



**FRANCHISING
WITH TRIB3**

FRANCHISE PARTNERS

OWN A TRIB 3.

GUANGZHOU

HELSINKI

MOSCOW

MADRID

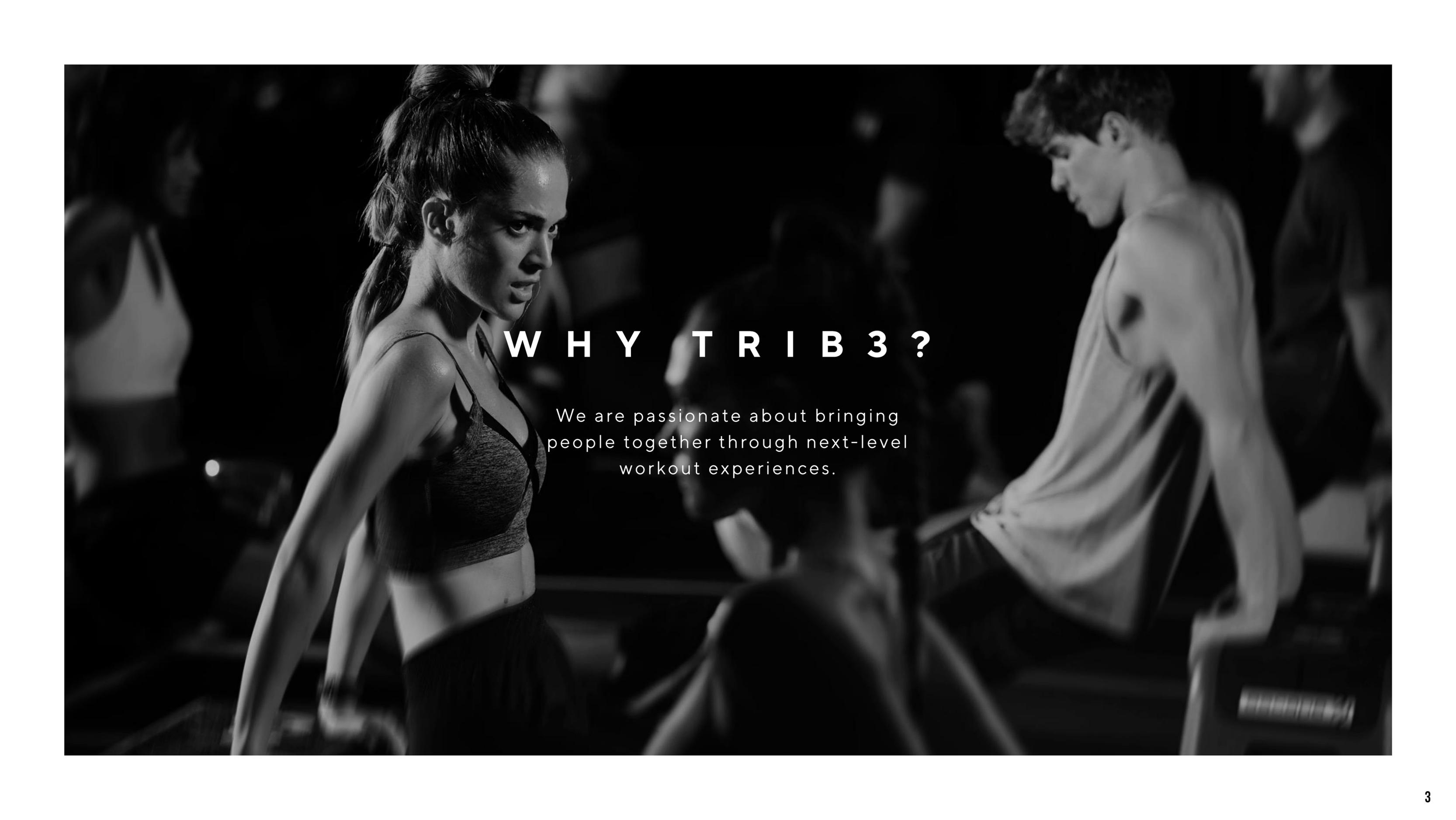
BRISTOL

EDINBURGH

LEEDS

MANCHESTER

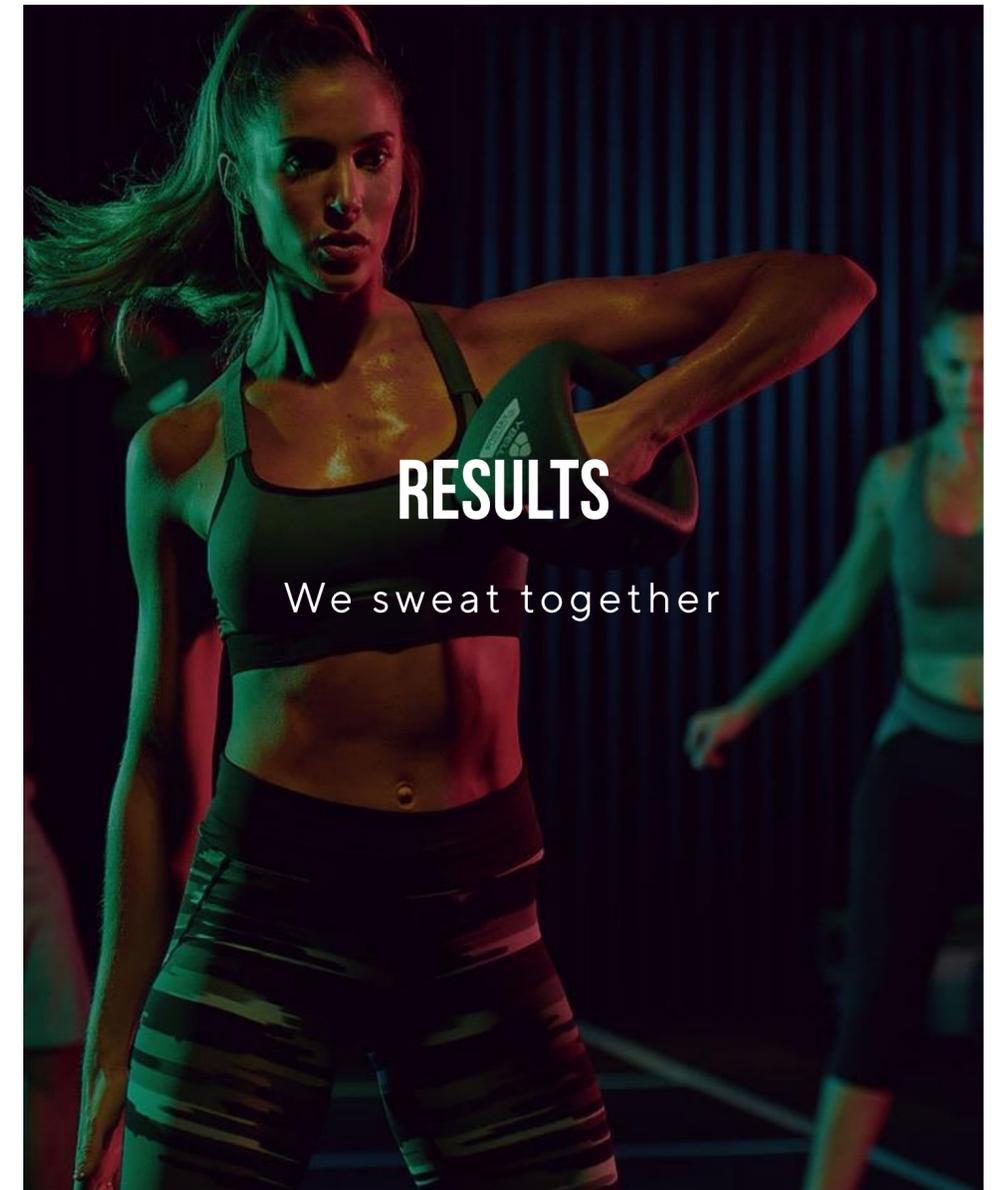
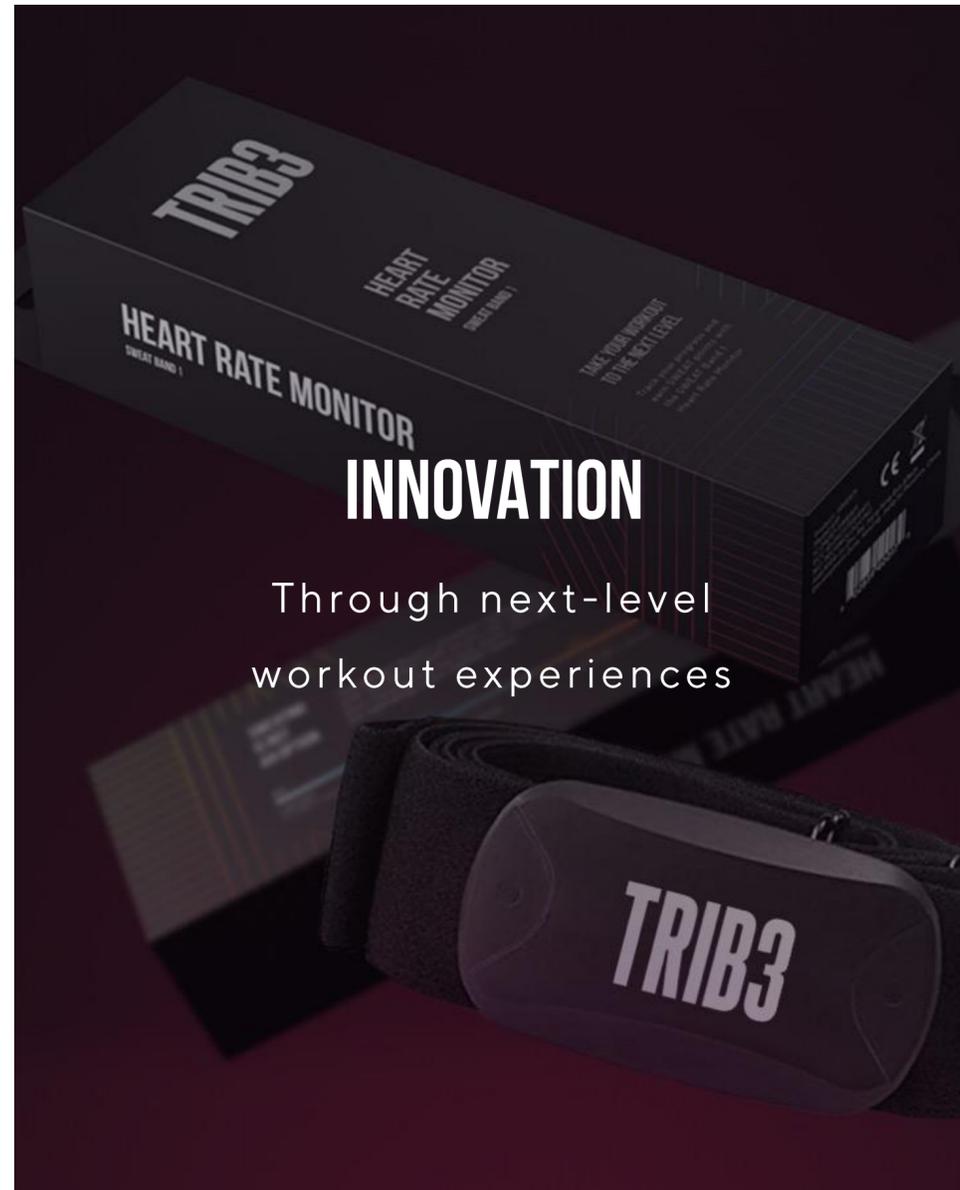
