

Staying in Control

During fast pace growth
from SME to Listed Company

BASIC-FIT



Presenters of Today

BASIC-FIT

Tino Bijlemeer Manager Reporting & Tax

✉ tino.bijlemeer@basic-fit.com

in www.linkedin.com/in/tino-bijlemeer-98423a6



'16

BASIC-FIT

'14

 **HealthCity**

'05

Deloitte.

'94

Adriaan Bos Manager Planning & Control

✉ adriaan.bos@basic-fit.com

in www.linkedin.com/in/adriaanbos



'16

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'14

 **HealthCity**

'11

 **EMS**
Affiliated Group & RSM-EMMS company

'10

 **Telfort.**  **kpn**

'05

 **RSM**

'03

Section I

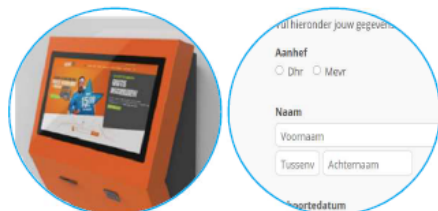
BASIC-FIT

GROWTH STRATEGY

INTERACTIVE TECH-ENABLED MEMBER EXPERIENCE

1

SIGN-UP



Registration Kiosk Online Registration

- Quick & smooth registration
- Get pass and start exercising within 5–10 minutes

2

ENTER CLUB



Stadium Gate

- Secure & controlled entry
- Only paying pass holders can enter
- Track visit statistics

3

PLAN YOUR SESSIONS



Online GX Reservation and My Basic-Fit

- Reserves group exercise sessions for the convenient location and time
- (Coming Soon) Online profile management via My Basic-Fit

4

FOLLOW THE PROS



Virtual Group Lessons

- Group exercises with a virtual instructor in a dedicated studio area

5

GET EXERCISE INSTRUCTIONS



Work-out Pod (In Development)

- Virtual instructor with a wide library of exercises on the main club floor

6

STAY ENGAGED OUTSIDE THE BOX



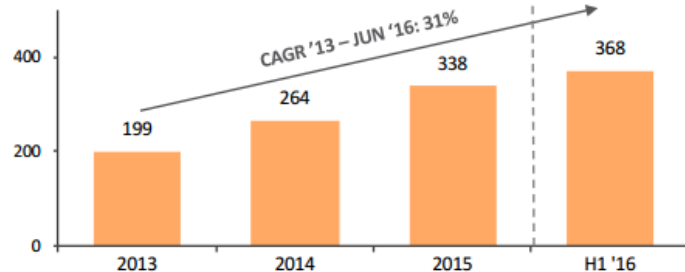
Basic-Fit App

- Create exercise programme plans
- Tailored nutrition advice

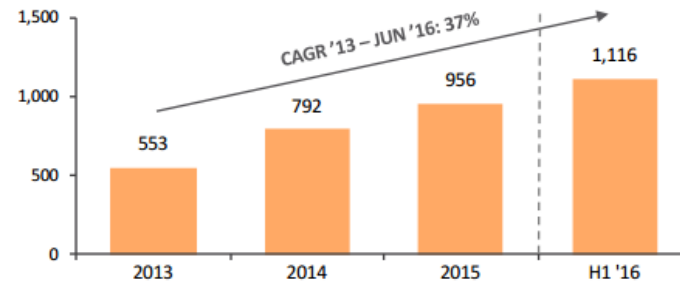
BASIC FIT HAS TRACK RECORD OF EXTENSIVE GROWTH...

PROVEN AND SCALABLE MODEL DRIVING RAPID INTERNATIONAL EXPANSION...

of Clubs

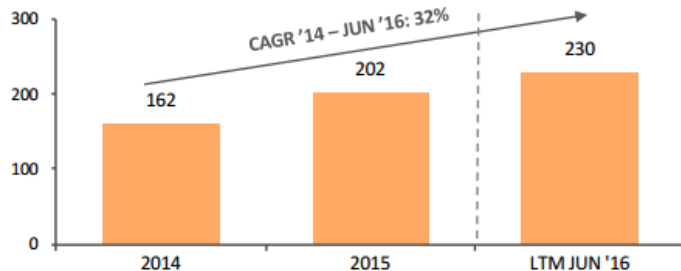


of Memberships ('000s)

