

## THE GYM GROUP FACTSHEET

### JOINING THE GYM

- The Gym is open 24 hours a day
- The Gym will not tie you into any contract, over any time period. You can cancel at any time
- Prices start from just £10.99 a month (depending on location)
- Access is gained via a unique pin number at the entrance
- Every new member is offered a free 60 minute induction with a REPs accredited gym instructor
- Day passes can be purchased from the website, starting from £5.99

### THE LOW COST GYM SECTOR

- The emergence and growth of the low cost gym market can be attributed to harsh economic times, an increasingly competitive market and a consumer demand for value for money
- The staffing model does not require onsite receptionists and administration staff. All staff are qualified Gym Instructors (REPs, Level 2) or Personal Trainers (REPS, Level 3). All staff are member facing
- Meeting member service, cleanliness and safety expectations are core values
- Member surveys show that the Gym is attracting new groups to the fitness sector including shift workers, students, retired people and low income groups (more information available on request)
- The low cost market sector did not exist 10 years ago and according to the 2015 State of the UK Fitness Industry Report, it now accounts for nine per cent of all private clubs and 24 per cent of the private sector membership

### BUSINESS ACCOLADES

- The Gym Group is the only group operator in the fitness sector to achieve Silver standard accreditation by Investors in People
- Ranked number 25 in the Sunday Times BDO Profit Track 100 in April 2015
- Ranked 46 in the Sunday Times Virgin Fast Track 100 in December 2015
- The Gym Group achieved Best Companies 2 Star Accreditation status, declaring the company an 'outstanding' employer
- Named UK National Public Champion in the 2015 European Business Awards
- The Gym Group won 'Most Outstanding Budget Gym UK' in the Corporate LiveWire Innovation & Excellence Awards.