



TRIB3

FRANCHISING OVERVIEW

The ultimate group workout experience

TRIB3

What is TRIB3?

TRIB3 is a global movement in fitness.

We bring people together worldwide for the ultimate group workout experience. With our unique TRI training system, you'll train across Treadmills, Resistance and Intensity for 45-minute coach-led HIIT sessions burning up to 1,000 calories per workout.

Designed to deliver results, TRIB3 is an experience but also a science. Underpinned by full heart rate tracking and our dedicated SWEAT app, the workout is built around effort-level, not ability, making it arguably the most inclusive group workout in the world.

This signature workout experience is fused with beautifully designed social spaces, mixology and our custom Journey so we can bring our workout warriors together to celebrate every milestone. We sweat together; we achieve together.

We are one TRIB3. One family. Worldwide.



TRIB3

Why TRIB3?

We are passionate about bringing people together through next-level workout experiences.

Our brand pillars:

At the heart of our brand are our pillars of **community**, **innovation** and **results**. These translate through our day to day operations in many ways – for example when we introduce new elements to our workout or when we come together to celebrate milestones on the TRIB3 workout journey – but they always ladder back to our fundamental purpose:

Community = Bringing people together

Innovation = Through next-level workout experiences

Results = We sweat together









World-Class Programming

Our proprietary TRI training system creates one workout with three elements:

1

Treadmill

Pound the treadmill and get your heart pumping. Combining sprints, incline and endurance based running you will burn calories fast.

2

Resistance

The perfect combination of resistance and functional movements. Push, pull and move to sculpt and tone your muscles in this floor-based training zone.

3

Intensity

Tackle the air bikes; a full-body workout. This zone is all about your effort, meaning the more you put in the more you sweat. Burn next-level calories in no time at all.

The TRIB3 workout is built on effort level not ability - you get out what you put in. This means we offer arguably the most inclusive group workout in the world.

Performance Tracking

Being able to track your progress is a key part of the TRIB3 experience.

The workout is fully tracked through heart rate monitors, in-studio displays and our SWEAT App which allows you to see key metrics including your journey-level, calories burned, SWEAT points earned and heart-rate including time spent in the coveted SWEAT Zone where your training is most efficient.



The TRIB3 Journey

One of the most special parts of the TRIB3 experience is our bespoke journey which celebrates and rewards the personal progress of our TRIB3Rs as they go from 'hitting the wall' on their first session to completing a huge 1,000 sessions and becoming one of our 'Legends'. Your achievements, always celebrated with the family.

This journey is supported by special merchandise, CRM and our own iconic retail range so that every time a TRIB3R hits another milestone we're there to recognise this massive achievement. We sweat together; we achieve together.



The TRIB3 Journey

You were born a warrior, but we have what it takes to make you a legend.

HIT THE WALL

After that epic first session, we celebrate your achievement with a sweaty selfie for The Wall.



50
WARRIOR

FIFTY WORKOUTS DONE

You're part of a community of warriors, brave enough to keep pushing yourself.



100
HERO

ONE HUNDRED WORKOUTS DONE

You've pushed yourself hard and shown what's possible. You're an icon.



200
ELITE

TWO HUNDRED WORKOUTS DONE

You've levelled up in your training; you're leading the charge.



300
SPARTAN

THREE HUNDRED WORKOUTS DONE

Experience, disciplined, always achieving. Your warrior spirit has gone to the next-level.



500
TITAN

FIVE HUNDRED WORKOUTS DONE

You've stepped up to a new level of strength and power. You are invincible.



700
IMMORTAL

SEVEN HUNDRED WORKOUTS DONE

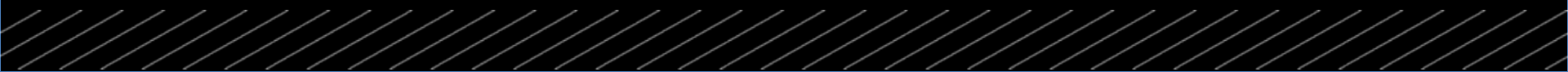
You've ascended. You've found your limits and smashed through them.