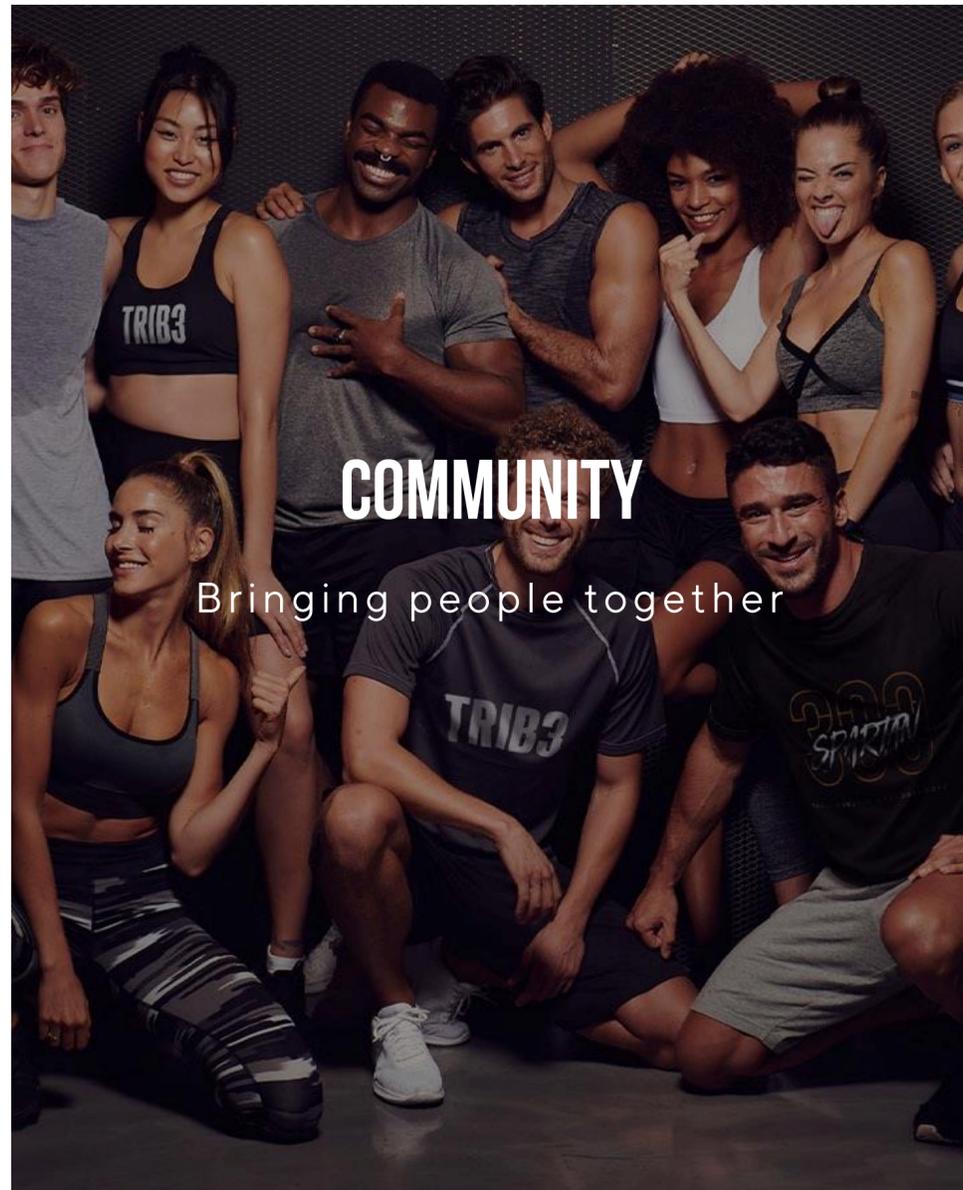
SHEFFIELD



W H Y T R I B 3 ?

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

OUR BRAND PILLARS





WHAT IS TRIB3?

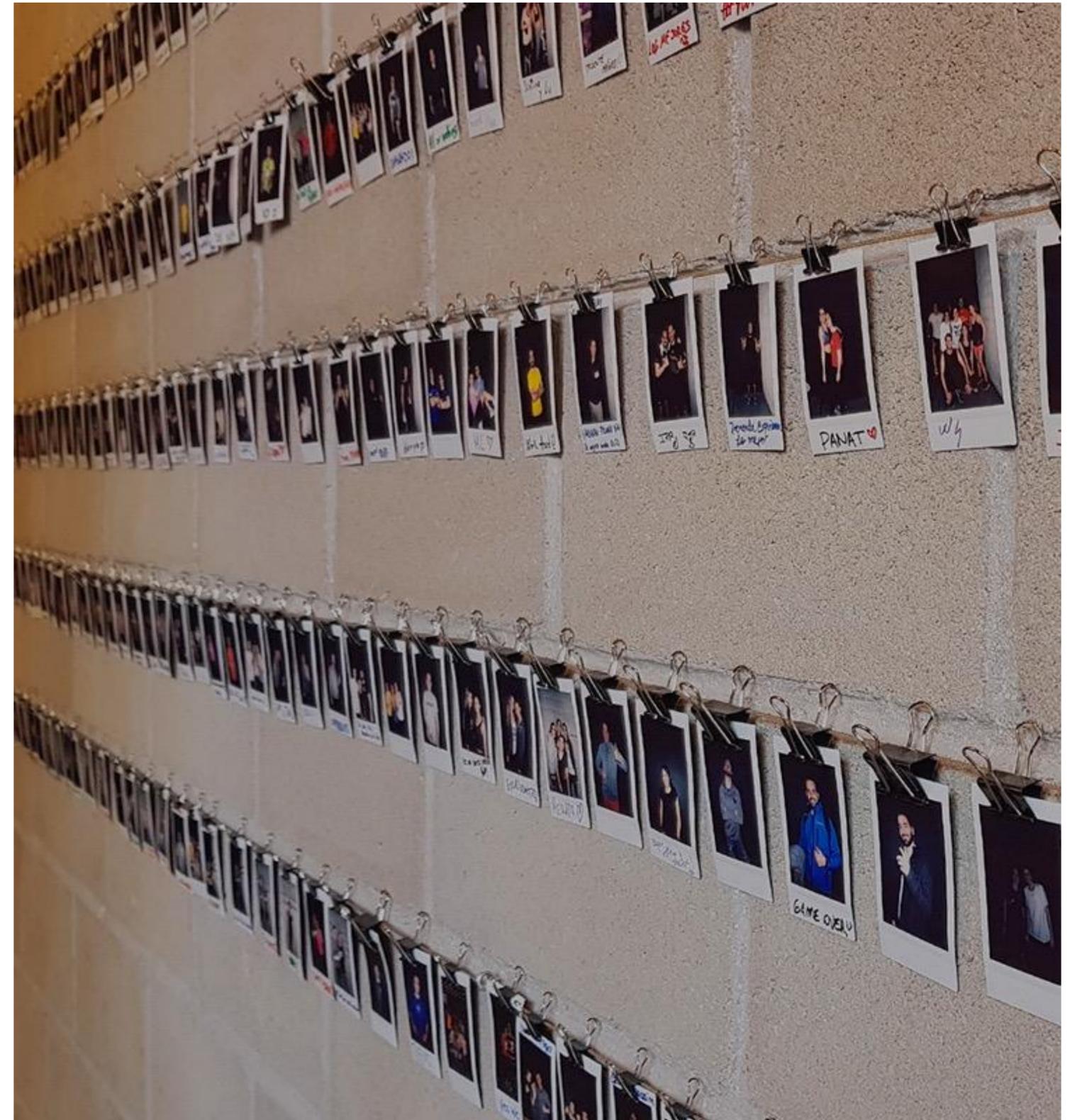
TRIB3 is a global movement in fitness.

