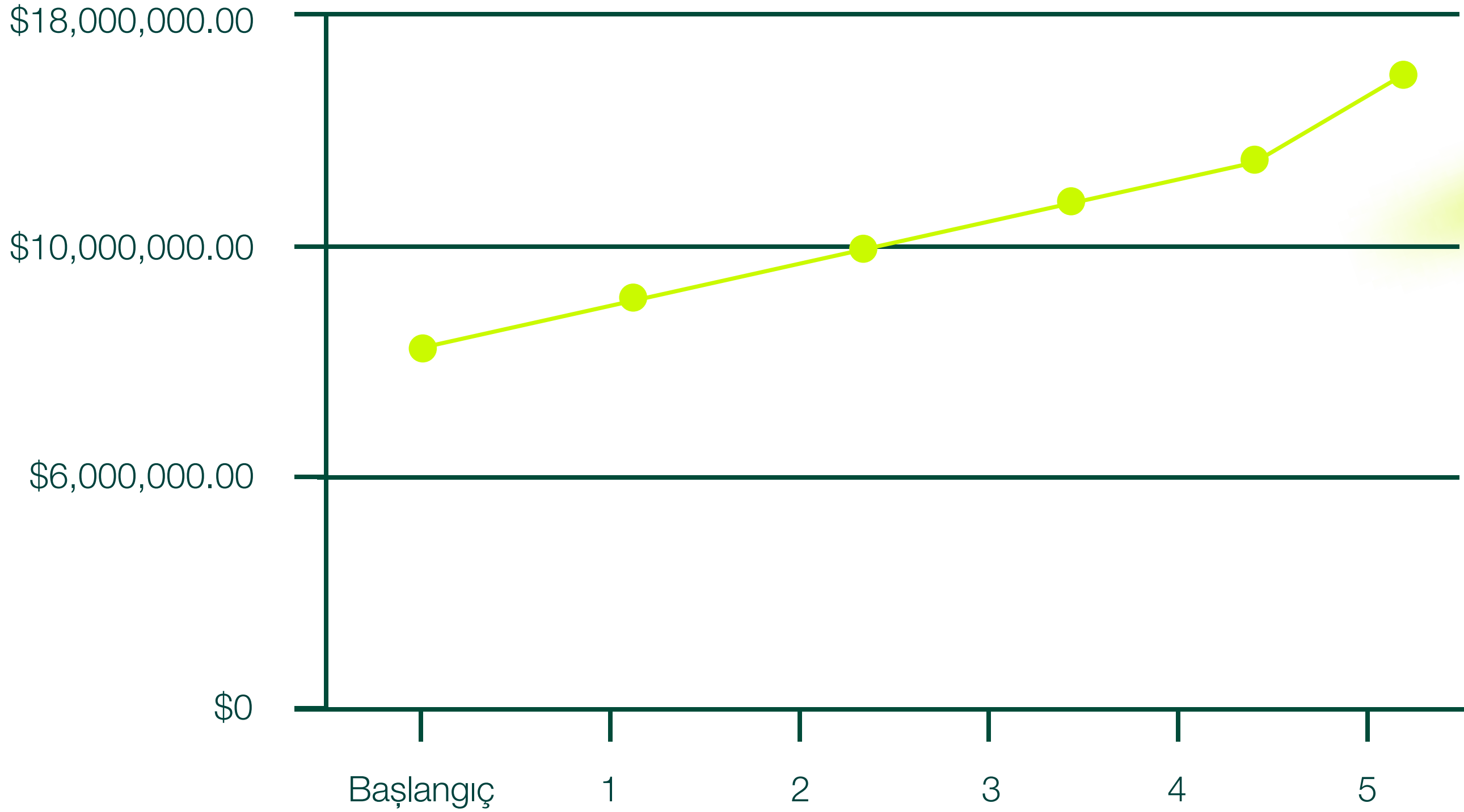
Current Property Value: \$11.7M USD.

Estimated 5-Year Growth with 7.5% Annual Increase: \$16.76M USD.

This provides a strong protective shield against inflation and market fluctuations.

The increase in property valuation naturally adds a multiplier effect to the investor's capital.

