



A STRONG FIT FOR YOUR PROPERTY



**THE GYM GROUP
AT A
GLANCE**



LEEDS HEADINGLEY

**OVER
190
GYMS**

**ACQUIRED
18 LIFESTYLE
& 13 EASY
GYM SITES**

**ONLY
UK LISTED
FITNESS
OPERATOR**

**£30M
RAISED FOR
EXPANSION
PLANS**

**25%
LOW
COST
GYM MARKET
SHARE**

**OVER
730K
MEMBERS**

**2019
TURNOVER
£153.1M**

**OVER 40
OPENINGS
PLANNED
2021/22**

**NET DEBT
£30.1M
WITH MARKET
CAP £500M***

**20 NEW
OPENINGS
IN 2019**

**AVERAGE SOCIAL
VALUE OF
£3M
PER SITE**

**BREAKING
DOWN
BARRIERS
TO FITNESS.**

**ONLINE
JOINING**

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

**24/7
ACCESS**

**AFFORDABLE
MEMBERSHIP
WITH NO
CONTRACT**

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

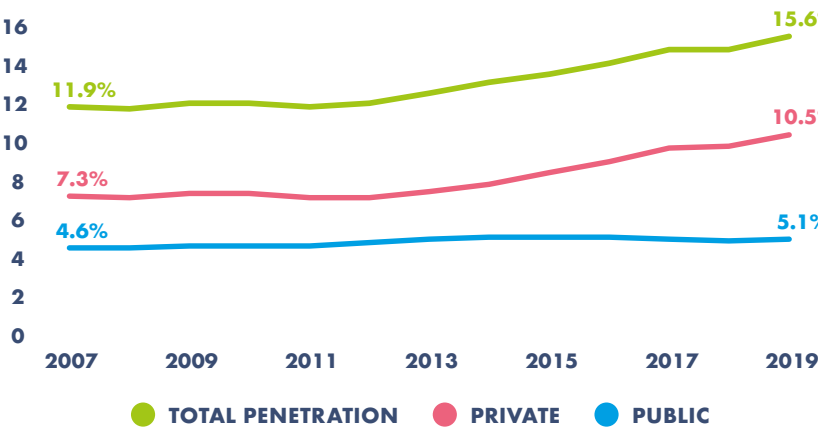


UK HEALTH & FITNESS MARKET OPPORTUNITY.



LONG TERM STRUCTURAL GROWTH DRIVEN BY AFFORDABLE GYMS

PENETRATION RATES FOR HEALTH & FITNESS CLUBS IN THE UK



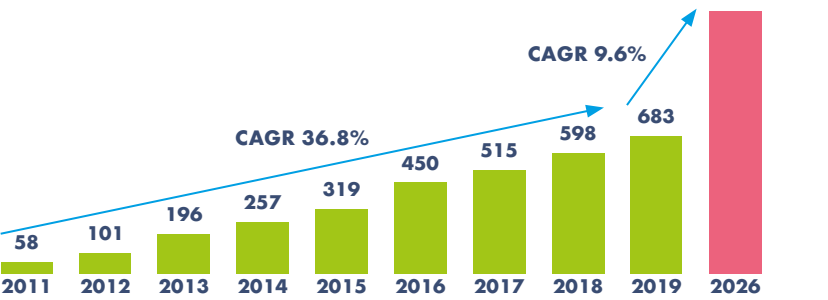
THE PRIVATE SECTOR HAS BEEN DRIVING THE INCREASE IN PENETRATION SINCE 2012, LED BY THE EMERGENCE OF LOW COST GYMS

