

FRANCHISE OVERVIEW

UBX™
BOXING + STRENGTH



// **RETHINK
IMPOSSIBLE**

WE ARE UBX, WORLD-CLASS BOXING WORKOUTS READY WHEN YOU ARE.

Our workout delivers a unique mix of boxing and strength training across a 12 round circuit. Six of the rounds include boxing exercises, whether that's bagwork or one-on-one padwork with a coach. The other six rounds include a combination of functional strength, cardio and conditioning movements.

During a workout, you get one-on-one time with our coaches to work on form, technique and do pad-work. We use thousands of exercises in unlimited combinations to provide a new workout everyday. We don't have class timetables, so you can start your workout at a time that works for you.

- + Flexible start times
- + New workout daily
- + Group training with 1-on-1 support





RETHINK BOXING. RETHINK BOUTIQUE.

We started UBX (pronounced "you-box") with one goal in mind: to give everyone the opportunity to train like a boxer.

Our success has come from our ability to rethink boxing and rethink group training in a way that gives our members access to world-class boxing and strength training with an unrivalled level of flexibility. We like to think that we're everything a traditional gym is not: fun, flexible, addictive and inclusive!

Co-founded in Australia by four-time world champion boxer Danny Green and fitness and tech entrepreneur Tim West, UBX now has over 90 boutique gyms across Australia, New Zealand, Singapore, England, Ireland, Japan and America, with new gyms opening frequently around the world.

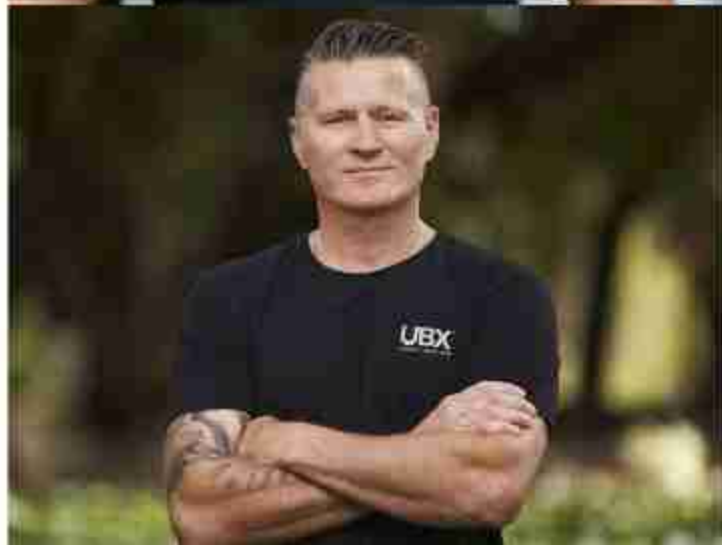
OUR FOUNDING STORY

After years of working in the fitness industry as a personal trainer and gym owner, co-founder Tim West launched UBX to fill a gap he saw in the boutique fitness market.


Tim grew up boxing and loved the sport. As he moved through roles as a Strength and Conditioning coach, Personal Trainer and gym owner, he used boxing as a conditioning tool for himself and his clients - in his experience, boxing is the ultimate workout.

Despite its proven effectiveness and popularity, no one had developed a product that combined all the benefits of boxing with a genuine science-based strength program. Tim also found his clients often struggled to commit to a workout programme, particularly moms and working professionals. Exercise was often the first thing to go when life got busy and Tim wanted to find a way to make it easier for his clients to stick to a workout program.

Tim set out to create a place where people could experience world-class boxing and strength training at any time that they wanted (no class schedules). He approached four-time world champion boxer Danny Green for feedback on the concept. Danny embraced it, saying: "This is the way I trained throughout my entire career" and invested in the company as co-founder.



UBX (you-box) began in 2016 with a meeting of minds and one simple question:
why hasn't boxing ever scaled?





"I got involved in UBX because I wanted to bring to the people a unique concept in the fitness industry, something new that uses one of the oldest sports around, boxing.

It's such a unique sport that everyone loves to do, but they don't want to get hit, they don't want the damage, so UBX gives them that ability to come and train like a boxer.

I want to make training the way I know best more attainable for the general public so that they can become healthier and fitter versions of themselves."

Danny Green
Four-Time World Champion Boxer
and Co-Founder of UBX



WHY HASN'T BOXING EVER SCALED?

Problem: Boxing can be intimidating

Although boxing is one of the most effective forms of fitness, it can also be one of the most intimidating. The preconceived notion that there is an expectation to eventually fight in a ring keeps some people away from this transformational form of exercise.

Problem: Boutique Fitness is inflexible

One of the biggest frustrations with boutique gyms is the lack of flexibility. Members are at the mercy of class schedules and often have to compete with each other to book into a class, to avoid the waitlist. This process turns a stress relieving activity into a stress inducing activity for a large percentage of members who have limited leisure time.





