

move



OUR MISSION

Our mission is to help millions of people increase physical activity and real world social connections, leading to healthier and happier lives.



THE OPPORTUNITY

Every consumer wants to stay healthy and active for their entire life

So why does the health and fitness industry serving this demand, only keep customers engaged for a few weeks?

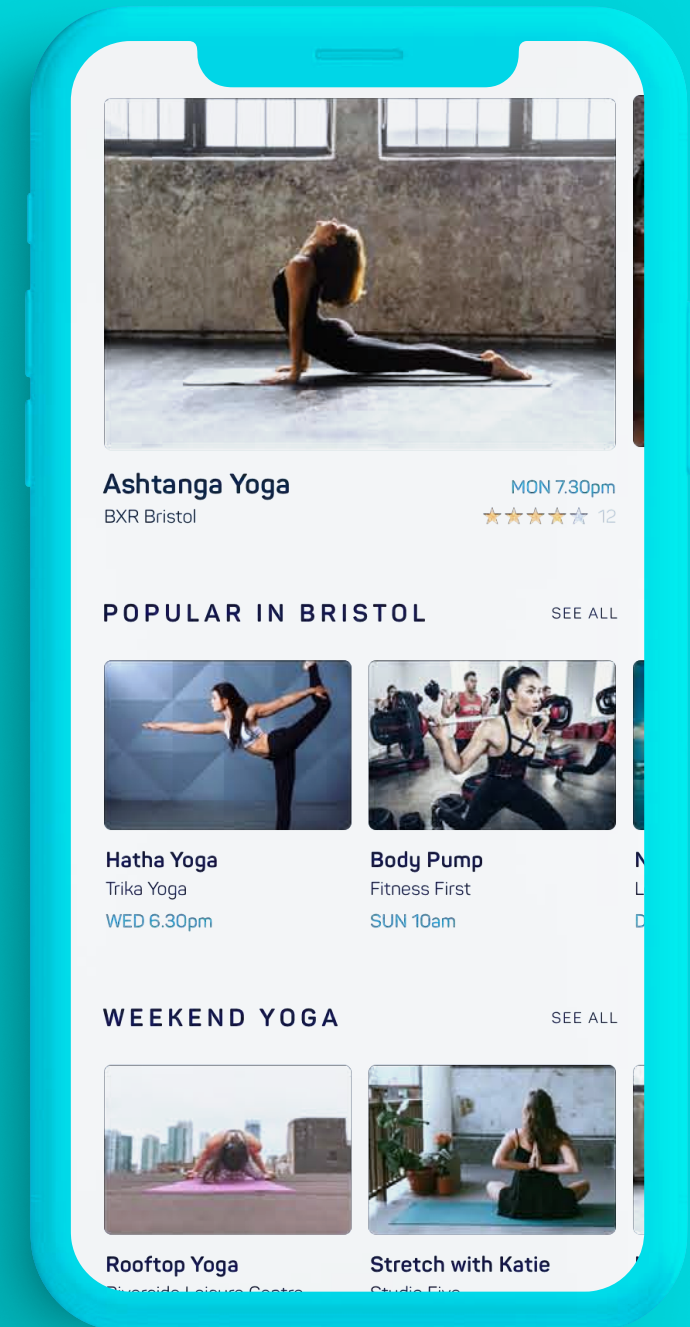
Move's founder is one of the leading authorities on fitness consumer behaviour and retention.

Variety and Convenience are the secrets* to staying active



*Research conducted by the global leader in fitness loyalty and data analytics - TheRetentionPeople (Move's founder's previous business)

One membership to 1000s of activities. Easy access to gyms, yoga studios, climbing walls and even handstand classes.





One size fits all is **OUT**
Unique, curated and
tailored is **IN**

People want to live
their lives **FREELY**

LIFTON SUSPENSION BRIDGE

Designed by Gustavus Franklin Swift, F.R.S.E. 1818-1890, the Chief Engineer of the
and the designer of the U.S. Civil War era suspension bridge at the Battle of Gettysburg.

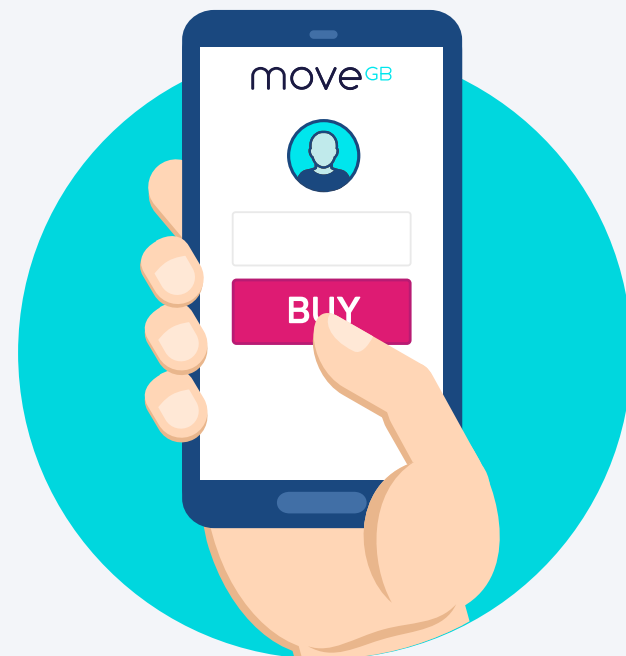
The plan which started in 1872 was built when Swift was 50. This Best Design was
of the suspension of Civil War era and the construction of the bridge in 1888.
as a memorial to Swift.

