



cowofit in Tenerife

Focus at Work. Fire in the Gym



WORK SMART TRAIN STRONG LIVE FREE

office@cowofit.com

C. Robles, 2, 38400 Puerto de la Cruz,

Santa Cruz de Tenerife

www.cowofit.com





OVERVIEW

Welcome Letter

Cowofit was created with one clear vision: to blend productivity, well-being, and community into a single modern workspace where professionals can truly thrive — in body and mind.

02

Our Services

Workspace access for digital nomads and remote teams
Fully equipped premium gym with daily fitness options
Smart-token system for on-demand services and space activation

03

05

08

Technology & Innovation

Smart access and automation powered by SBSA
Laboratory's GHOST system
Real-time analytics for energy efficiency and member experience

09

Our Team

A multidisciplinary group dedicated to innovation, hospitality, and wellness-focused coworking solutions

10

Financial Overview

Sustainable, subscription-based revenue models
Token-based micro-transactions for flexible usage
Long-term value growth aligned with the Masaru complex's development

11

14

15

WELCOME LETTER

At Cowofit, we believe that meaningful work and a healthy lifestyle should not exist apart — they belong together. Located in the heart of Puerto de la Cruz, Tenerife's most vibrant and inspiring region, Cowofit was created with one intention: **to offer a new way of living, working, and growing.**

The world has changed. Creativity no longer thrives inside rigid office walls, and professionals today seek more than a desk. They seek balance, energy, community — and a space that elevates both productivity and personal well-being. This is the foundation upon which Cowofit was built.

Here, natural light, green design, and warm textures create a calm environment for focused work. Just steps away, a modern, fully equipped gym invites you to reset your body, recharge, and maintain a healthy rhythm throughout the day.

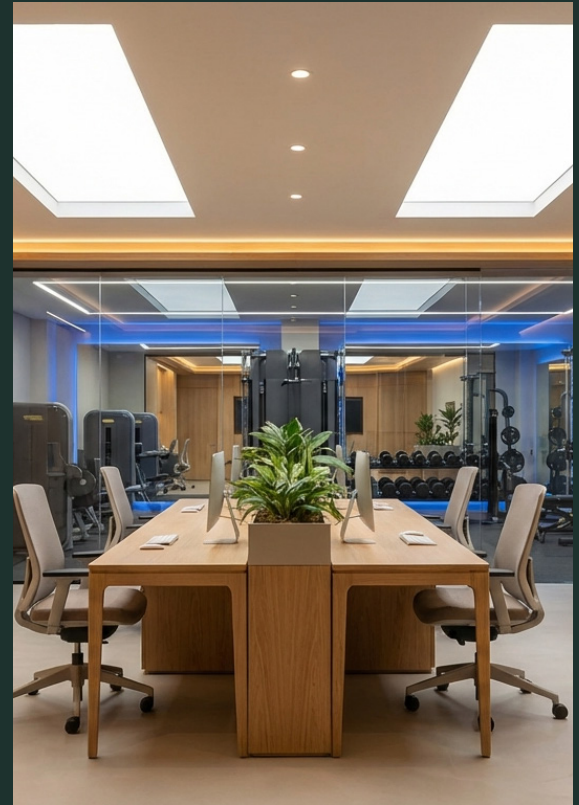
Whether you are a digital nomad, an entrepreneur, a developer, a designer, or a remote professional, Cowofit offers a place where you can truly belong.

Our vision is simple:
Work Smart. Train Strong. Live Free.

Cowofit is more than a coworking space — and more than a gym. It is a lifestyle center designed for those who want to achieve more: more clarity, more creativity, more balance, and more life.

We are proud to introduce this concept to Tenerife and to build a community where people can connect, grow, and thrive together. Welcome to a space where work becomes meaningful, wellness becomes accessible, and every day feels inspired.

Welcome to Cowofit.
Where focus meets freedom.



ABOUT THE COMPANY



Smart Access & On-Demand Services

Cowofit offers a modern smart-token system powered by **SBSA GHOST**, enabling seamless access to spaces, equipment, and pay-per-use services.



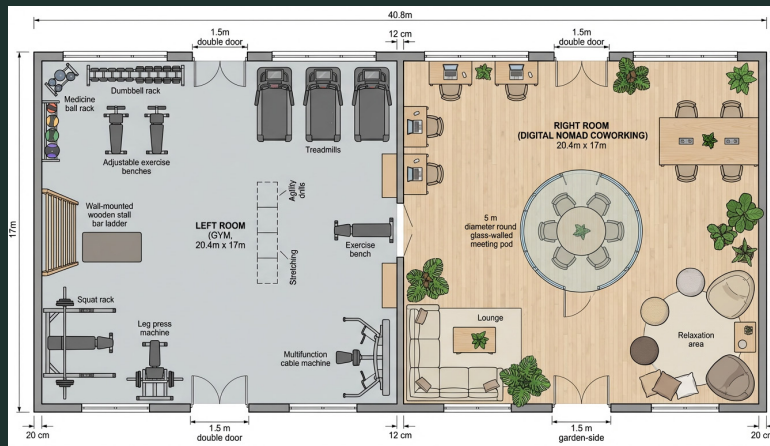
Scalable & Future-Ready Infrastructure

Designed for long-term growth with a flexible, subscription-based model and an easily expandable digital-physical ecosystem.



