



# landlord information pack





# the gym group at a glance

- ✓ over 215 gyms
- ✓ 28% low cost gym market share
- ✓ acquired 18 lifestyle, 13 easy gym sites & 12 Fitness First sites
- ✓ over 790k members june 2022
- ✓ low levels of net debt
- ✓ only UK listed fitness operator
- ✓ 2019 turnover £153.1m
- ✓ target of 300+ gyms by 2025 generating £95-£105 EBITDA
- ✓ annual openings run rate 25-30
- ✓ creating £3m of social value to communities on average

# breaking down barriers to fitness



online joining



24/7 access



20% of joiners have never  
entered a gym before



convenient locations with  
multi-site membership  
opportunity



average of 310,000  
visits per site per annum



affordable membership  
with no contract



friendly helpful staff and  
access to personal trainers



free app with  
on-demand classes







**GROWING  
BUSINESS  
awards**

IN ASSOCIATION WITH  
**LLOYDS BANK**



**NATIONAL  
BUSINESS  
AWARDS UK**



**INVESTORS  
IN PEOPLE** Gold

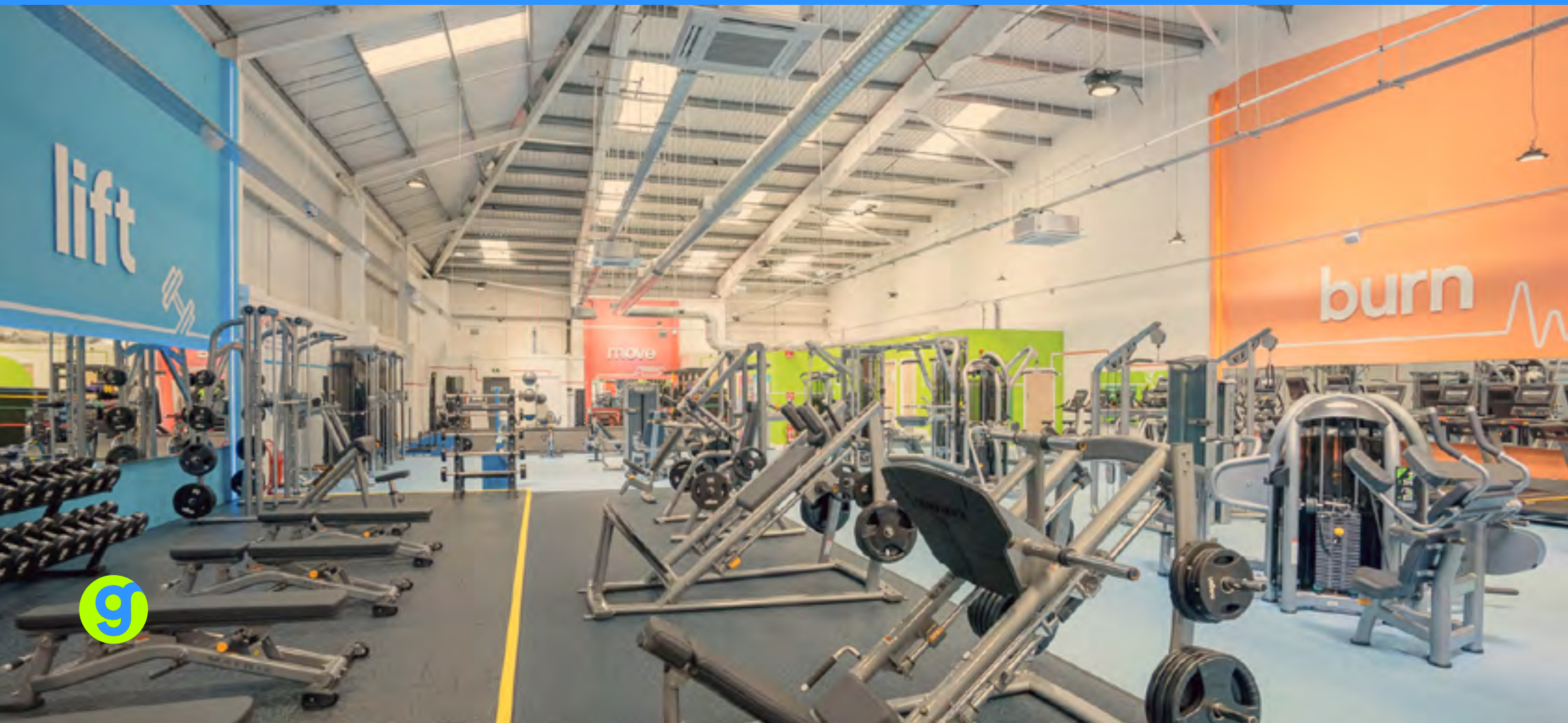


**European  
Business  
Awards**  
RSM



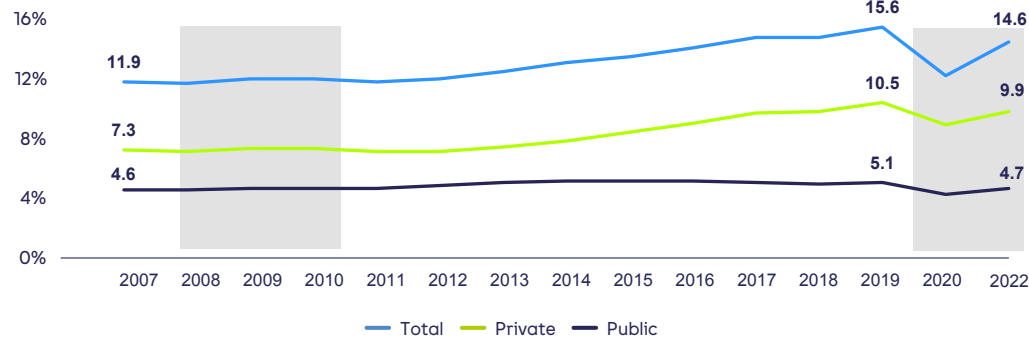
**Entrepreneur  
Business  
Awards**  
RSM

# UK health & fitness market opportunity



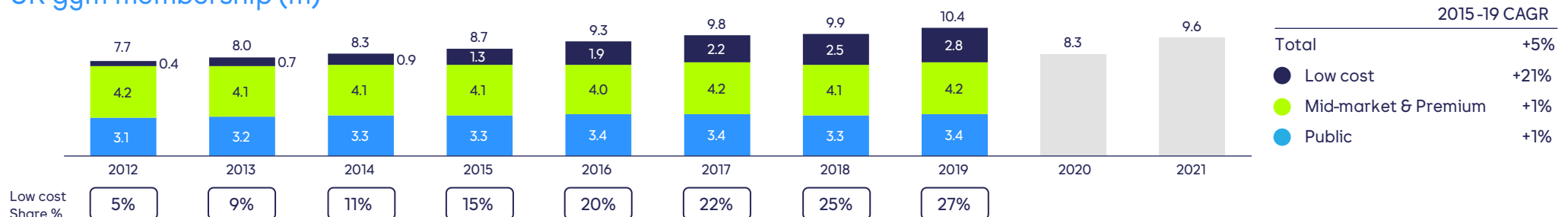
# longterm growth and resilience in the UK gym market

% of UK population that are members of a health & fitness club



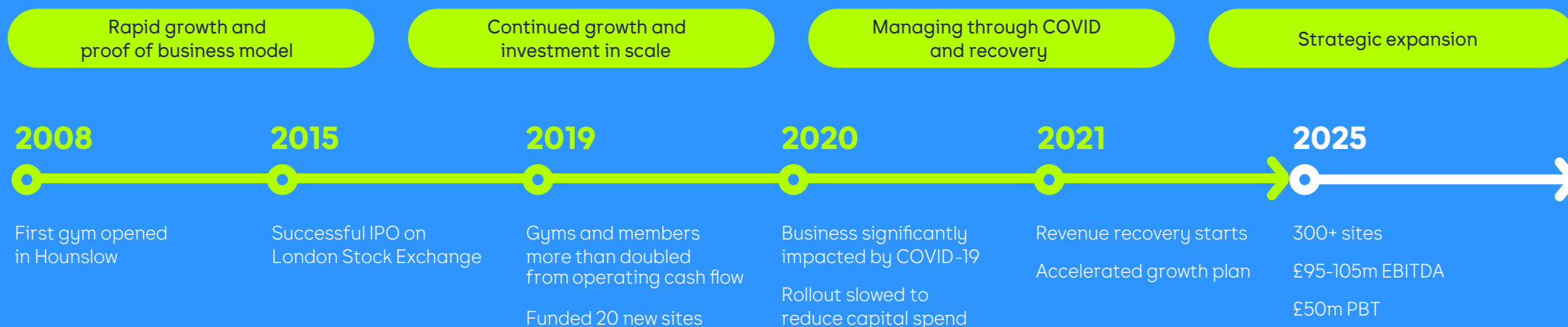
- Memberships of health & fitness clubs in structural long-term growth
- Private sector drives increased penetration; led by low cost gyms
- Market resilient to economic downturns
- Strong rebound in 2021 post COVID-19

