



A STRONG FIT FOR YOUR PROPERTY.

the gym

thegymgroup.com

ONLY
£16.99
MONTH

HIGH SPEC
EQUIPMENT

FREE
CLASSES

the gym

THE GYM GROUP AT A GLANCE.



CARDIFF CITY CENTRE
OPENED DECEMBER 2018

OVER
180
GYMS

24.6%
LOW
COST
GYM MARKET
SHARE

ACQUIRED
18 LIFESTYLE
& 13 EASY
GYM SITES

IPO IN
NOVEMBER
2015

2019
TURNOVER
£153.1M

ONLY
UK LISTED
FITNESS
OPERATOR

20 NEW
OPENINGS
IN 2019

NET DEBT
29M

FOUNDED
IN 2007
BY JOHN
TREHARNE

OVER
670,000
MEMBERS

NET ASSET
VALUE OF
166M

BREAKING DOWN BARRIERS TO FITNESS.

**ONLINE
JOINING**

**AVERAGE OF
310,000
VISITS PER SITE
PER ANNUM**

**24/7
ACCESS**

**NO
CONTRACT**

**20%
OF JOINERS
HAVE
NEVER
ENTERED A
GYM BEFORE**



**KIDDERMINSTER
OPENED MAY 2019**

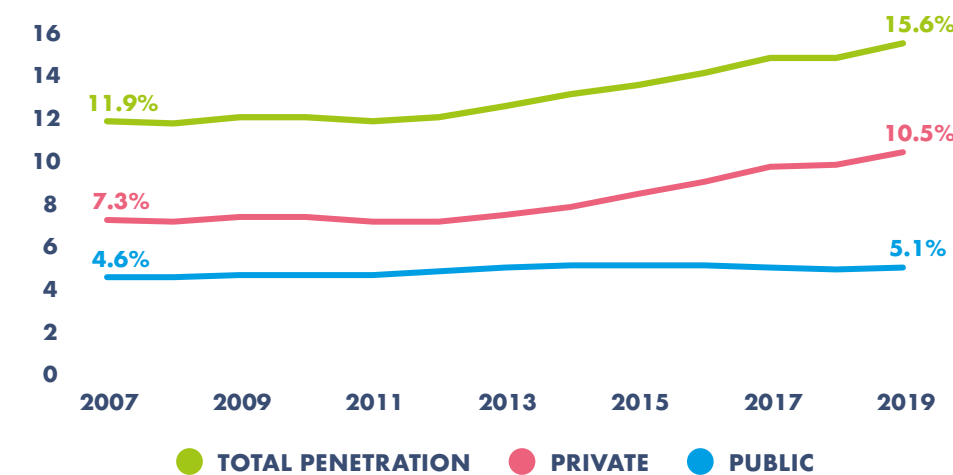
the gym.

UK HEALTH & FITNESS MARKET OPPORTUNITY.

LIVERPOOL CENTRAL
OPENED OCTOBER 2009

LONG TERM STRUCTURAL GROWTH DRIVEN BY LOW COST GYMS

PENETRATION RATES FOR HEALTH & FITNESS CLUBS IN THE UK



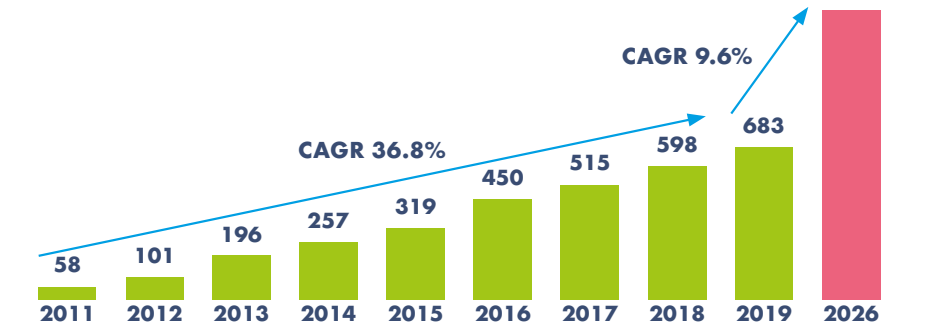
THE PRIVATE
SECTOR HAS BEEN
DRIVING THE INCREASE
IN PENETRATION SINCE
2012, LED BY THE
EMERGENCE OF
LOW COST GYMS