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

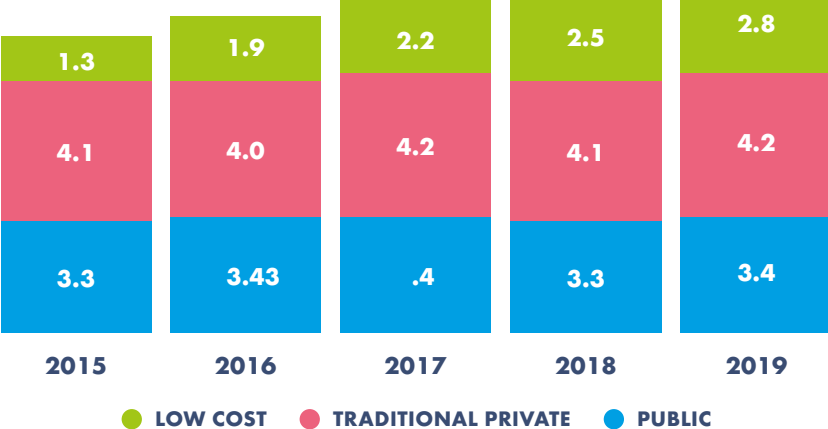
PWC ESTIMATES THE LOW COST MARKET COULD DOUBLE BY 2026

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

NUMBER OF LOW COST GYMS IN THE UK

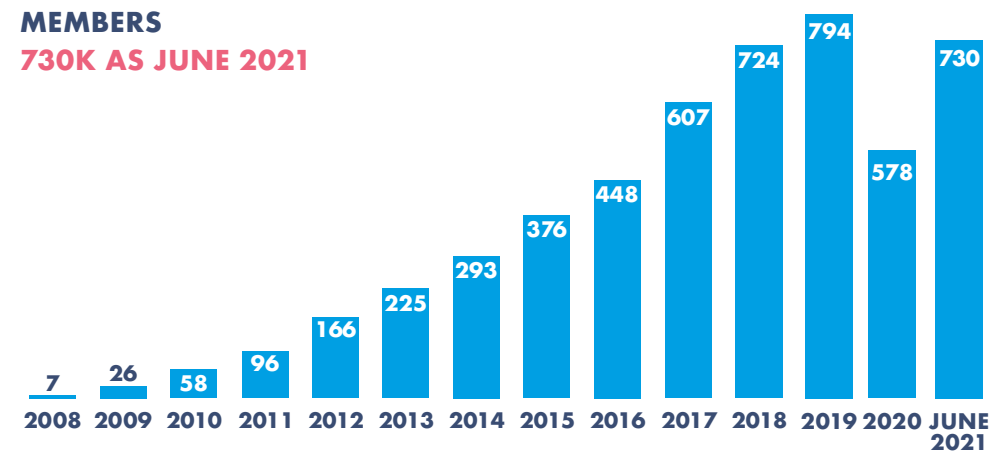
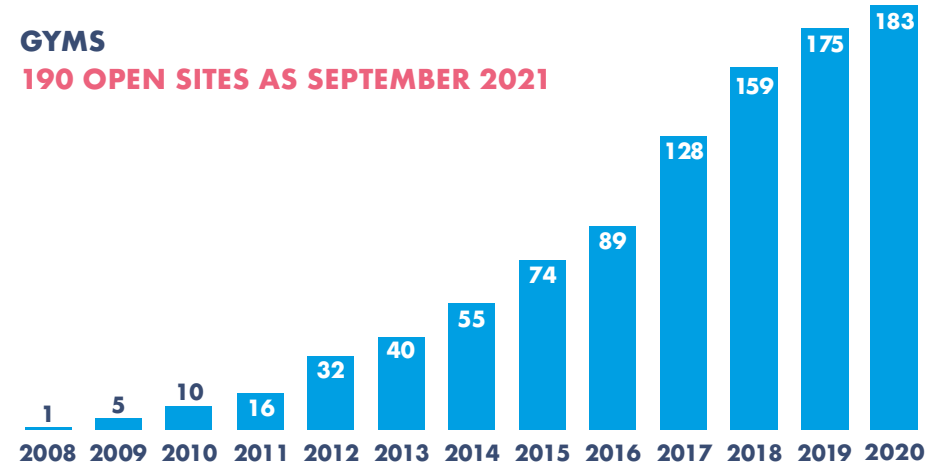


