



HEAD OFFICE

THE FITNESS SPACE (FRANCHISE) LTD
329 BUILDING
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OUR REFERENCES

Franchise Solicitors

Field Fisher
Riverbank House
2 Swan Lane
London
EC4R 3TT

Bankers

Lloyds Bank
Reading
Berkshire

Accountants / Auditor

Bayliss Ware
Waterlooville
Hants

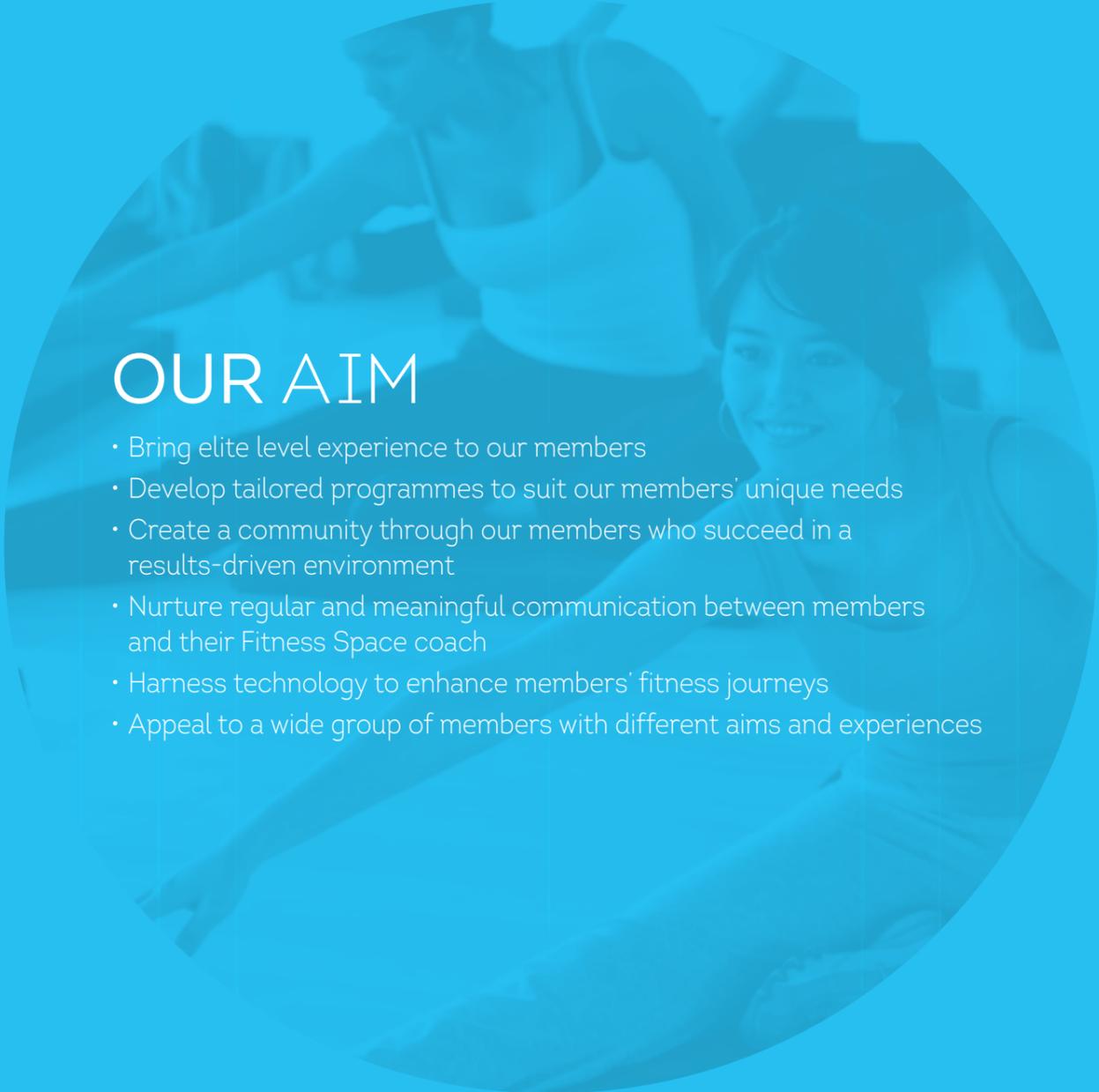
Franchise Consultants

Franchise Development Services
Bath
Somerset

FRANCHISE
PROSPECTUS

THEFITNESSSPACE.COM

CREATING
AN
ENVIRONMENT
WHERE
RESULTS
ARE
INEVITABLE



OUR AIM

- Bring elite level experience to our members
- Develop tailored programmes to suit our members' unique needs
- Create a community through our members who succeed in a results-driven environment
- Nurture regular and meaningful communication between members and their Fitness Space coach
- Harness technology to enhance members' fitness journeys
- Appeal to a wide group of members with different aims and experiences

THE BEGINNING

FOUNDED IN 2010, THE FITNESS SPACE IS THE BRAIN-CHILD OF TIM BENJAMIN AND HIS CO-DIRECTOR, JOHN PYE. SINCE THEN THE FITNESS SPACE'S SERVICE OFFERING HAS BEEN FINE-TUNED IN LINE WITH THE LATEST TECHNOLOGICAL DEVELOPMENTS IN THE FITNESS INDUSTRY. ITS UNRIVALLED BUSINESS MODEL ATTRACTED ITS FIRST FRANCHISE OWNER IN CHRIS WRIGHT, WHO NOW MAKES UP THE THIRD MEMBER OF THE BOARD.



Tim Benjamin is a former Olympic and World Championship finalist 400m athlete, competing in every major championship both indoors and out. His successful career saw him win medals at European and Commonwealth level with his time of 44.56s still making him the 8th fastest ever Briton over the 400m.

Tim's career was cut short due to incessant injury set-backs. With a background in personal training combined with a passion for helping others achieve their goals, Tim threw himself into making The Fitness Space model what it is today. Through The Fitness Space's growth, Tim has worked with many elite athletes, as well as members including professional track and field athletes, mixed martial artists, racing car drivers, football and rugby players.

FOUNDERS

Co-Director, John Pye, has managed The Fitness Space's flagship site in Ascot successfully since its inception in 2010. A former county level rugby player with a master's degree in engineering, John has been integral to The Fitness Space's success and now fills the vital role of our Operations Director.