Principal Dimensions	
Span Length	1,100 feet
Clearance	110 feet
Height of Main Tower	100 feet
Width of Main Tower	40 feet
Width of Deck	30 feet





HOW IT WORKS



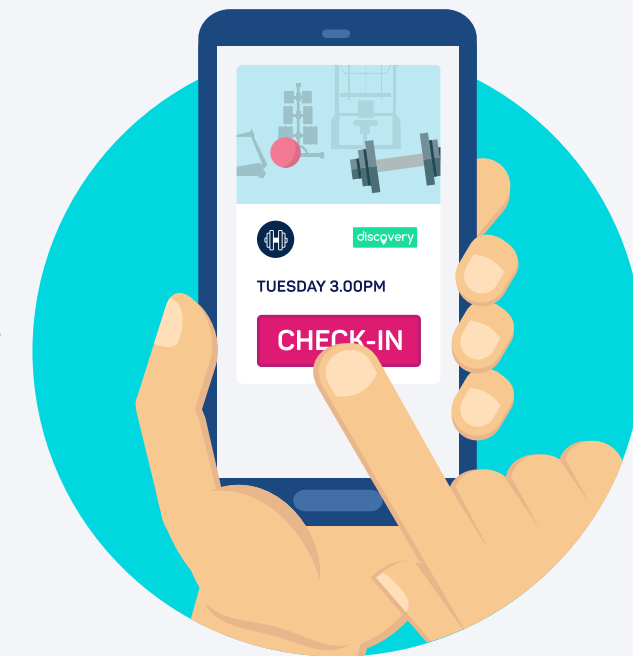
Consumer pays subscription

Customers can select from a range of subscription plans depending on the frequency and type of activities they wish to attend.



Choose from 1000s of activity providers

Move offers the whole range of physical activities from gym, yoga, climbing walls and even handstand classes!



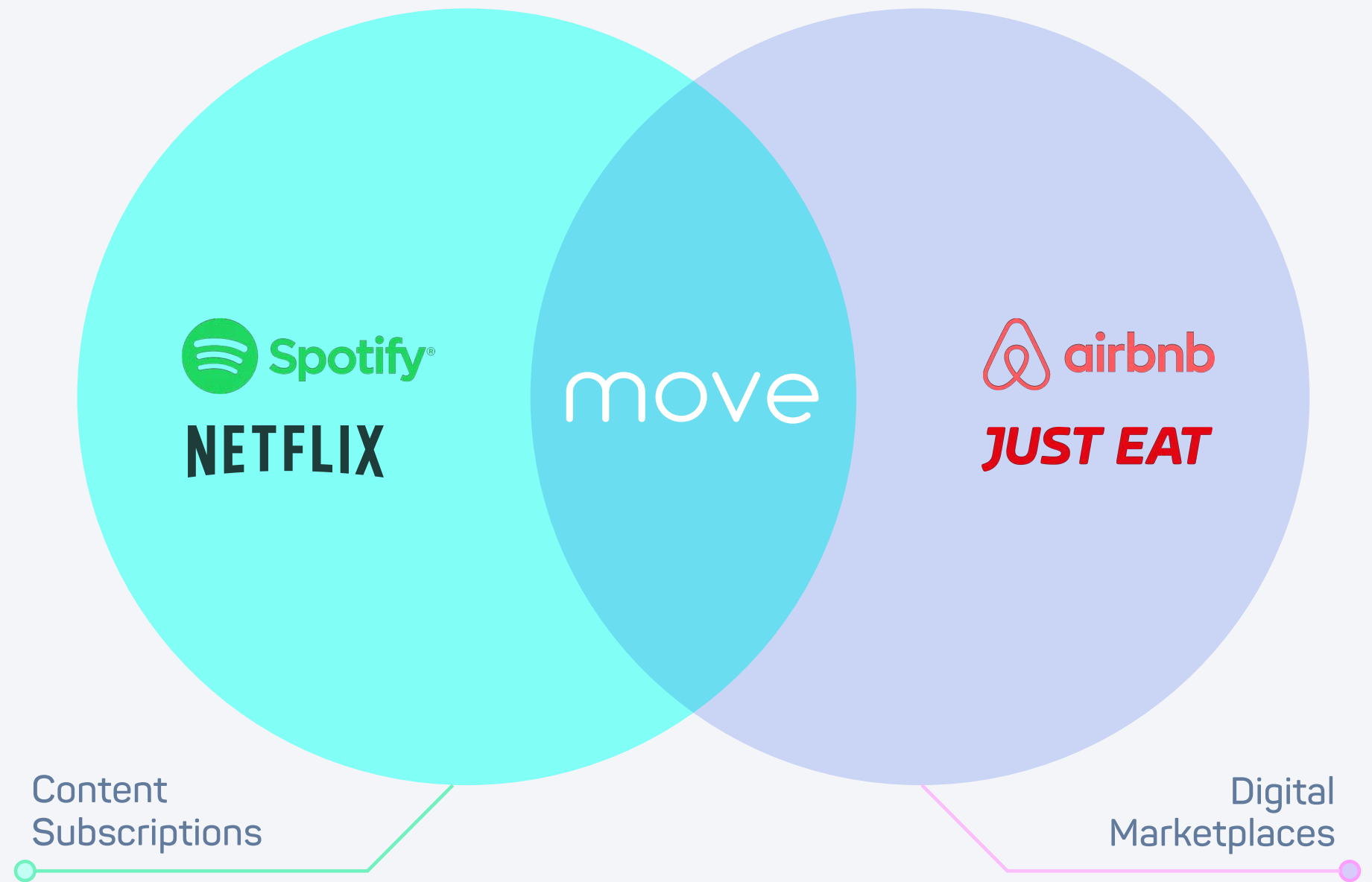
Move pays the activity provider

Movers can go to as many activities as they want*. Move pays the providers for each visit.

