



MEDIA RELEASE

VIRGIN ACTIVE LAUNCHES ITS THIRD CLUB IN HOLLAND VILLAGE

Its first club situated outside of the Central Business District delivers on new concept, highlighting the best of Virgin Active's group exercise programmes

SINGAPORE, 24 May 2017 – Virgin Active continues to expand its footprint in Singapore with the launch of Virgin Active Holland Village – its first concept club offering located in the prime residential district of Holland Village. With a specialised focus on delivering its signature and extensive group exercise programme outside of the central business district, Virgin Active's third club to have opened in Singapore offers a variety of its highly popular exercise classes while introducing new and innovative workouts to both members and fitness enthusiasts.

Occupying 11,000 square feet of space across two floors in the new Raffles Holland V mall, Virgin Active Holland Village has five workout studios specifically dedicated to offer over 140 performance-focused classes a week, and sets a new standard for holistic health and fitness performance that will help members achieve their personal fitness goals.

Speaking about the inspiration for this new concept offering, Christian Mason, Managing Director, South East Asia, Virgin Active, said: "We have been seeing surges in the demand and popularity for our group exercise offerings across all of our clubs in both Singapore and Thailand in recent years, with approximately seven out of 10 members participating in group workouts. This gave us the confidence to launch a new club concept featuring our renowned group exercise offerings, while delivering to members the same level of attention they have come to associate with our clubs."

Virgin Active Holland Village is the international health and fitness club operator's first club in Singapore to have a Pilates Reformer studio, which can fit 15 Stott Reformer Beds equipped

with Cardio Tramps to offer a total body workout. The club also has a cutting edge Cycle Studio that will satisfy any cycling enthusiast, complete with 18 stationary bikes from the Stages SC3 series – the finest of indoor cycling bikes.



Virgin Active Holland Village is Virgin Active's first club in Singapore to have a Pilates-dedicated studio

Virgin Active Holland Village will also feature several mainstays that have become synonymous with Virgin Active, such as a Mind and Body studio as well as a High Energy studio. All group exercise classes will be led by 'Rockstar Group Exercise Instructors' – Virgin Active's select group of highly qualified instructors, trained to keep members motivated and deliver the most rewarding workout sessions. A list of upcoming new group exercise workouts can be found in Appendix A.

As part of its efforts to encourage a healthy and active lifestyle within the community living in Holland Village, Virgin Active also plans to organise occasional workout sessions which will be held on Raffles Holland V mall's rooftop and opened to members of the public for free. The club had its first successful run of the rooftop classes last month as a prelude to its opening.

Furthermore, founder members who have signed up at Virgin Active Holland Village will each receive a free seven-week personalised fitness programme worth more than S\$400, tailored just for them by Virgin Active's fitness consultants.

Virgin Active Holland Village is open seven days a week and conveniently located on the third floor of Raffles Holland V mall, a minute's walk from Holland Village MRT.

-ENDS-

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 over 250 clubs spanning four continents and ten countries (South Africa, UK, Italy, Spain, Portugal, 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.

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APPENDIX A

List of new group exercise classes to be launched at Virgin Active Holland Village

The Sufferfest

The Sufferfest offers an immersive virtual cycling experience with their wide range of performance-oriented videos of the world's greatest cycling races, clear on screen instructions, great soundtracks and storylines that suck you in. These are structured high intensity workouts designed by elite cycling coaches, allowing you to improve climbing, sprinting, speed or power. They are suitable for beginners to professional athletes.

Launching on 1 June 2017

Jungle Body®

The Jungle Body® offers a range of workouts that even the most uncoordinated person could master & leave dripping in sweat! The Jungle Body® method is functional beat-driven training fusing Dance, Boxing, Cardio and Sculpting. The result is a powerful fat burning experience that shapes the physique, floods the body with endorphins and creates the ultimate Jungle Body®.

Launching soon

Animal Flow®

Animal Flow® is an innovative fitness program that combines ground-based movement with elements from various bodyweight-training disciplines to create a fun, challenging workout emphasising multi-planar, fluid movement. No matter what your sports or fitness goals are, Animal Flow® will improve your mobility, strength, endurance and power. Whether you're an extreme athlete or just looking to get fit – Animal Flow® is for everyone who wants to get into their peak physical condition and have fun while doing it.

Launching soon