

# Fitness First

## MARKET

Fitness First is the world's number one health and fitness club chain with over 500 Fitness First clubs worldwide with over 1.5 million members in 21 countries.

Fitness First core philosophy is "Making the world a fitter place".

Fitness First positions itself as a provider of health and fitness product to the mass market.

'Fitness First for everybody' is the company's focus and they aim to communicate and sell this

members worldwide.

Fitness First franchised the brand in the Middle East in 2005 with its first club in IBN Battuta Mall and now has eighteen successfully operating clubs and plan to expand in the next three years to 50 clubs. Their clubs are strongly positioned in premium locations throughout the UAE, Bahrain, Qatar, Jordan and KSA.

Fitness First Middle East is owned by Landmark Fitness Limited and operated under the license by Leisure Unlimited LLC.

During the successful expansion, in order to give back to the community, Fitness First began its CSR initiative to support the All as One charity.

For every Fitness First club they open in the Middle East, funds are provided to All as One to ensure that another needy child in Sierra Leone receives the support to secure a better future for themselves. Fitness First look forward to continuing their successful partnership and encourage you to visit [www.allasone.org](http://www.allasone.org) to find out more.

All as One is dedicated to providing orphaned and destitute children, within Sierra Leone, with a loving home, education, medical care and a chance for a better future. Fitness First and All as One have a vision for projects in Sierra Leone that will provide medical care, jobs, education and more to thousands of families and children in desperate circumstances.

## PRODUCT

At Fitness First they are 100% committed to achieving individual's health and fitness goals. Their number one mission is to inspire you to lead a healthier lifestyle and put fitness first.

Fitness First provides its members with the following exclusive benefits:

- Internationally accredited 1:1 Personal Trainers trained by Industry leading Fitness Professionals
- FREE Group Exercise with over 100 Certified Instructors affiliated with the world famous Les Mills programmes including as BodyPump®,



to a broad range of people with a wide variety of individual goals in a diverse market.

As a company, they have a strong business model that offers best in class facilities at great value. They target the mass market and do not restrict themselves to higher end niche markets.

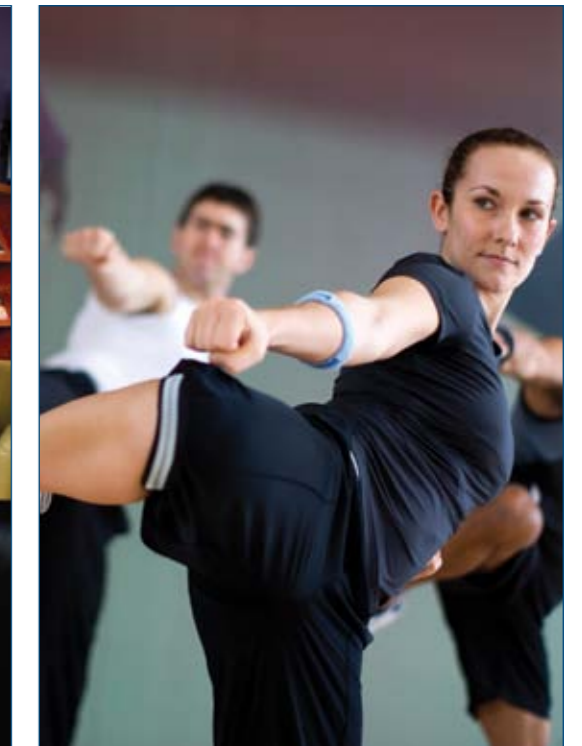
Their aim is to offer everyone, no matter what their size, shape or ability level the opportunity to improve their health and fitness, leading them to a healthier lifestyle. Most importantly, they want their members to enjoy the experience in a safe and clean environment with top of the range facilities.

## ACHIEVEMENTS

One of the most prominent and biggest achievements that Fitness First has achieved was the "Best in Dubai" under the Fitness and Leisure category for 2009 voted by readers of Time Out Dubai.

## HISTORY

From a single club opening in the UK in 1993, Fitness First has expanded with over 500 clubs, operating in 21 countries with over 1.5 million



- BodyCombat®, RPM®, BodyBalance®, BodyAttack®, BodyStep® and BodyJam® and recently launched Zumba Fitness
  - FREE YOGA classes such as Hatha Yoga, Iyengar Yoga, Power Yoga and their exclusive Dynamic Flow and Gentle Flow Yoga led by Yoga Alliance certified instructors
  - Extensive Free Weights and Strength Areas
  - In club Audio and Visual Entertainment throughout the club
  - State of the art exercise machines from industry leading manufacturers like Technogym
  - Over 300 Lockers with real keyless security locks eliminating all hassles caused by keys to members during their workout
  - Relax in the dry heat of a Harvia Hidden SAUNA
  - Perfect Member's Lounge, a place to wind down after a workout, relax and meet friends with DVD Library, complimentary drinks and WIFI access
- In addition, members are also entitled to Fitness First's Passport programme that offers access to more than 500 Fitness First clubs worldwide.

## RECENT DEVELOPMENTS

Growth is the key word for the group. At present their aim is to open more than 30 health clubs within three years. In the GCC region they will be expanding significantly. New club openings in the pipeline include Deira City Centre, Motor City in Dubai, Marina Mall and Abu Dhabi Mall in Abu Dhabi and Jeddah in KSA. They will also be looking to open more health clubs in Bahrain, Qatar and Sharjah in UAE.

## PROMOTION

Fitness First offers its members the best fitness experience at great value for money.

They have developed a flexible range of membership types to cater for member's individual needs.

With 60% of their new members being referred to them by their existing membership base they continually encourage their members to train with a friend or partner as not only is it more fun but the members are more likely to achieve their goals.

Fitness First provides unique concepts in the form of Fitness First Platinum, Fitness

First for Ladies Only and Fitness First for Men Only to cater for the specific needs of various demographics within the Middle East market.

## BRAND VALUES

**Values: How they behave**

The staff, 'Fitness Firsters', work and live by their values. They form part of the Fitness First employee induction, performance appraisal system, rewards system and count towards selection for progression within the business. To help them remember, the acronym they use is RECIPE.

**R-Respect and Integrity**

Fitness First are honest with their members and honest with their employees and they expect the same in return.

**E-Everyone counts**

Members and employees make their business what it is. They put people first.

**C-Community**

They participate in and support the local communities in which they operate. They care.

**I-Innovation**

As the number one fitness business in the world they encourage innovation to stay ahead of the game.

**P-Performance counts**

They are in a competitive business in a competitive market and they encourage a culture that rewards and recognises top performance. They like success.

**E-Energy and passion**

Fitness is fun. They love what they do.

[www.fitnessfirst-me.com](http://www.fitnessfirst-me.com)

## Things you didn't know about Fitness First

Fitness First Middle East plays a key role in the community by actively supporting various institution and charity programmes. One of the initiatives which make Fitness First proud is to be a part of eighteen childrens' lives through All as One charity.

Fitness First members enjoy their international passport membership with an automatic right of access to the clubs in the Middle East and also reciprocal use of over 500 clubs worldwide.

Fitness First changes people's lives; they make the world a fitter place.

Superbrands