* Fair usage policies apply

Combining the most successful business models of our times

A Powerful Cross Network Effect, Subscription, Marketplace.

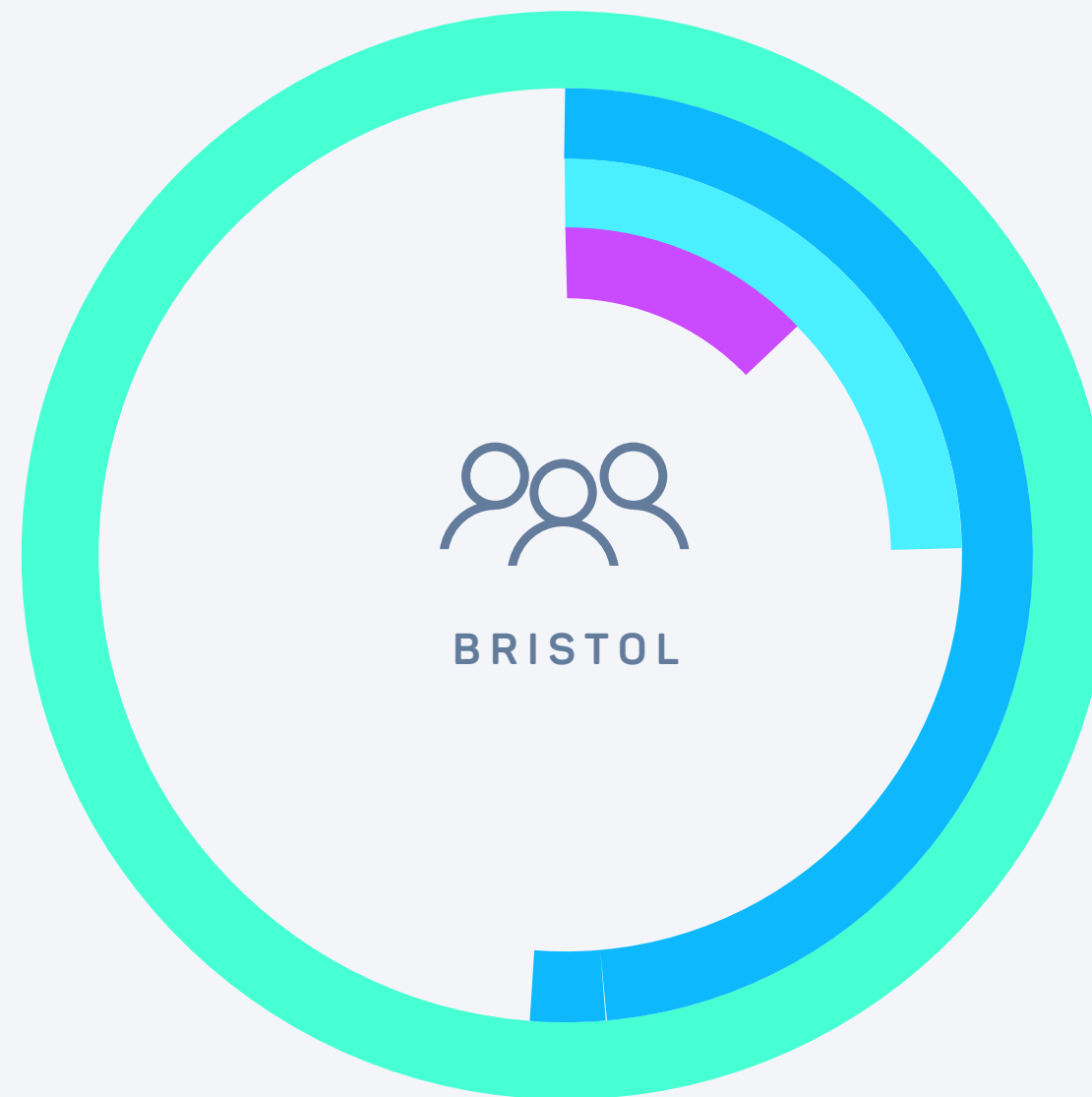




LARGE SHARE OF MARKET PER CITY

“Anyone can change the world, they just need to define their world”

We have always been a business with global intention. Our founder is a seasoned entrepreneur and knows you have to walk before you can run. So to prove the business model and market we defined the 'world' we want to change as just one city, Bristol. We proved we could rapidly gain significant share of the market in just 18 months.



2018 NUMBERS

-  **150,000**
Total Active Population
-  **73,000**
Registered Users
-  **37,000**
Active Users
-  **18,000**
Customers

Total active population is based on Sport England Active People Survey 2016. Registered users are unique accounts created. Active users have attended at least one activity. Customers have paid at least one month subscription.



