



# PURE FITNESS

(Part of the PureGym Group)

**CONFIDENTIAL**

**A FRANCHISE OPPORTUNITY  
WITH A LEADING INTERNATIONAL  
FITNESS OPERATOR**

**April 2024**

## 01. WE ARE PUREGYM

**OUR GOAL IS TO INSPIRE A HEALTHIER WORLD BY BRINGING AFFORDABLE FITNESS TO A GLOBAL AUDIENCE >>>**

PureGym disrupted the traditional gym industry and transformed the fitness market by making it accessible and affordable to millions of people.

We are the largest gym chain in the UK and the second largest in Europe, with an industry leading return on investment and site economics.

We are now franchisees to join us and be part of this global success story.



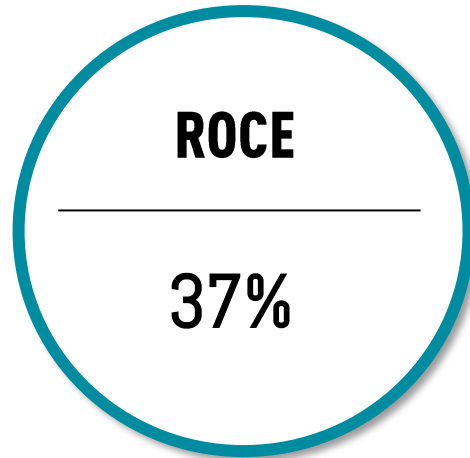
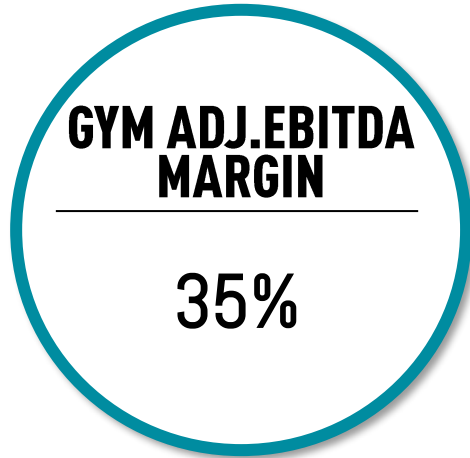
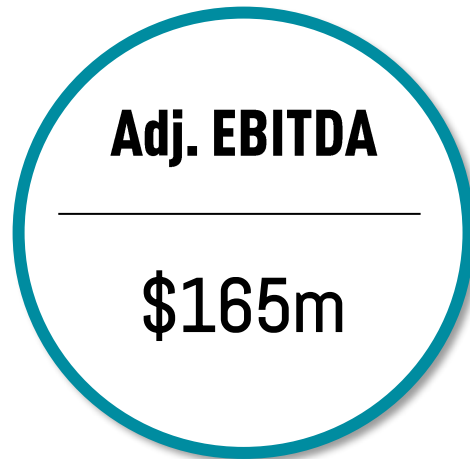
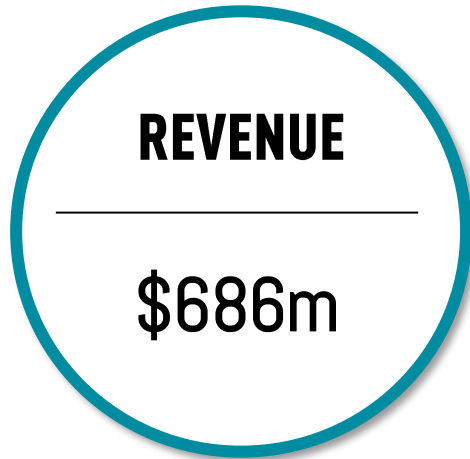
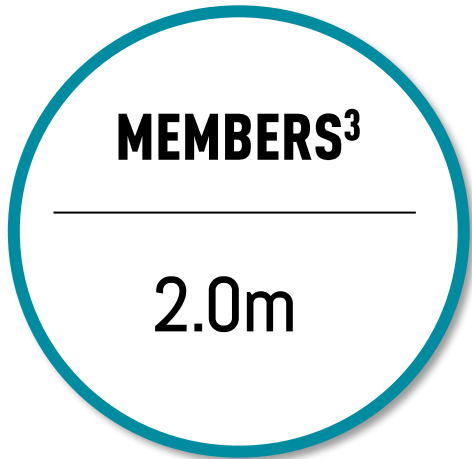
**EVERYBODY WELCOME**