UK GYM MEMBERSHIP



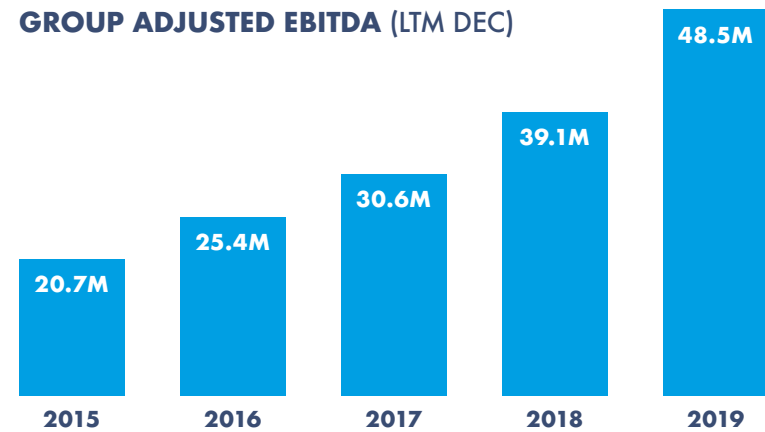
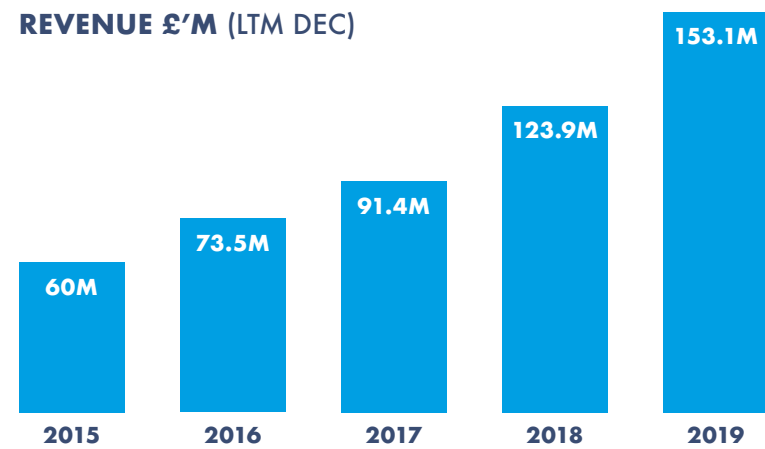
- 21% MARKET GROWTH DRIVEN BY LOW COST
- 1% LIMITED GROWTH FROM TRADITIONAL PROVIDERS
- 1% PUBLIC MEMBERSHIP STAGNANT

STRONG & CONSISTENT GROWTH OVER 11 YEARS.



NET DEBT
JUNE 2021:
£30.1 MILLION

NET ASSET VALUE
JUNE 2021:
£146.9M MILLION



MEMBERSHIP RECOVERING STRONGLY POST PANDEMIC LOCKDOWNS.

SUCCESSFUL & SUSTAINABLE BUSINESS MODEL.



CLASS COLLECTIVE STUDIO (OXFORD STREET)