The third member of The Fitness Space's franchise support network is Chris Wright. Chris has successfully grown our first franchise site, proving the model's success, and exceeding all membership and secondary spend targets. His achievements and experience make him the ideal third member of our management team.

The management team are ideally placed to assist franchise owners in successfully operating their own The Fitness Space club, and enjoy all of the rewards along the way.

"COMMUNITY FEEL, PERFORMANCE EDGE"



TIM BENJAMIN
Managing Director



JOHN PYE
Operations Director



CHRIS WRIGHT
Business Development Director

OUR SUCCESS

Each member's journey matters to us. Through our integrated 'member development' processes, each member has access to the expertise and coaching required to achieve the results they deserve.

Our successful approach to member's service has consistently generated shining testimonials. These have been refined over the years to include: cloud-based programming tracked through our smartphone application, a body stat test linking to members' cloud accounts to monitor progress, DNA Testing, Coach messenger, Fitness Check-Ups, Health MOT's and End-to-End Fit Camps. Each provides quantifiable data to track and monitor our member's progress.

Unique service offerings and a proven sales and marketing strategy have allowed our clubs to grow at a rate well above the industry norm in areas populated with existing gyms. Our market penetration rates clearly demonstrate our model's ability to attract an audience wider than that of your average gym member. Due to the typical profile of a Fitness Space member, and our expertise, our clubs enjoy secondary spend turnover results up to four times that of the national average. More importantly, our ability to retain our members is our strongest asset. Our model, running in parallel with a robust retention strategy, see The Fitness Space clubs regularly achieve retention rates of above 98% of its membership base.

STRATEGIC PARTNERS

We have developed strong partnerships with key suppliers that enable us to provide equipment, software and services that uniquely support our business model. Our partnerships also allow our franchise owners to enjoy the benefits of the best the industry has to offer - and at the lowest cost.