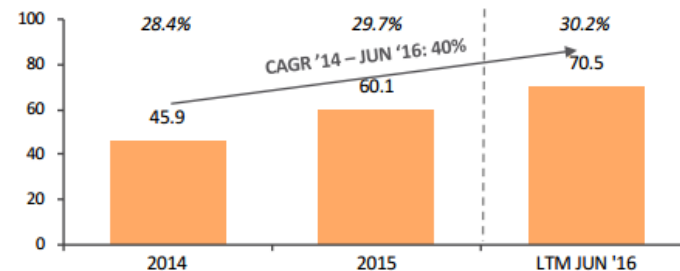


...AND ATTRACTIVE FINANCIAL GROWTH PROFILE

Revenue (€ millions)



Adjusted EBITDA (€ millions)

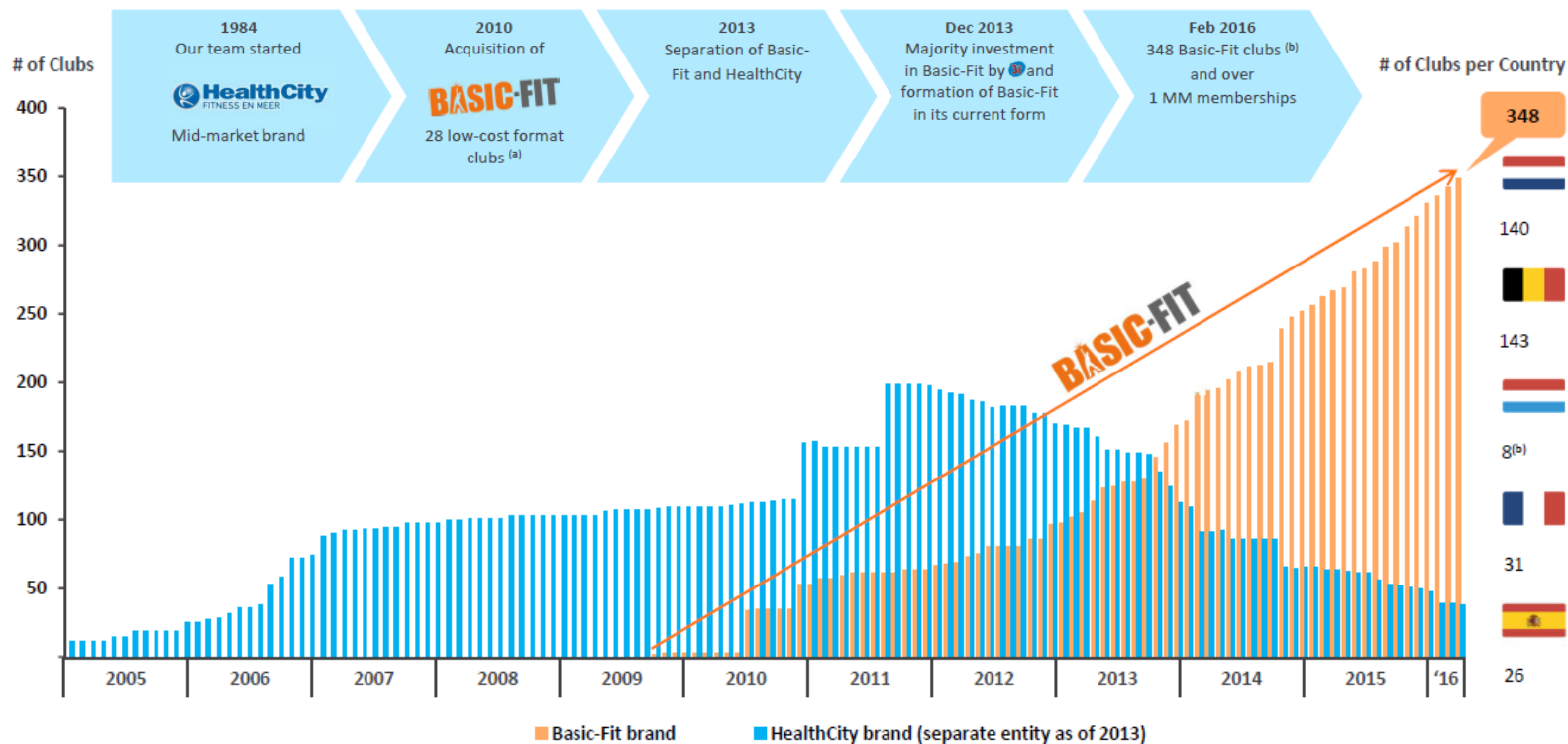


[...]% Adjusted EBITDA Margin

...BUT IT WAS AN ADAPTIVE GROWTH JOURNEY



BASIC-FIT



Source: Company Information

Note: HealthCity acquired c. 40 Fitness First clubs in the Netherlands, Belgium and Luxembourg in 2010 and c. 30 Fitness First clubs in France and Spain in 2011. 36 HealthCity clubs are not part of the IPO vehicle (2 HealthCity Luxembourg clubs are part of the IPO vehicle) and are managed separately