SPARTAN
THREE HUNDRED WORKOUTS DONE

WHAT IS TRIB3?

We bring people together worldwide for the ultimate group workout experience.

- Three zones: Treadmills, Resistance and Intensity for 45-minute coach-led HIIT sessions
- An experience but also a science - burn up to 1,000 calories per workout
- Custom lights, music and full heart rate tracking
- Dedicated SWEAT app and proprietary heart rate monitor
- Built around effort-level, not ability
- It's arguably the most intensive yet inclusive workout in the world



VOLUME BOUTIQUE MODEL

One studio, one workout creating a single, compelling offering flexible depending on available space.

- Lower fit-out and operating costs while still delivering a high-end industrial luxe finish
- Unique three-zoned studio design with compact equipment offers +48 spots-per-session in a regular class
- Spacious set-up allows for distancing measures without compromising commercial viability
- Simple but effective one-workout model allows for high clarity of brand and delivery of focused, regular product innovation
- The signature workout experience is always the same but different store specifications are available with our flexible model
- Design and specification will be based on demographic of the location, size of the unit and capital available

WHY INVEST? THE POWER OF THE VOLUME BOUTIQUE MODEL

Fusing the power of the boutique model – community, connection and loyalty – with a results-focused, technology-driven workout plus a unique studio design that allows high volume sessions for the fastest possible breakeven.

£95_{BN}

BOUTIQUE FITNESS SECTOR

The booming boutique fitness sector was valued at over £95bn globally in 2019, representing the fastest growing proposition within the fitness industry as people seek rich 'tribal' consumer experiences.

+60

NET PROMOTER SCORE

Our NPS scores are consistently +60 showing the power of the close-knit communities the model creates.

80%

REVENUES FROM EXISTING CUSTOMERS

As your store matures, and your community really comes together, 80% of your monthly revenues will come from existing customers.

1/3

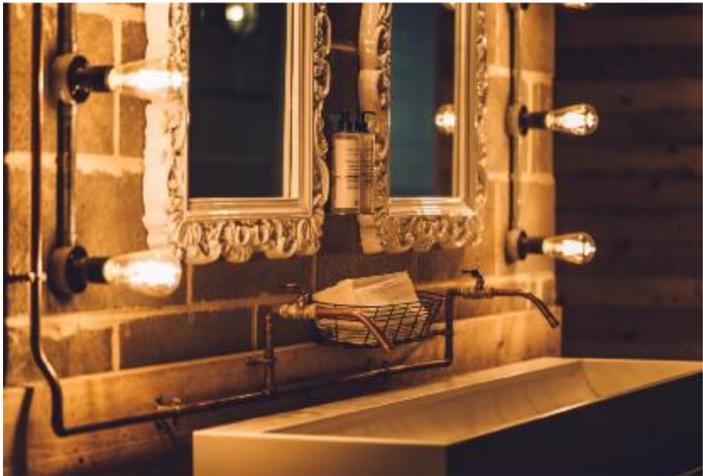
OF LEADS FROM REFERRALS

Likewise, over a third of your leads are likely to come from referrals from your core community of TRIB3Rs.

60%

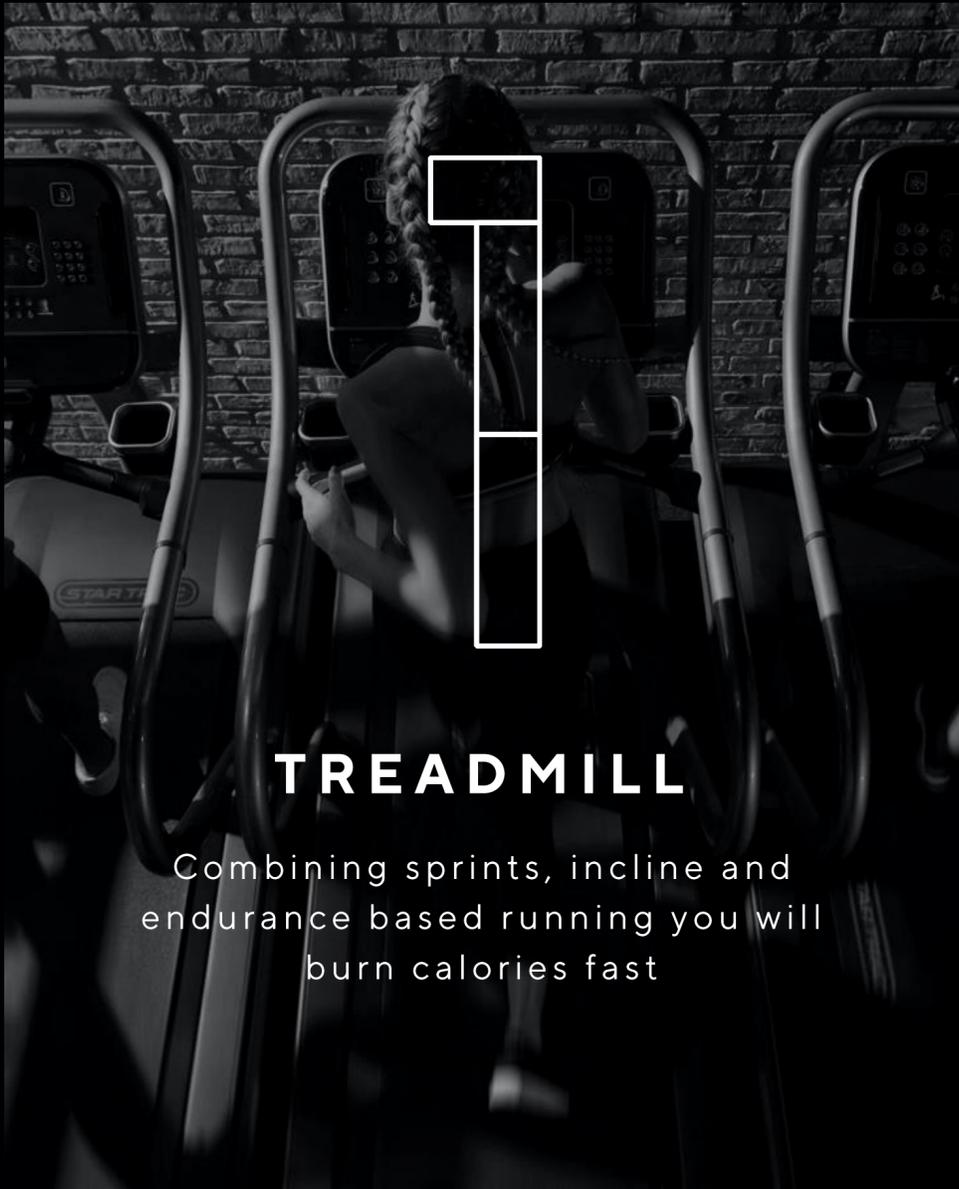
USE TRIB3 AS PART OF A ROUTINE

C.60% of TRIB3Rs use other fitness facilities too. Our focused offering, flexible pay-as-you-play session structure and accessible price point, facilitated by our volume boutique model, means TRIB3 is a complement to traditional gym memberships and maximises our available audience.



