



NATIONAL
FITNESS AWARDS
2021
WINNER



WELCOME TO

XCELERATE GYMS

MADE DIFFERENT. MADE BETTER. **MADE FOR EVERYONE.**



**THE WORLD
HAS CHANGED
& OUT OF EVERY
CRISIS, COMES
OPPORTUNITY**

“ ———

THERE IS NO SITUATION,
THERE IS NO AGE AND NO
CONDITION WHERE EXERCISE
IS NOT A GOOD THING... SO
ANYTHING THAT CAN BE
DONE TO ENCOURAGE - AND
TO ALLOW - PEOPLE TO TAKE
EXERCISE IS CLEARLY A GOOD
THING.

CHRIS WITTY
CHIEF MEDICAL ADVISOR
TO UK GOVERNMENT

We now live in a world in which
the health, fitness and mental
wellbeing of the population is:

- X The increasingly top priority for government
- X A major focus for the media
- X An ever-increasing focus for millions of people that now know the best way to avoid getting ill is to get fit and stay fit!

Inspired by the likes of Joe Wicks and other positive influencers, families now know the value of physical activity and the results that can be achieved together.

Mums and Dads also now know that their kids can legitimately do a HIIT workout and see big benefits to their physical and mental health and that 'investing' in theirs and their kids health and well-being is now key to a longer, happier, and more productive life.

Adults are now realising that to get fit and stay healthy involves regular exercise that works up a sweat. And that while 10,000 steps a day is a good start, this alone isn't going to get the results they want to see.

INSPIRING HUNDREDS OF THOUSANDS OF MEMBERS **ONE COMMUNITY AT A TIME**

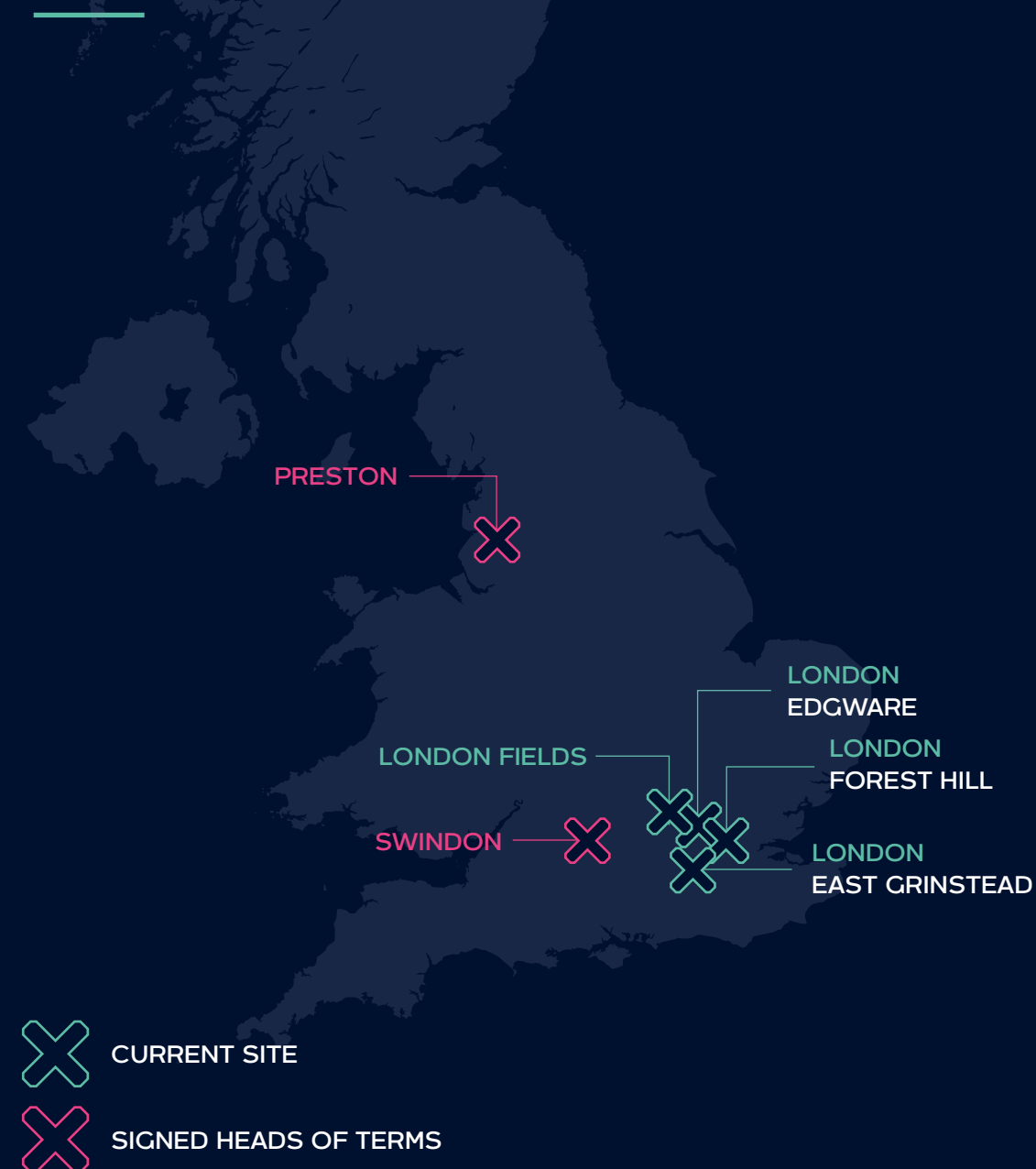
Our vision is for XCELERATE GYMS to be the beating heart of hundreds of local communities, as individuals and families focused on their health, wellbeing and fitness join our gyms.

