

DELIVERING AN OUTSTANDING VALUE MEMBER EXPERIENCE

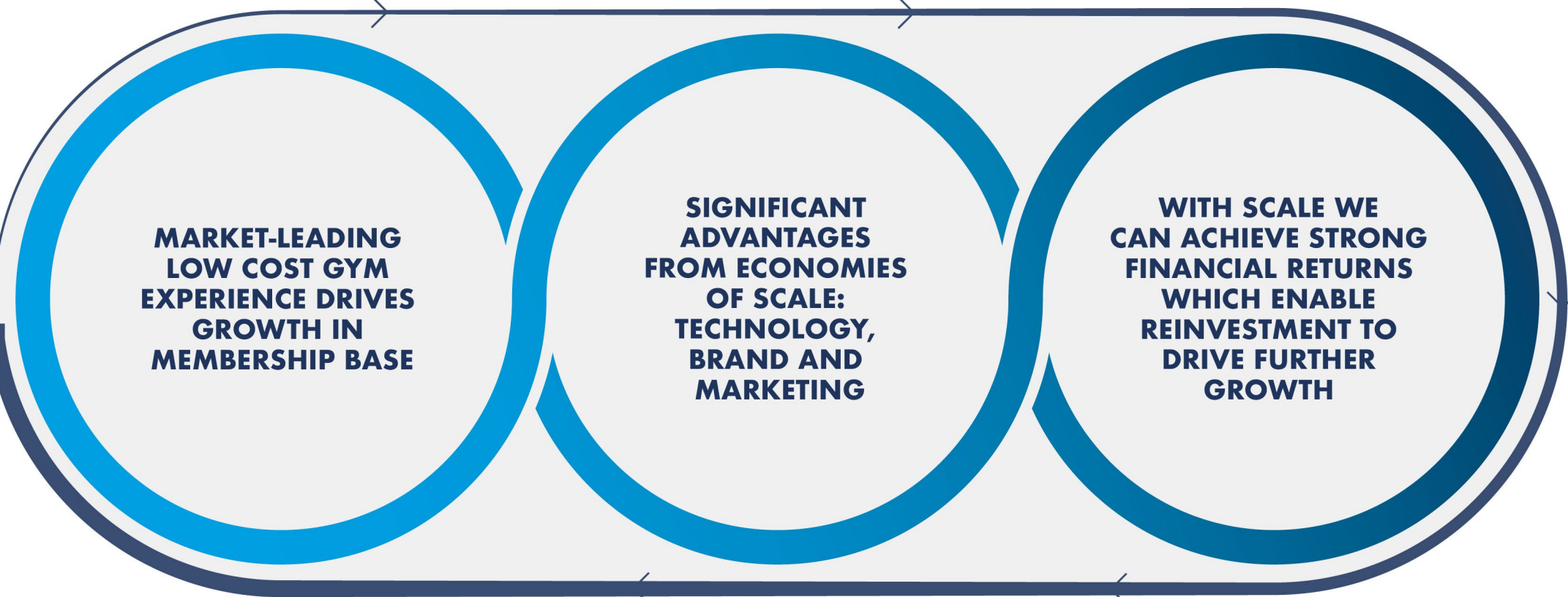
HIGH QUALITY ESTATE
See pages 14 to 15 in our Annual Report

COMPELLING MEMBER EXPERIENCE
See pages 16 to 17 in our Annual Report

PROPRIETARY DATA AND TECHNOLOGY
See pages 18 to 19 in our Annual Report

UNIQUE TEAM AND CULTURE
See pages 20 to 21 in our Annual Report

BUSINESS MODEL BASED ON ECONOMIES OF SCALE AND REINVESTMENT



DELIVERING VALUE TO ALL OUR STAKEHOLDERS

MARKET SHARE

24.2%

Market share

Over the past 30 months we have added 69 gyms, growing our market share from 16.7% and have substantiated our position as a leading provider of low cost gyms in the UK market.

MEMBERS

724,000

Our 24/7, no contract, member focussed product has continued to attract members across the UK with the number of members in 2018 having increased by 19.3%.

EMPLOYEES

61%

Employees taking part in our Emerging Talent development programme that have been promoted

Our Emerging Talent programme is aimed at our Assistant General Managers, to develop our future leadership team.

COMMUNITY

11

Charities receiving donations in 2018

During the course of 2018 we have had the privilege to work with and support national and international charities. Most recently we created a national campaign for the Movember Foundation. Our team and members rallied around this worthy cause with innovative initiatives and raised in excess of £100,000.

INVESTORS

31%

Return on Capital Employed

We continue to target returns on capital of greater than 30% across our mature sites for organic openings and in 2018 we achieved that target again with a return on capital in the mature estate of 31%.