WORLD-CLASS WORKOUT EXPERIENCE

Our proprietary TRI training system creates one unique workout with three elements.



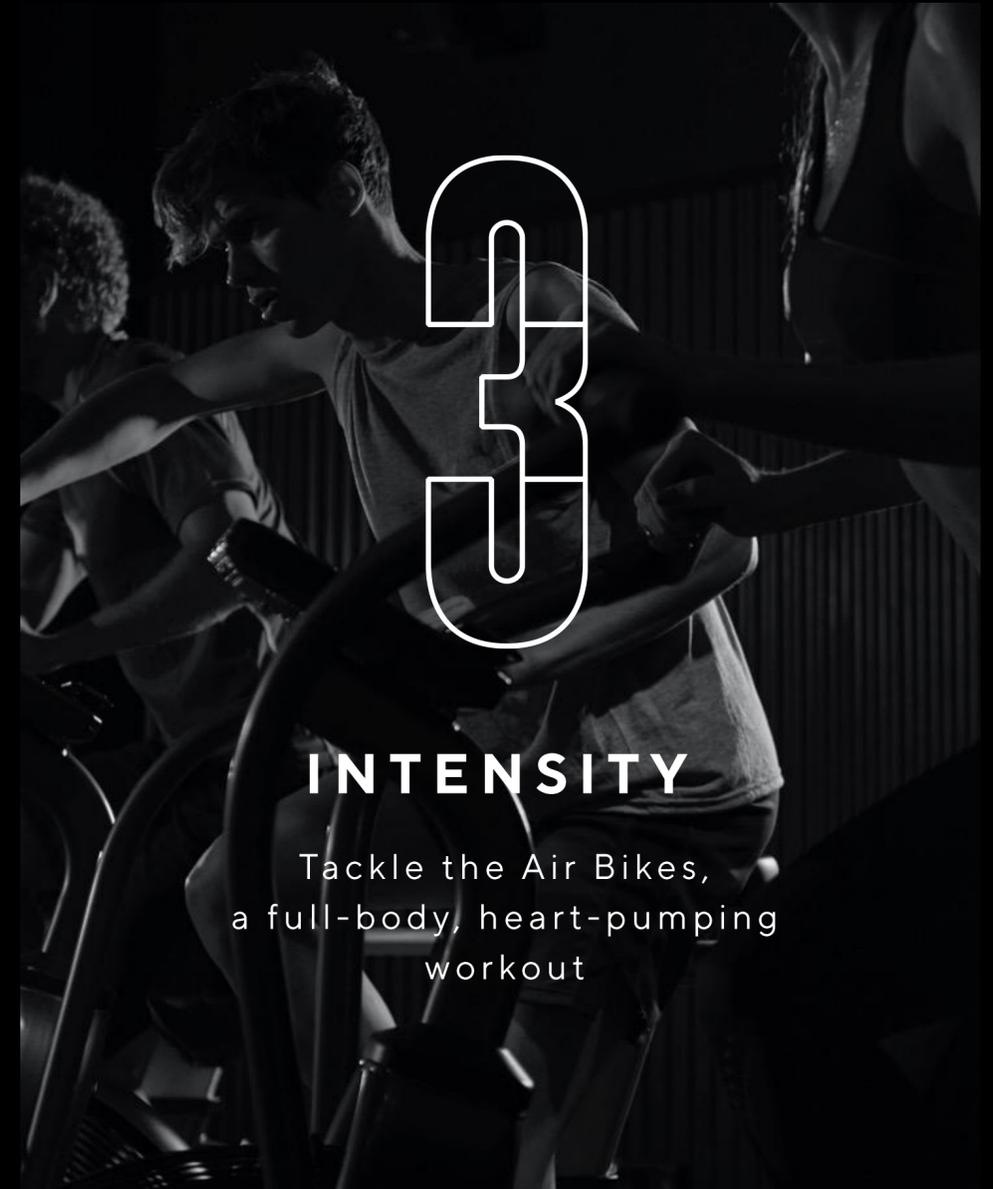
TREADMILL

Combining sprints, incline and endurance based running you will burn calories fast



RESISTANCE

Push, pull and move to sculpt and tone your muscles in this floor-based training zone



INTENSITY

Tackle the Air Bikes, a full-body, heart-pumping workout

INSIDE THE STORE EXPERIENCE-LED DESIGN



CUSTOM MUSIC & LIGHTING

Intuitive, programmable lighting system aligned to the tempos of the workout and set to playlists curated by our very own TRIB3 DJ.



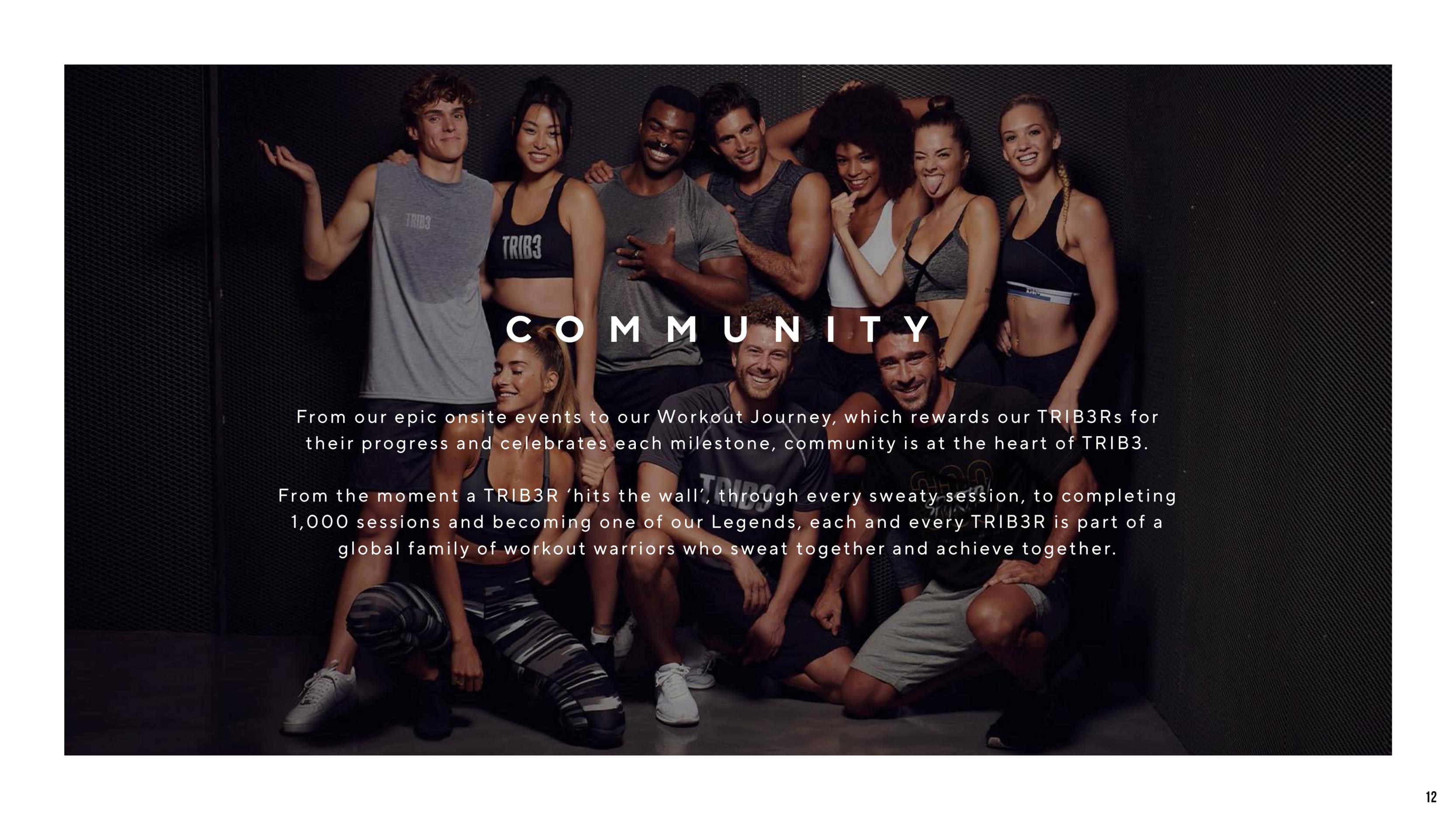
SIGNATURE SCENTS & LUXE PRODUCTS

Highly sensory experience from custom, heavenly scented spa products in the changing rooms to signature candles and diffusers around the store.



UNIQUE DESIGN FEATURES

All created by our expert in-house design team, your store will be truly instagrammable with copper piping, neon signs and luxe concrete.



COMMUNITY

From our epic onsite events to our Workout Journey, which rewards our TRIB3Rs for their progress and celebrates each milestone, community is at the heart of TRIB3.