(a) Acquired by Basic-Fit's predecessor

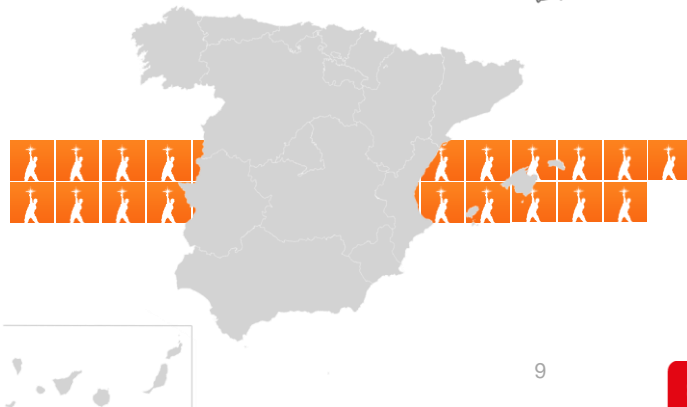
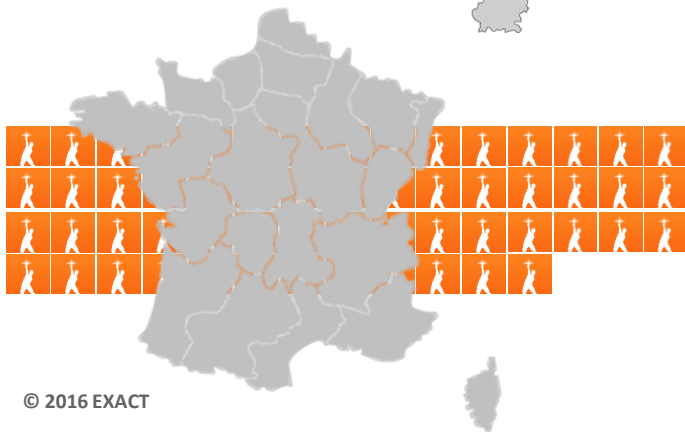
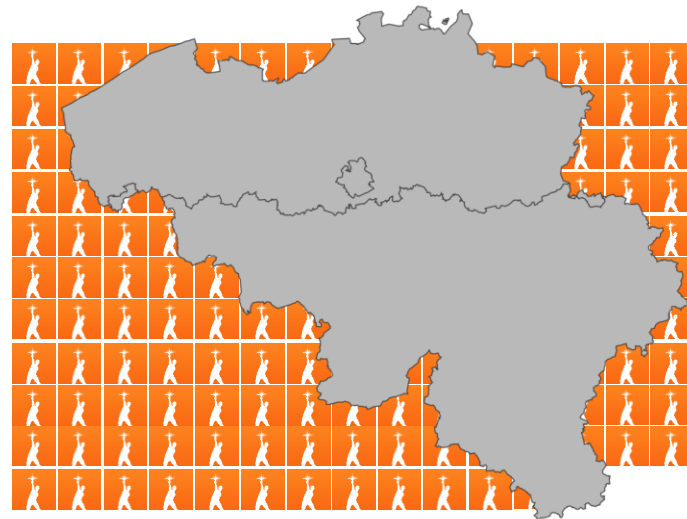
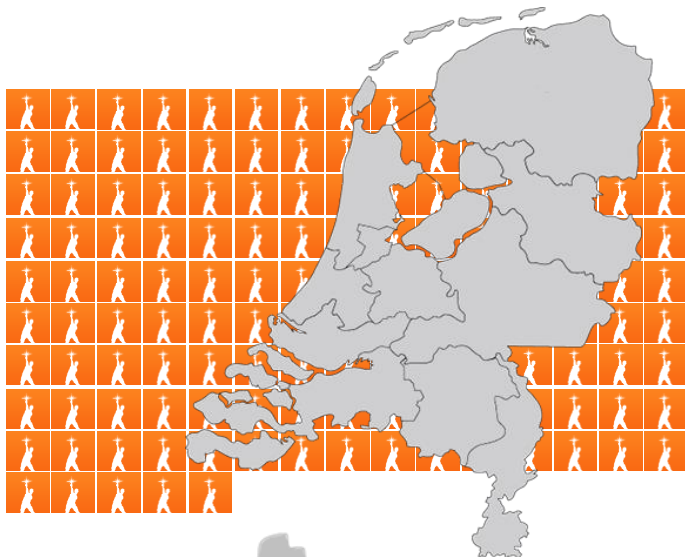
(b) Of which two, both in Luxembourg, are branded HealthCity

IS BASIC-FIT A BIG CORPORATE COMPANY ?

