



MEDIA RELEASE

VIRGIN ACTIVE TONES UP WITH A NEW LOGO AND PARTNER

SINGAPORE, 18 August 2016 – Virgin Active, the world's leading health club company, unveiled its new logo today, coinciding with the opening of its fourth club in Bangkok, Thailand, situated in the popular and recently refurbished Siam Discovery mall.

The new logo unifies Virgin Active closer to the Virgin Group, and signifies Virgin Active's commitment to the same set of values espoused by its parent company. This change is the first introduction to the brand's revolution and an advertising campaign scheduled for early 2017 will lay the foundation for a new creative standard in the health and fitness club industry.

Virgin Active club members based in Bangkok, London, Sydney, Milan and Cape Town will be amongst the first to be greeted by the new logo when they visit the clubs in those cities. In Singapore, this new branding will take effect with the opening of its second club in Tanjong Pagar Centre by the end of this year.

Commenting on the club's new branding, Virgin Group founder, Sir Richard Branson said: "Virgin constantly seeks to challenge the way things have been done before. With new clubs and a fresh look to be proud of we hope to deliver on our purpose of making exercise irresistible for our members.

"Virgin Active is a longstanding and proud member of the Virgin family. It has established itself as the leading name in fitness clubs worldwide, attracting members who want the best possible experience and club teams who believe in delivering it. I am incredibly proud of the team that has made this possible."

Tim Carter, brand director for Virgin Active, echoed the sentiment: "Since our first club opened in 1999, we have brought innovation to health and fitness club users the world over, disrupting

the status quo as only Virgin brands can. We are revolutionising our brand with this in mind, as well as recognising the Virgin values that sit at the heart of our business. It is the next step in our growth to become the world's most-loved club operator, and members can look forward to a lot more surprises to come.”

Club members can still expect the same high standards of services, facilities and customer focus that they have come to associate with Virgin Active, as well as being offered the best of the best with the brand's preference to work with likeminded partners.

Virgin Active also recently formalised an ongoing working relationship with Under Armour to become a partner for its clubs located in Bangkok and Singapore. Apart from kitting out all Virgin Active consultants, receptionists and fitness professionals in Under Armour co-branded attire, all new members who sign up for a membership will receive a welcome kit that includes a Virgin Active-Under Armour co-branded bag. The fitness club at Siam Discovery will also feature an in-club retail store powered by Under Armour, which is the first of its kind for Virgin Active clubs.

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About Virgin Active Singapore

Virgin Active offers a holistic approach to fitness and wellbeing with the latest state-of-the-art equipment, innovative technology, and a Relax and Recovery Zone – a first for Singapore gyms. It also offers the most comprehensive group exercise programme in Singapore. Following the launch of its first club at One Raffles Place in October 2013, Virgin Active has since announced the opening of two more clubs in Singapore – Virgin Active Tanjong Pagar Centre will open in late 2016 and Virgin Active Marina One in 2017.

For more information, please go to www.virginactive.com.sg.

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