UK gym membership (m)

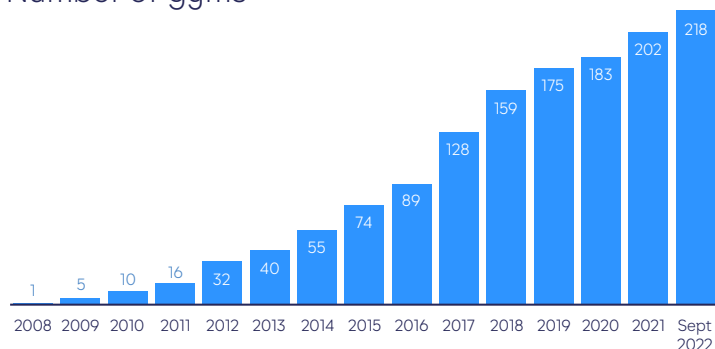


# strong & consistent growth over 12 years

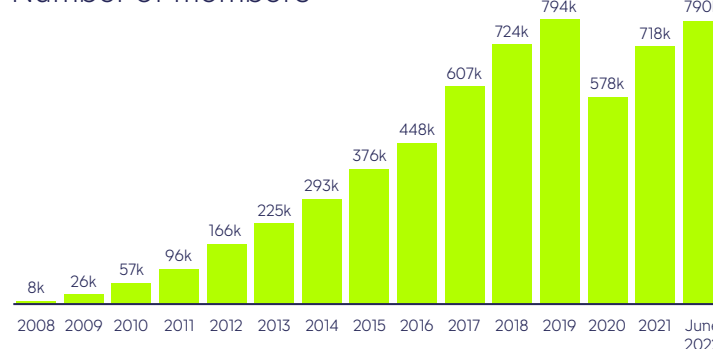
The story so far...



Number of gyms



Number of members



EBITDA (£m) \*



\* EBITDA information prior to 2012 is not available. EBITDA for 2012 and 2013 is presented on an aggregated basis as the Group did not constitute a single legal group until 13 June 2013. EBITDA for 2012-2014 has not been restated for IFRS 16.

<sup>£</sup> 2022 EBITDA is estimated and not actual.





# 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

# the gym group: sustainability in our DNA

Sustainability has been at the heart of our business since opening our first gym in Hounslow in 2008; it's in our core purpose and in our DNA.



- First CarbonNeutral Gym Chain in the UK
- Committed to SBTi, establishing our pathway to net-Zero
- 100% of energy purchased from renewable energy
- Opened first low carbon gym in 2020
- 95% of waste diverted from landfill in 2021
- High standards of business integrity
- Robust Risk and Crisis Management
- Affordable gyms accessible to 49% of the UK population
- Social value of £2.5bn created in past 5 years
- Industry-leading employment model for personal trainers
- Top 25 company to work for according to Glassdoor

We are committed to enhance stakeholder engagement, goal setting and reporting on ESG to improve understanding of the great work we are doing.