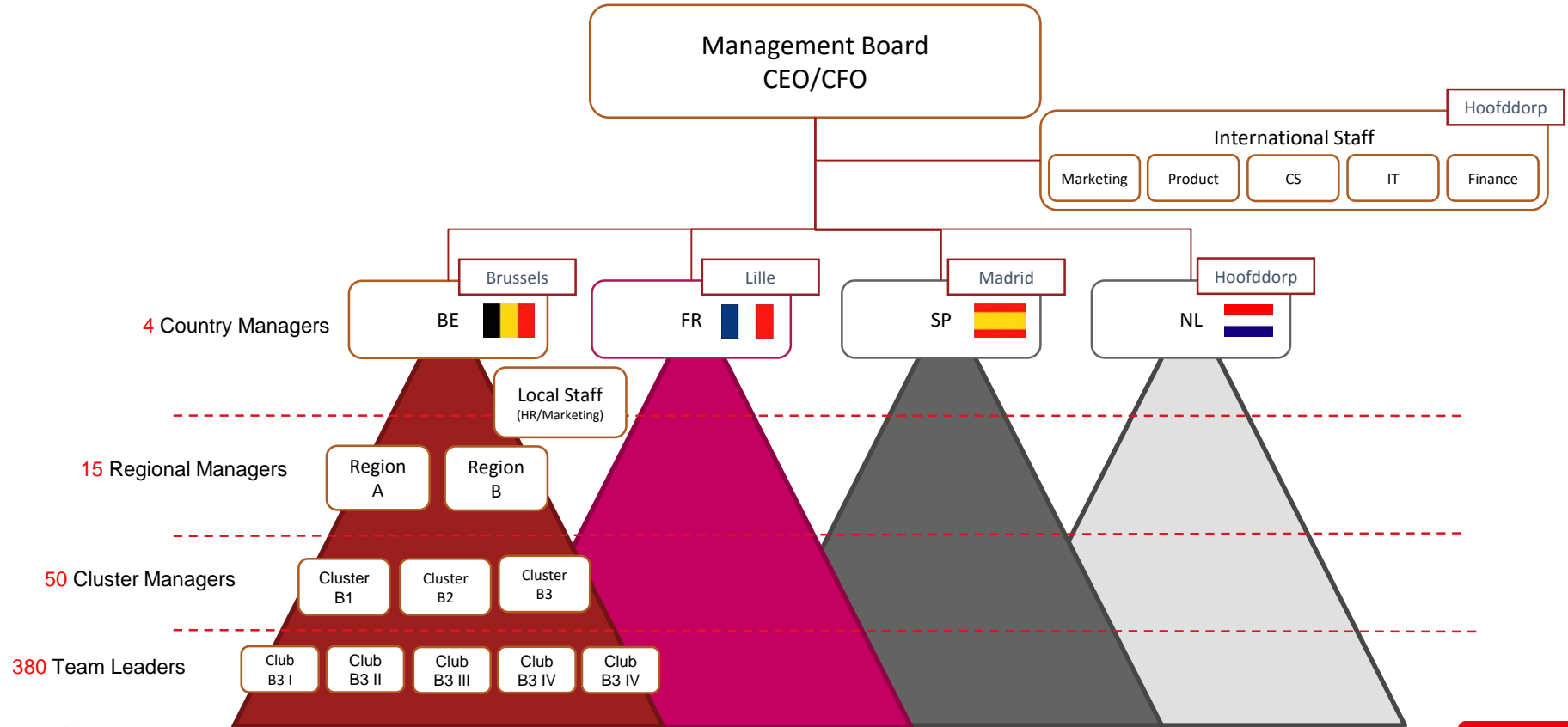
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SMALL INDIVIDUAL BUSINESSES THROUGHTOUT EUROPE!