XCELERATE GYMS works with our business owners to place our facilities in the centre of 00's of towns, cities and communities across the UK. In doing so, creating health and fitness hubs that provide the most comprehensive membership offer and support for anyone wanting to get fitter and healthier.

We will use technology and fuel this with content from experts in their fields including Team GB athletes to inspire, educate and provide real support to our members. This enhanced fitness model maximises the opportunity for our business owners in a new society where 'investing' in your and your family's health and fitness has become a central theme for millions of people.



WHERE WILL YOU PUT YOUR X?



THE OPPORTUNITY

The UK Fitness Industry continues to grow at pace!

The sector's position has strengthened since COVID as both national and local governments better understand the role that gyms play in supporting their local communities physical and mental health and more people actively engage in exercise and gym memberships.

22M⁺

VISITS TO UK GYMS IN THE FIRST 6 WEEKS AFTER RE-OPENING

1 IN 7⁺

MEMBERS OF THE POPULATION ARE NOW MEMBERS OF A GYM

£5.5BN

THE TOTAL VALUE OF THE UK FITNESS INDUSTRY

+7200

FITNESS FACILITIES IN THE UK AND GROWTH IS PREDICTED TO CONTINUE

+15%

THE PENETRATION OF GYM MEMBERSHIP IN THE UK

XCELERATE GYMS GROWTH PLANS

BY END OF 2023

30

FRANCHISE AGREEMENTS SOLD

12

GYMS OPEN

36

MANAGERS ON THE XCELERATE TRAINING PROGRAMME