1K
LEGEND

ONE THOUSAND WORKOUTS DONE

Unstoppable.
The stuff of legends.

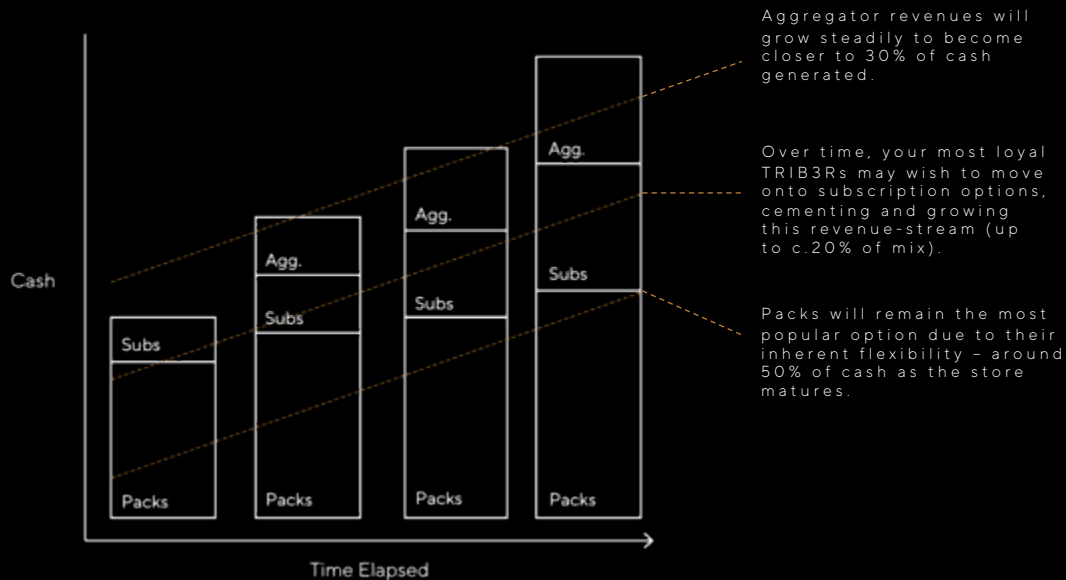


How Does the Business Model Work?

Store revenue is created in three main ways:

- Pack sales (pay as you use)
- Monthly subscriptions
- Aggregators

And bolstered by ancillary revenues from shakes and retail.



One studio, one highly effective model

The TRIB3 experience is purpose-designed as a one studio, one workout offering creating a single, compelling offering that can be flexed depending on the available space.



- The model allows for lower fit-out and operating costs while still delivering a high-end industrial luxe finish, making it affordable and accessible for consumers.
- The structure of the studios, three zones in clear lanes with compact equipment, means we can offer over 40 spaces per session in a regular class creating a highly effective 'volume' boutique model. This spacious set-up allows for distancing measures without compromising commercial viability.
- Franchise partners can choose, based on demographic of the location, size of the unit and capital available, to operate a focused studio or a larger 'premium' store.
- Our simple but effective one-workout model allows for high clarity of brand. This also means we deliver more focused, regular product innovation to keep TRIB3 at the forefront of the market.
- The singular nature of the workout offered allows TRIB3Rs to more quickly form a habit. This is then reinforced by regular programming refreshes with our custom workout builder to ensure they remain engaged.

Your investment with TRIB3

You'll need between £59k - £170k to start your own TRIB3 with our flexible business model.

This means that depending on where your store will be located and the capital you have available, you can choose to open a smaller, more focused workout studio or - with the right area and larger amounts of available capital - a full TRIB3 store which includes an expansive social area and full-service Mixology bar and reception. The signature workout experience our customers know and love is always the same in each store and we use demographic and locational analysis to guide you on size and specification.

Franchise fee

£30k* encompassing full property support, training, system set up and more

Finance options

We have partnerships with high street / major banks Natwest, Lloyds Bank, Barclays and HSBC

Total cost of opening

With bank funding, total cost to open will be £118k and £340k depending on chosen property and location.