PWC
ESTIMATES THE
LOW COST
MARKET COULD
DOUBLE BY
2026

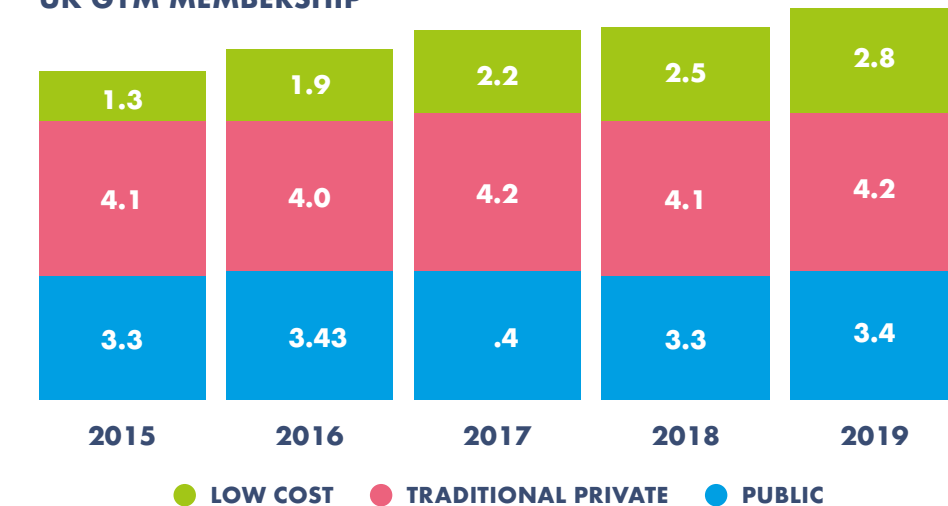
DURING THE
GLOBAL FINANCIAL
CRISIS GROWTH RATES
FLATTENED BUT DID
NOT DECLINE

MEMBERSHIP
OF HEALTH AND
FITNESS CLUBS
HAVE BEEN IN
STRUCTURAL
GROWTH FOR
MANY YEARS

NUMBER OF LOW COST GYMS IN THE UK



UK GYM MEMBERSHIP



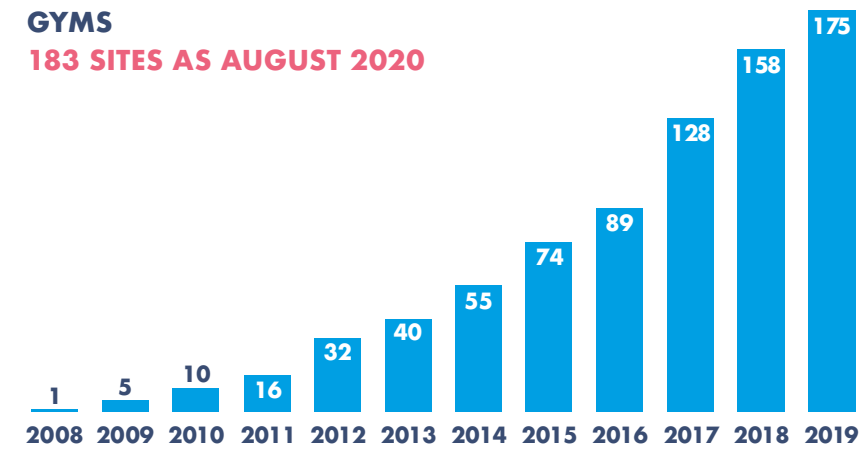
21% MARKET GROWTH DRIVEN BY LOW COST

1% LIMITED GROWTH FROM TRADITIONAL PROVIDERS

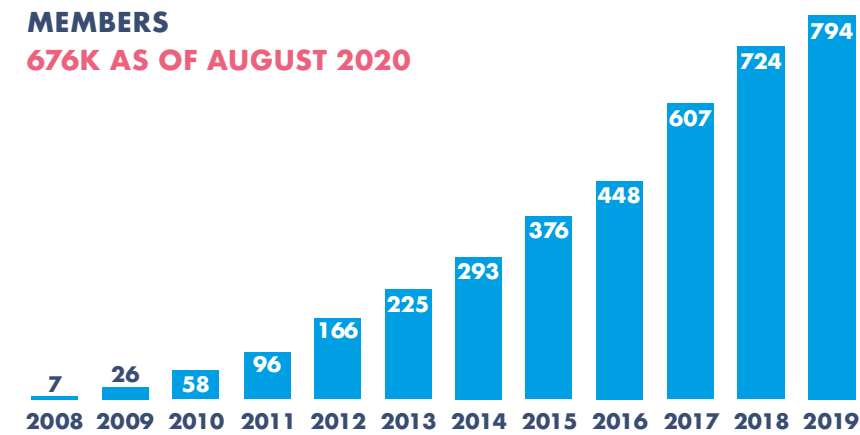
1% PUBLIC MEMBERSHIP STAGNANT

STRONG & CONSISTENT GROWTH OVER 11 YEARS.