BY END OF 2025

490

FRANCHISE AGREEMENTS SOLD

400⁺

GYMS OPEN

6

INTERNATIONAL TERRITORIES

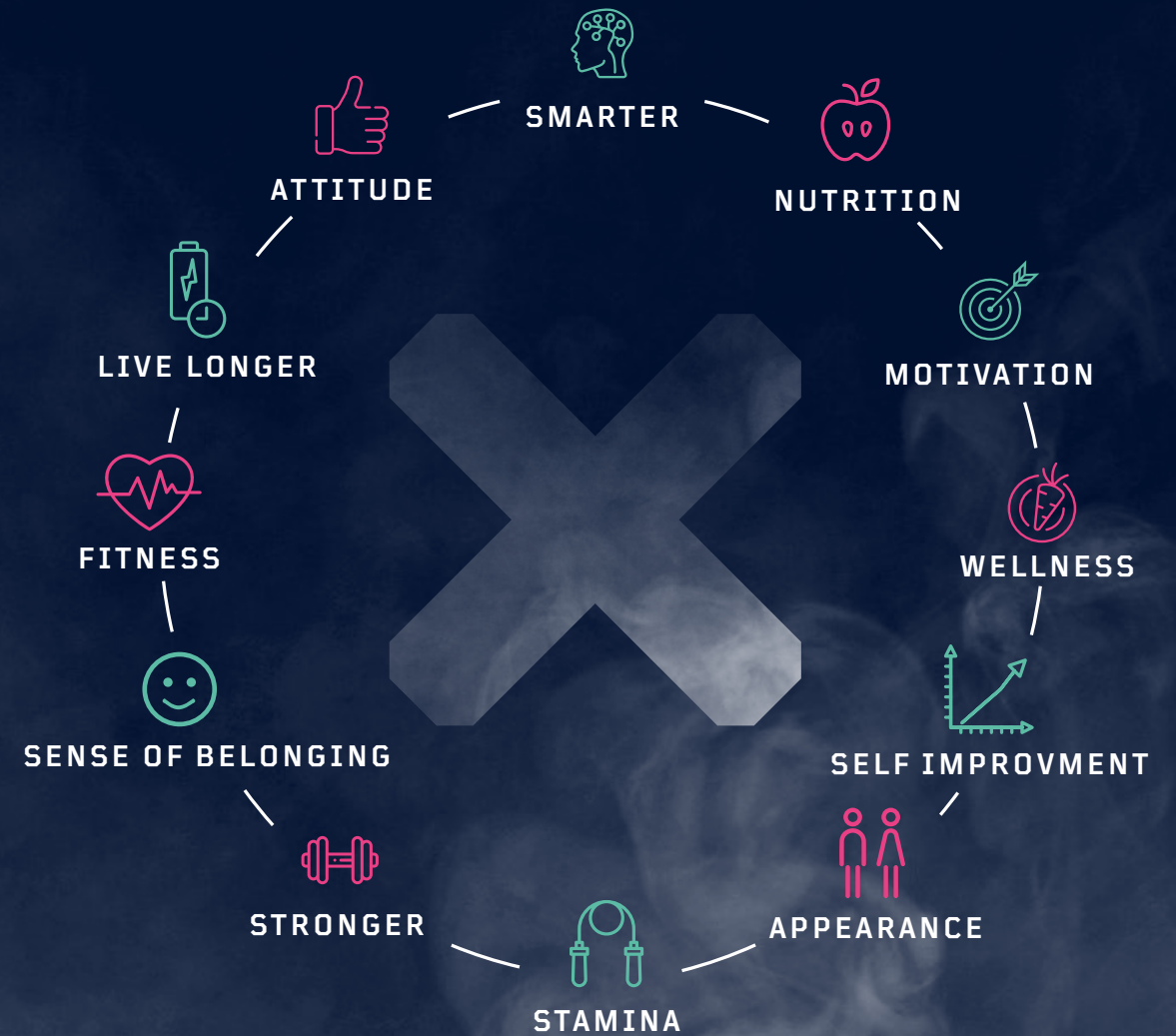
1M⁺

APP DOWNLOADS

A FULL 360 DEGREE VIEW OF OUR MEMBERS' HEALTH, FITNESS & WELLBEING

We take a full 360 degree view of our members health, fitness and wellbeing, and give them the support, the tools and the advice from world leading experts to help them maximise every element of their mind, body and soul.

How do we do this? By working with the experts that are leaders in fields to provide scientifically proven support strategies based in elite sport to empower all our members, irrespective of their current fitness levels to help them unlock their full potential and achieve their personal best.



THE POWER OF 4 OUR BROAD TARGET MARKETS

Most gyms target only one segment of the market - the traditional gym goer and everyone fights for a share of this market.

Our broader appeal and target markets enables a more robust business model and greater opportunities to upsell with multiple products and a number of individuals combined in family memberships.

We aim to retain a centre-market position and balance an accessible price point that delivers value to the member, while maintaining a strong yield for our business owners. While families are a core target market, we anticipate approx. 30% of members will be signed up to family memberships and 70% individual adults that join our X-LETE (core) and X-NATION (enhanced) membership packages.