From the moment a TRIB3R 'hits the wall', through every sweaty session, to completing 1,000 sessions and becoming one of our Legends, each and every TRIB3R is part of a global family of workout warriors who sweat together and 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.

TECHNOLOGY

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 custom SWEAT app which allows you to see key metrics, wherever, whenever, 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.



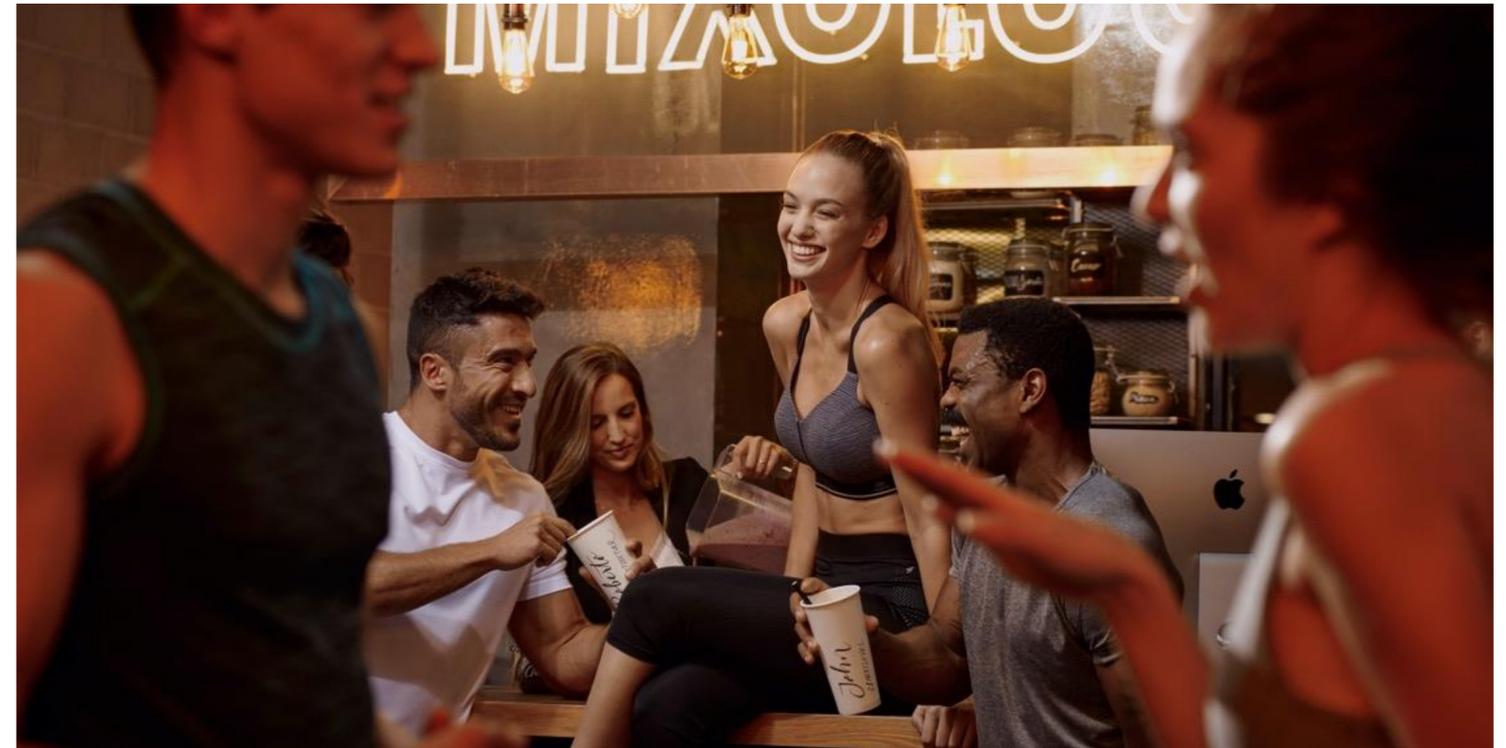
MIXOLOGY

Freshly made protein shakes, made-to-order onsite, so TRIB3Rs can recover and refresh after the workout.

With 9 regular shakes and a special 'shake of the month' themed around special events and occasions, there's a recipe to suit every taste.

Pre and post workout blends, with either plant-based or dairy-based protein blended up with juice or almond milk, nut-butters and fruit.

TRIB3Rs can order in the app and collect in-store after their session.



RETAIL

Our exclusive line. Perfect for street to studio style.
Working out never looked so good.

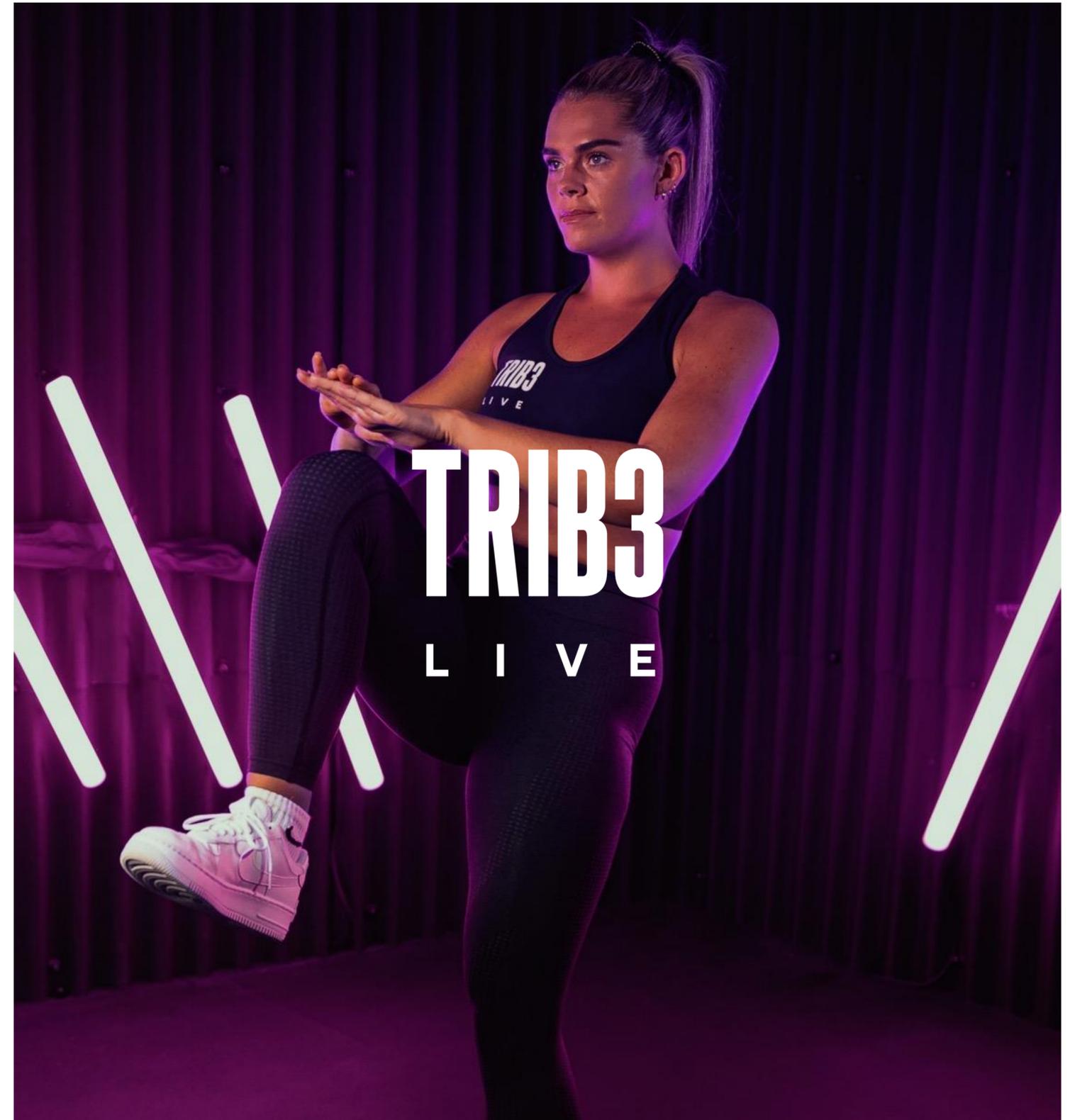
The TRIB3 retail collection sits on a custom retail unit within the store. With premium fabrics, bold branding and iconic slogans, the ranges are refreshed seasonally and offer the perfect opportunity for your community to sport the brand with pride.



A HYBRID MODEL

Underpinning our core, studio experience is TRIB3 Live. Our at-home workout platform provides a way for our community to train with us, anytime, anywhere. And, after recent near global lockdowns, digital fitness is here to stay.