**Every age  
Every shape  
Every size  
Every ability**



# 01. WE ARE PUREGYM

## KEY HEADLINE FACTS AND FIGURES FOR THE GROUP FY-2023 (ALL FIGURES CONVERTED TO USD)



Top Value operator



United Kingdom  
370 sites; c. 650 target



Switzerland  
44 sites; c. 150 target



USA  
3 sites; c.100 target



Denmark  
164 sites



Saudi Arabia  
20 sites open, minimum target of 130; ambition of >300



UAE

Best in Class Support from committed strategic investors



LGP | LEONARD GREEN & PARTNERS

Note:1. PureGym FY-23 Annual Report  
Note:2. Exchange rate of £1:\$1.25 used throughout  
Note 3: Members as of 31<sup>st</sup> January 2024



# 01. WE ARE PUREGYM – OUR JOURNEY





## 02. THE PURE FITNESS OPPORTUNITY

Franchise opportunities available in all US states

### FRANCHISING WITH US HAS MANY BENEFITS :



#### DIGITALLY ENABLED

Very low member cost per acquisition (CPA) reduces cost of growth.

#### LOW STAFF COSTS

Typically, 9-12% of revenue, around 50% of industry average.

#### HIGHLY FLEXIBLE – NOT A RIGID CONCEPT

Proven formats for wide range of site sizes, from 7,500ft<sup>2</sup> to 30,000+ft<sup>2</sup>.



#### NO COMPLEX FOOD SERVICE REGULATIONS

Much lower risk than traditional retail or F&B operations.

#### NO ONGOING SUPPLY CHAIN OF PRODUCTS

Relatively low burden of management oversight/low complexity.

#### SIMPLE PROPERTY DEVELOPMENT MODEL

Clear and simple plans and layout schematics.