BRISTOL IN A SENTENCE

**We are the largest
and most profitable
'health club' without
owning a gym!**

Estimated based on industry knowledge of health clubs in Bristol





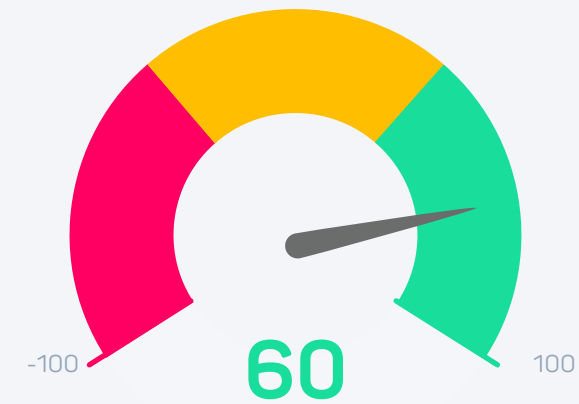
BRISTOL IN NUMBERS



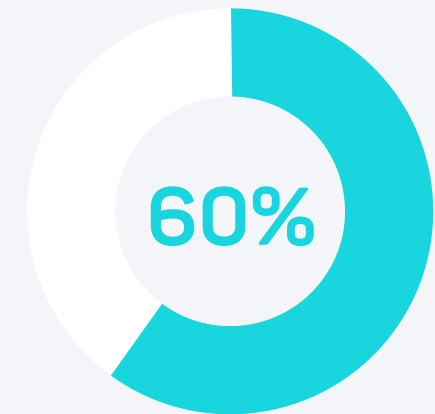
Annualised Recurring Revenues



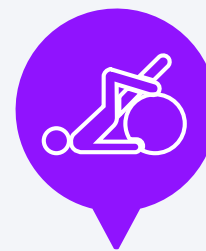
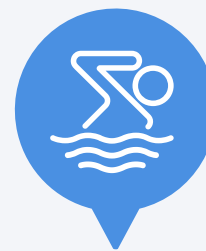
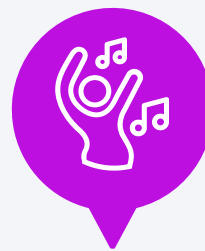
Annualised Run Rate Profit August 2018



Net Promoter Score
NPS is a standard measure of customer satisfaction. 60 is very high, Google scores 50 for comparison*



High Repeat Subscription Rate
Our customers don't just subscribe once, they rejoin in high numbers creating a very loyal community



4x

'Movers' are 4 times more likely to still be active after 12 months than single venue users



1:9

CAC to LTV

The profits from each customer over their lifetime (LTV - lifetime value) is 9 times greater than the cost to acquire a customer (CAC).



2017

*3rd fastest growing
private tech company
in Britain*

The Deloitte Technology Fast 50 is one of the UK's foremost technology award programmes. It is a ranking of the country's 50 fastest growing technology companies, based on revenue growth over the last four years. Most excitingly we topped the league tables just with the growth in Bristol and Bath!

Deloitte.
Technology Fast50



2018

*39th fastest growing
private tech company
in Britain*

The Sunday Times Hiscox Tech Track 100 league table ranks Britain's 100 private tech (TMT) companies with the fastest-growing sales over their last three years.

We topped the league tables again with the growth in just Bristol and Bath!





WE PRIDE OURSELVES ON
CUSTOMER HAPPINESS

“I love MoveGB! The variety of fitness keeps me motivated and I've tried so many new things too! I feel like I'm subscribed to fitness!”

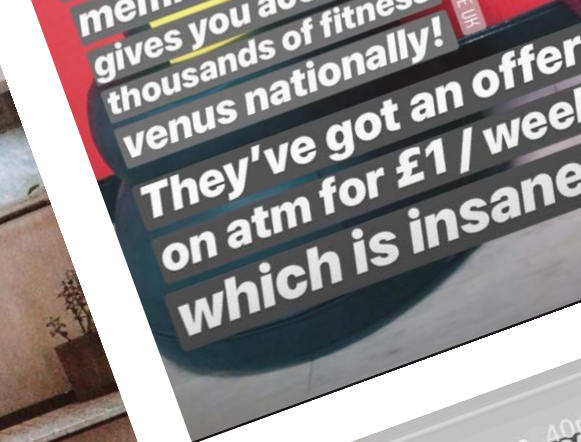
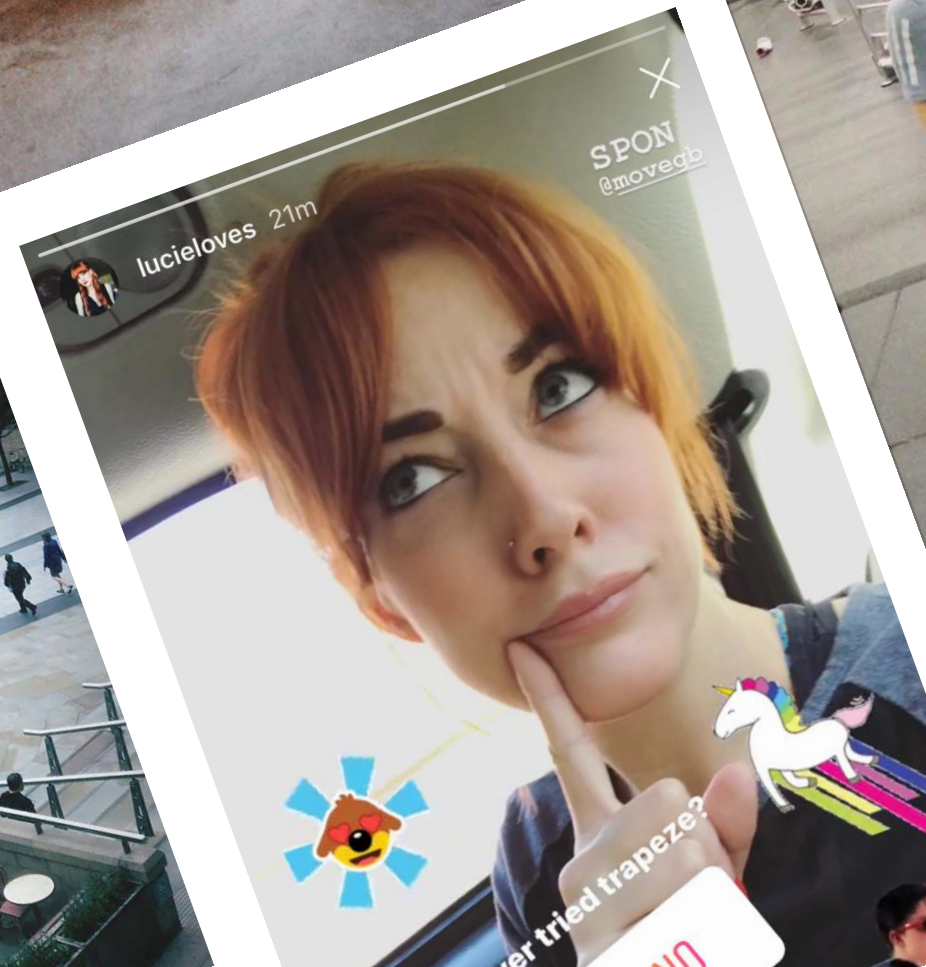
Google



facebook.