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

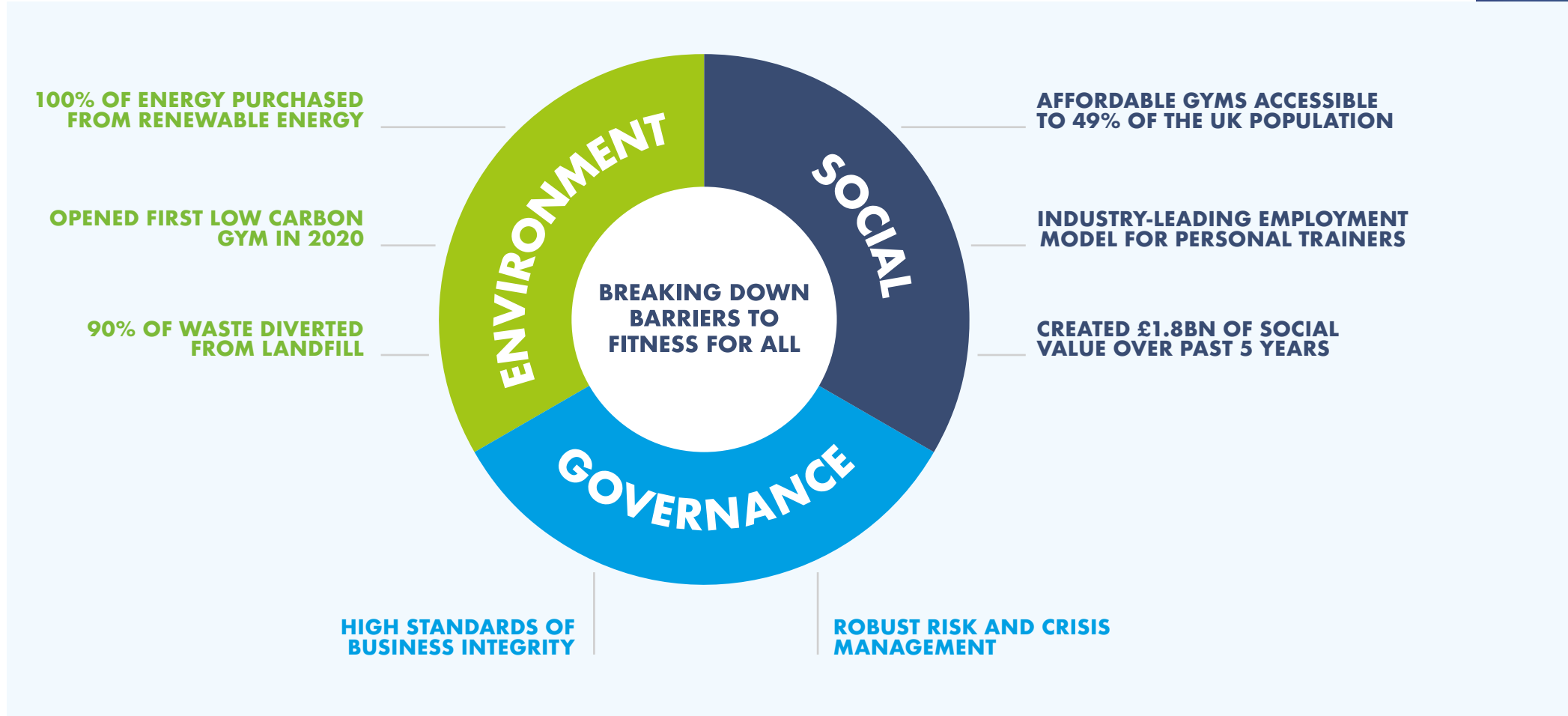


HIGH QUALITY ESTATE

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

THE GYM: 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



LONDON SYDENHAM

WE ARE COMMITTED TO ENHANCE STAKEHOLDER ENGAGEMENT, GOAL SETTING AND REPORTING ON ESG TO IMPROVE UNDERSTANDING OF THE GREAT WORK WE ARE DOING.

