



MEDIA RELEASE

VIRGIN ACTIVE LAUNCHES NEW BOUTIQUE STUDIOS CONCEPT CLUB IN SINGAPORE'S CITY AREA

Launch of Virgin Active Duo Galleria strengthens Virgin Active's presence in Singapore, offering an exclusive and refined selection of workouts for busy professionals

SINGAPORE, 10 May 2018 – Virgin Active is continuing its successive streak of club launches with the opening of its fifth club this weekend, rapidly cementing its presence in Singapore as the premium health and fitness club operator that constantly innovates with its members in mind. The opening of Virgin Active Duo Galleria comes almost immediately after the launch of Virgin Active's flagship Marina One club in March this year and will present to both Virgin Active members and the general public the latest iteration of Virgin Active's boutique studios club concept when it opens on 12 May 2018.



Virgin Active members have full access to the whole suite of facilities and amenities available at Virgin Active Duo Galleria, and can look forward to a warm reception every time they visit the club

Nestled in the retail gallery of Duo, the largest and latest integrated development in the Bugis precinct, Virgin Active's newest club is easily accessible by car and on foot, given its convenient position above the Bugis MRT station on the Downtown Line. Virgin Active Duo Galleria will have as its focus the delivery of workout options for time-starved professionals, making it the ideal complement to the cosmopolitan lifestyle and retail mix at Duo Galleria for both residents and executives living and working in Duo's two towers and its vicinity.

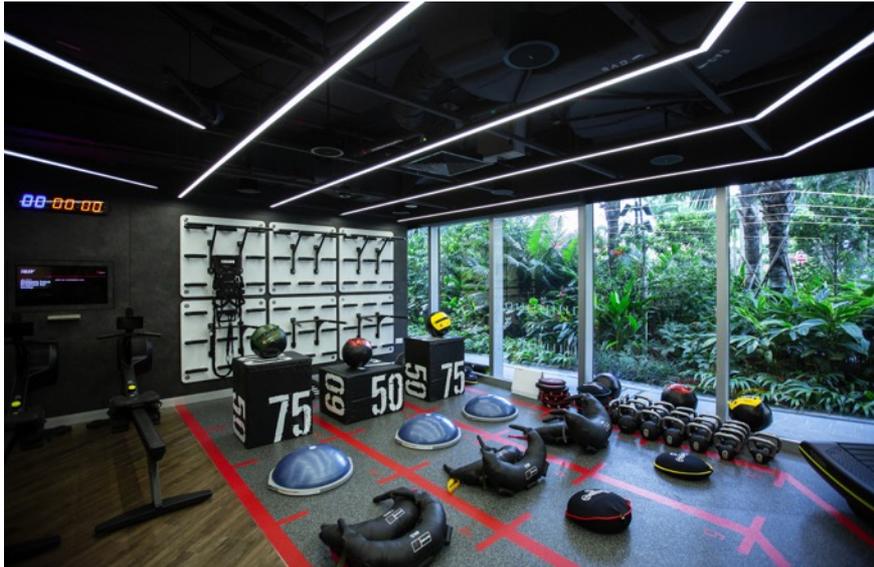
The well-planned fit out of the club allows for maximum functionality and the huge variety of workout options the club has to offer, with its four studios and three exercise zones fully furnished with brand new, state-of-the-art equipment designed to help members get the most out of their workouts, in the least amount of time.

Commenting on the rationale for opening of a group exercise focussed club close to the city, Christian Mason, Managing Director, South East Asia, Virgin Active, said: "With only a handful of Singapore's retail developments having the necessary floorspace for us to open flagship-sized clubs, we introduced a new club concept when we opened Virgin Active Holland Village last year and saw that it appealed greatly to our members. Regardless of its success, we were not going to rest on our laurels when planning for our new club. With Virgin Active Duo Galleria, we have refined our boutique studios club concept to offer workout options that address the needs and wants of our members and the demographic of people who will be using the club, and in turn deliver a more holistic and stronger health and fitness concept."

Getting The H.E.A.T On

Working professionals these days are not able to commit much time to the upkeep of their own health and fitness levels, living hectic lifestyles consumed mostly by the demands of their jobs. With that in mind, Virgin Active has introduced a new full-body conditioning workout that has turned up the intensity level by several notches. Designed in-house by Virgin Active's global innovations team, H.E.A.T (High Energy Athletic Training) is a rigorous workout that adopts a structured, sports-focussed approach and conditions the body to reach its peak endurance and strength levels, in a shorter amount of time.

