

NEWS RELEASE

## Restore Hyper Wellness Appoints Steve Welch As Chief Executive Officer

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### Welch Appointed As CEO To Drive Innovation and Growth

AUSTIN, Texas--(BUSINESS WIRE)-- **Restore Hyper Wellness**, a leader in science-backed, personalized therapies, today announced that the Board of Directors has appointed **Steve Welch** as Chief Executive Officer of Restore.

Restore Hyper Wellness has appointed Steve Welch as Chief Executive Officer. (Photo: Business Wire)

Welch is a co-founder of **Restore** and has served as Chairman from 2015 to 2023. Welch, who has been serving as Interim CEO since

February 2023, will now assume the permanent CEO title, effective immediately.

Restore is the **largest direct-to-consumer retail wellness company** in the country with **over 225 studios**. Over the last two quarters, the company has narrowed its focus to institute scalable infrastructure to support system-wide growth. During this time, Welch has been instrumental in prioritizing initiatives and developing a first-class team with deep franchising experience.

In the last seven months, the Board of Directors completed an exhaustive search, led by a well-established national recruiting firm, to identify the right person to lead the organization.

"Steve has proven the scope of his leadership time and time again. He not only is extraordinarily passionate about the business, but in a short period of time, he has shown that he can get the organization focused on building the systems to scale while broadening product offerings nationwide," stated Shaw Joseph, Restore Board Member and

Managing Director at General Atlantic.

"I could not be more honored to lead this extremely talented group of people. Restore employees and franchise owners wake up passionate every day to provide our clients with a personalized plan of cutting-edge wellness therapies, allowing them to do more of what they love," Welch stated. "This commitment to a common mission is one of the most important reasons why Restore has been so successful," Welch shared. He continued, "In addition to our medical team, our strength comes from our educated franchise owners who are eager to expand the limits of personal health and performance in their local communities.

Restore has 225+ studios nationwide and has been **recognized and awarded by Entrepreneur** as one of the top 500 Franchises in 2021 and 2022.

### About Restore Hyper Wellness:

Launched in Austin, Texas in 2015, **Restore** is the award-winning creator of an innovative new category of care—**Hyper Wellness®**. Restore is expanding the limits of personal health and performance, to help people do more of what they love through personalized, science-backed therapies, including **Cryotherapy, Red Light Therapy, Infrared Sauna, Compression, IV Drip Therapy, Intramuscular (IM) Shots, Mild Hyperbaric Oxygen Therapy, Biomarker Assessments, Cryoskin, Hydrafacial™, and Circadia® Oxygen Facial**.

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Source: Restore Hyper Wellness