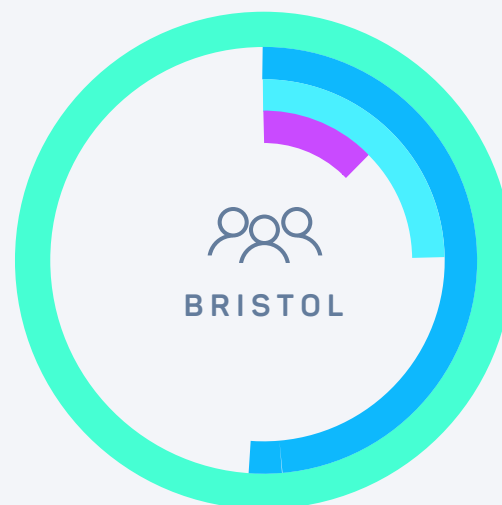
Trustpilot



We have achieved rapid growth, becoming one of the largest activity providers in a few of UK cities. We are just getting started.

The global health and wellness industry is worth £400Bn*. Extrapolating what we achieved in Bristol to the UK and then EU/US markets you get a sense of our growth potential.

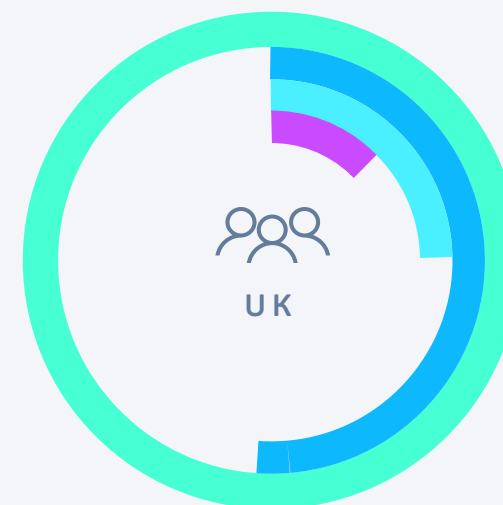
ACHIEVED TRACTION FROM BRISTOL ONLY



-  **150,000**
Total Active Population
-  **73,000**
Registered Users
-  **37,000**
Active Users
-  **18,000**
Customers
-  **£3M REVENUES**
£0.4m Annualised Profits

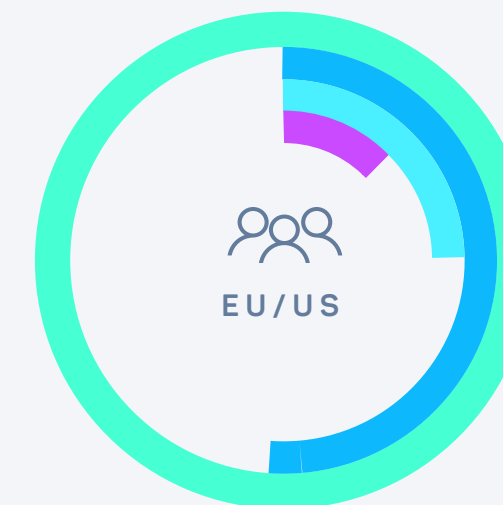
Numbers accurate as of Sept 2018

POTENTIAL GROWTH



-  **19,000,000***
Total Active Population
-  **9,234,000**
Potential Registered Users
-  **4,674,000**
Potential Active Users
-  **2,280,000**
Potential Customers
-  **£400M REVENUES**
£50m Profits

*Sport England Active People Survey 2016



-  **240,000,000***
Total Active Population
-  **116,640,000**
Potential Registered Users
-  **59,040,000**
Potential Active Users
-  **28,800,000**
Potential Customers
-  **£4BN REVENUES**
£500m Profits

*Estimated Global Wellness Institute data



WHY CROWDFUNDING

We're just at the very beginning of our journey to cement Move as the service the world trusts to look after our health and happiness.

We're so grateful to our community of members and partners that we wanted to offer you the chance to own a part of Move and become a shareholder, along side professional institutional investors, so you can share in the success.