- Over 70% of TRIB3 Live members are existing studio customers, integrating Live workouts with their existing studio routines.
- Digital fitness content will be a consumer expectation for fitness operators ongoing, TRIB3 Live takes away the cost and effort to create this content; it's all there!
- Plus, you'll get a financial kickback when your store's customers subscribe to the platform, creating a revenue stream for you agnostic of the physical studio.
- The TRIB3 Live platform is also helping grow the TRIB3 brand at serious scale.





INVESTMENT

What you'll need to join our global family.

YOUR INVESTMENT WITH TRIB3

Initial investment to start your own TRIB3 store starts from £137k, depending on square footage and specification. If bank funding is leveraged, initial cash requirement will reduce by c.50%.

FRANCHISE FEE

£35k* 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

Total cost to open will be between £231k and £422k depending on chosen property and location.

* Excluding VAT

CHOOSE THE PERFECT TRIB3 FOR YOU

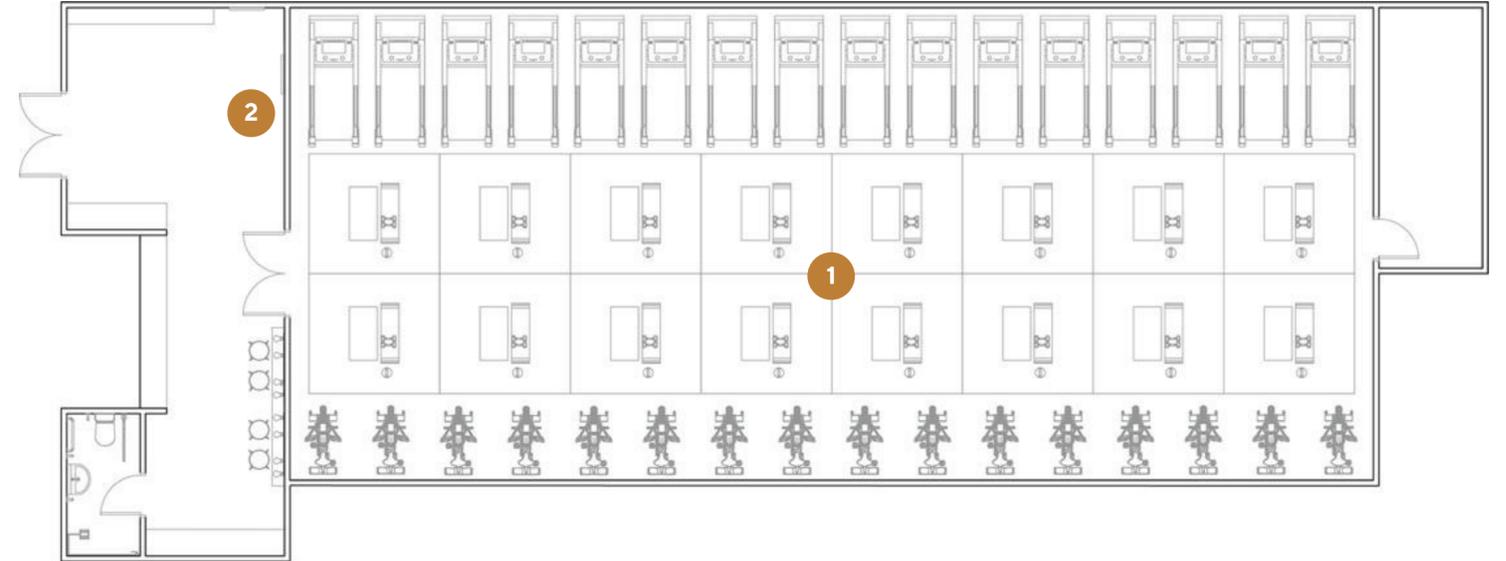
With our tiered size and investment model, you have the opportunity to build your perfect TRIB3 store. Stores range from having an open plan reception with a small unisex changing area to more spacious stores offering a lounge area and a full Mixology bar among other amenities. As we find your preferred location, we can bring different elements together to create your perfect store, aligned with the available square footage and your investment level. The thing that's consistent for each and every store is our signature 'volume boutique' studio design. Below are three examples of different store options based on ranges of square footage, but our franchise team will work with you to build you the perfect TRIB3 store.

SIZE (AS MODELLED)	1,700 – 2,300 Sq. ft	2,700- 3,200 Sq. ft	3,500 – 4,500 Sq. ft
DESCRIPTION	The signature TRIB3 workout studio fronted with an open plan reception featuring custom lockers and a small rest room / changing area.	The signature TRIB3 workout studio plus 'grab and go' Mixology along with unisex locker area and shower & changing pods.	The signature TRIB3 workout studio set within our most spacious store spec including lounge area, full Mixology bar, reception and male & female changing rooms.
INVESTMENT LEVEL	Cash requirement of £137k	Cash requirement of £222k	Cash requirement of £309k
DEMOGRAPHIC	Well suited to highly residential areas where people are generally 'in and out' for their workout experience.	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.

1,700-2,300 SQ. FT STORE

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

	NET	VAT (20%)	GROSS
COSTS TO OPEN THE DOORS TO A WORKING TRIB3 STORE			
Initial Franchise Fee	£35.000	£7.000	£42.000
Building Work	£85.788	£17.158	£102.946
Flooring	£2.888	£578	£3.466
Signage	£1.300	£260	£1.560
IT and Electrical items	£1.500	£300	£1.800
Lockers	£5.000	£1.000	£6.000
Fitness Equipment	£73.613	£14.723	£88.336
Light/Av	£15.000	£3.000	£18.000
COST TO BUILD	£220.089	£44.018	£264.107
Pre launch-stock	£1.000	£200	£1.200
Legals	£2.500	£500	£3.000
Marketing	£4.000	£800	£4.800
Working capital	£4.000	£800	£4.800
TOTAL COST TO OPEN	£231.589	£46.318	£277.907
ASSET FINANCE	£93.613	£18.723	£112.336
CASH REQUIREMENT	£137.976	£27.595	£165.571