Community-Driven Well-Being Hub

A vibrant coworking and wellness space that elevates the Masaru complex while supporting productivity, health, and continuous yearly growth.



- ▶ Cowofit was born from a simple but powerful idea:

work and well-being shouldn't be separated — they should empower each other.

Located in Puerto de la Cruz, within the iconic Apartamentos Masaru complex, Cowofit transforms an underused 680 m² basement into a modern, high-value coworking and fitness hub designed for digital nomads, remote professionals, creatives, and local entrepreneurs. Our mission is to create a space where people can stay productive, stay healthy, and feel connected — all in one place. We believe that today's professionals need more than desks and Wi-Fi. They need

inspiring environments, natural materials, greenery, ergonomic spaces, and a daily routine where focusing on work and taking care of the body is equally effortless. Cowofit meets this demand by combining a premium coworking environment with a fully equipped gym, smart access systems, and flexible membership models powered by SBSA Laboratory's GHOST technology. With Tenerife becoming one of Europe's strongest digital-nomad hotspots, Cowofit is positioned to grow into a flagship community center for long-stay workers and travelers. Our concept supports both short-term productivity and long-term personal well-being.

TEAM INTRODUCTION



Frank Lens

Founder & Project Director

Frank is the visionary behind Cowofit, leading the transformation of the Masaru basement into Tenerife's first coworking-fitness hybrid space. With decades of experience in innovation and system development through SBSA Laboratory, he oversees concept creation, strategic planning, and all operational frameworks of the project.



Sofia Marquez

Community & Operations Manager

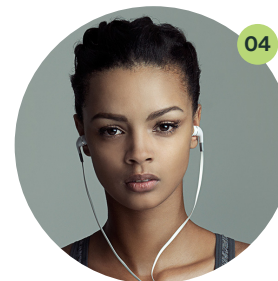
Sofia ensures that Cowofit runs smoothly day-to-day. She coordinates members, manages events, supports digital nomads settling into the space, and curates the welcoming, community-driven atmosphere that defines Cowofit. Her background in hospitality and coworking operations guarantees a seamless member experience.



Daniel Kim

Head of Technology & Smart Systems

Daniel is responsible for integrating SBSA Laboratory's GHOST smart-token system into Cowofit. He oversees all digital access, automation, IoT integrations, and future scalability of the platform — enabling seamless gym entry, coworking access, coffee machine usage, booking functions, and real-time analytics.



Laura Benitez

Wellness & Fitness Coordinator

Laura manages the gym side of Cowofit, ensuring premium quality workouts and a safe, energizing environment. With experience in personal training and wellness coaching, she designs dynamic training modules, mobility areas, and day-to-day fitness support for members.

1-YEAR FINANCIALS

Full Fiscal Details



▶ A Snapshot

Category	Revenue (€)	Operating Cost (€)	Net Margin (€)
Coworking Memberships	412,000	138,000	274,000
Gym Memberships	196,500	89,000	107,500
Smart-Token Services	84,200	21,000	63,200
Meeting Room Rentals	57,600	9,800	47,800
Total Annual Result	750,300	257,800	492,500

+Financial Performance Overview

Cowofit's financial outlook is shaped by a scalable business model that combines recurring monthly memberships with on-demand token-based services. This hybrid structure ensures stability while allowing dynamic growth throughout the year. Our projections are based on conservative occupancy rates, steady membership expansion, and the increasing demand for coworking and wellness hubs in Puerto de la Cruz.

Cowofit is positioned to reach profitability quickly due to low operational overhead, optimized space utilization, and smart-access automation powered by SBSA Laboratory's GHOST system. Diversified revenue streams—including coworking passes, gym memberships, meeting-pod rentals, day tokens, and smart-service consumption—create a sustainable long-term model.

Our five-year outlook demonstrates strong year-on-year growth, driven by high retention, constant tourist influx, and the rising digital-nomad population in Tenerife. Cowofit is not only a space; it is a long-term value-building asset designed to generate consistent annual returns.