*Excluding VAT. Exclusive discount on franchise fee for first 10 franchise partners who sign up before December 2020. Usually £40k exc. VAT.

Choose the perfect TRIB3 for you

Our signature workout experience is what makes TRIB3 so unforgettable, the rest is up to you.

	1.0	2.0	3.0
Description	The signature TRIB3 workout studio fronted with an open plan reception featuring custom lockers and a small rest room / changing area. Same workout experience, streamlined space – perfect for highly residential areas.	The signature TRIB3 workout studio plus ‘grab and go’ Mixology along with unisex locker area and shower & changing pods. Same workout experience complimented with more space to change , relax and recover post-workout.	The signature TRIB3 workout studio set within our most spacious store spec including lounge area, full Mixology bar, reception and male & female changing rooms. Our famous workout experience plus all the extras that ensure TRIB3Rs can prepare, sweat and recover on-site.
Investment level	Minimum £59k liquid capital (plus bank funding)	Minimum £119k liquid capital (plus bank funding)	Minimum £170k liquid capital (plus bank funding)
Demographic	Well suited to highly residential areas where people are generally ‘in and out’ for their workout experience.	A smaller store that’s perfect for more compact properties in areas with a good corporate and residential footprint.	Perfect for high footfall, high street areas and locations where TRIB3Rs will come to socialise and unwind as well as workout.
Size (as modelled)	1,700 – 2,300 Sq. ft	2,700- 3,200 Sq. ft	3,500 – 4,500 Sq. ft

1.0

The signature TRIB3 studio with open plan reception and custom lockers; our most compact layout.



	1.0	NET	VAT	GROSS
(20%)				
Costs to open the doors to a working TRIB3 store				
Initial Franchise Fee	£ 30,000	£ 6,000	£ 36,000	
Building work	£ 33,265	£ 6,653	£ 39,918	
Glazing, ceilings and signage	£ 16,060	£ 3,212	£ 19,272	
Changing rooms	£ 5,799	£ 1,160	£ 6,959	
Marketing	£ 6,500	£ 1,300	£ 7,800	
Working capital	£ 6,500	£ 1,300	£ 7,800	
Your own cash requirement	£ 49,062	£ 9,812	£ 58,874	
PLUS Bank funding	£ 49,062	£ 9,812	£ 58,874	
Cost to Open	£ 98,124	£ 19,625	£ 117,749	

CONGRATULATIONS DOORS OPEN

AFTER OPENING

These items are leased & paid for

After opening via monthly instalments

Fitness equipment leasing £ 73,230 £ 14,646 £ 87,876

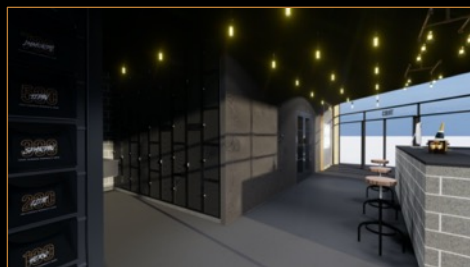
Lighting/Av £ 14,750 £ 2,950 £ 17,700

Costs are based on previous build costs for similar TRIB3 stores and are subject to variation based on location and spec.

2

2.0

Signature workout studio set in a medium-sized store complete with unisex locker area and space-efficient shower & changing pods



(20%)

2.0	NET	VAT	GROSS
Costs to open the doors to a working TRIB3 store			
Initial Franchise Fee	£ 30,000	£ 6,000	£ 36,000
Building work	£ 109,301	£ 21,860	£ 131,161
Glazing, ceilings and signage	£ 31,175	£ 6,235	£ 37,410
Changing rooms	£ 14,435	£ 2,887	£ 17,322
Marketing	£ 7,000	£ 1,400	£ 8,400
Working capital	£ 7,000	£ 1,400	£ 8,400
Your own cash requirement	£ 99,456	£ 19,891	£ 119,347
PLUS Bank funding	£ 99,456	£ 19,891	£ 119,347
Cost to Open	£ 198,911	£ 39,782	£ 238,693