### FLEXIBLE FOOTPRINT SOLUTIONS



ST IVES, UK – 622 m<sup>2</sup>



CHELMSFORD, UK – 950 m<sup>2</sup>



TYSONS CORNER, USA – 1,400 m<sup>2</sup>

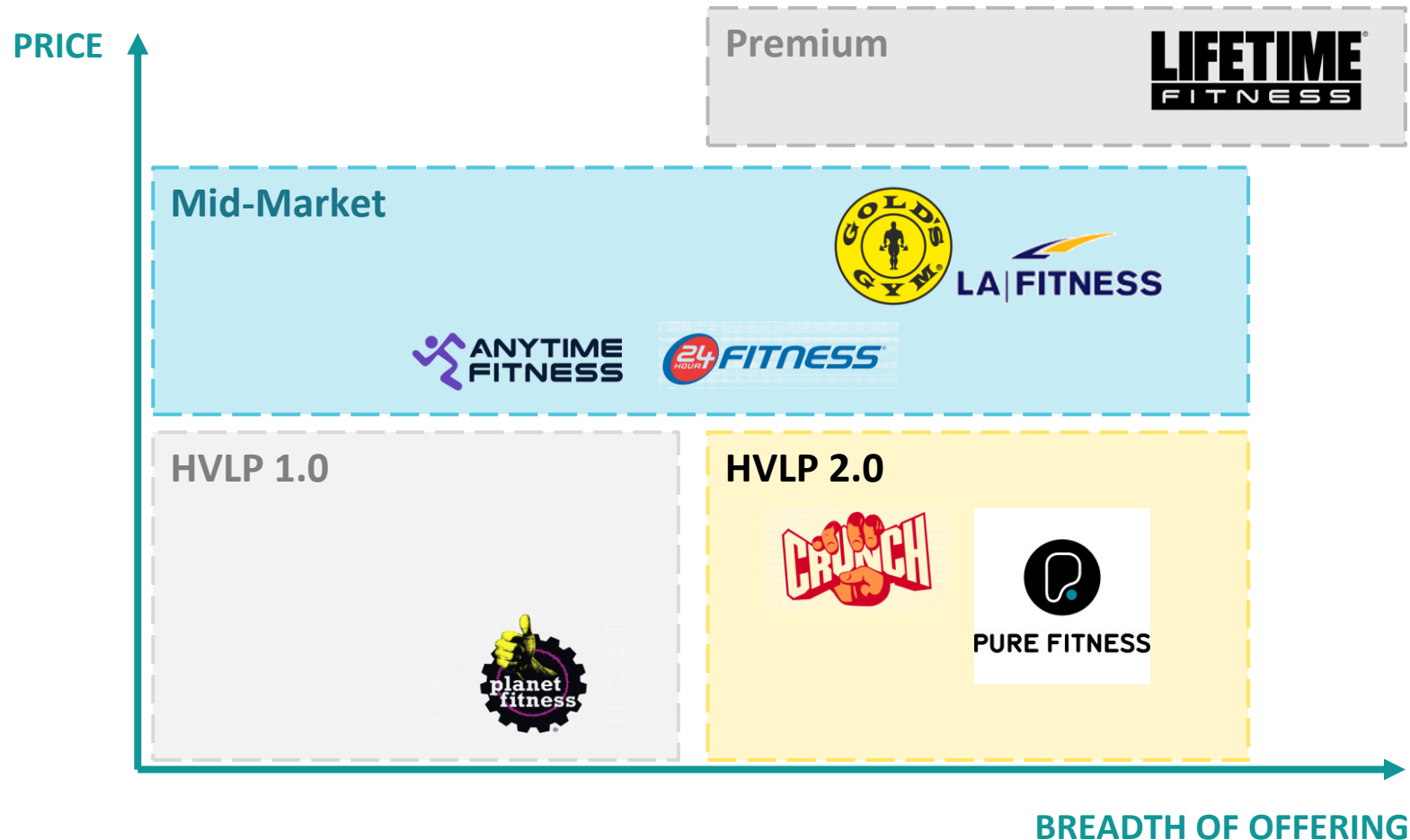


AL KHOBAR GOLDEN BELT, KSA – 1,780 m<sup>2</sup>



### 03. PURE FITNESS USA

**PURE FITNESS BRINGS A NEW, COMPREHENSIVE OFFER THAT REALLY APPEALS TO THE GYM-GOER IN THE US**



- Pure Fitness offers a differentiated proposition
- An offering in-line with mid-market players, at significantly lower prices (in addition to flexible membership contracts)
  - A superior HVLP (high value, low price) proposition – extensive free weights and group exercise classes



# 03. PURE FITNESS USA

## THE QUALITY AND BREADTH OF OUR OFFER HAS BEEN WELL-RECEIVED BY OUR MEMBERS IN THE FIRST 3 CORPORATE OWNED AND OPERATED GYMS IN THE US

### Pure Fitness

Cardio	✓
Range of machines	✓
24/7 Access	✓
Multi-Site Access	✓
Extensive Free Weights	✓
Functional Area	✓
Group Exercise Classes	✓
Contactless Entry	✓

### Pure Fitness Facilities

Extensive Free Weights



Contactless Entry



Group Exercise Classes



Functional Area



### Google Reviews

*"Very spacious gym with a lot of equipment for a reasonable monthly price. The staff is very friendly and helpful."*

5-star review, Springfield

*"I love this gym!! Fantastic price, 24 hours, great personal trainers!"*

5-star review, Tysons Corner

*"By far the best gym in the area. Always clean, all the equipment you need and helpful staff. Keep up the great work!"*

5-star review, Springfield

*"It's the best commercial gym I've been to. The environment is nice & clean. Plenty of equipment and space. I love the recovery room. The staff members are friendly."*