GYMS
183 SITES AS AUGUST 2020



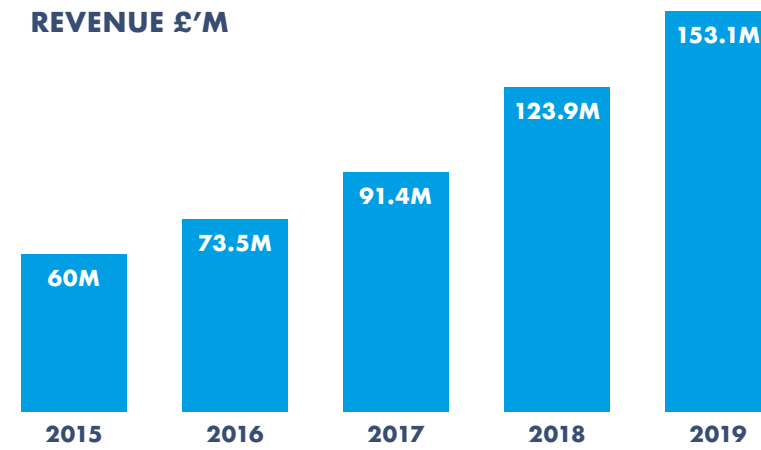
MEMBERS
676K AS OF AUGUST 2020



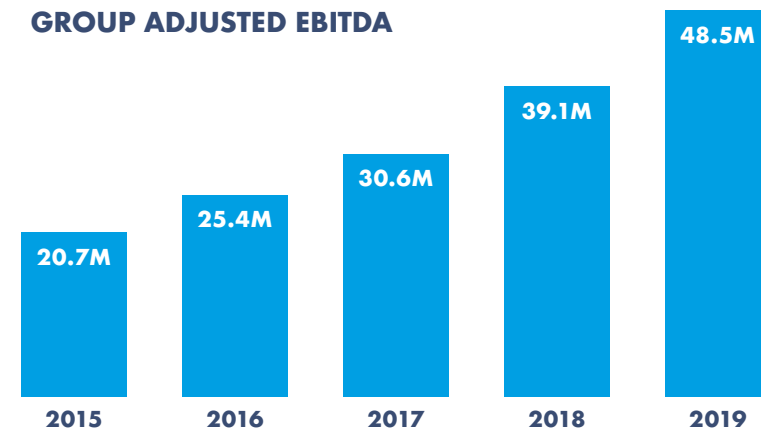
NET DEBT
JUN 2020:
£29 MILLION

NET ASSET VALUE
JUN 2020:
£166 MILLION

REVENUE £'M



GROUP ADJUSTED EBITDA



SWINDON
OPENED DECEMBER 2019

SUCCESSFUL & SUSTAINABLE BUSINESS MODEL.



COMPELLING MEMBER PROPOSITION

- EXCELLENT LOW COST PRODUCT DRIVES HIGH LEVELS OF MEMBERSHIP
- NO CONTRACT
- 24/7 ACCESS
- LARGE RANGE OF MARKET LEADING EQUIPMENT
- AVERAGE OF 310,000 VISITS PER SITE PER ANNUM
- HIGH LEVELS OF MEMBER SATISFACTION



TECHNOLOGY LED BUSINESS MODEL

- INVESTMENT IN TECHNOLOGY HAS CREATED A LOW OPERATING COST, HIGH MARGIN BUSINESS
- STATE OF THE ART SECURITY SYSTEM TO FACILITATE 24/7 OPENING HOURS
- ONLINE JOINING
- 2019 LAUNCH OF FITNESS APP



HIGH QUALITY ESTATE

- DISCIPLINED SITE SELECTION PROCESS AND RE-INVESTMENT ASSISTED BY ATTRACTIVE COVENANT FOR LANDLORDS
- IN HOUSE "LOCATION" ANALYTICS TEAM