CONGRATULATIONS DOORS OPEN

AFTER OPENING

These items are leased & paid for

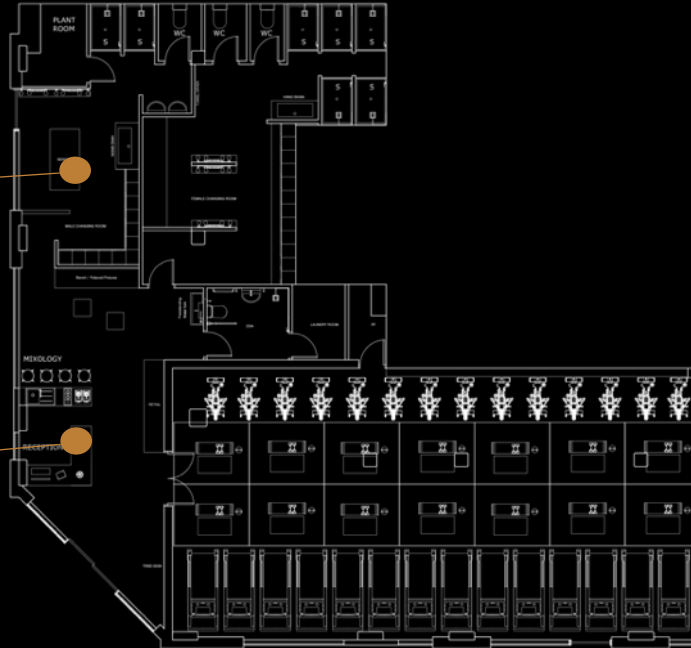
After opening via monthly installments

Fitness equipment leasing	£ 73,230	£ 14,646	£ 87,876
Lighting/Av	£ 17,947	£ 3,589	£ 21,537

Costs are based on previous build costs for similar TRIB3 stores and are subject to variation based on location and spec.

3.0

Signature workout studio housed in our most spacious store setting with full mixology bar and luxe changing rooms



	3.0	NET	VAT (20%)	GROSS
Costs to open the doors to a working TRIB3 store				
Initial Franchise Fee	£ 30,000	£ 6,000	£ 36,000	
Building Work	£ 175,162	£ 35,032	£ 210,194	
Glazing, Ceilings and Signage	£ 41,265	£ 8,253	£ 49,518	
Changing Rooms	£ 16,895	£ 3,379	£ 20,274	
Marketing	£ 10,000	£ 2,000	£ 12,000	
Working capital	£ 10,000	£ 2,000	£ 12,000	
Your own cash requirement	£ 141,661	£ 28,332	£ 169,993	
PLUS Bank funding	£ 141,661	£ 28,332	£ 169,993	
Cost to Open	£ 283,322	£ 56,664	£ 339,986	

CONGRATULATIONS DOORS OPEN

AFTER OPENING

These items are leased & paid for

Via monthly instalments

Fitness equipment leasing	£ 73,230	£ 14,646	£ 87,876
Lighting/Av	£ 17,947	£ 3,589	£ 21,537

Costs are based on previous build costs for similar TRIB3 stores and are subject to variation based on location and spec.

YIELD
Monthly
comparison*

Typical breakeven

MONTHLY NET REVENUE £		Yield								
Occupancy %	Visits	8	9	10	11	12	13	14	15	
18%	2,000	16,000	18,000	20,000	22,000	24,000	26,000	28,000	30,000	
23%	2,500	20,000	22,500	25,000	27,500	30,000	32,500	35,000	37,500	
27%	3,000	24,000	27,000	30,000	33,000	36,000	39,000	42,000	45,000	
32%	3,500	28,000	31,500	35,000	38,500	42,000	45,500	49,000	52,500	
36%	4,000	32,000	36,000	40,000	44,000	48,000	52,000	56,000	60,000	
41%	4,500	36,000	40,500	45,000	49,500	54,000	58,500	63,000	67,500	
45%	5,000	40,000	45,000	50,000	55,000	60,000	65,000	70,000	75,000	
50%	5,500	44,000	49,500	55,000	60,500	66,000	71,500	77,000	82,500	
54%	6,000	48,000	54,000	60,000	66,000	72,000	78,000	84,000	90,000	
63%	7,000	56,000	63,000	70,000	77,000	84,000	91,000	98,000	105,000	
Example Area		Sheffield	Bristol		Manchester		London			