The 45-minute class incorporates short periods of resistance training and functional training exercises with running drills for a fitter, leaner physique with greater mobility and agility, burning as much as 1,000 calories every time. H.E.A.T will be available exclusively in Virgin Active Duo Galleria, and further information on the workout can be found in Appendix A.



Meet the H.E.A.T Zone: This is where members will be put through the paces with the new H.E.A.T workout, the next evolution of high performance training

Delivering Workouts That Are On Trend

Boxing has been seeing a revival in its popularity in recent times, as more and more people recognise its benefits as an intensive cardiovascular workout, coupled with strength training and functional movement conditioning. Identified as one of the biggest fitness trends this year, it is also an ideal outlet for people to relieve any pent-up anger or stress from the workplace. Tapping on this insight, the High Energy Studio in Virgin Active Duo Galleria has been kitted out with new equipment such as teardrop bags, speedballs and battlerope suspension trainers, and will have several new classes being rolled out in the next few months.

The design of the Pilates Reformer Studio in Virgin Active Duo Galleria benefitted from the experience gained at Virgin Active Holland Village, resulting in an even larger dedicated space that can accommodate a total of 20 reformer beds. Furthermore, a refreshed programming of Pilates reformer classes overseen by our rockstar instructors ensure that members receive an even higher quality of training when attending classes. Those wanting a more dynamic workout can look forward a combination class that will teach standard Pilates movements while following the structured interval training format of HIIT (High Intensity Interval Training), guaranteed to raise one's cardiovascular level.

To celebrate the opening of Virgin Active Duo Galleria on 12 May, an energetic and lively Pop Pilates class will be conducted outside of the club in Duo's public plaza and interested members of the public are invited to join in the fun. Free outdoor classes will subsequently be conducted twice a week on Wednesdays and Saturdays. To view the full timetable of outdoor

classes and to register their attendance for any of these classes, members of the public are encouraged to visit <http://bit.ly/OutdoorsDuo>.

Virgin Active Duo Galleria is Virgin Active's fifth club to be launched in Singapore. The club will be open seven days a week and is located at Duo, 7 Fraser Street, #01-09, Singapore 189356.

-ENDS-

Notes To The Editor

New members who sign up with Virgin Active on a 12-month plan during the month of May 2018 will receive two weeks off their weekly membership fees and a free Under Armour gym bag. All new members signing up for either a 6- or 12-month membership plan will benefit from the brand's initiative to do away with the activation fee since the start of the year, relieving them of any unnecessary financial constraints.

About Virgin Active

Virgin Active's first club opened in the UK in 1999 and is part of the Virgin Group, founded by Sir Richard Branson. Since then it has grown to become the leading international global health club operator with over 1.4 million members and close to 240 clubs spanning four continents and eight countries (South Africa, UK, Italy, Australia, Namibia, Botswana, Thailand and Singapore). Virgin Active's purpose is to make exercise irresistible, by providing its members with leading expertise, superb innovation and the best clubs. For more information about Virgin Active clubs, facilities and rates in Singapore, please visit www.virginactive.com.sg or facebook.com/VirginActiveSingapore.

For information about our clubs around the world, visit www.virginactive.com.

For further information on Virgin Active Singapore, please contact:

Alex Chen
Corporate Communications Manager, South East Asia
Virgin Active Fitness Clubs
Mobile: +65 9828 7657
Email: alex.chen@virginactive.com.sg

Appendix A

About H.E.A.T

H.E.A.T (High Energy Athletic Training) is the latest evolution of high-performance, sports-focused training that teaches your body to efficiently use its energy sources for maximum athletic output.

H.E.A.T uses structured patterns of activity and recovery periods to increase the resting metabolism and in turn, increase the number of calories burnt throughout the day. Periodised training is a safe, effective and progressively tough way of working out, where participants can expect to burn up to 1,000 calories and leave with increased cardiovascular endurance, power and overall strength. H.E.A.T will give a stronger, leaner, fitter physique built for explosive performance.

Virgin Active's toughest workout yet, H.E.A.T gets participants training like athletes at various levels of intensity and resistance to build stamina, strength and power and incorporates drills on the state-of-the-art SKILLMILL. Classes are conducted in three distinct phases, within a safe and motivational environment under the supervision of a H.E.A.T coach who is there to encourage you to push yourself to your best limits. The intensity increases throughout the class, meaning mental toughness is key.

These three periodised phases are:

1. Base conditioning – The first phase of aerobic exercise (base conditioning) will work muscles to their limit and flood the body with oxygen.
2. Strength – the second phase is all about increasing your body's ability to lift, push, pull, squat, lunge, throw, climb etc., increasing the body's strength.
3. Power – the last phase tests your body's ability to perform explosively with sprints and speed work now that muscles are fatigued.