THE FRANCHISE OFFERING

The Fitness Space is now looking for individuals or partners that share the passion of helping others achieve their goals to operate our highly distinctive branded clubs across the UK. You will be required to manage a small team of personal trainers and replicate the success that we have achieved to date.

Our business model is based on commercial premises ranging between 2000-4000Sq Ft, incorporating a number of key areas required to maximise the profitability of the business. Due to the size of our clubs we are able to get on High St. locations, and at a cost considerably lower cost than that of traditional gyms, providing an excellent return on investment for our owners.

MOVING FORWARD

If you are a self-motivated individual who prides him(her)self on exacting standards, we would welcome the opportunity for an informal discussion. We would arrange for you to view one of our successful operations and would explore the prospect of working together for our mutual success.

"I have been a member of The Fitness Space for over two years now. Since moving to the area and joining The Fitness Space I have been lucky enough to meet most of my close friends here. The social atmosphere in the club together with the events has made it so easy to feel part of the club. Thank you guys!"

JO LINTON ASCOT

THE FRANCHISE PACKAGE

WE WILL PROVIDE EVERYTHING NECESSARY FOR AN EFFECTIVE LAUNCH OF THE BUSINESS AT A NEW LOCATION. THE ESSENTIAL INGREDIENTS OF OUR PACKAGE INCLUDE:

BUSINESS PLANNING AND FINANCE

Our finance partners will work with you on the creation of your business plan localised to your club. Once complete, our partners will work with all of our preferred lenders in achieving the right finance package for your individual needs and requirements to fund your project. In addition, you will be invited to attend a business planning coaching day to assist you in understanding your plan in detail, and ensure its execution right from the start of your project.

HEAD OFFICE TRAINING

This will consist of a week's training at our Head Office, TechnoGym UK and the nearest Fitness Space club. The training will cover all aspects relating to running a successful Fitness Space club including: sales & marketing, member development journey, software training, equipment training, staff recruitment, staff training, retention process, secondary spend Initiatives and all administrative procedures required.

LOCATION TRAINING

Your dedicated Business Development Manager will be with you once a month for the first 3 months of operation, ensuring you put theory into practice, and your club gets off to the best start possible.

LAUNCH SUPPORT

During your final week prior to opening doors, your dedicated Training Manager will deliver a weeks' long training course for your coaches in collaboration with our equipment partners Technogym. With defined learning outcomes, your coaches will be fully versed in all operational aspects of delivering our model in your new club.

SITE SELECTION AND LEASE NEGOTIATIONS

We partner with the UK's leading commercial property consultants, Time Retail Partners, ensuring that we are able to find you the very best site with highly competitive terms. Our team will work closely with you on finding a site within your specified location and all lease negotiations required. The premises will require D2 planning permission. All planning requirements are taken care of within your Property Package.

CLUB DESIGN AND CONSTRUCTION

Your Business Development Manager will work with you to design the best layout and equipment selection for your club, providing you with CAD designs and 3D walk through videos. We will also provide you with a design and specification guide to make your club fit out as seamless as possible.

MARKETING AND PRE-SALES PLANNING

Your Business Development Manager will advise you on marketing and pre-sales activity, as well as providing you with all the necessary templates and designs required to open doors with the best membership base possible.

MARKETING MATERIAL

Our distinctive external and internal marketing material has been developed over a number of years with proven impact. As a Franchise Owner you will benefit from our marketing activities and materials.

TECHNOLOGY

Technology at our clubs is at the forefront of what we do. Making our members accountable for their results as well as giving them the support required, our tailored technology solutions enhance and sustain our members' journey. As a franchise owner you will benefit from our ever-evolving technological solutions.

WEBSITE

We will develop your own mobile-friendly location site, available with its own web address linking through our mother site. Your site will be tailored to your location and will include numerous marketing vehicles.

OPERATIONS MANUAL

The highly valuable know-how and expertise relating to the complete The Fitness Space business method is documented in a comprehensive and attractive online hosted manual. It represents the Intellectual Property Rights of The Fitness Space as Franchisor and is made available to the Franchise Owner on loan.

LICENSING RIGHTS

The Franchise Owner is granted the right to trade under The Fitness Space corporate identity and enjoy all the benefits of being a Franchise Owner receiving the full back-up and support services of the Franchisor.