We will actively target all active fitness consumers as we believe XCELERATE will provide a natural upgrade for members of big box budget gyms, or our local competition. As people demand more from their gyms and are prepared to invest more in their health and fitness joining XCELERATE will be seen as a natural step-up compared to our local competition.

1

GYM USERS

New and those upgrading / moving from other gyms

2

CHILDREN

Who join with their families and become X-NATION members

3

PARENTS

Joining with their children as family members

4

FITNESS CONSUMERS

For those engaged in their health and well-being, and therefore consume fitness but are not currently members of gyms

LEVEL OF INVESTMENT REQUIRED

The level of investment required will differ between franchises and will depend on a number of contributing factors.

The size of the premises, the support we are able to negotiate with the landlord and how equipment is purchased alongside the personal financial circumstances of the franchisee determine how much investment is required and the best ways to secure the funding for the gym.

THE FRANCHISEE INVESTMENT INCLUDES:

- x Franchisee fee
- x Property fee & rent deposit
- x Legal fee & licenses
- x Pre-sales staffing
- x Marketing

Our aim is to ensure that the investment of every franchisee is maximised and that gyms are profitable from their first day of opening.

ORGANISE
A 1-2-1
MEETING

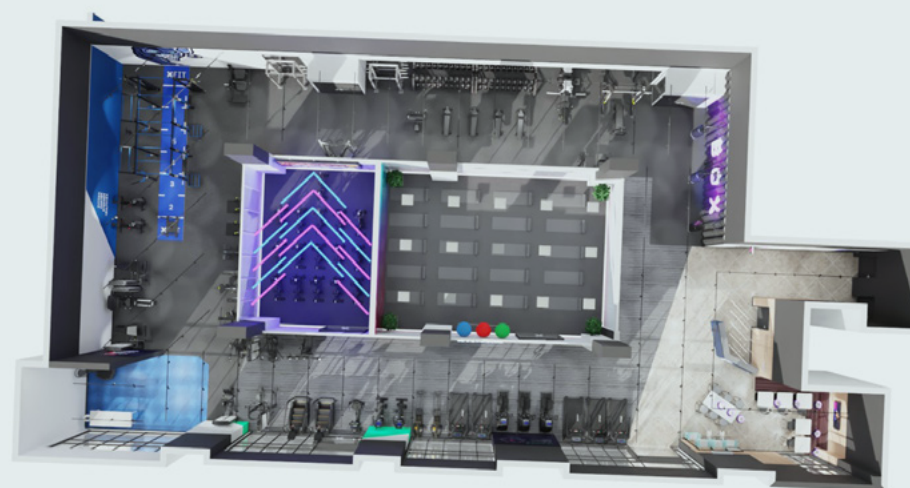


A TYPICAL XCELERATE GYM

Our business model shows that an XCELERATE GYM has the potential to be cash flow positive within just months of trading, and will provide substantial recurring income within just 12 months.

TYPICAL SITE SPECIFICATION

- × 7500 ft² upwards
- × Catchment area with min. 30,000 residents within a 10-15 mile radius
- × Suggested support from Gym Managers and 3-4 employed members of staff
- × 2 studios for classes inc. combat sports and martial arts
- × Functional training rigs on the gym floor



WELCOME TO XCELERATE EAST GRINSTEAD

XCELERATE GYMS have brought our unrivalled passion, positivity and focus on creating healthy communities and families to the West Sussex town of East Grinstead!

The facility features a dedicated studio space, indoor cycling studio and a boxing ring on the gym floor, and launched with our industry-leading, award-winning X-NATION fitness classes for the whole family.

Following a record-breaking pre-sale, we've received fantastic feedback from the local community, as the team worked tirelessly to make January 2023's East Grinstead launch one of our strongest gym launches yet.

OUR COMMITMENT TO OUR BUSINESS OWNERS

XCELERATE was built to be different.

The XCELERATE GYMS ethos is to take the great, collective work from our past, learn from the mistakes of others and to provide a 'best in class' product and service.