# Increase in Company/Brand Value



Initial Valuation: \$10M USD.

Estimated Value After 5 Years:  
~ \$16.1M USD (projection).

With growing revenues, increased brand awareness, expanding business partnerships, and the addition of new services, the price of your shares is expected to rise. This potential growth could generate high returns in exit strategies such as an initial public offering (IPO) or strategic sale.



# Dividend Income

**1.52M\$**

**Annual Dividend**

80% of the first year's profit will be distributed as dividends.

**2.78M\$**

**Profit After 5 Years**

Assuming an annual growth of 10%.

**9.28M\$**

**Total Dividend**

Total dividends to be paid over 5 years.

# Approximate Return Scenarios (5 Years)

Investment Amount	Property Share Value (5th Year)	Company Share Value (5th Year)	Şirket Payı Değeri (5. Yıl)	Total Potential Value
10.000 USD	9.280 USD	16.760 USD	16.100 USD	42.140 USD
50.000 USD	46.400 USD	83.800 USD	80.500 USD	210.700 USD
100.000 USD	92.800 USD	167.600 USD	161.000 USD~	421.400 USD



# Strategic Partnerships and Growth



## Health Institutions and Expert Networks

Collaboration with international spa institutions, yoga schools, detox specialists, and dietitian platforms.



## Corporate Clients

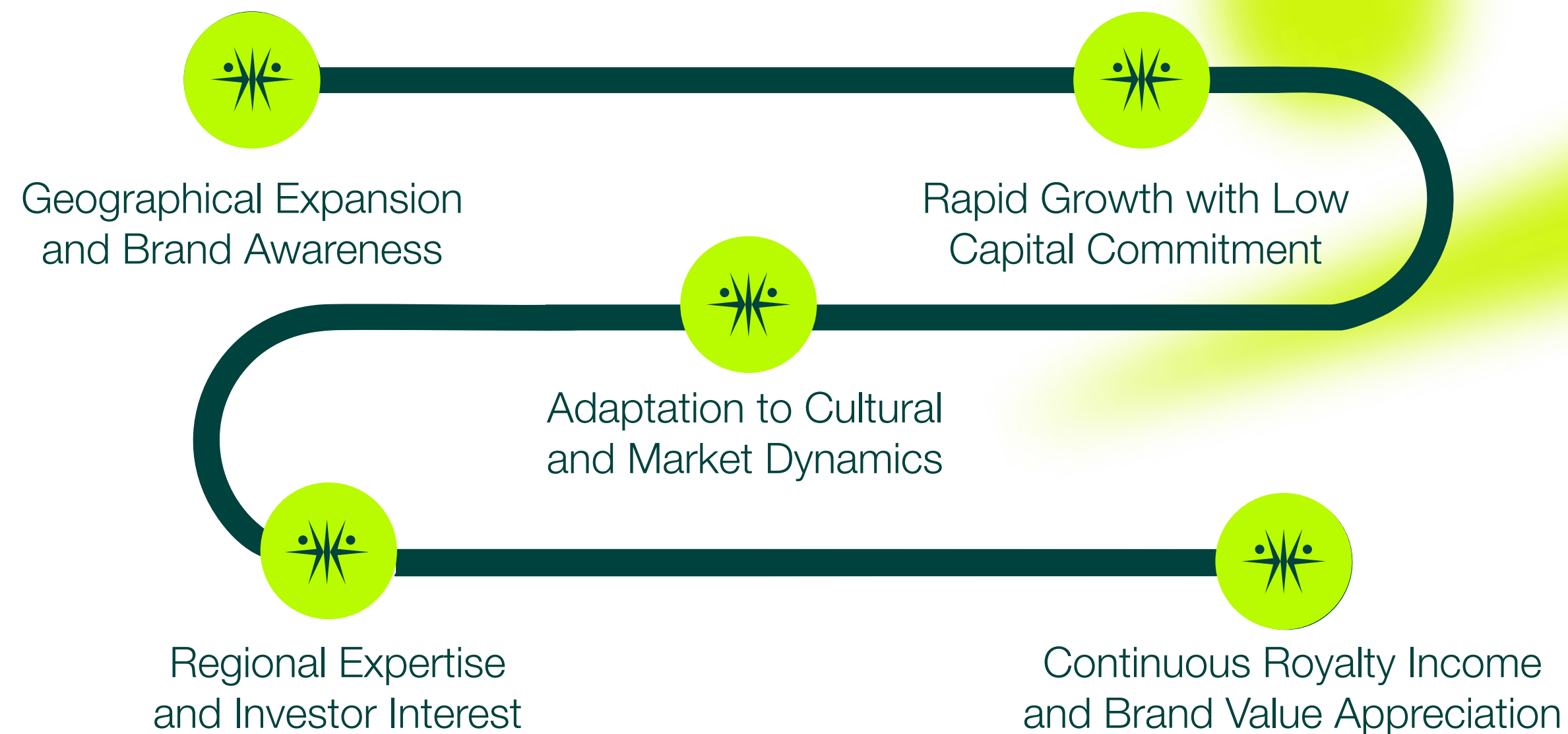
Corporate wellness packages, executive training camps, digital detox weeks for large companies.



