

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(D) of the Securities Exchange Act Of 1934

Date of report (Date of earliest event reported): **September 28, 2023**

XWELL, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

001-34785

(Commission File Number)

20-4988129

(IRS Employer Identification No.)

254 West 31st Street, 11th Floor, New York, New York

(Address of Principal Executive Offices)

10001

(Zip Code)

(212) 750-9595

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.01 per share	XWEL	The Nasdaq Stock Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On September 28, 2023, XWELL, Inc. (Nasdaq: XWEL) ("XWELL" or the "Company") announced its CEO, Scott Milford, will be participating in an Investor Fireside Chat hosted by Water Tower Research on October 4, 2023, at 2:30 p.m. E.T. The virtual fireside chat will be webcast live and may include forward-looking information. During the presentation, Milford will provide an update on the Company's out of airport strategy including how its recent acquisition of Naples Wax Center will fuel its growth. He will also update on the Company's ongoing plan for profitability including initiatives to reduce cost and drive improved operating performance.

As indicated in the press release, investors can pre-register for the meeting and replays of the webcast will also be available after the event.

The information set forth in this Item 7.01, including Exhibits 99.1, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section. The information set forth in this Item 7.01, including Exhibit 99.1, shall not be deemed incorporated by reference into any other filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01 Exhibits.**(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description of Exhibit</u>
99.1	Press Release dated September 28, 2023
104	Cover Page Interactive Data File (formatted in Inline XBRL and contained in Exhibit 101)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

XWELL, Inc.

Date: October 3, 2023

By: /s/ Cara Soffer

Name: Cara Soffer

Title: General Counsel



XWELL's CEO Scheduled to Present at Upcoming Investor Fireside Chat on October 4, 2023

Scott Milford to Present at Water Tower Research Fireside Chat Series on Wednesday, October 4, 2023, at 2:30 p.m. E.T.

NEW YORK, NY (September 28, 2023) — XWELL, Inc. (Nasdaq: XWEL) ("XWELL" or the "Company") today announced that XWELL's CEO Scott Milford will participate in an Investor Fireside Chat hosted by Water Tower Research on October 4, 2023, at 2:30 p.m. E.T. The virtual fireside chat will be webcast live and may include forward-looking information. During the presentation, Milford will provide an update on the Company's out of airport strategy including how its recent acquisition of Naples Wax Center will fuel its growth. He will also update on the Company's ongoing plan for profitability including initiatives to reduce cost and drive improved operating performance.

Investors can pre-register for the meeting [here](#) and replays of the webcast will also be available after the event.

About XWELL, Inc.

XWELL, Inc. (Nasdaq: XWEL) is a leading global health and wellness holding company operating multiple brands: XpresSpa[®], Treat[™], Naples Wax Center[®], XpresCheck[®] and HyperPointe[™]

- XpresSpa is a leading airport retailer of wellness services and related products, with 35 locations in 15 airports globally.
 - Treat is a travel wellness brand and a fully integrated concept blending technology with traditional brick and mortar offerings to provide a holistic approach to physical and mental well-being for travelers.
 - Naples Wax Center is a group of upscale skin care boutiques in Florida and represents the first step in building the Company's retail portfolio outside the airport.
 - XpresCheck is a provider of screening and diagnostic testing in partnership with the CDC and Concentric by Ginkgo, conducting bio-surveillance monitoring in its airport locations to identify new SARS-CoV2 variants of interest and concern as well as other pathogens entering the country from across the world.
 - HyperPointe is a leading digital healthcare and data analytics relationship company serving the global healthcare industry.
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About Water Tower Research

Water Tower Research is an investor engagement and stakeholder communication platform powered by Wall Street veterans with significant experience and credibility. We create, deliver, and maintain the information flow required to build and preserve relationships between companies and all their stakeholders and investors. "Research for the other 99%™" opens the door for every investor to stay informed and ensures transparency, better engagement, and equal communication.

Forward-Looking Statements

This press release may contain "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. These include statements preceded by, followed by or that otherwise include the words "believes," "expects," "anticipates," "estimates," "projects," "intends," "should," "seeks," "future," "continue," or the negative of such terms, or other comparable terminology. Forward-looking statements relating to expectations about future results or events, including the Company's current plans and expectations relating to the business and operations and future store openings for Naples Wax Center, are based upon information available to XWELL as of today's date and are not guarantees of the future performance of the Company, and actual results may vary materially from the results and expectations discussed. Additional information concerning these and other risks is contained in the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, and other Securities and Exchange Commission filings. All subsequent written and oral forward-looking statements concerning XWELL, or other matters and attributable to XWELL or any person acting on its behalf are expressly qualified in their entirety by the cautionary statements above. XWELL does not undertake any obligation to publicly update any of these forward-looking statements to reflect events or circumstances that may arise after the date hereof.

Media

Nicki Durazo

MWW

ndurazo@mww.com