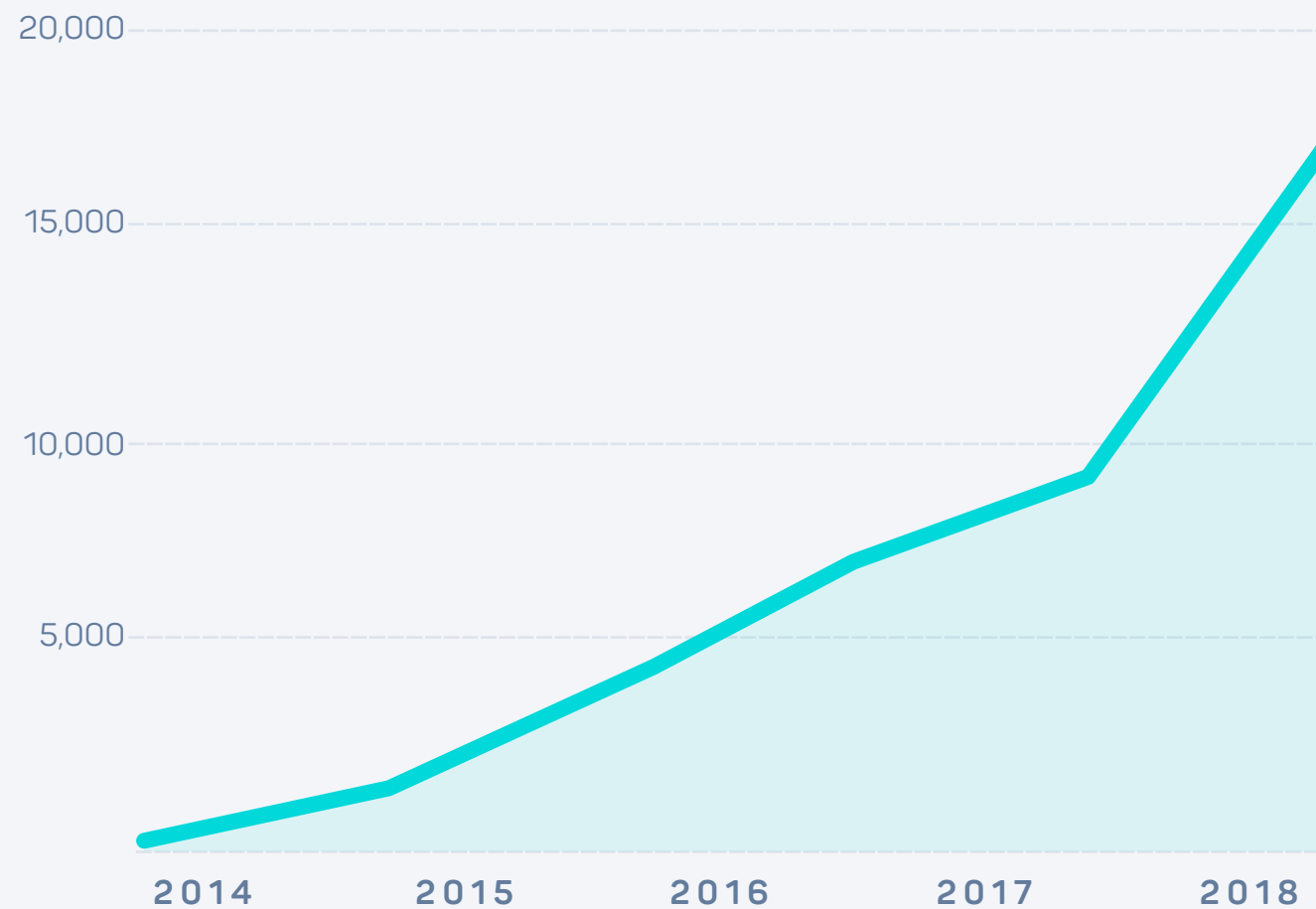
We're growing exceptionally fast, with nearly 100% growth in members this year - you've helped us get to where we are today and this is the perfect way for us to give back. Investing will allow us to continue our expansion to discover and help grow more amazing businesses that get hearts pumping.

We will continue to invest in products and services to make an active lifestyle more accessible for all.

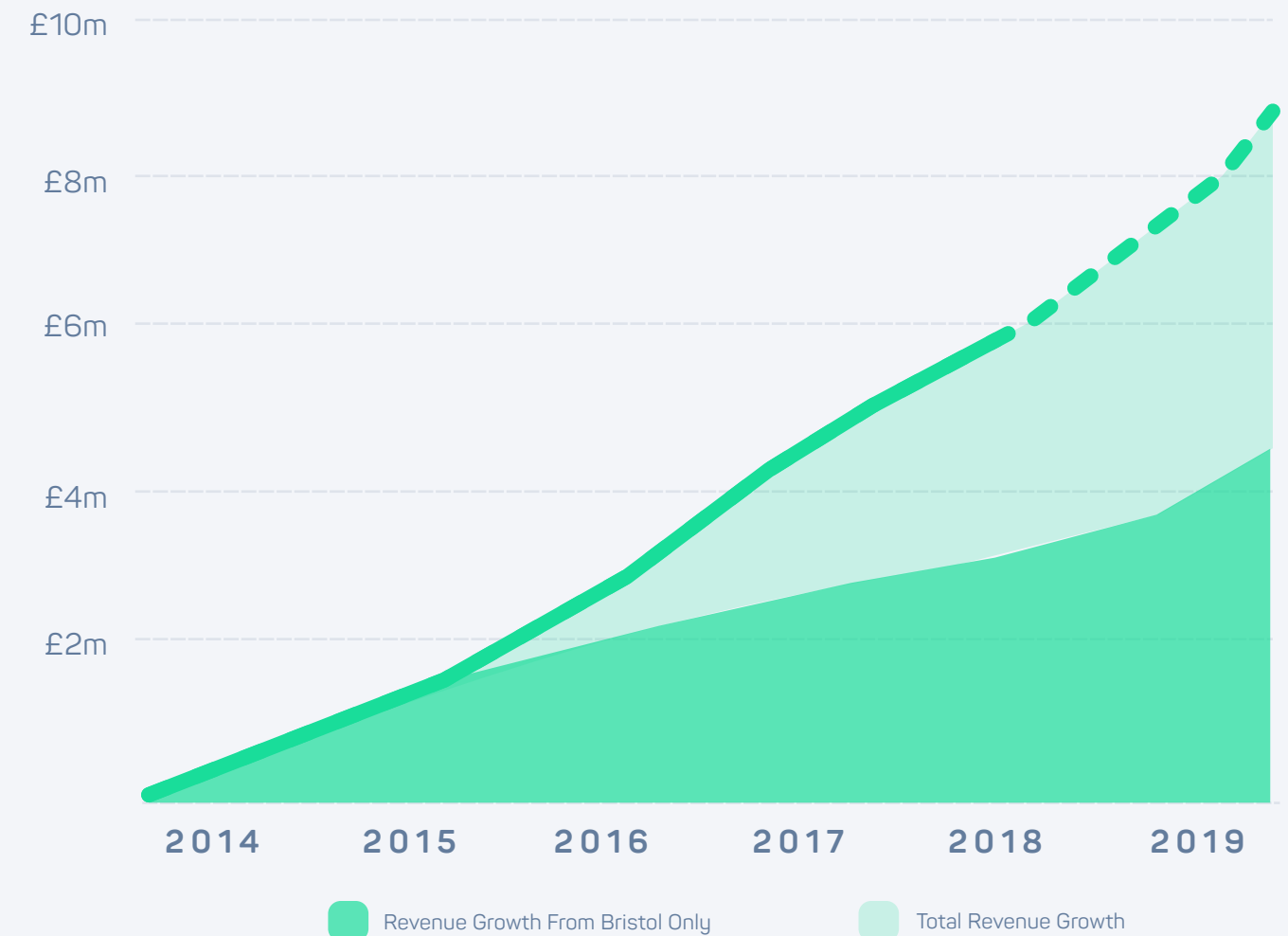
204% Compound Annual Revenue Growth from 2013 to 2017