LONDON, FELTHAM
OPENED OCTOBER 2017

REOPENING OUR SITES COVID-SECURE PRINCIPLES DEVELOPED WITH ACADEMICS FROM SHEFFIELD HALLAM UNIVERSITY



SHIELD

AVOID AFFECTED PEOPLE
VISITING THE GYM



REDUCE

REDUCE THE RISK OF INFECTION
FROM AIRBORNE TRANSMISSION



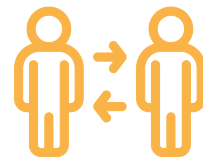
PREVENT

REDUCE THE RISK OF INFECTION
FROM CONTACT ON SURFACES



SUPPORT

IDENTIFYING AND SUPPORTING
VULNERABLE PEOPLE



LIMIT

REDUCE THE SOCIAL
INTERACTION BETWEEN PEOPLE



EDUCATE

EXPLAINING, TRAINING
AND INGRAINING SAFE
PRACTICE IN THE GYM



SOCIAL DISTANCING

LIMIT NUMBER OF PEOPLE ON SITE

EQUIPMENT SPACING

MARKINGS ON FUNCTIONAL
TRAINING FLOOR

BENCHES ON GYM FLOOR

SCREENS



ENHANCED CLEANING PROGRAM

INCREASED CLEANING HOURS

ELECTROSTATIC SANITISER GUN

HAND SANITATION AND
EQUIPMENT CLEANING STATIONS



LIMITING CAPACITY

LIMITING NUMBER OF MEMBERS ON
SITE TO 1 PERSON PER 100 SQ FT

CONTACTLESS ENTRY USING QR CODE

OUR VENTILATION SYSTEMS WORK
WITH 100% FRESH AIR, WITH NO
RECIRCULATION, SUPPORTED BY
LARGE OPEN PLAN LAYOUTS

BUSYNESS TRACKER TO ALLOW
MEMBERS TO SEE WHEN THEIR
GYM IS LESS BUSY

**HIGH QUALITY
ESTATE.**

**BASINGSTOKE
OPENED SEPTEMBER 2019**



- 24 NEW GYMS PER YEAR ON AVERAGE OVER THE PAST 5 YEARS.
- FLEXIBLE USE OF VACANT COMMERCIAL SPACE
- 5,000 – 20,000 SQ FT
- REGULAR RE-INVESTMENT WITH 6-7% REVENUE SPENT ON MAINTENANCE
- AVERAGE FIT OUT COST OF LARGE FORMAT GYMS - £1.35M INCLUDING HIGH SPEC M&E INVESTMENT.
- STATE OF THE ART 24/7 SECURITY COVERAGE
- 4 SITES OPENED EARLY 2020 AND A FURTHER 4 SITES OPENED IN AUGUST 2020



the gym.

HIGH QUALITY PORTFOLIO OF LANDLORDS & SHAREHOLDERS.

ONLY UK LISTED
HEALTH & FITNESS
COMPANY IN THE UK

RCF OF
£100MILLION

5A1 D&B
COVENANT FOR
LANDLORDS

“The £40m equity raise puts the company in a very strong position, and we certainly do not expect that all industry players will have similar access to capital. This balance sheet strength gives the company a strong competitive advantage.”

Richard Taylor, Barclays Equity Research

SHAREHOLDERS INCLUDE*:



Janus Henderson
INVESTORS



WIDE RANGE OF EXISTING LANDLORDS INCLUDING:



Sainsbury's



Aberdeen
Asset management



LONDON, COLLIERS WOOD
OPENED JULY 2019

the gym.

SO WE CAN CONTINUE
OUR NATIONWIDE EXPANSION.



WAKEFIELD
OPENED JULY 2018

REQUIREMENTS



OPTIMUM SIZE 5,000-20,000 SQ FT.
MAXIMUM TWO FLOORS.
LOWER GROUND FLOORS CONSIDERED.



DENSE POPULATION /
WORKFORCE CATCHMENTS



HIGHLY VISIBLE LOCATIONS /
EASY ACCESS TO PARKING OR
CLOSE TO MAJOR TRANSPORT HUBS



ACQUISITION OF EXISTING GYM
OPERATORS CONSIDERED



OFFICES / RETAIL PARKS / MIXED USE
/ CAR SHOWROOMS / DEVELOPMENT
SITES / ROADSIDE / CITY CENTRE OR OUT
OF TOWN LOCATIONS ALL CONSIDERED



POTENTIAL FOR 24/7 D2 USE



GOOD FLOOR TO CEILING HEIGHTS



LEASEHOLD AND FREEHOLD
OPPORTUNITIES CONSIDERED

LANDLORD BENEFITS

15 YEAR
LEASES

OVER
670,000
MEMBERS

PROVEN
TRACK
RECORD

AWARD-
WINNING,
MARKET-
LEADING
BUSINESS

SIGNIFICANT
DAILY
FOOTFALL
DRIVER

SUBSTANTIAL
FUNDS FOR
CONTINUED
EXPANSION

5A1
COVENANT
(DUN AND BRADSTREET)

SPEEDY
APPROVAL
PROCESS

EXCELLENT
COVENANT
MARKET SECTOR
LEADER.

ONLY GYM
OPERATOR
LISTED ON THE
LONDON STOCK
EXCHANGE.

OVER
183 UNITS.

the gym.

**WHATEVER YOU
WANT FROM A GYM,
FIND IT AT THE GYM.**



HEAD OF PROPERTY ACQUISITIONS

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**SCOTLAND, NORTH WALES
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