This service level extends beyond our members and is at the core of our B2B strategy, ensuring our business owners are provided with all the support, expertise and tools they need to open quickly and successfully, maximising property agreements and targeting a profitable position from the first day of opening.

We put our franchisees first at every step of the process.

THE 'XCELERATE INTO BUSINESS' 26- WEEK PLAN – A CLEAR COMMITMENT TO OUR BUSINESS OWNERS

We have a clear 26-week commitment to get each franchisee into business within 6-months of signing their agreement. We will work with the franchisee and our hand-picked partners to get the gym open in this time, minimising their initial costs and maximising the pre-sale and the opportunity that comes with being new.

TRANSPARENT COMMISSION STRUCTURE

We take pride in saying we have absolute transparency in how we work with our franchisees and all our hand-picked partners. This is to ensure we limit our franchisee's costs throughout the 'get into business' process to help them maximise their investment and see as strong a return in the shortest possible timeframe.

XCELERATE 'FUTURE LEADERS' MANAGEMENT PROGRAMME

Our vision is "to create a culture that any employee will have a path to the Executive Team" with clear pathways for training, development and progression. We will talent spot for every gym and provide a growing group of high-quality individuals, aligned to our brand values and ready to become the next gen. of managers and leaders within the business.

We commit to every franchisee that we will train their management team through our dedicated, proven programme to proactively minimise underperformance, maximising the business' performance and maintain the XCELERATE GYMS ethos.



THE 'XCELERATE INTO BUSINESS' 26 WEEK PLAN

We have a detailed 'get into business' activation plan that covers every aspect of the franchisee journey upon completion of the franchise agreement.

We will work on a targeted 26-week commitment of getting the franchisee into business (this is within 6 months of signing) which is achieved with our portfolio of hand-picked, industry leading partners which includes;

- x Property agents
- x Property lawyers
- x Project management team
- x Architects
- x Construction / fit out
- x Equipment providers
- x Funding vehicles
- x Marketing



INTRODUCING X-NATION

ENGAGING EVERYONE IN THE FAMILY TO GET FIT & STAY HEALTHY

X-NATION is the exclusive membership product designed by XCELERATE GYMS.

For our younger members aged 5 - 14 (that join through our X-TRIBE family memberships) it enables them to take part in combat sport and fitness classes to positively develop the mind, body and soul in a fundamental movement and approach to functional fitness.

Our younger members can also then take part in the X-NATION Cup and the X-NATION Super Cup as we help them to train to achieve their personal bests in a series of fun-filled fitness games and challenges.

For our adult members, X-NATION members gain access to additional classes in the gym and are automatically entered into our annual X-NATION GAMES. A once a year competition for pairs to compete in together as they work to achieve their individual targets and discover the value of their X together.

THE FOUR FUNDAMENTALS OF THE X-NATION PROGRAMME

- × Creating stronger family bonds through family workouts in strength, yoga and fun, functional training classes
- × Teaching children a life skill through martial arts and combat sports classes
- × Developing children's core motor skills through movement, strength, and functional training
- × Providing a focus to work towards and introducing goal setting with our 3x a year competitions



NATION

NATIONAL FITNESS AWARD WIN FOR **XCELERATE GYM** **EDGWARE'S THE** **KNIGHT FAMILY**



The XCELERATE GYMS concept supported Christina and Dave Knight and their four children to win the Member Achievement Award at the 2021 National Fitness Awards.

On a mission to get the family fitter and healthier, the Knights joining XCELERATE GYM Edgware when the club opened in May.

Dad Dave was also recovering from major surgery, following diagnosis of thyroid cancer in 2020, and Christina also suffers from health conditions

including fibromyalgia and osteoarthritis. Both joined the gym to help manage and improve their physical health, and enrolled their four children, as part of the gym's family membership, so they could all exercise together.

Since joining XCELERATE, Dave has been able to return to work thanks to bespoke programming and support from gym staff; he now trains three times a week and has re-built a lot of the strength

he lost from surgery. Christina has also seen significant improvement in her overall fitness and wellbeing, following her own unique training programme and working closely with XCELERATE GYM's Coaches.