WE'VE CRACKED THE CODE

We've scaled boxing by removing the intimidation and prioritising member flexibility.

Solution: Conditioning without the concussion

We've removed the intimidation factor that's associated with boxing. At UBX, there's no getting into a ring or taking any punches. During a workout, each member gets one-on-one time with our coaches to work on form, technique and do pad-work. Our coaches individualise the workout - adapting the exercises and boxing on each round to suit each member's skill and fitness level.

Solution: Group training on your schedule

We've made group training flexible by removing class schedules. A UBX workout consists of a mix of boxing and strength training across a continuous 12 round circuit. Each round resets every three minutes, which means arrival times are flexible and members can start a workout when it suits them. It's group training on our members schedules.

OUR PURPOSE: WE WANT TO GIVE EVERYONE THE OPPORTUNITY TO TRAIN LIKE A BOXER

WHY BOXING?

Boxing is transformative

Boxing is proven to be one of the most effective workouts for body and mind:

- + Boxing provides a full body strength workout
- + Boxing is a great aerobic workout and gets your heart pumping
- + It's great for the mind - improves hand-eye coordination, makes you more alert and is stress relieving.

The boxing boom

More and more, boxing is gaining popularity:

- + **It's accessible:** everyone can box. It's a skill that's easy to start and fun to learn.
- + **It's addictive:** Once you start boxing you can't stop. The pursuit of mastery keeps you coming back for more.
- + **It's getting attention:** off the back of athletes such as Anthony Joshua and Tyson Fury's successes and the good work being done by UK companies like Matchroom and DAZN to promote the sport.





OUR VISION: TO BECOME THE WORLD'S LARGEST BOXING COMMUNITY

We want to be the first place people think of when they think of boxing. By making boxing more accessible to everyone, we are on track to achieving our vision of becoming the world's largest boxing community.

WE'RE BRINGING BOXING TO THE MASSES

We are doing for boxing what Orange Theory, F45 and other competitors have done for Functional and HIIT training - bringing it to the masses.

2022 is going to be our biggest year yet - a UBX gym is expected to open every seven days over the next 12 months across the globe - including the United Kingdom and United States later this year too.

FIRST FRANCHISE
FEBRUARY 2016

10 GYMS OPEN
JANUARY 2017

FIRST
INTERNATIONAL GYM
OCTOBER 2019

SIGNED STRATEGIC
PARTNERSHIP TO
LAUNCH 250 GYMS
IN THE UK
DECEMBER 2021

110+ GYMS OPEN
OR OPENING SOON
2022

USA & UK LAUNCH
LATE 2022

VISION

LARGEST BOXING
COMMUNITY IN THE
WORLD

VALUE PROPOSITION

82

**WORLD-CLASS
NET PROMOTER
SCORE**

(From 2717 member survey responses)



4.9 STARS

(Average rating from 6,000+ reviews)

- Designed by leading experts.
- Individualised by our world-class coaches.
- Powered by the latest technology.
- Belonging to the world's fastest growing boxing community.

WE'RE
**WORLD-CLASS
WORKOUTS,
READY WHEN
YOU ARE.**

- Meet you where you are (no matter your fitness level).
- When it works for you (no matter your schedule).
- To get you where you want to go (no matter your goal).

WORLD-CLASS COACHES

Our workouts are created by our team of in-house sport scientists and our head coaches, four-time world champion boxer Danny Green and former Wallabies Strength and Conditioning coach Brad Harrington.



DANNY GREEN

Our co-founder and
UBX Head of Boxing

Danny Green is a four-time world champion boxer and the co-founder of UBX. Our training methodology was inspired by his workout program, and all of the boxing combos and drills our members do every day at the gym are created by Danny himself.



BRAD HARRINGTON

Our UBX Head of Strength & Conditioning

Brad Harrington is our Head of Strength and Conditioning. Brad has an impressive track record, having held senior positions in multiple professional rugby teams, including the Waratahs, Scarlets and Leinster. Most notably, Brad spent 4 years, including a World Cup campaign, as the head of Strength and Conditioning for the Wallabies.



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During a workout, you get one-on-one time with our coaches to work on form, technique and do pad-work. We use thousands of exercises in unlimited combinations to provide a new workout everyday. We don't have class schedules, so you can start your workout at a time that works for you.

- + Flexible start times
- + New workout daily
- + Group training with 1-on-1 support





WE ARE THE LEADERS OF CONVENIENCE IN THE BOUTIQUE FITNESS INDUSTRY

With a workout starting every three minutes, UBX is the world's most convenient boutique gym.