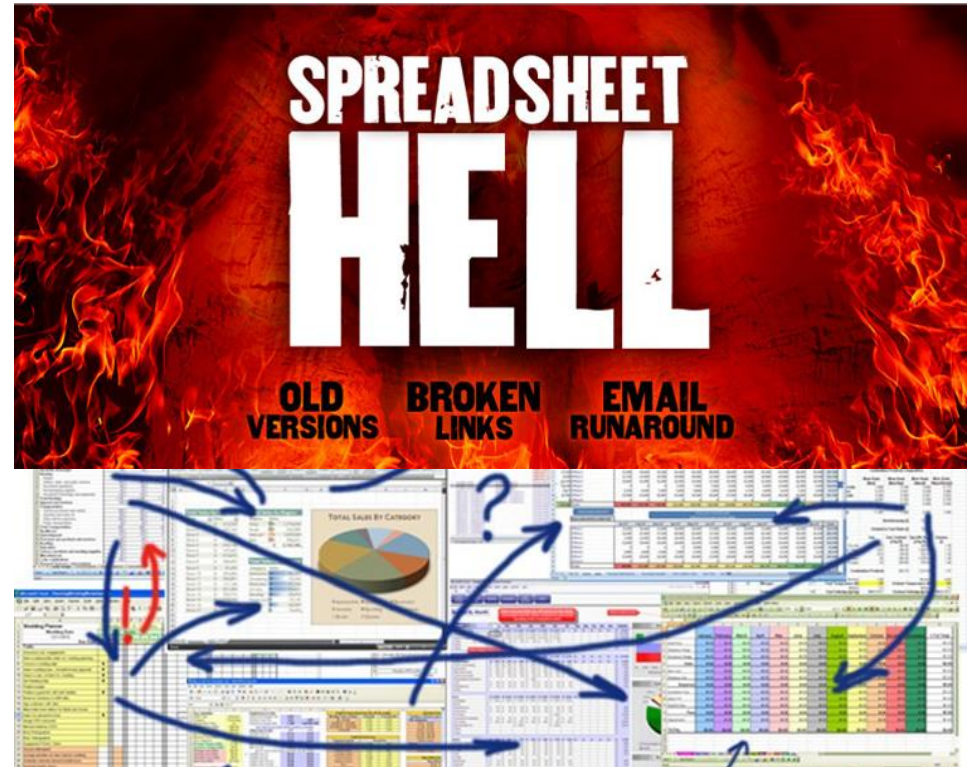


INTERNATIONAL ORGANISATION WITH LOCAL FOOTPRINT



Section II:

How to manage the extensive need for INFORMATION?



WE USE BEST FIT SPECIALIZED PROGRAMS

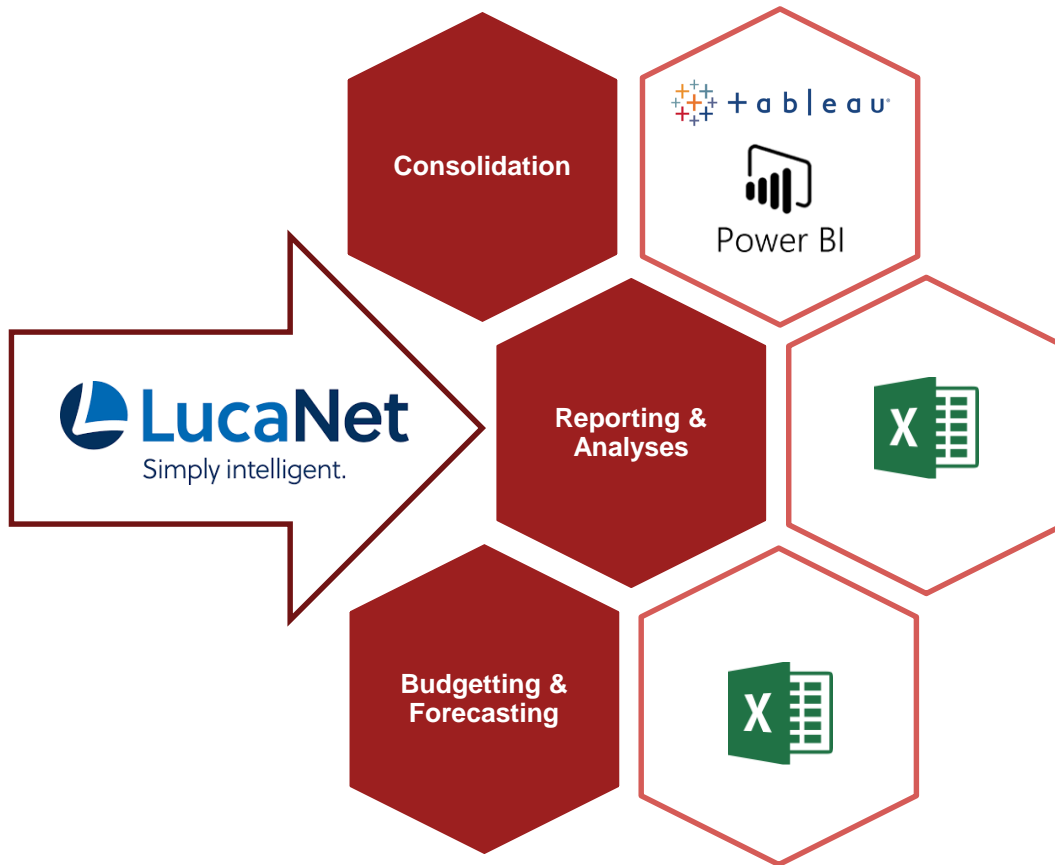
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= **exact**



