



FRANCHISE

BREAK EVEN IN 3 MONTHS

**SLIMMER, FITTER, STRONGER, QUICKER
WITH FEEL ELECTRIC EMS TRAINING**

FEEL-ELECTRIC.COM



Why choose us?

Company Profile:

We are a visionary technology company at the forefront of health, fitness, and nutrition services, operating across the UK. Our innovative approach and expertise set us apart in the EMS industry.

Innovation and Expertise:

Our pioneering spirit drives us to develop groundbreaking technology, training methods, streamlined processes, and efficient administration. By equipping our franchisees with these tools, we empower them to channel their energy into expanding their business and ensuring unparalleled member satisfaction.

Franchise Support:

Our franchisees form the backbone of our success, and their growth is our priority. We've established a robust support network to guide them through their journey, easing the weight of daily operational challenges and allowing them to focus on strategic business expansion.

Administration Assistance

We understand the complexities of running a franchise, which is why we offer comprehensive administration assistance. By taking on the day-to-day administrative tasks, we create an environment where franchisees can operate with efficiency and ease.

Comprehensive Services

With a commitment to holistic well-being, we offer a diverse range of health, fitness, and nutrition services under one roof. Our integrated approach ensures our members achieve their goals effectively and sustainably.

Benefits:

Embrace a journey of accelerated business growth, empowered by enhanced member experiences. Join us in leveraging cutting-edge technology to unlock new horizons of success.

1 Why choose us?

National Presence:

Our footprint spans the entire UK, reaching diverse communities and providing access to our transformative services.

Efficiency and Growth:

Our optimised operations provide the foundation for rapid franchise expansion. The potential for scaling your business is unparalleled, setting the stage for exponential growth.

Quality Member Experience:

We put our members at the heart of everything we do. By embracing a member-centric approach, we offer technology-driven solutions that elevate customer satisfaction to new heights.

Proven Model:

Our success story is built on the solid foundation of established corporate sites. Our strategies have been rigorously tested and fine-tuned, ensuring sustained growth and unrivalled results.

Join us on this remarkable journey as we redefine the EMS landscape of health, fitness, and nutrition services. With an unwavering commitment to excellence and innovation, we invite you to become part of our thriving franchise network. Experience the future of well-being and embark on a path to unparalleled success.

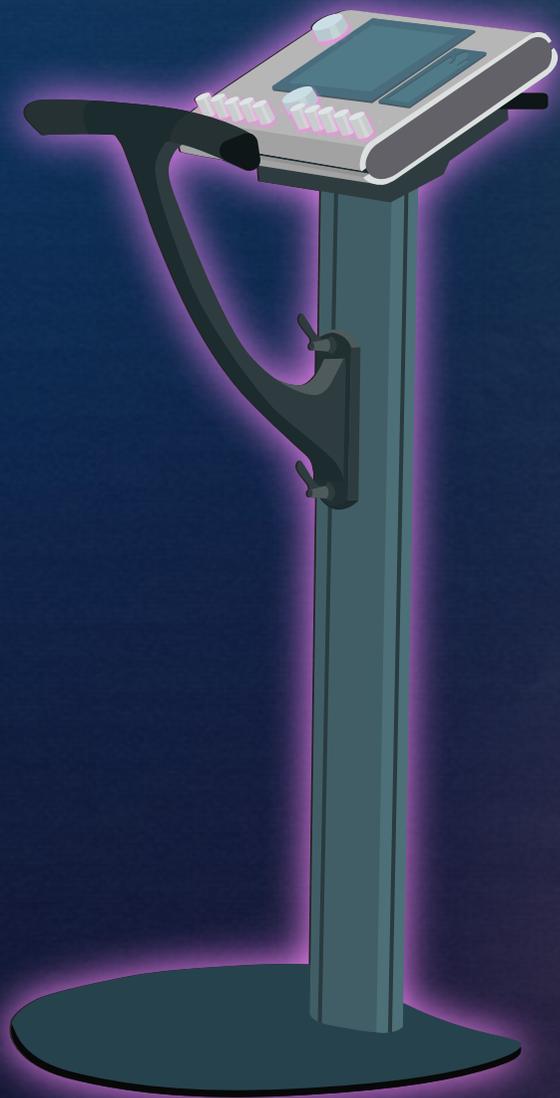
About Our Founder

Feel Electric is founded by Jon Wright, who founded Xercise4Less Gyms (X4L) in 2009 as one of the pioneers of the budget gym space. He built X4L from one site to 52 sites and sold out to Private Equity over a series of deals between 2013 and 2019. This has given him huge experience in growing a business at speed and seeing new market opportunities. He is perfectly placed to bring a new concept to market and has great experience in property procurement, marketing, operations, fund raising, fast roll out and corporate management. Feel Electric Franchise will take EMS studio offering to a whole new level for the UK market, unlike anything seen even in the German market. He has won numerous awards, most notably IHRSA 2017 European Club Leadership Award and The Sunday Times FastTrack 100 3yrs running.



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What is EMS?



How does Feel Electric EMS work?

We are a visionary technology company at the forefront of health, fitness, and nutrition services, operating across the UK. Our innovative approach and expertise set us apart in the EMS industry.

Why is Feel Electric the Best in the UK?

Feel Electric specialises in EMS workouts; it's our only focus and we only allow highly-trained EMS experts to work with our clients. When you are in a Feel Electric EMS studio, you will work on a 1-1 or 1-2 basis, so you get individual specialised attention to maximise every training session. Our expertise in Electro-Muscular Stimulation allows our personal trainers to choose the most effective programme on the EMS device for your fitness and weight loss targets.