Almost 100% member growth so far in 2018, a leading indicator for revenue growth next year.

PAYING MEMBER GROWTH



REVENUE GROWTH



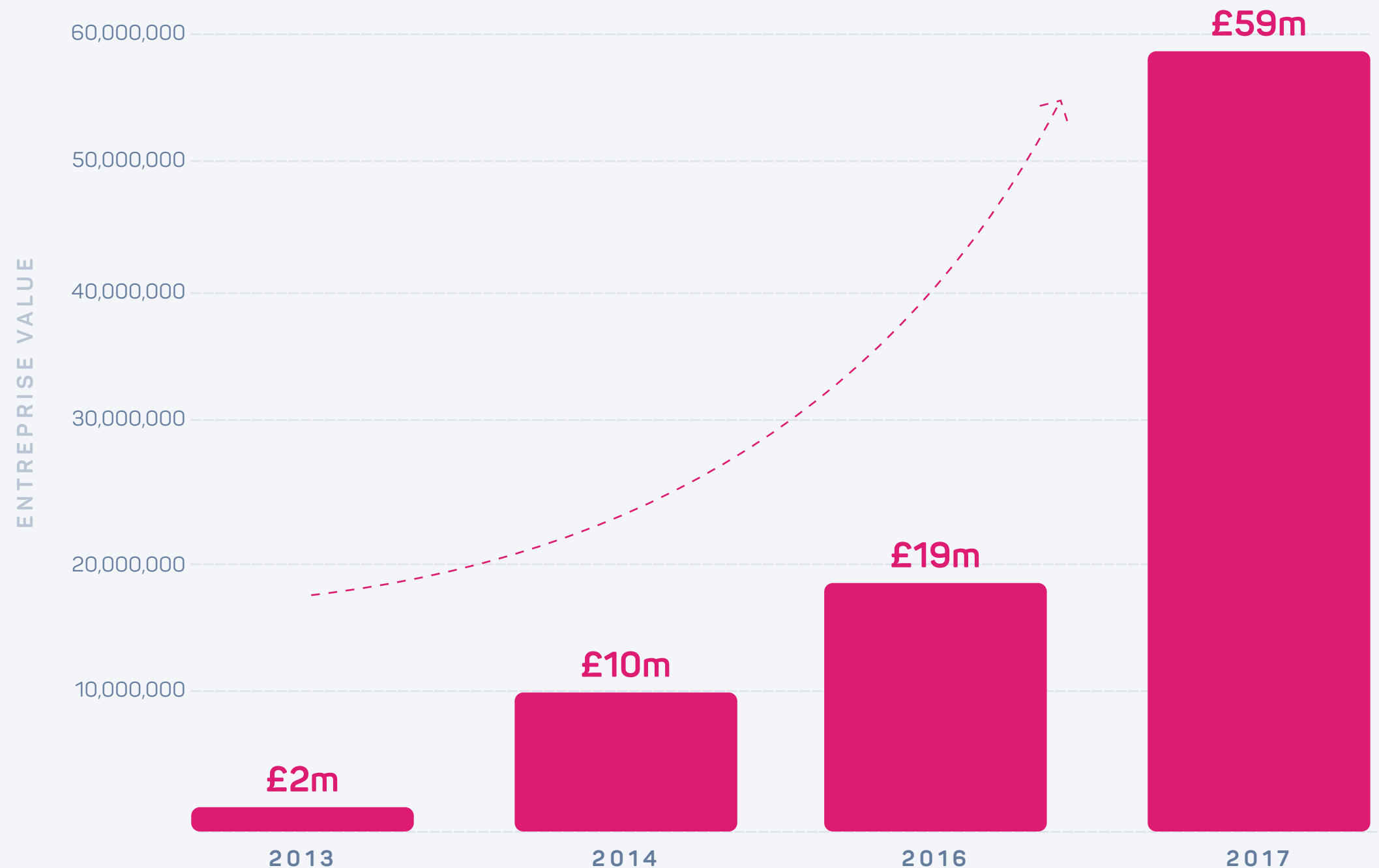
Our company value has increased by **2850%** since 2013

Compared to **6%** FTSE 100 growth in same period

How was the share price valued?

The valuation of the company was done by professional institutional investors (ADV and Downing) in Dec 2017. We have grown significantly from this date with nearly 100% growth in members. The valuation has only increased by 30% to offer great value to our community.