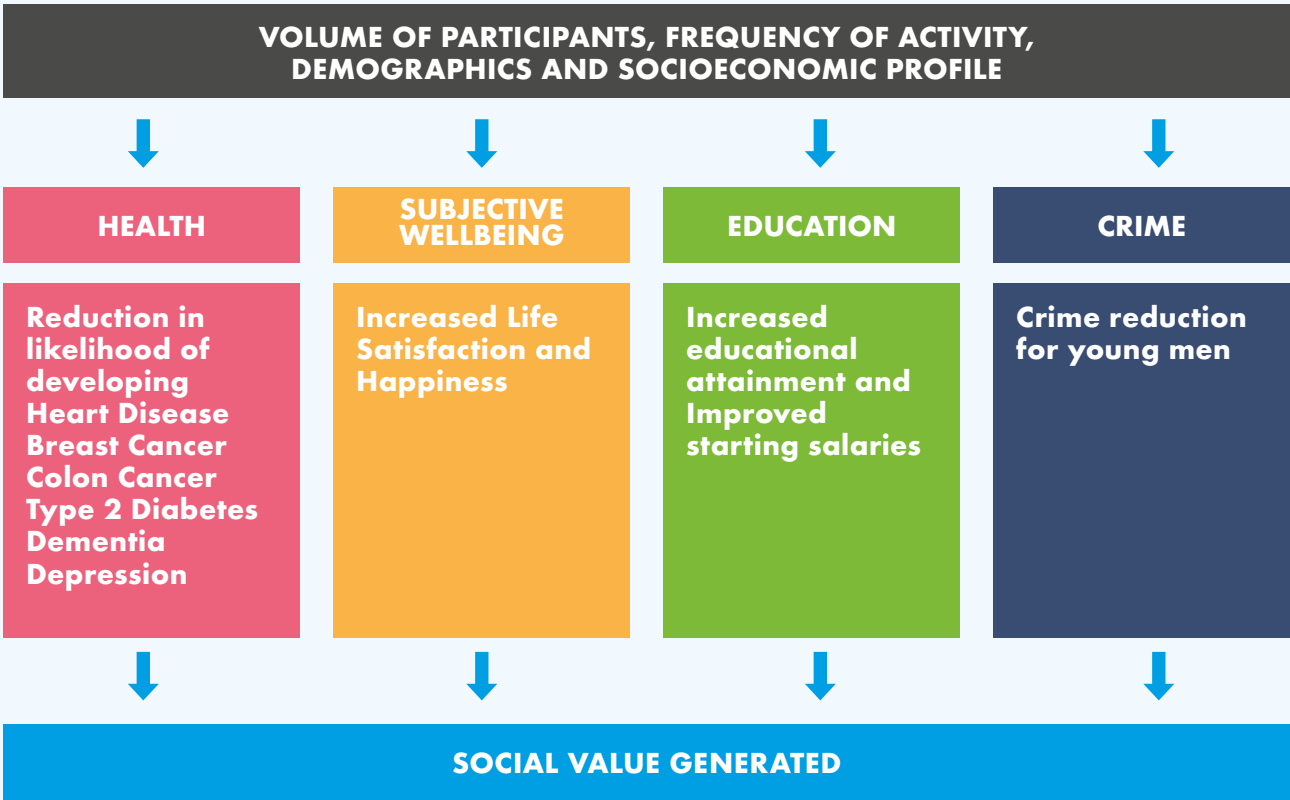
THE SOCIAL VALUE CALCULATOR MODEL

FACTORS DRIVING SOCIAL VALUE ALIGNED WITH COMMERCIAL VALUE: EXPANSION, MEMBERSHIP LEVELS, VISIT FREQUENCY AND TENURE



SWINDON

- 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



Sheffield Hallam University

global

experian.

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
- STATE OF THE ART 24/7 SECURITY COVERAGE

RECENT OPENINGS



PERTH

HIGH QUALITY PORTFOLIO OF LANDLORDS & SHAREHOLDERS.

PROVEN TRACK RECORD



“

Gym Group's recent H1 results suggest that the UK low-cost gym industry is performing well. The attractive FCF yield (10%) combined with strong growth (FY18-21 EBITDA CAGR of 17%) makes GYM our Top Leisure Pick ”

Richard Taylor, Barclays Equity Research

ONLY UK LISTED HEALTH & FITNESS COMPANY IN THE UK WITH A MARKET CAP OF OVER £500M¹

STRONG COVENANT FOR LANDLORDS

MILTON KEYNES

SHAREHOLDERS INCLUDE:

WIDE RANGE OF EXISTING LANDLORDS INCLUDING:

SO WE CAN CONTINUE 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**
- ATTRACTIVE INVESTMENT YIELDS**
- PROVEN TRACK RECORD**

EXCELLENT COVENANT MARKET SECTOR LEADER.

ONLY GYM OPERATOR LISTED ON THE LONDON STOCK EXCHANGE.

OVER 190 UNITS.



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

CONTACTS:



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BLACKPOOL