## Digital Membership Model

Remote wellness consulting, online seminars, subscription packages for loyal customers.

# Scalability with the Franchise Growth Model



Welly Labs Wellness Center aims to transfer the success achieved at a single location to other areas easily, thanks to operational efficiency, brand standardization, customer satisfaction, and a unique package sales model.

In this regard, in the coming years, the franchise growth model will be implemented, with the goal of expanding the brand to different geographical locations and even international markets.



### **1. Geographical Expansion and Brand Awareness:**

By packaging the proven business model, standard operating procedures, and service quality criteria from a single location and offering it to other investors, the brand becomes a recognized player at the national and international levels within a few years.



### **2. Rapid Growth with Low Capital Commitment:**

The franchise model reduces the need for the company to allocate large initial capital for each new location. Franchisees invest in the Welly Labs system with a specific entry fee, ongoing royalty payments, and by meeting brand standards. This way, working capital does not limit the company's growth speed.



### **3. Adaptation to Cultural and Market Dynamics:**

Franchise locations established in different countries or regions can quickly adapt to local market dynamics, cultural expectations, and consumer habits. This flexibility helps the brand compete on a global scale and reach different customer segments.



#### **4. Regional Expertise and Investor Interest:**

Local franchise owners are closely familiar with the tourism trends, customer base, competitive conditions, and supply chain opportunities in their region. This enables each franchise location to develop strategies tailored to its specific conditions, while the central operation supports maintaining quality standards.