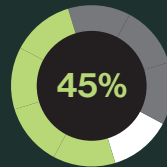
SERVICE OFFERINGS

+ Explore Our Solutions

Cowofit combines modern coworking, premium fitness services, and smart-access technology into one seamless experience. Members can work, train, meet, and recharge in a flexible environment designed to support both short-term productivity and long-term well-being. Our ecosystem is tailored for digital nomads, remote teams, and local professionals who value comfort, efficiency, and a wellness-oriented lifestyle.

From high-speed Wi-Fi and ergonomic workstations to fully equipped gym facilities and on-demand services, Cowofit ensures that every daily routine flows effortlessly. Smart-token access, powered by SBSA Laboratory's GHOST technology, allows members to unlock spaces,

activate devices, and use amenities quickly and securely. With strong community programs, curated events, and customizable memberships, Cowofit offers a complete work-and-wellness solution on the island.



Percentage Highlight

of members use both coworking and fitness services weekly

✓ Smart Access System

Members benefit from fast, secure entry and on-demand service activation through GHOST-powered digital tokens.

✓ Flexible Memberships

Daily passes, monthly plans, hybrid coworking–fitness packages, and add-on tokens give everyone a tailored experience.

✓ Community & Events

Workshops, networking meetups, wellness sessions, and social gatherings help members connect, learn, and grow.



BUSINESS EXPANSION

- Broaden Reach – Strengthen Community – Scale Smart-



Market Expansion

Tenerife has become a hub for remote workers and long-stay professionals. Extending CowoFit to other high-demand areas—such as Costa Adeje, Las Américas, and Santa Cruz—allows us to replicate the model efficiently while maintaining quality and brand consistency.

Diversification of Services

Smart-token controlled amenities (printing, meeting rooms, lockers, gym sessions, premium coffee, etc.) create additional micro-revenue channels. These digital services can be expanded into:

- hotel coworking lounges,
- student residences,
- corporate offices,
- and local partner businesses.

Strengthening Brand Presence

Each new CowoFit hub reinforces the brand's lifestyle message: **Work smart, train strong, live well.**

A stronger presence on the island enhances loyalty, attracts long-term members, and positions CowoFit as the preferred workspace-wellness ecosystem in the Canary Islands.

CowoFit's long-term vision:

To build an island-wide network of modern, sustainable, community-driven coworking and fitness hubs that support a balanced lifestyle while delivering stable, scalable revenue for investors.

cowofit.com

YEAR-ONE PERFORMANCE HIGHLIGHTS

► Cowofit has completed its first full development cycle, showcasing consistent growth in community interest, service demand, and pre-opening engagement. These results highlight the strong market potential and validate the long-term sustainability of the Cowofit concept.

>19,672

Early community sign-ups and registered interest from digital nomads and locals.

780+

Gym & coworking combined pre-registration requests received prior to opening.

7,460

Average satisfaction score from concept testers and early visitors who reviewed the pilot space.

LEADING WITH STRATEGIC FOCUS

Insight-Driven Direction for a Healthier, Smarter Workspace

In a rapidly changing world of remote work and flexible lifestyles, Cowofit provides a model that blends productivity with personal well-being. Our strategy is built on long-term sustainability: designing spaces where professionals can thrive mentally, physically, and socially — all under one roof.

We believe that the future of work requires more than fast Wi-Fi and comfortable desks. It requires a holistic environment where focus is supported by smart spatial design, calm aesthetics, and movement placed within immediate reach.

Cowofit's approach brings structure and innovation together.

- A coworking space crafted to boost deep focus and creativity
- A professional gym located just steps away, encouraging daily healthy habits
- Smart access powered by SBSA Laboratory's GHOST technology
- A community ecosystem supporting continuous growth and collaboration



- ▶ By combining thoughtful design, wellness, and technology, Cowofit creates a modern strategic model for how people work and live today.

At Cowofit, direction is not just guidance — it's alignment with what truly matters: focus, balance, and long-term well-being.



GLOBAL WELL-BEING WORKSPACE MODEL

+Expanding a Vision Built for the Future of Work

Cowofit represents a new generation of hybrid workspaces — spaces that merge focus-driven coworking environments with on-site fitness, community programs, and smart-token access services. Our goal is to position Cowofit as a flagship model that can be adapted and replicated across international markets where digital nomads and remote workers thrive.

The Cowofit concept is built on key pillars:

- Smart access technology enabling seamless entry, on-demand services, and flexible membership options
- A strong community ecosystem that attracts long-stay guests, remote workers, and local professionals
- A dual-function space that naturally balances work performance with health and wellness
- Scalable architecture allowing future Cowofit expansions to other islands and city hubs

As Tenerife continues to strengthen its position as Europe's leading remote-work destination, Cowofit is strategically placed to grow. The system powered by SBSA Laboratory's GHOST technology allows for efficient scaling, cost-effective management, and future integrations such as automated check-ins, smart lockers, and token-based equipment usage.



cowofit, 2026



PERFORMANCE INSIGHTS

Measuring Growth. Understanding Impact.