YIELD
Annual
comparison*

Typical breakeven

ANNUAL REVENUE £		Yield								
Occupancy %	Visits	8	9	10	11	12	13	14	15	
18%	2,000	192,000	216,000	240,000	264,000	288,000	312,000	336,000	360,000	
23%	2,500	240,000	270,000	300,000	330,000	360,000	390,000	420,000	450,000	
27%	3,000	288,000	324,000	360,000	396,000	432,000	468,000	504,000	540,000	
32%	3,500	336,000	378,000	420,000	462,000	504,000	546,000	588,000	630,000	
36%	4,000	384,000	432,000	480,000	528,000	576,000	624,000	672,000	720,000	
41%	4,500	432,000	486,000	540,000	594,000	648,000	702,000	756,000	810,000	
45%	5,000	480,000	540,000	600,000	660,000	720,000	780,000	840,000	900,000	
50%	5,500	528,000	594,000	660,000	726,000	792,000	858,000	924,000	990,000	
54%	6,000	576,000	648,000	720,000	792,000	864,000	936,000	1,008,000	1,080,000	
63%	7,000	672,000	756,000	840,000	924,000	1,008,000	1,092,000	1,176,000	1,260,000	
Example Area		Sheffield	Bristol		Manchester		London			

* Based on 48 spots per session.

EBITDA
Yield
comparison*

Typical breakeven

EBITDA £		Yield							
Occupancy %	Visits	8	9	10	11	12	13	14	15
27%	3,000	-	-	-	-	-	-	-	-
32%	3,500	48,000	54,000	60,000	66,000	72,000	78,000	84,000	90,000
36%	4,000	96,000	108,000	120,000	132,000	144,000	156,000	168,000	180,000
41%	4,500	144,000	162,000	180,000	198,000	216,000	234,000	252,000	270,000
45%	5,000	192,000	216,000	240,000	264,000	288,000	312,000	336,000	360,000
50%	5,500	240,000	270,000	300,000	330,000	360,000	390,000	420,000	450,000
Example Area		Sheffield	Bristol		Manchester		London		