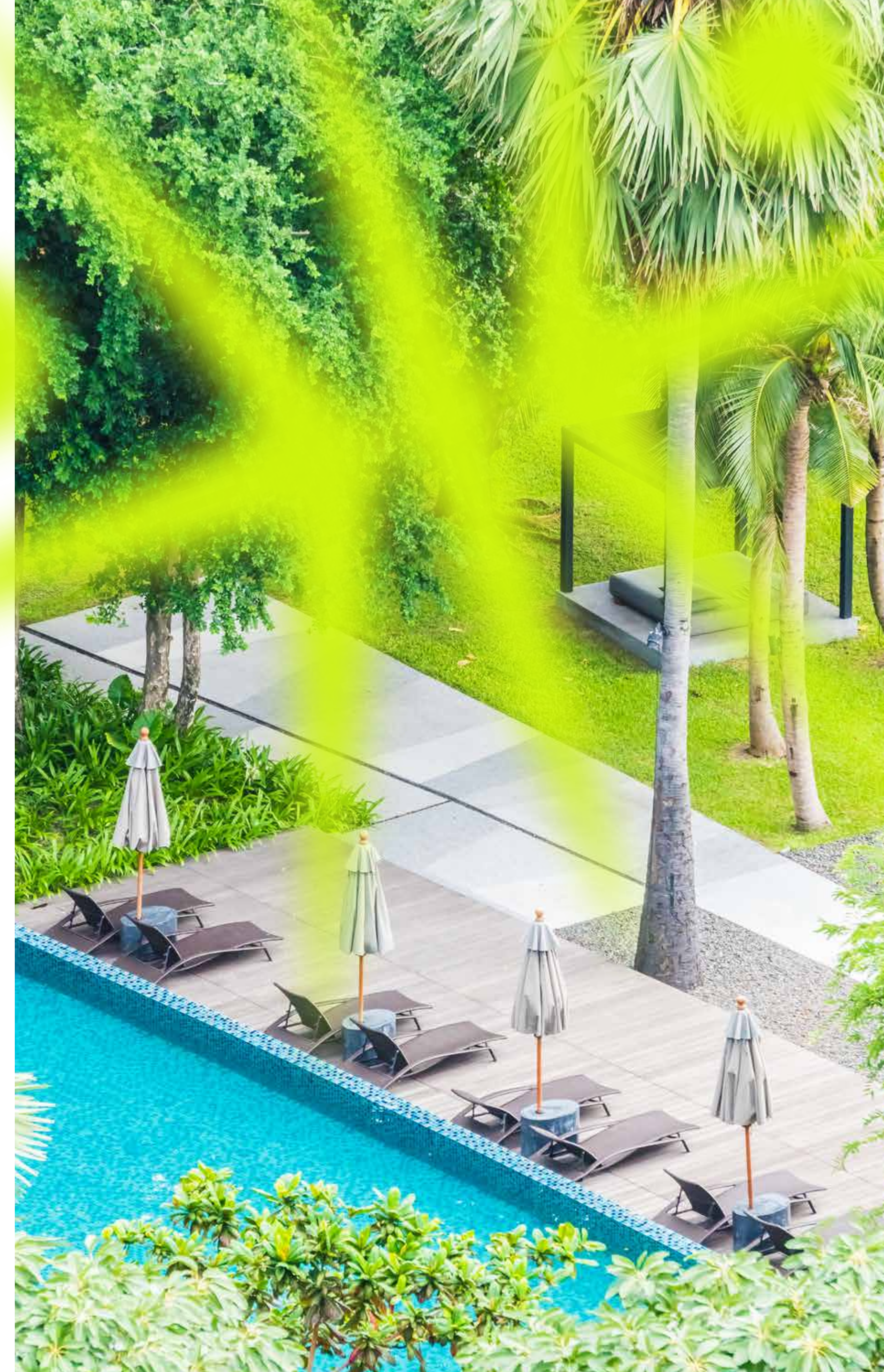
#### **5. Continuous Royalty Income and Brand Value Appreciation:**

The central management generates steady additional income streams from entry fees, monthly royalties, and marketing contributions from franchise locations. This revenue stream not only contributes to the brand's financial stability but also increases the company's valuation. Brand awareness grows exponentially with each new franchise location, which enhances its appeal to both current investors and potential new ones.

## Benefits for Investors:

- Rapid value appreciation
- Diverse income sources
- Increased global brand awareness
- Long-term capital and equity value growth

The franchise growth model is a powerful strategic step for scaling the Welly Labs Wellness Center concept in a sustainable manner. This approach allows operational excellence, a strong brand image, and a unique concept at a single location to be replicated in different regions of the world. While supporting the brand's long-term vision, this strategy also creates high return potential and opportunities for increasing capital value for investors.



# Risk Management and Flexibility



## Seasonality

Special campaigns, workshop events, and art-yoga camps are organized during the off-season with package contents and pricing strategies.



## Economic Fluctuations

Revenue diversification is achieved by expanding into international markets and different customer segments (Middle East, Europe, Russia).



## Operational Excellence

Quality sustainability is guaranteed through trained staff, standard operating procedures, and customer feedback mechanisms.



# Risk Mitigation and Investment Assurance



## **Protective Role of Property Value**

The property, valued at 11.7 million USD, is the largest assurance for the investment.



## **Real Asset-Backed Investment**

You also own a share of the property in proportion to your equity stake.



## **Resilience Against Economic Fluctuations**

Tourism and wellness-focused real estate ensures stable demand in the long term.



## **Flexibility of Exit Strategies**

The possibility to liquidate in different scenarios.

A structure has been established in the Welly Labs Wellness Center investment that minimizes risk compared to many other ventures.

One of the main foundations of this minimization is the strong real estate value behind the investment.