1 STUDIO



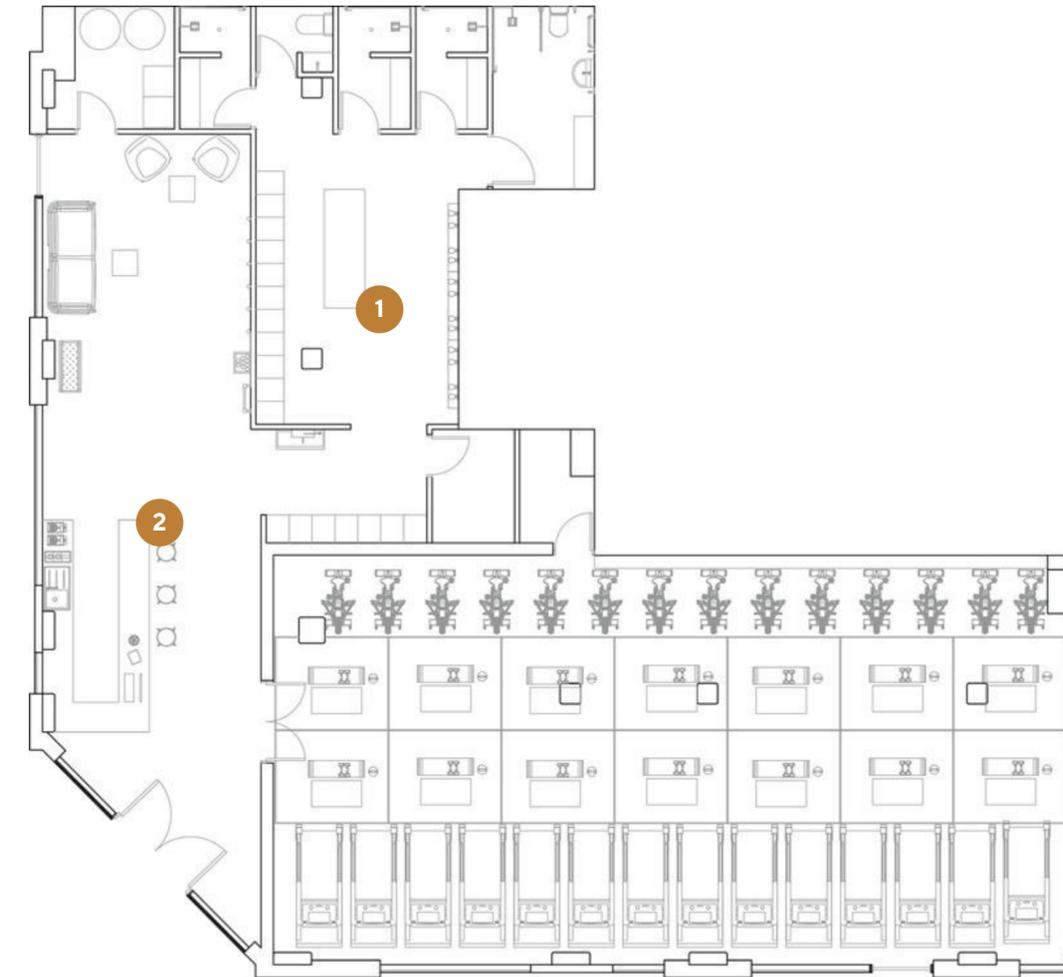
2 JOURNEY WALL



2,700-3,200 SQ. FT STORE

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

	NET	VAT (20%)	GROSS
COSTS TO OPEN THE DOORS TO A WORKING TRIB3 STORE			
Initial Franchise Fee	£35.000	£7.000	£42.000
Building Work	£162.442	£32.488	£194.930
Flooring	£2.888	£578	£3.466
Signage	£1.300	£260	£1.560
IT and Electrical items	£2.500	£500	£3.000
Lockers	£15.000	£3.000	£18.000
Fitness Equipment	£73.613	£14.723	£88.336
Light/Av	£18.000	£3.600	£21.600
COST TO BUILD	£310.743	£62.149	£372.892
Pre launch-stock	£1.500	£300	£1.800
Legals	£2.500	£500	£3.000
Marketing	£6.500	£1.300	£7.800
Working capital	£7.500	£1.500	£9.000
TOTAL COST TO OPEN	£328.743	£65.749	£394.492
ASSET FINANCE	£106.613	£21.323	£127.936
CASH REQUIREMENT	£222.130	£44.426	£266.556



1 UNISEX LOCKER ROOM



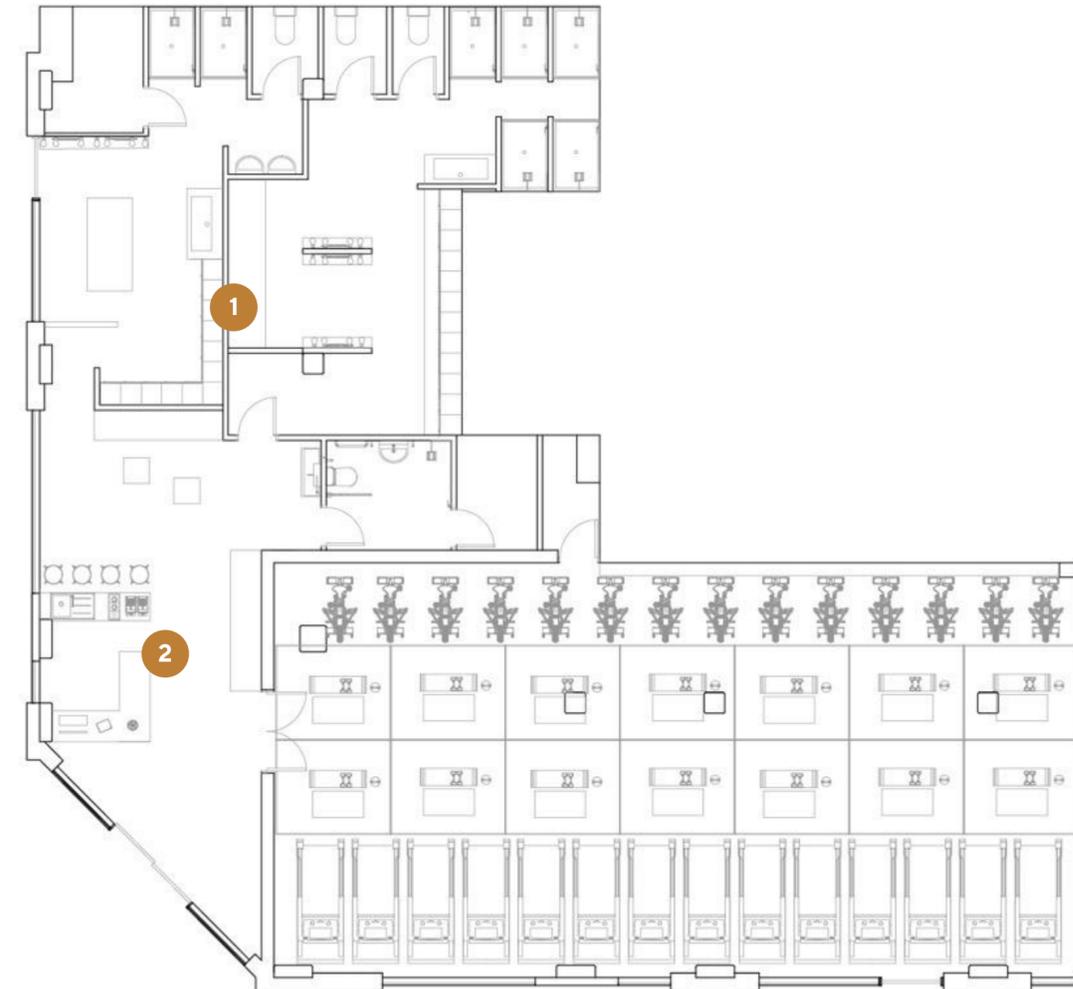
2 HYBRID MIXOLOGY/RECEPTION AREA



3,500-4,500 SQ. FT STORE

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

	NET	VAT (20%)	GROSS
COSTS TO OPEN THE DOORS TO A WORKING TRIB3 STORE			
Initial Franchise Fee	£35.000	£7.000	£42.000
Building Work	£243.871	£48.774	£292.645
Flooring	£2.888	£578	£3.466
Signage	£1.300	£260	£1.560
IT and Electrical items	£3.928	£786	£4.714
Lockers	£19.000	£3.800	£22.800
Fitness Equipment	£73.613	£14.723	£88.336
Light/Av	£20.000	£4.000	£24.000
COST TO BUILD	£399.600	£79.920	£479.520
Pre launch-stock	£1.500	£300	£1.800
Legals	£2.500	£500	£3.000
Marketing	£8.500	£1.700	£10.200
Working capital	£10.000	£2.000	£12.000
TOTAL COST TO OPEN	£422.100	£84.420	£506.520
ASSET FINANCE	£112.613	£22.523	£135.136
CASH REQUIREMENT	£309.487	£61.897	£371.384



1 FULL CHANGING ROOMS



2 MIXOLOGY BAR

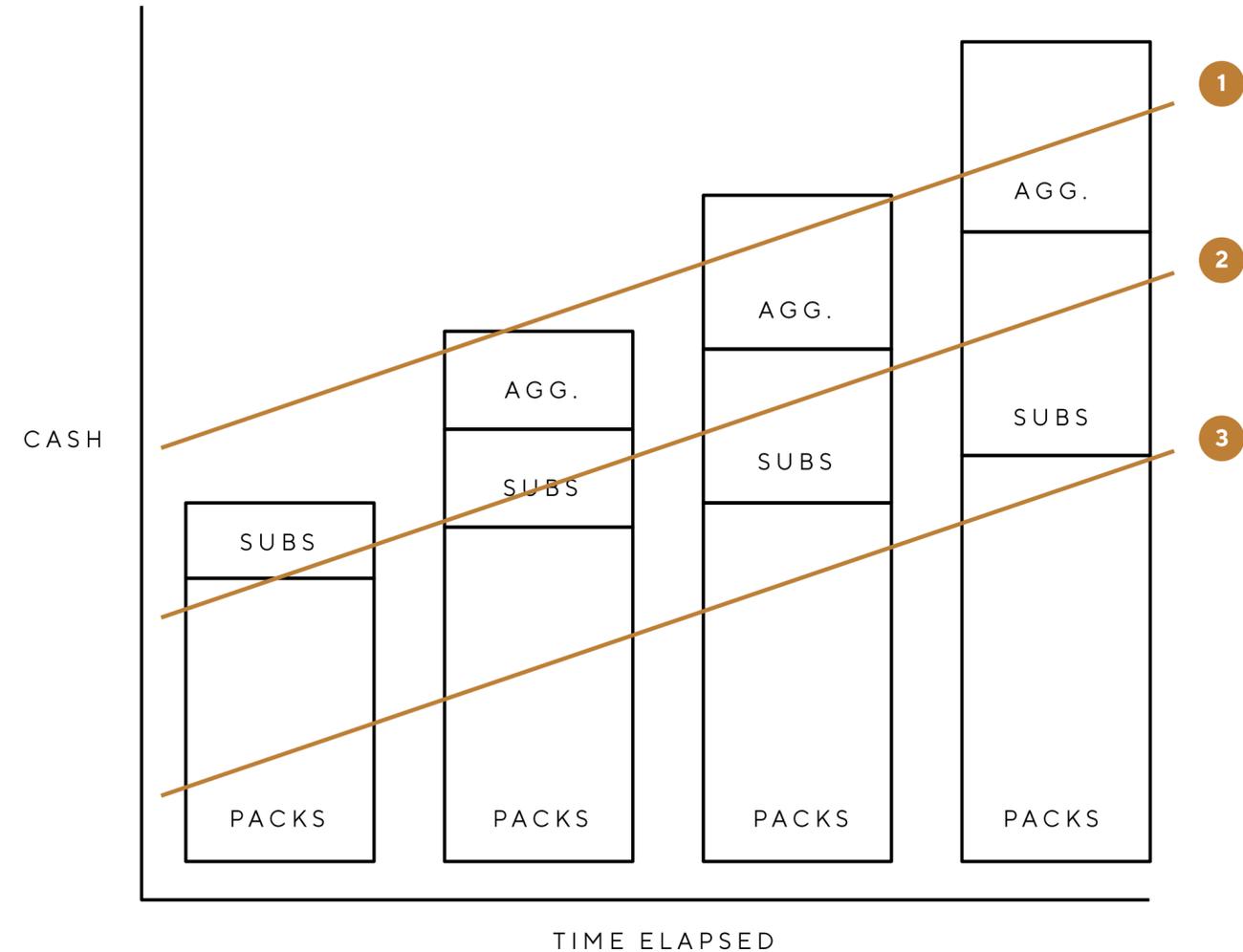


HOW DOES THE BUSINESS MODEL WORK?