“After being a member of a larger chain I was worried about joining a gym where I would just be another number. After discovering The Fitness Space in 2010 I have never looked back! Their personalised approach in such a friendly and motivational environment was exactly what I needed to get back on track after a long lay-off due to a major illness.”

MARTYN O'DONNELL ASCOT

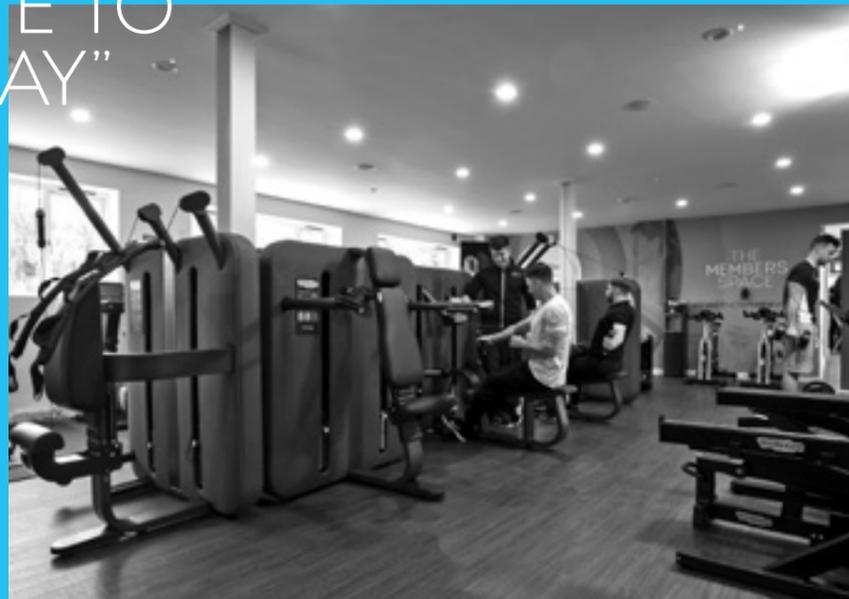
TOTAL FRANCHISE PACKAGE CONTENT:

£24,950

Additional Capital Expenditure to include:

- Communications
- Office equipment
- Associated fees
- Specialist equipment
- Establishment costs
- Working capital as per personalised business plan

“BRINGING THE ELITE TO EVERY DAY”



SUPPORT SERVICES

THE FITNESS SPACE IS COMMITTED TO PROVIDING A COMPREHENSIVE TOTAL SUPPORT PACKAGE TO ITS FRANCHISE OWNERS AND IN SO DOING, TO PROVIDE THEM WITH AN EXCELLENT OPPORTUNITY TO GROW AND DEVELOP A SUCCESSFUL FITNESS SPACE BUSINESSES. THESE SUPPORT SERVICES INCLUDE:

- The Fitness Space group concessions
- Extensive technological developments
- Dedicated helpline
- On-going marketing support
- Support of the national Fitness Space development team
- Preferential capital expenditure finance deals
- In-territory reviews and feedback to enhance performance
- Continuous updates to the Fitness Space operations manual
- Use of the Fitness Space intranet forum aiding communication across the network
- Continuous development of The Fitness Space website maximising its marketing potential
- Provision of national marketing initiatives throughout the network
- 4 meetings per annum with your dedicated Business Development Manager, focussing on business development, marketing, sales, retention and sharing of best practice across the network.
- An annual conference providing motivation and recognising successful franchise owners within the network
- Monthly Coach and Manager CPD days
- Virtual video tutorials
- Franchise management software hosting educational virtual content

EARNING OPPORTUNITY

THE FITNESS SPACE HAS A PROVEN BUSINESS SYSTEM THAT PROVIDES THE FRANCHISE OWNER WITH AN OPPORTUNITY TO ENJOY ATTRACTIVE EARNINGS. DETAILED BELOW ARE THREE LEVELS OF BUSINESS PERFORMANCE.

The figures set out below are based on our Company owned operation in Ascot. We also have an independent foundation operation which opened in High Wycombe in 2014. Our company owned operation has not, as yet, achieved 4,000 Sq Ft figures due to it's limited square footage and the foundational operation has not, as yet, achieved the level one turnover although is making excellent progress in doing so.