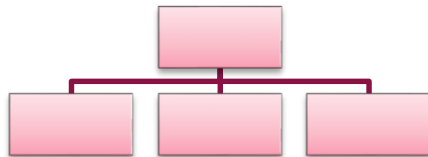
LUCANET IS OUR REPORTING CORE



EVERY CLUB IS PART OF MULTIPLE COHORTS

BASIC-FIT

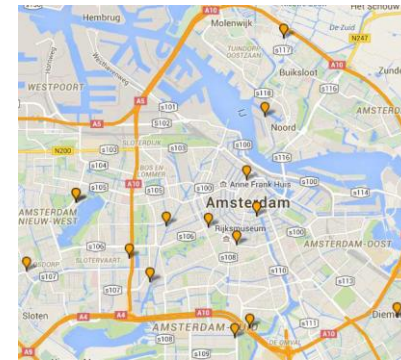
Regional



Amsterdam Stadhouderskade



Cluster



Legacy format



Club type



Live Lessons



vs

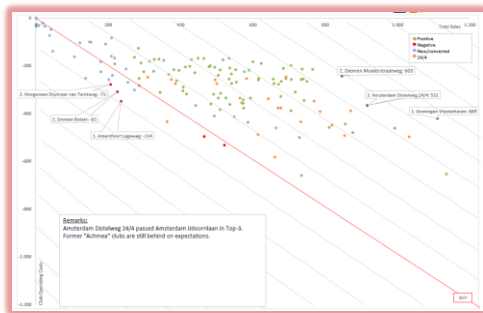
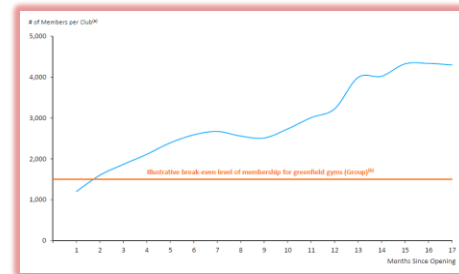


Vintage



New vs
"Mature" or "LFL"

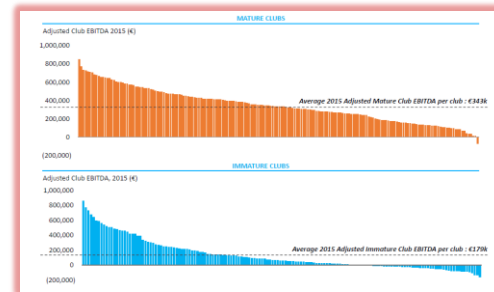
THE ROBUSTNESS OF LUCANET COMBINED WITH THE FLEXIBILITY OF EXCEL



LucaNet
Simply intelligent.



ABILITY TO CORRECT UNDERPERFORMANCE (MEMBERS PER CLUB)^(a)



REPORTING CONSISTENCY IS KEY

BASIC-FIT



... puts us in control in consolidation and reporting

- Our P&L, Balance and Cash Flow statement automatically reconciles
- Integrating local books to MCOA with local GAAP Reporting
- IFRS implementation including restatement of Dutch GAAP

... helps us understand and plan the business better

- Fast online analysis of operational and financial data
- Segmented granular non financial reporting
- Configurable automated budget scripts including complex IFRS revenue recognition

POST IPO CHALLENGE: Deliver what we promise and NO surprises!





Wilt u meer informatie ontvangen over dit onderwerp?

Laat dan bij de uitgang uw badge scannen!