"Until we joined XCELERATE, we'd never set foot in a gym," says Christina Knight.



XCELERATE HAS COMPLETELY TRANSFORMED OUR LIVES AND THE OVERALL HEALTH AND WELLNESS OF OUR FAMILY. "WE COULDN'T HAVE DONE IT WITHOUT THE SUPPORT FROM THE GYM'S TEAM AND WE OWE OUR FAMILY'S NEW-FOUND LOVE FOR FITNESS TO THEM!"



Xavier and Ella, the youngest Knight family children, regularly take part in X-NATION classes – XCELERATE GYM's exclusive programme for younger members, which is focused on four fundamentals: developing children's core motor skills; creating stronger family bonds through shared workouts in a fun fitness environment; teaching life skills through martial arts; and providing a focus to work towards and introducing goal setting.

The involvement in the X-NATION programme has led to Ella attending a local Karate club with other family members. Hannah and Jake also attend the gym, with Hannah, who has autism, working closely with the gym's coaches to improve her confidence.

XCELERATE GYM's programming,



including X-NATION, was developed by Product Director and former GB athlete, Ashley-Faye Helsby, "At XCELERATE, we take a holistic view of our members' health and wellbeing, and we want to bring that elite mindset to every XCELERATE GYM community.

"So whatever our members' fitness level or ability, they feel supported and motivated to unlock

their full potential and achieve their personal best, and the Knight family are a fantastic example of doing just that."

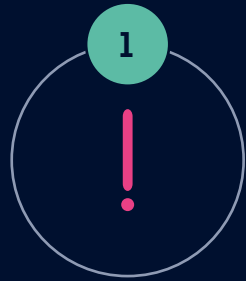
Mark Chambers, XCELERATE GYM's Co-Founder, said: "We've always had big aspirations for XCELERATE GYMS, but just six months on from our first club opening, we never thought we'd be celebrating winning a National Fitness Award!



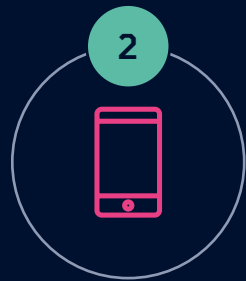
I'M SO PROUD OF OUR TEAM AND THE ACHIEVEMENTS OF THE KNIGHT FAMILY – THE COLLECTIVE PASSION AND DEDICATION TO IMPROVE THE FAMILY'S HEALTH AND WELLBEING IS TRULY INSPIRATIONAL. THIS IS JUST THE START FOR XCELERATE GYMS; WITH BIG PLANS FOR 2022, WE CAN'T WAIT TO POSITIVELY CHANGE MORE LIVES IN MORE COMMUNITIES.

MARK CHAMBERS
XCELERATE GYMS CO-FOUNDER

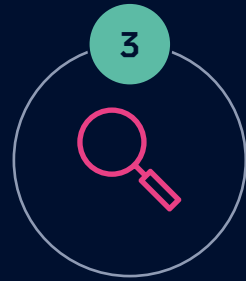
FRANCHISEE APPLICATION PROCESS



INITIAL
ENQUIRY



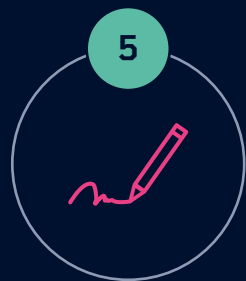
INFORMAL CALL WITH
ONE OF THE TEAM



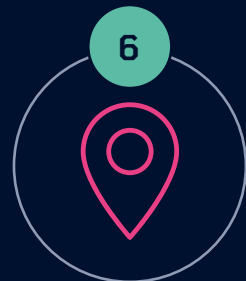
ATTEND 1-2-1



APPLICATION
PROCESS



FRANCHISEE
AGREEMENT
COMPLETION



BEGIN SEARCH
FOR FIRST SITE
LOCATION

BE PART OF THE JOURNEY

Contact Mark Chambers at mc@xcelerategyms.com
for more information, and to organise a 1-2-1 meeting.



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FITTER. FASTER. STRONGER. HEALTHIER.



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