# Professional Management and Input Diversification

## Expert Team

Experienced hotel managers

Wellness experts and consultants

Financial analysts

Marketing and brand management team

## Diversified Revenue Stream

Accommodation revenue

Wellness packages and programs

Spa and therapy services

Special events and workshops

Digital memberships and online consulting

# Secure Your Investment

**10M\$**

Total Company Valuation (USD)

**2.5M\$**

Required Investment (USD)

**%25**

Total Percentage of  
Shares to be Distributed

## Property Ownership - Secure Your Investment

Your investment provides ownership proportional to the valuable property where the hotel is located. The long-term value appreciation of the real estate protects your investment against economic fluctuations. This way, you secure your capital with a real asset.



## Vellum Zone Corporate Partnership

An opportunity to partner with a brand that stands out with its unique concept during the rise of wellness tourism. The increase in revenues, brand awareness, and growth strategies contribute to the increase in company value.

## Dividend Right

Opportunity for passive income through regular dividend payments from annual profits. As business profitability increases over the long term, dividend returns also rise.





# Exit Strategies and Liquidity Options:

Your investment in Welly Labs Wellness Center offers long-term value creation potential while providing flexibility for investors with various exit and liquidity options. These strategies allow you to liquidate your investment, realize profits, and reshape your investment portfolio both in the medium and long term.

### 3. Share Transfer Opportunity Starting from the 3rd Year

- The first 3 years are a period for the project's consolidation, brand awareness, building a customer base, and improving operational efficiency. At the end of this process, investors can transfer their shares to other investors or third parties if they wish.
- During this period, as the brand value, operational profitability, and property value of the facility will have increased, it is likely that you will find a buyer for your shares at a higher value than the initial investment.
- A secondary market among internal investors or share transfer, coordinated by the project management team, provides an easy opportunity to liquidate. This allows you to act flexibly according to your cash needs or strategic portfolio plans.

## 5-7 Year Strategic Exit Scenarios

- With the maturation of the business model, increased brand awareness, high satisfaction scores, and the creation of a repeat customer base, the business will fully become an "institutionalized" wellness brand within 5-7 years.

At this stage, two strong exit options become apparent:

**Initial Public Offering (IPO):** The brand's recognition, profitability stability, and growth potential prepare a suitable foundation for an IPO. Going public creates demand for your shares from a broad investor base, offering you an opportunity to exit at an attractive value.

**Sale to a Strategic Investor:** A large wellness chain, international hotel group, or fund operating in the sector may see the brand's healthy financial structure and market position and may wish to acquire your shares in bulk. This provides a fast exit opportunity with a premium valuation.

## **Flexibility Provided by Property Value**

- Instead of selling your shares, the strategic disposal of all or part of the property in the later years of the project may also become an option. The property, whose value increases steadily, offers investors a profitable exit opportunity at any stage.
- As it is a real estate-based investment, you have the option to evaluate the property with different scenarios and convert your investment into cash at its real value if needed.

## **Ease of Share Transfer Among Investors**

- The option to transfer your share to other existing investors or external interested strategic buyers when needed adds flexibility to your investment.
- In this secondary market among investors, you can sell your shares by determining their value based on the performance of the facility and market conditions. This way, you are not required to remain committed to the project long-term; you can adjust your exit timing according to your own strategic plans.

**"Your investment in Welly Labs Wellness Center does not have to turn into a rigid, long-term commitment.**

**Starting from the 3rd year, you can transfer your shares flexibly, benefit from high-value exit scenarios such as an IPO or strategic sale within 5-7 years, and most importantly, you can protect and maximize your capital's value at every stage with the strong real estate backing.**

**These options make your investment both a liquid and value-appreciating asset."**





# Don't Miss the Investment Opportunity!

## Minimum Investment 10,000 USD

Be part of a growing, sustainable, and profitable journey in the wellness tourism arena.

## Become a Partner in a Meaningful Venture

Contribute to the new values of humanity, such as healthy living, environmental responsibility, and personal transformation.

## Multidimensional Profit Opportunity

Achieve your financial goals with regular dividends, increasing property value, and a rising brand.

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[wellylabs.com](http://wellylabs.com)