



MEDIA RELEASE

SIR RICHARD BRANSON LAUNCHES FIRST VIRGIN ACTIVE FITNESS CLUB IN ASIA

Re-defining the gym experience in Singapore; Industry-leading flexible memberships

SINGAPORE, 13 May 2013 – Sir Richard Branson, entrepreneur and founder of the Virgin Group, today officially launched the first Virgin Active fitness club in Asia. Conveniently located in the heart of Singapore's Central Business District, the club is scheduled to open in the third quarter of 2013 and will be Virgin Active's first entry into the Southeast Asian market.

Already a major player in health and fitness in the UK, Italy, Spain, Portugal, South Africa and Australia, Virgin Active has made an enormous impact on the fitness industry since its inception in 1999 and has become the world's leading fitness operator. Known for its world-class facilities, fun and friendly environment, great customer service and value for money, Virgin Active now has 269 clubs, more than 1.3 million members, and annual revenues in excess of US\$1 billion.

Sir Richard Branson, founder of the Virgin Group, said: "Virgin Active has been one of the true success stories of the Virgin Group over the past 14 years. I'm so happy to see the business expanding into Singapore. Most Singaporeans already know the Virgin brand and I have no doubt they will love getting fit the Virgin way. Everyone knows how important it is to stay fit and in good health. At Virgin Active, we help people achieve their goals and ensure they have a little bit of fun along the way."

Sir Richard continued, "We see a huge opportunity for Virgin Active in Singapore and would like to open at least six clubs over the next few years. We are also looking to expand across Southeast Asia, with Thailand likely to be the next territory we look at."

Customer Satisfaction

While the country has been seeing more and more gyms and fitness centres pop out in recent years, consumer research commissioned by Virgin Active has revealed that nearly three out of four Singaporean gym users are not entirely satisfied with their gym experiences¹. Respondents said they would particularly like to see shorter machine waiting times, greater class availability, more motivating environments, better customer service and more flexible membership options.

"We have listened to the frustrations expressed by consumers locally and drawn on the best of what we do around the world to redefine the fitness club experience in Singapore," said Mark Blackman, Managing Director for Virgin Active in Asia Pacific. "The club will cater for everyone – young, old; fit or unfit; and provide them with the supportive and motivating

¹ Research conducted on behalf of Virgin Active by The Leading Edge, September 2012, which surveyed 550 respondents aged 18 years and over, nationwide.



environment they need to achieve their goals. It's more about the relationship than the membership. We want to put people first and make a positive change to their lives."

Industry-Leading Flexible Memberships

Virgin Active understands that people's circumstances can change, making it difficult for some to commit to a gym contract on a long-term basis. Hence, Virgin Active has structured its membership terms to maximise flexibility and convenient for members to leave if they need to. Club members will be able to sign up for an initial four-week period which then renews in fortnightly increments. To leave, all a member needs to do is to inform the gym at least three days in advance of their fortnightly renewal. No long-term commitment is required.

Redefining the Gym Experience in Singapore

Virgin Active's first Singapore club spans over 33,000 square feet across three whole floors at Tower 2 of One Raffles Place. The club is innovatively designed with spacious layouts and the highest quality specifications to create a motivating environment where members will feel welcomed and love spending time in.

Beyond traditional gym equipment, Virgin Active takes a holistic and innovative approach to fitness and wellbeing. In a first for Singapore gyms, Virgin Active Raffles place will offer a Relax and Recovery Zone providing a full steam, ice and shower experience; together with footbaths, complimentary reflexology, and a salt inhalation room to assist members to rejuvenate their skin and purify their breathing.

Busy CBD workers can even take a quick lunchtime power nap in one of the club's sleep pods. Or they may choose to socialise, network or grab a coffee and nutritious bite to eat in the members lounge which includes free Wi-Fi and a private meeting room.

The club will be full of the latest state-of-the-art equipment, much of which has never been seen in Asia. Advanced technology systems will allow members to effortlessly manage their health and wellness needs and to stay fully connected with the outside world.

Virgin Active Raffles Place will also offer the most comprehensive group exercise program of any fitness club in Singapore with five dedicated studios for yoga and Pilates, Powerplate, cycling, and high energy classes like mixed martial arts and dance. Members will also be spoiled for choice with over 150 classes to choose from every week.

Above all else, the Virgin Active experience will be defined by its people. They are energetic, helpful, fun, and passionate about health and fitness and delivering the level of customer service that has come to be expected from Virgin.

Those interested in starting a relationship with Virgin Active can learn more at www.virginactive.com.sg or by visiting the presentation suite at The Atrium, Ground Floor, One Raffles Place.

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About Virgin Active

Virgin Active is the leading international fitness, health and racquet club operator. It operates 269 clubs in the UK, South Africa, Italy, Spain, Portugal and Australia. For 2012, Virgin Active reported revenues of £641.5 million and EBITDA of £124.4 million, the thirteenth consecutive year of revenue and profit growth.

For further information on Virgin Active, please contact:

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