5-star review, Columbia



## 03. PURE FITNESS USA

### WHY FRANCHISE WITH PURE FITNESS IN THE US?



- ✓ 580+ locations across 6 countries, including a fully-franchised model
- ✓ Systemwide YoY growth of 19%<sup>1</sup>
- ✓ Franchise opportunities available throughout the US
- ✓ Owned initial base of 3 gyms in the US already established
- ✓ Ground up and conversion options



Strong Unit Economics



Simplicity of Operations



Very Experienced Executive Team



Strong Branding

1. LTM June 2023 RR Adj. EBITDA

2. Exchange rate of £1:\$1.25 used. 2022 average revenue per site (Covid-recovery). 2019 revenue per site was £1.1m / \$1.4m



## 04. THE FRANCHISE PACKAGE

# PUREGYM'S COMPELLING CUSTOMER VALUE PROPOSITION DELIVERS ON ALL THE ELEMENTS MOST IMPORTANT TO MEMBERS



**EASY TO JOIN AND MANAGE**  
100% of members join online



**DIGITAL INNOVATION**  
Greater member retention through our app



**QUALITY KIT AND CLASSES**  
Up to 100 per week



**COMPETITIVE PRICING**  
Variable by gym optimising EBITDA



**FLEXIBLE MEMBERSHIP**  
No contract with online cancellation



## 05. BE PART OF THE PUREGYM FAMILY

**WITH PUREGYM YOU WILL ENJOY ACCESS TO UNRIVALLED EXPERTISE AND SUPPORT IN OPENING AND OPERATING YOUR GYMS.**

We have developed a full ecosystem to set you up for success. With a digitalised customer journey and data-driven approach, we ensure a robust payback on any marketing spend.

Our TRAIN SAFE™ model ensures the safety of your team and members.

And we give you access to global equipment supplies to get you up and running.

### **WORLD CLASS BRAND AND OPERATING MODEL**

Optimised design and construction model for easy application and localisation

### **INDUSTRY-LEADING TECHNOLOGY PLATFORM**

Underpins all operational capabilities, maintaining low operating costs

### **BEST-IN-CLASS MANAGEMENT TEAM & CONTROLS**

Key business drivers are all centrally monitored and controlled

### **SOPHISTICATED CUSTOMER ACQUISITION PROCESS**

High volume, sustainably low member acquisition cost

### **MULTI-FACETED PRODUCT & YIELD MANAGEMENT**

Unrivalled agility and ability to optimise gym performance



## 05. BE PART OF THE PUREGYM FAMILY

### WE ARE LOOKING FOR INTERESTED PARTNERS WHO:



**... HAVE THE AMBITION, CAPABILITY AND INFRASTRUCTURE TO BUILD A MARKET LEADING POSITION**



**... HAVE ACCESS TO CAPITAL AND RESOURCES TO BUILD A LEADING MARKET PROPOSITION**



**... SHARE OUR VALUES AND DESIRE TO REPLICATE AND DELIVER A WORLD CLASS FITNESS OFFER**



**... ARE WELL-CONNECTED WITH LANDLORDS AND EXPERIENCED IN REAL ESTATE**



**... ARE ABLE TO ATTRACT AND RETAIN HIGH CALIBRE PEOPLE TO DELIVER THE PUREGYM BRAND EXPERIENCE**



**... HAVE BUSINESS PRESENCE IN, AND STRONG KNOWLEDGE OF THE MARKET / REGION**



## 06. CONTACT US

### CONTACTS FOR US FRANCHISING OPPORTUNITIES

[franchise@purefitness.com](mailto:franchise@purefitness.com)

### FOR MORE INFORMATION ON PURE FITNESS

<https://purefitness.com>

### FOR MORE INFORMATION ON THE PUREGYM GROUP

<https://corporate.puregym.com/franchises/default.aspx>

#### NEXT STEPS:

We have franchise availability across all US states, so please contact us to have a conversation about this exciting opportunity



Contact us by email or through our website



Tell us a bit about yourself



Arrange an introductory call