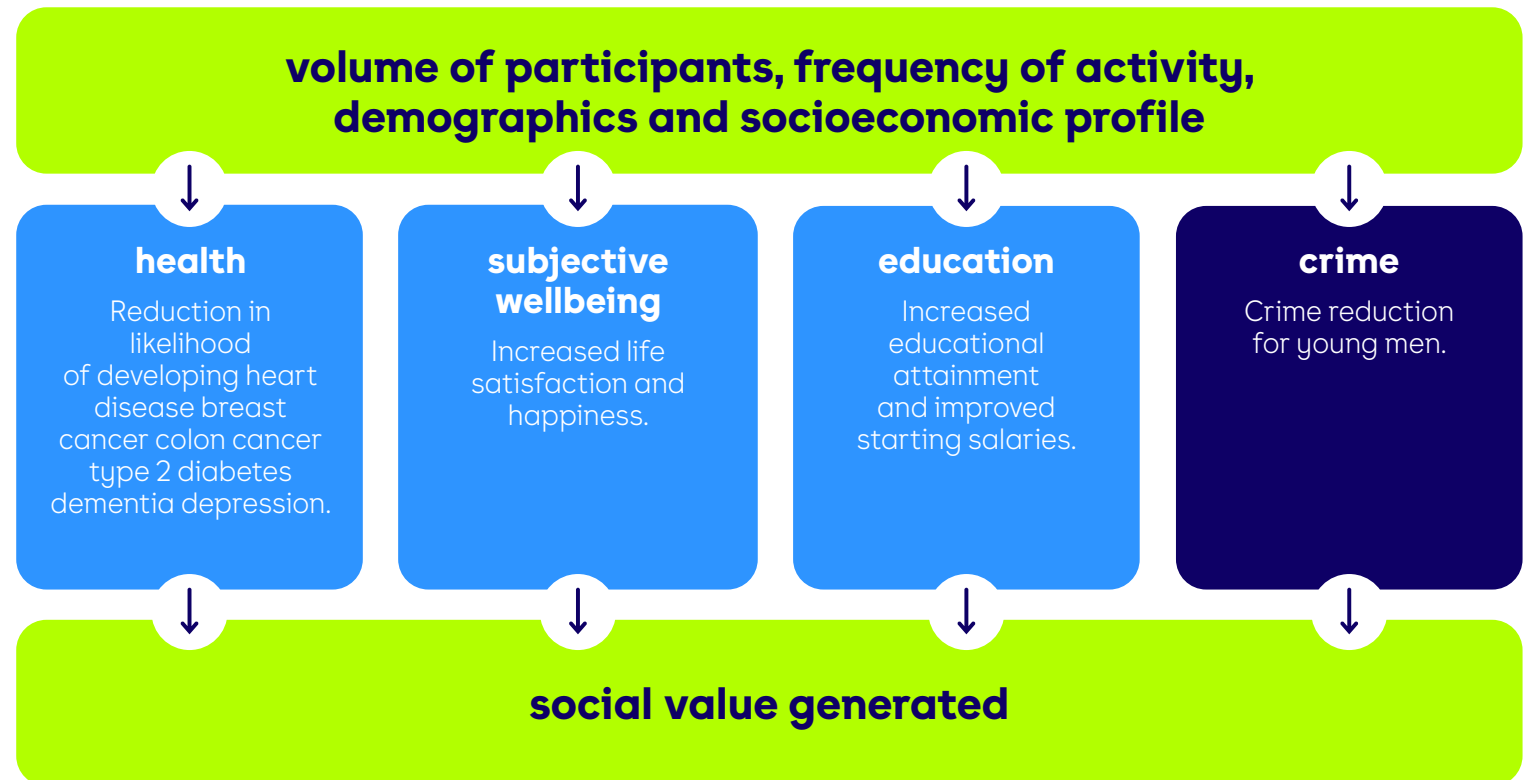


# the social value calculator model

Factors driving social value aligned with commercial value:  
expansion, membership levels, visit frequency and tenure.



- The key outputs of the model are a projection of the total social value into these 4 core categories
- A person has to use the gym at least 4 times per month to contribute to the social value
- The person is then assigned a value based on their age, gender and socioeconomic status
- Increased tenure and frequency of exercise results in higher social value