Premises Square Footage	2,000 Sq Ft	3,000 Sq Ft	4,000 Sq Ft
Franchise Owner Sales	326,740	468,305	603,622
Total Operating Costs	175,040	246,379	312,585
Operating Profit/Loss	104,845	157,179	207,372

Operating Costs: relate to all staffing, equipment leasing, premises, advertising, technology and other business related elements.

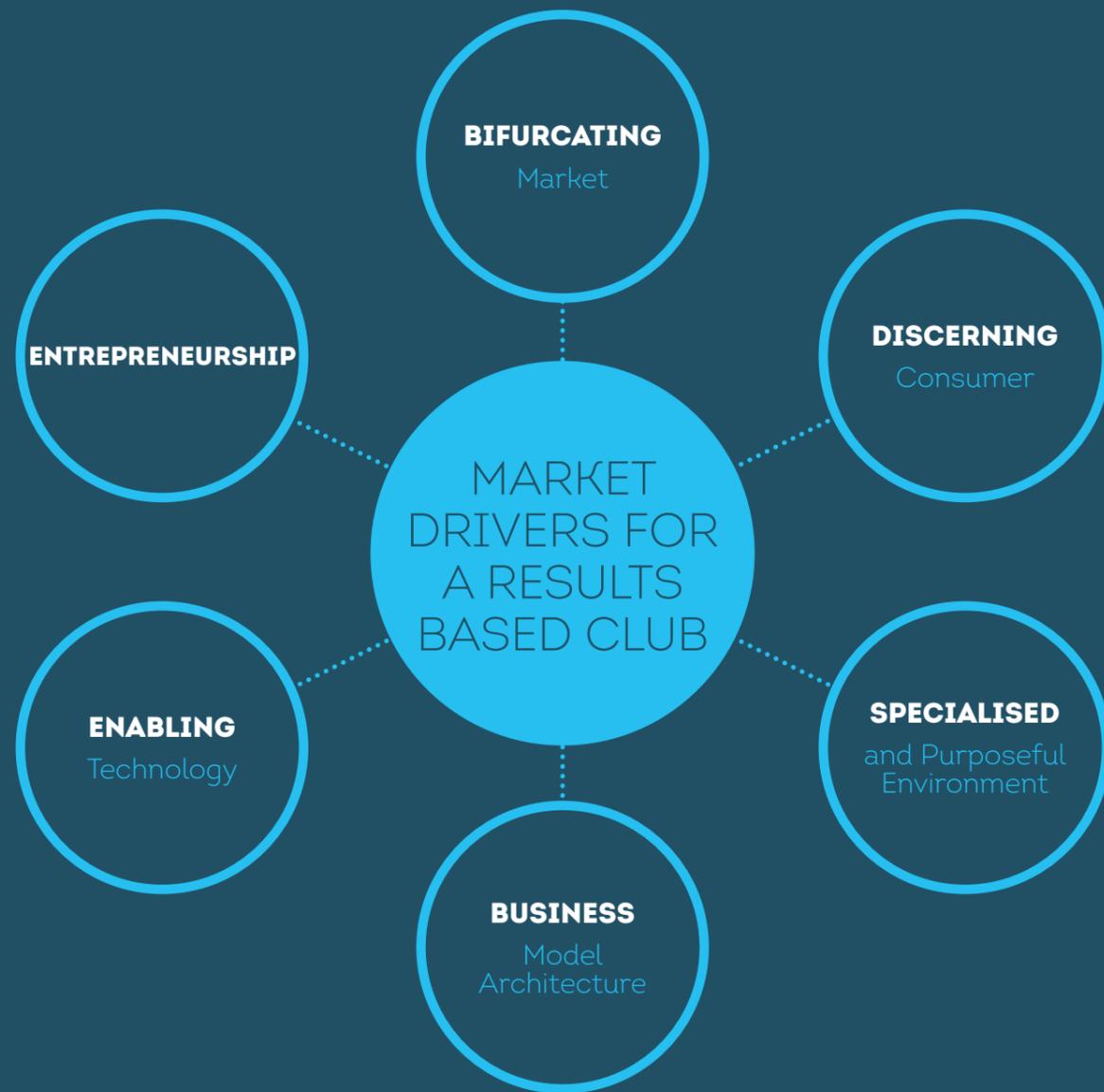
Operating Profit: is prior to Franchise Owners remuneration, capital repayments on establishment costs, any depreciation or bank interest charges and tax.