The flexibility provided by our model removes barriers to exercise and provides many benefits for both the consumer and business owner, including more opportunities for members to train, better value for money and higher than industry average membership retention.

- + Flexible start times = members train more times per week
- + More workouts = better value for money
- + Better value for money = higher member retention
- + High member retention = member referrals

NEW WORKOUT DAILY

Each day, members enjoy a new workout, programed by our team of in-house sports scientists and our head coaches. We use thousands of exercises in unlimited combinations, which means our members will never repeat the same workout twice. Members intentionally get exposed to the major movement patterns, through various exercises, on a regular basis, such as; Front Squats (squats), Deadlifts (hip hinge) and Chin Ups (Vertical Pull), to ensure they progress and perfect their technique in these essential movements. However, the combination of exercises in a workout is never repeated. The 'variety of our workout' is ranked as one of the things members enjoy most about our training program.*

[Workout variety = never get bored = higher member retention]

GROUP TRAINING WITH 1-ON-1 SUPPORT

Each UBX gym has its own team of coaches that bring the workout to life for our members. During a UBX workout, each member gets one-on-one time with their coach to work on form, technique and do pad-work. Our coaches individualize the workout for members, adapting the exercises and boxing on each round to suit their skills and fitness level. When not with a coach, our members are supported by our Coaching Screens which are displayed at every round.

"I've been a member of many gyms over the years, but UBX is something totally different. It's like having all the benefits of a personal trainer, at a fraction of the cost!"

Steve, member at UBX Clayfield, Aus

"They [the trainers] have an interest in developing me, I feel like I'm in a coaching experience, I've never really had that before in my fitness journey."

Sean, member at UBX Milton, Aus

WHAT A UBX'ER LOOKS LIKE



62% FEMALE,
38% MALE



71% ARE
AGED BETWEEN
25-40 WITH AN
AVERAGE AGE
OF **35** YEARS
OLD



HIGHER THAN
NATIONAL
AVERAGE
DISCRETIONAR
Y INCOME



LIVING OR
WORKING
WITHIN
1.5 MILES
FROM THE GYM



RATE
CONVENIENCE
75%
VARIETY **60%**
AND COACH
SUPPORT **58%**
AS THEIR **TOP**
3 PRIORITIES
WHEN
SELECTING A
FITNESS
ACTIVITY



CONSIDERS
THEIR TIME
TO BE
VALUABLE

TESTIMONIALS - MEMBERS

4.9 stars (average rating from 6,000 + reviews)

82 world-class NPS score (from 2,717 UBX member survey responses)

★★★★★

"I can not recommend UBX enough! From day one I felt comfortable here despite never going to a gym before. The team at UBX are super supportive and friendly and the workouts themselves are great and I love the fact that every day is something new."

Andrew van der Linden
UBX North Sydney, Aus

★★★★★

"I joined UBX after being referred by a friend and couldn't recommend it more highly. It's been a great way to improve my mental and physical health; and with no set class times I'm able to pop in whenever suits. Being new to boxing I was a bit hesitant at first, but the team there is great at what they do and they really motivate you to keep turning up and give it 100%. Brilliant way to incorporate an element of fun alongside strength conditioning and HIIT."

Caitlyn Richards
UBX Ashburton, Aus

★★★★★

"I celebrated my 100th visit at the start of this month and gotta say, it's the longest I've ever been with a gym. Finally found the perfect balance between fitness, strength, cardio and the awesome benefit of having a trainer always on hand to fine tune technique, motivate you or punch out a combo on the pads. To top it all off, the people are amazing - easy going, supportive and always up for a laugh."

Cris Misa
UBX member, NZ

★★★★★

"There are two things that will get me up at the crack of dawn - international flights and my morning sessions at UBX. Somehow, the team has managed to create an environment where you workout to the max and still have the best time. I'm a pretty uncoordinated person, yet the team has managed to teach me the basics of boxing and help my form and technique of both boxing and strength improve with every session. The no fixed times/classes makes attendance a breeze. You can really make UBX fit your schedule, not the other way around. This is the only gym that I have ever really gotten results from, both physically and mentally."

Sayed Leahy
UBX South Yarra, Aus

WHY UBX?

THE UBX ADVANTAGE

Our franchise opportunity has the benefit of:

- + Low upfront costs
- + Streamlined operations reducing high staff requirements
- + Small space required
- + Low ongoing operating costs
- + Centralised back office functions provided by UBX HQ

OUR DISRUPTIVE MODEL

We are the leaders of convenience in the boutique fitness industry. The flexibility provided by our model removes barriers to exercise and provides many benefits for both the consumer and business owner:

- + Members train more times per week
- + More workouts = better value for membership
- + No schedule = higher member retention





// RETHINK
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BRAND INFO

FOR MORE INFORMATION ON OUR BRAND CONTACT

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