Downing are one of the UK leading investment companies . They have invested over £1.7 billion into businesses over 25 years Accelerated Digital Ventures. ADV invest in the most innovative, highest potential, and globally disruptive technology businesses. ADV is owned and run by successful operators and entrepreneurs who have built, scaled and exited businesses, including AOL, ARM, EasyNet and PlusNet.





“ A dreamy business offering has at least four characteristics. Customers love it, it can grow to very large size, it has strong returns on capital, and it's durable in time”

Jeff Bezos, CEO Amazon

Riding the wave of key market trends



TECHNOLOGY

Convenience, self booking, on demand, smart phones



ECONOMY

Growing health and wellbeing market with strong growth in the freelance fitness providers.



SOCIETY

High demand for health and wellbeing and Increased leisure time





COMPETITORS



An experienced team brought together by our shared passion for Move



FOUNDER & CEO

2x Successful fitness tech entrepreneur. One of the world's leading authorities on exercise behaviour.



CHAIRMAN

Group CEO of over 20 software Companies, Sustainable Growth Focus.



INVESTOR AND BOARD ADVISOR

Ex-CFO of JustEat - 8 years of rapid growth, led the £1.5Bn IPO.



HEAD OF SALES

Experienced international sales Director from JustEat and Treatwell.



HEAD OF COMMERCIAL

20 Years Experience at Director level in the fitness industry.



HEAD OF PRODUCT

Experienced Founder/Product CEO
2x fast growth viral product startups funded by Accel and NEA.



HEAD OF TECH & DATA

Experienced Business Insight and Engineering Lead from Tesco and Trainline.

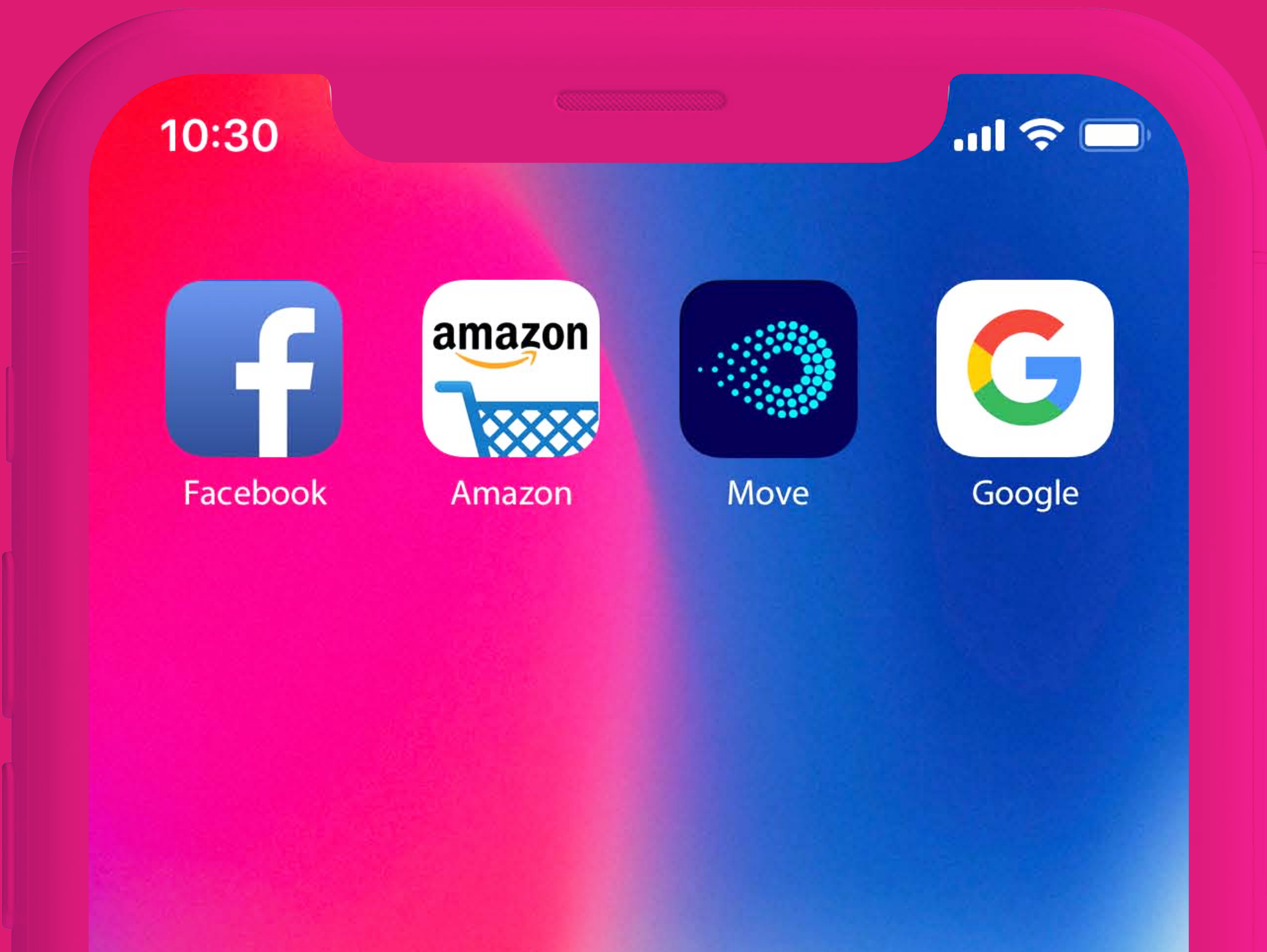


**We're the UK's largest fitness network
with over 6,000 activity providers
and we're just getting started!**





THE VISION





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