THESE FIGURES ARE PURELY ILLUSTRATIVE OF WHAT MAY BE ACHIEVED AND ARE NOT A GUARANTEE OF WHAT YOU WILL ACHIEVE. YOU MUST MAKE YOU OWN ENQUIRIES OF WHAT IS ACHIEVABLE.

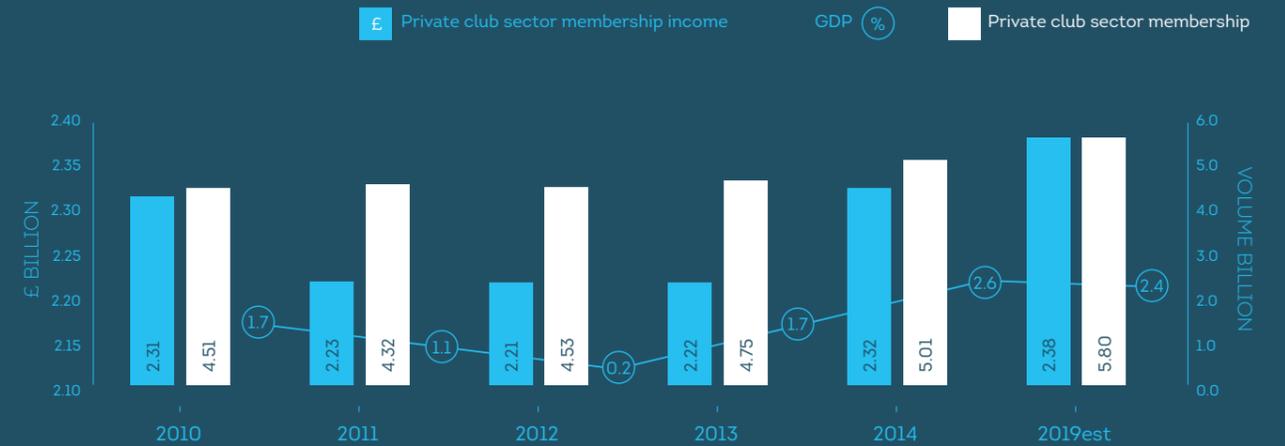
“RESULTS-DRIVEN ENVIRONMENT”

KEY STATISTICS

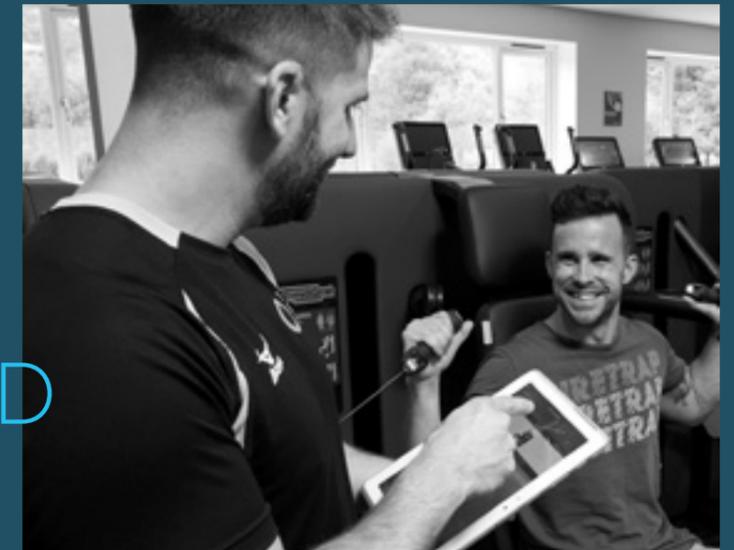
MARKET DRIVERS FOR A RESULTS BASED CLUB



UK PRIVATE SECTOR REVENUE AND MEMBERSHIP:



Source Oxygen Consulting / The Leisure Database Company 2014



“SPECIALISED AND TAILORED PROGRAMMING”