

The Gym Group is a fast growing, leading disruptive provider of high quality low cost gyms, with 128 gyms in major towns and cities nationwide. Founded in 2007 by CEO John Treharne, the Group pioneered the low-cost gym model and has now grown to over 607,000 members.

## A high quality estate

- 128 gyms opened in nine years
- Proven national proposition
- Multiple geographic locations
- Multiple building types
- Rigorous data-driven appraisal process
- Average 170 equipment stations

## A disruptive, technology-led business

- A simple online joining process that can be completed in minutes.
- Members can manage their accounts, view class timetables and book classes using computer, tablet or mobile.
- Automated access control and 24 hour CCTV
- The use of technology results in an efficient staffing model, with no need for dedicated in-gym sales and marketing teams.
- Electronic monitoring of gym equipment usage means fit-outs are tailored to member requirements.

## A compelling customer proposition

	The Gym	Traditional Health Club
24/7 gym operating hours <sup>1</sup>	✓	✗
No fixed term contract	✓	✗
Typical £17.50 monthly cost <sup>2</sup>	✓	✗
No premium to pay for extras you won't use	✓	✗
High-spec gym equipment	✓	✓
Online members' area	✓	✓
Professional, helpful staff	✓	✓
Eco-friendly equipment	✓	✓

1. All gyms branded The Gym open 24/7 excluding eight gyms as at 31 December 2017 due to licensing restrictions.  
2. £17.50 average membership per month across all 128 gyms as at 31 December 2017.



## Growing the market

**£4.7bn**

UK gym market value

**+44%**

low cost segment CAGR from 2013 -2017

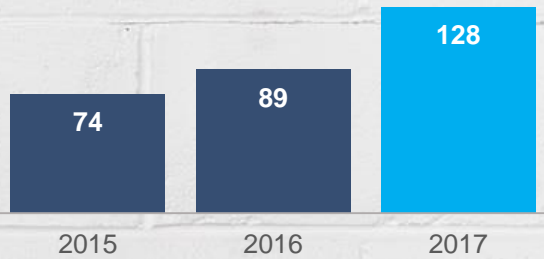
**34%**

of joiners new to gym membership

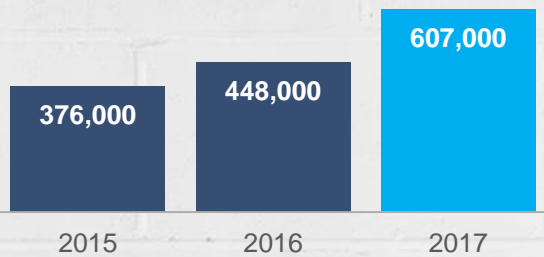
**Significant headroom for growth**

## Strong financial and operating results

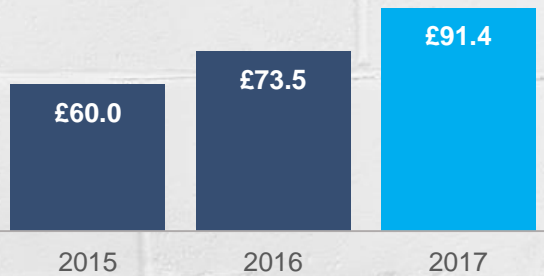
### Gyms



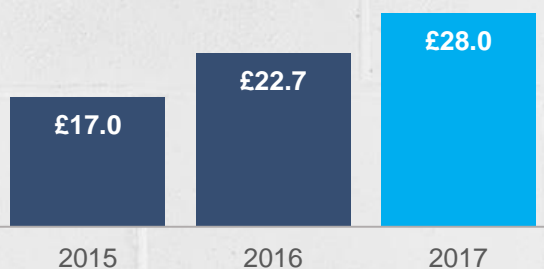
### Members



### Revenue £m



### Group Adjusted EBITDA £m



## Growth strategy

The Gym Group's strategy is to continue its strong track record of delivering profitable growth and strong returns on capital by leveraging its technology-led, low cost business model to:

- Drive performance of our recently opened gyms
- Improve operating efficiencies
- Expand through selective property roll-out
- Invest in improving our member proposition
- Focus on our people

## Strong pipeline

- Strong pipeline of new gyms for current year
- Targeted roll-out of between 15-20 sites a year
- Large and experienced property team
- Strong plc covenant

## Award winning