Store revenue is created in three main ways:

- Pack sales (pay as you use)
- Monthly subscriptions
- Aggregators (partner platforms offering an assortment of different fitness classes in different studios and areas for a fixed subscription plan)

And bolstered by ancillary revenues from shakes and retail.



1 Aggregator revenues will grow steadily to become closer to 30% of cash generated.

2 Over time, your most loyal TRIB3Rs may wish to move onto subscription options, cementing and growing this revenue-stream (up to 20% of mix).

3 Packs will remain the most popular option due to their inherent flexibility – around 50% of monthly session revenues as your store matures

YIELD

Monthly comparison*

MONTHLY NET REVENUE £		YIELD			
OCCUPANCY %	VISITS	8	10	12	14
18%	2,000	£ 16,000	£ 20,000	£ 24,000	£ 28,000
23%	2,500	£ 20,000	£ 25,000	£ 30,000	£ 35,000
27% (Typical breakeven)	3,000	£ 24,000	£ 30,000	£ 36,000	£ 42,000
32%	3,500	£ 28,000	£ 35,000	£ 42,000	£ 49,000
36%	4,000	£ 32,000	£ 40,000	£ 48,000	£ 56,000
41%	4,500	£ 36,000	£ 45,000	£ 54,000	£ 63,000
45%	5,000	£ 40,000	£ 50,000	£ 60,000	£ 70,000
50%	5,500	£ 44,000	£ 55,000	£ 66,000	£ 77,000
54%	6,000	£ 48,000	£ 60,000	£ 72,000	£ 84,000
63%	7,000	£ 56,000	£ 70,000	£ 84,000	£ 98,000
EXAMPLE AREA		SHEFFIELD	BRISTOL	MANCHESTER	LONDON

YIELD

Annual comparison*

ANNUAL NET REVENUE £		YIELD			
OCCUPANCY %	VISITS	8	10	12	14
18%	2,000	£ 192,000	£ 240,000	£ 288,000	£ 336,000
23%	2,500	£ 240,000	£ 300,000	£ 360,000	£ 420,000
27% (Typical breakeven)	3,000	£ 288,000	£ 360,000	£ 432,000	£ 504,000
32%	3,500	£ 336,000	£ 420,000	£ 504,000	£ 588,000
36%	4,000	£ 384,000	£ 480,000	£ 576,000	£ 672,000
41%	4,500	£ 432,000	£ 540,000	£ 648,000	£ 756,000
45%	5,000	£ 480,000	£ 600,000	£ 720,000	£ 840,000
50%	5,500	£ 528,000	£ 660,000	£ 792,000	£ 924,000
54%	6,000	£ 576,000	£ 720,000	£ 864,000	£ 1,008,000
63%	7,000	£ 672,000	£ 840,000	£ 1,008,000	£ 1,176,000
EXAMPLE AREA		SHEFFIELD	BRISTOL	MANCHESTER	LONDON

* Based on 48 spots per session.

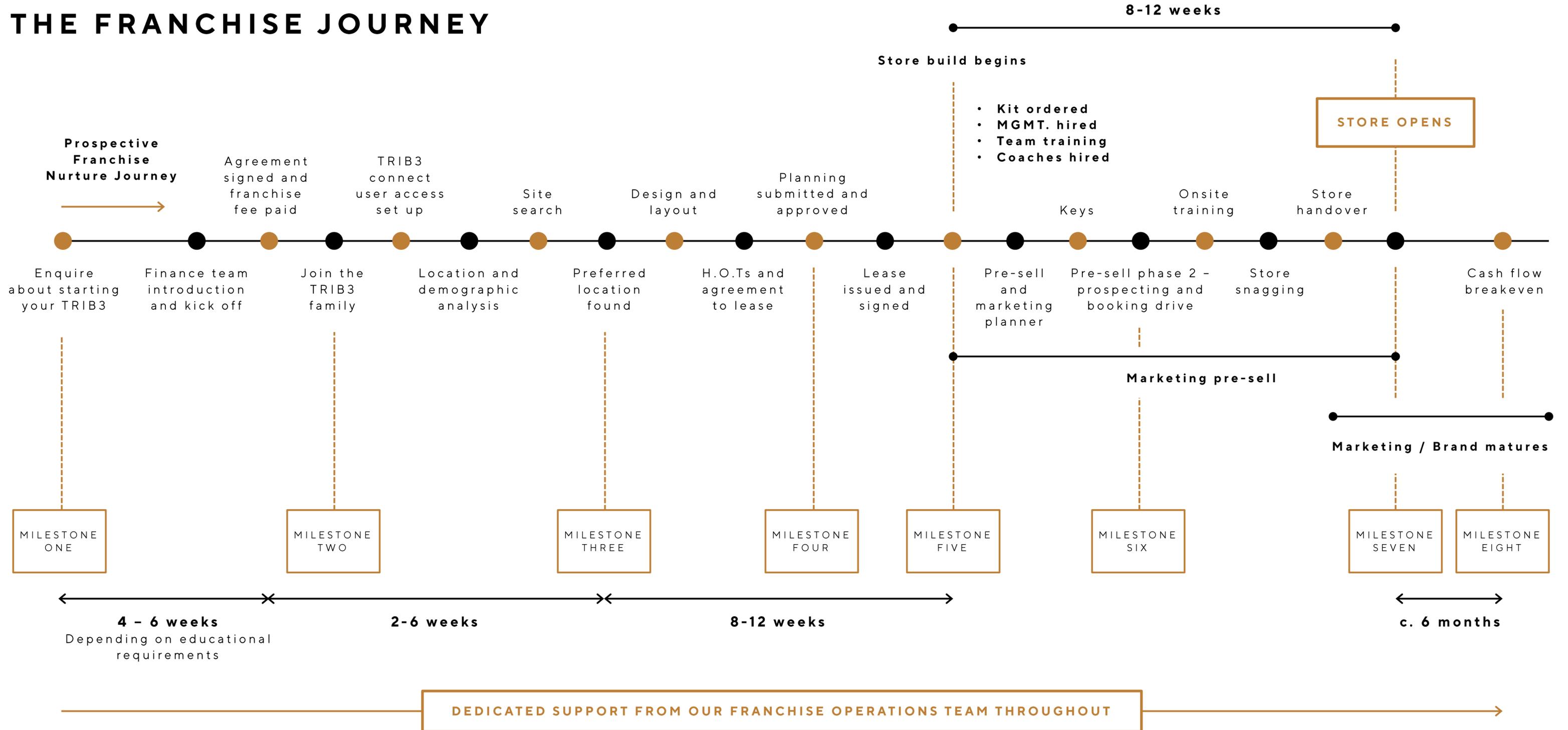
EBITDA Yield comparison*

EBITDA £		YIELD			
OCCUPANCY %	VISITS	8	10	12	14
27% (Typical breakeven)	3,000	—	—	—	—
32%	3,500	£ 48,000	£ 60,000	£ 72,000	£ 84,000
36%	4,000	£ 96,000	£ 120,000	£ 144,000	£ 168,000
41%	4,500	£ 144,000	£ 180,000	£ 216,000	£ 252,000
45%	5,000	£ 192,000	£ 240,000	£ 288,000	£ 336,000
50%	5,500	£ 240,000	£ 300,000	£ 360,000	£ 420,000
EXAMPLE AREA		SHEFFIELD	BRISTOL	MANCHESTER	LONDON

* Based on 48 spots per session.



THE FRANCHISE JOURNEY



NEXT STEPS

- Learn more about TRIB3 and meet the support team
- Sign franchise agreement to join the family
- Choose preferred location
- Store designed
- Property secured
- Fit out and pre-sell
- Store opens!