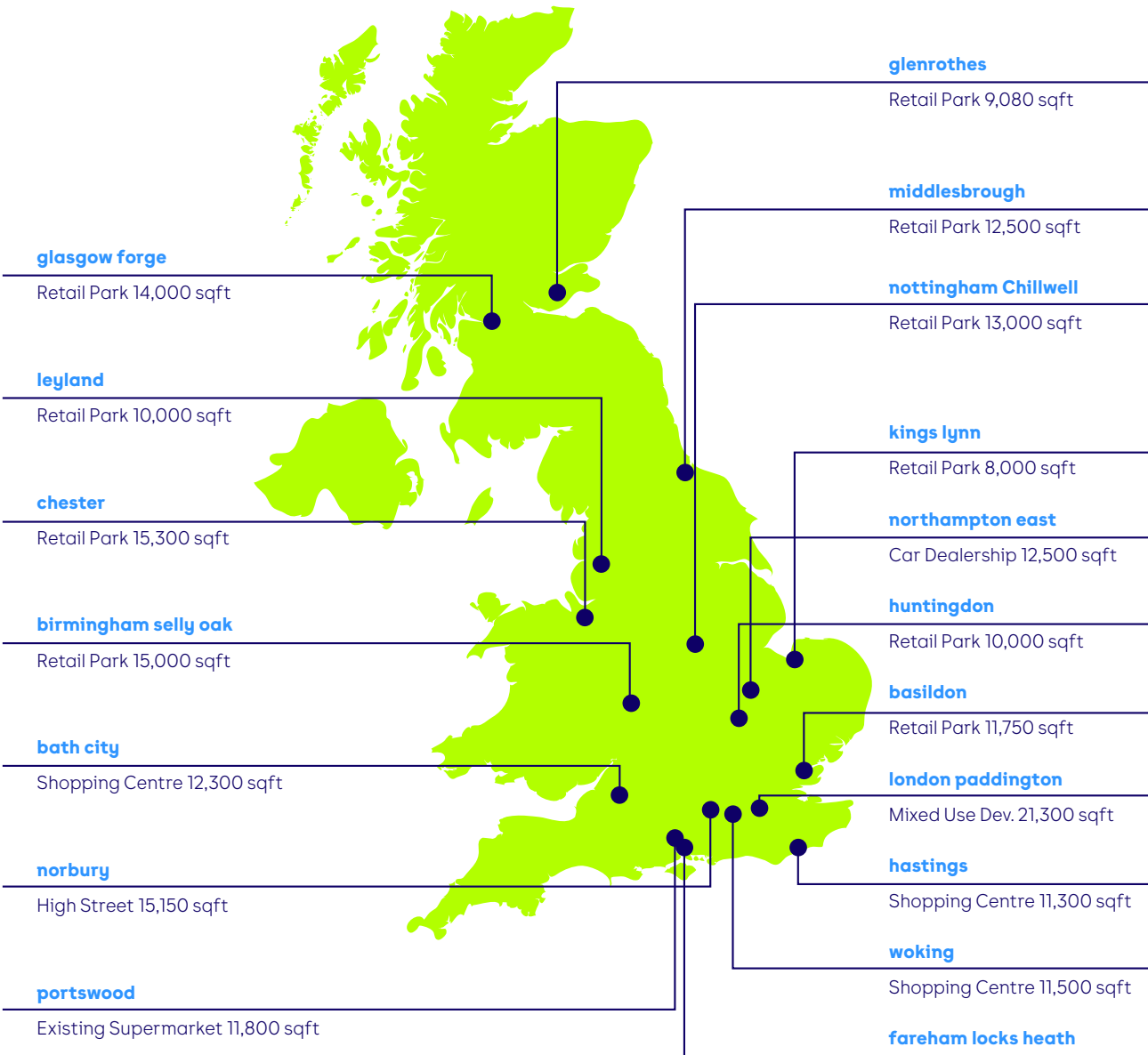


# high quality estate

- 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.
- Strong focus on reducing carbon emissions and energy efficiency
- State of the art 24/7 security coverage



# recent openings



# high quality portfolio of landlords & shareholders

Only UK listed Health & Fitness company in the UK



## shareholders include:



## wide range of existing landlords including:



# we are continuing our nationwide expansion

## requirements

-  optimum size: 5,000-20,000 sq ft. maximum  
 two floors. lower ground floors considered
-  acquisition of existing gym operators considered
-  leasehold and freehold opportunities considered
-  dense residential population, workforce catchments
-  offices, retail parks, mixed use, car showrooms, development sites, roadside, city centre or out of town locations all considered
-  good floor to ceiling heights
-  potential for 24/7 D2 use
-  highly visible locations, easy access to parking or close to major transport hubs

## landlord benefits

-  15 year leases
-  award-winning, market-leading business
-  low levels of debt
-  substantial funds for continued expansion
-  speedy approval process
-  significant daily footfall driver
-  proven track record
-  attractive investment yields



**excellent covenant  
market sector leader  
(5A1 D&B Rating)**



**only gym operator  
listed on the london  
stock exchange**



**over 215 gyms**



# we have everything you need from a gym and more

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