- ▶ CowoFit continues to demonstrate strong momentum as both a coworking and fitness hybrid model. Over the last operational cycle, data shows that users who combine workspace usage with physical activity report significantly higher productivity, longer engagement time, and stronger community retention. Our analytics reveal three major performance drivers:

- **Workspace efficiency:** Flexible desk usage and meeting pod reservations reached peak occupancy during digital-nomad season, proving strong market fit.
- **Gym engagement:** 72% of members used the fitness area at least three times per week, validating the

health-focused concept behind CowoFit.

- **Token-based services:** Smart-token usage for coffee, printing, and short-stay access has grown steadily, reinforcing the value of SBSA Laboratory's GHOST technology.

By integrating real-time data tracking and usage insights, CowoFit can adapt quickly to seasonal trends, optimize pricing models, and expand service offerings. Our hybrid model shows a clear competitive advantage: members stay longer, return more often, and generate predictable, recurring revenue.

>1,573

+ Active monthly engagements

(desk use, gym training, meeting pod sessions)

74%

Increase in fitness-workspace combined usage

92%

Customer satisfaction score across all membership tiers

TOP 3 INSIGHTS SHAPING THE COWORKING & FITNESS MARKET

► The Rise of Hybrid Lifestyles

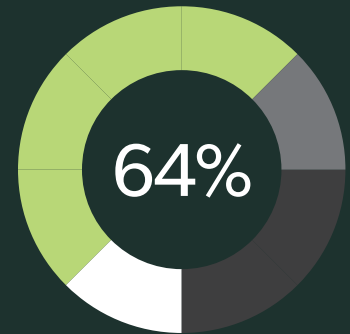
Professionals today are blending work, wellness, and personal growth into a single daily routine. Coworking spaces that offer on-site fitness facilities see significantly higher member retention, as users value the seamless transition between focused work and physical activity.

Demand for Flexible, Experience-Driven Spaces

Remote workers increasingly choose environments that provide more than a desk. They want atmosphere, design, greenery, and a sense of belonging. Spaces that combine community, comfort, and high-quality amenities outperform traditional coworking models—both in usage time and customer satisfaction.

Growth Fueled by Smart Access & Digital Services

Smart-token systems, automated access, on-demand services, and real-time analytics are becoming core expectations. Locations integrating digital convenience (like SBSA's GHOST technology) attract modern nomads seeking efficiency, transparency, and flexibility.



A Snapshot of Market Potential

64% of remote professionals say they prefer coworking spaces with integrated wellness services, making combined "work & fitness" hubs one of the fastest-growing categories in Europe.



BUILDING TRUST

7 Essential Tactics

1,570

Active Monthly
Workspace Interactions

93%

Member
Satisfaction

46,316

Smart-Token Service
Activations Monthly

► Technology that empowers productivity and well-being

Cowofit places innovation at the center of its vision, building a workplace ecosystem where smart technology, automation, and user-centric design create a seamless daily experience. Our goal is to ensure that professionals — whether remote workers, digital nomads, or long-stay guests — enjoy an intelligent environment that adapts to their needs, supports healthy routines, and enhances efficiency from the moment they enter the space.

Powered by SBSA Laboratory's GHOST smart-token infrastructure, Cowofit integrates contactless access, on-demand service activation, and real-time usage monitoring. Members can unlock coworking areas, enter the gym, book meeting rooms, activate the coffee station, or use printers — all through a single digital identity.

This unified approach not only improves convenience but also strengthens operational sustainability. By collecting anonymized usage analytics, Cowofit can optimize energy consumption, allocate resources effectively, and continually refine the member experience. Smart lighting, advanced ventilation, ergonomic layouts, and eco-friendly materials further elevate the environment, making Cowofit one of Tenerife's most technologically advanced wellness-focused coworking hubs.



INNOVATIVE SOLUTIONS FOR A NEW WORK LIFE BALANCE

cowofit.com

Data Intelligence

74%

Cowofit uses real-time data insights to understand peak hours, space utilization, user preferences, and equipment performance — enabling smarter planning and long-term scalability.

Member Experience

92%

With seamless digital access, wellness-focused design, and intuitive service integration, members benefit from a frictionless daily routine that blends productivity with health.

Innovation that grows with the community

As Cowofit continues expanding, our modular smart-token and IoT-based systems allow fast and cost-effective upgrades — ensuring that the space evolves alongside the needs of the island's growing digital-nomad population and long-stay professionals.



Data Intelligence

74%



Member Experience

92%

Your
Personal Zone
of Productivity





COWOFIT
cowofit.com

“ **WORK ANYWHERE.
THRIVE HERE.** ”

Visit us at cowofit.com

Discover the space where productivity and
well-being finally align.