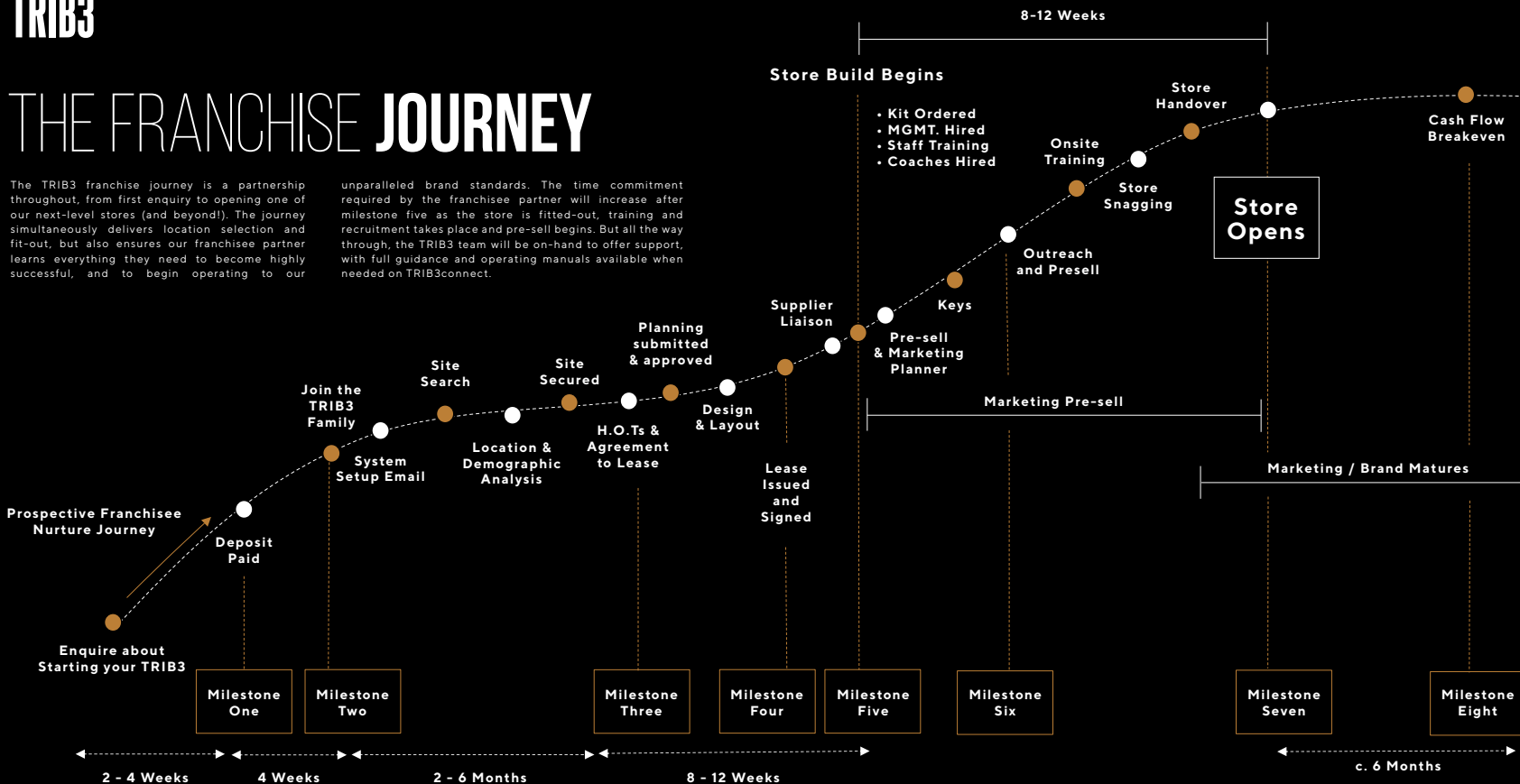
*Based on 48 spots per session.

TRIB3

THE FRANCHISE JOURNEY

The TRIB3 franchise journey is a partnership throughout, from first enquiry to opening one of our next-level stores (and beyond!). The journey simultaneously delivers location selection and fit-out, but also ensures our franchisee partner learns everything they need to become highly successful, and to begin operating to our

unparalleled brand standards. The time commitment required by the franchisee partner will increase after milestone five as the store is fitted-out, training and recruitment takes place and pre-sell begins. But all the way through, the TRIB3 team will be on-hand to offer support, with full guidance and operating manuals available when needed on TRIB3connect.



An organisation built to deliver value for franchise partners

TRIB3's infrastructure and world-class team were built for one reason.

1

Operational support team and systems

- Full franchise support team in place to ensure the journey from property search to securing heads of terms, right through to recruiting and training team and pre-sales of your store is simple, clear and effective.
- State-of-the-art TRIB3connect system.

2

Branding, marketing & sales

- All franchise partners receive full marketing and branding support including a full pre-sales toolkit, ongoing acquisition campaign collateral and usage / event toolkits. Plus paid media delivery.
- Templates can be accessed on our TRIB3connect system.

3

Coaches & programming

- All programming and training is facilitated by TRIB3 with our custom workout builder and training academy, we ensure all coaches can deliver the programming effectively and that for our TRIB3Rs the workout feels consistent but fresh.

The TRIB3 Family Your support team

The Group Board:



Kevin Yates
Chief Executive Officer



Jonathan Fisher
Chairman



Kirsty Angove
Chief Marketing Officer



Karl Dietrich
Chief Development Officer



Matteo Cerruti
Chief Experience Officer



Thomas Moran
Chief Finance Officer

Board advisers:

Allan Fisher
Founder, Holmes Place

Xavier Gilabert
CEO Holmes Place, Europe

Ready?

Let's sweat together!

TRIB3
International

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