Is Feel Electric EMS training safe?

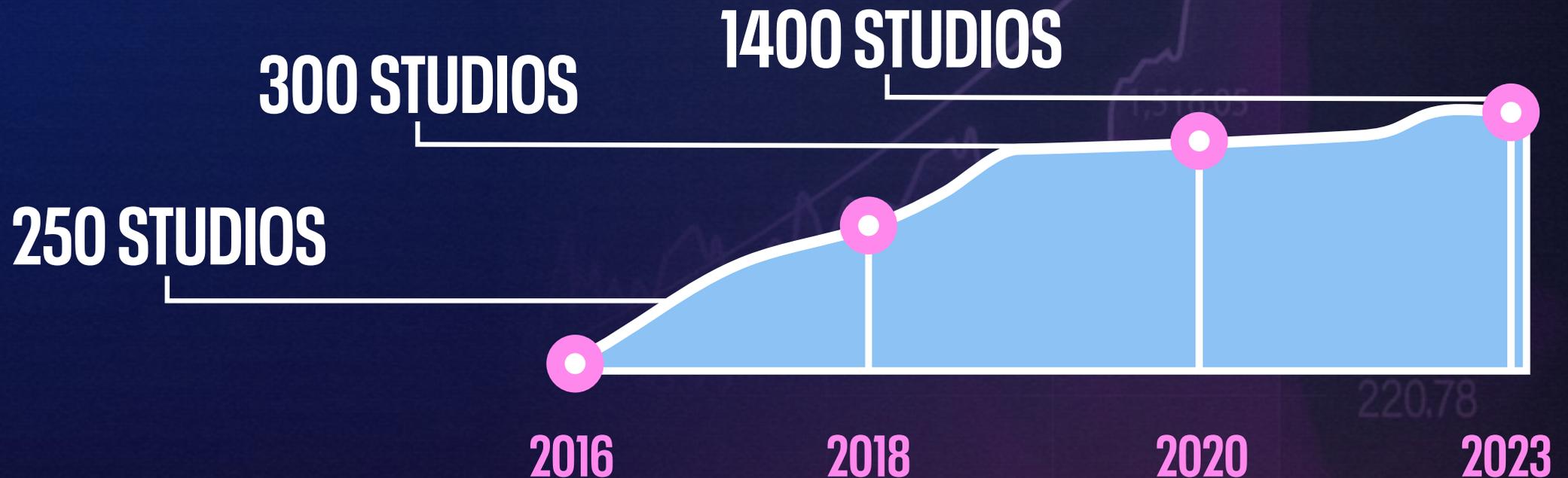
Yes! EMS training has been an effective fitness tool for many years in fitness therapy and rehabilitation as well as in sports medicine for top level athletes and there have been many scientific studies to back that up. Academic studies by the Universities of Bayreuth (2002-2003) and Erlangen-Nürnberg (2009), the German Sport University Cologne (2008) and the Bad Oeynhausen Heart Clinic (2010) for example have all underlined the fantastic efficiency of EMS training.

2 What is EMS?

German Market Growth



Similar Sized Market To The UK



- 2022 Sales of EUR 180 Million
- Retention rate of over 80%
- Average growth of 200 studios per year

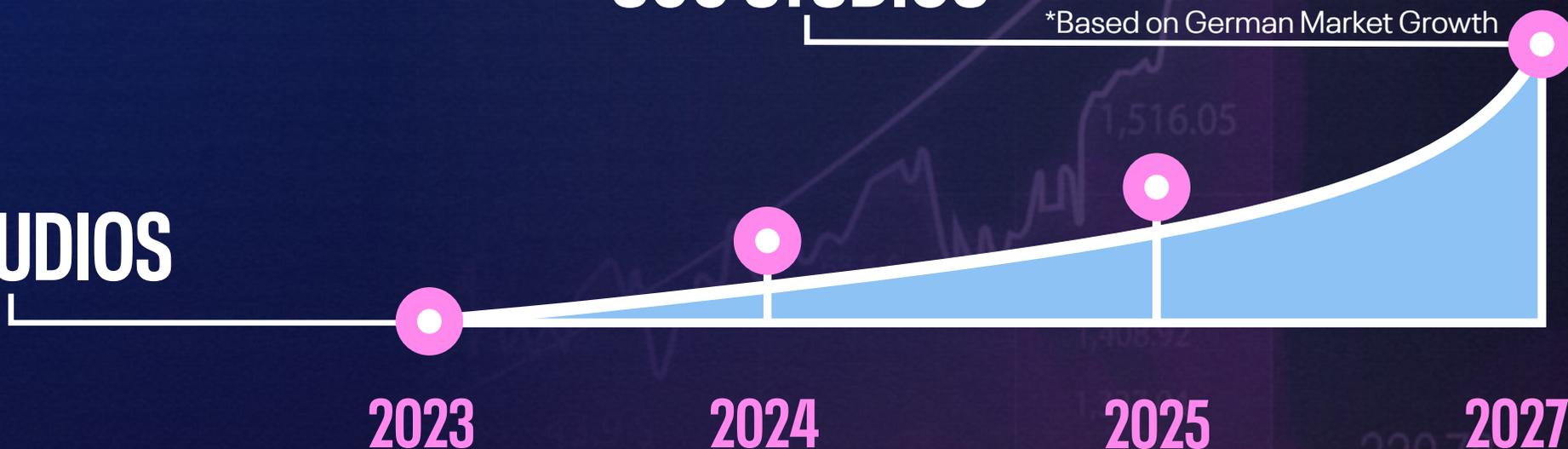
2 What is EMS?

United Kingdom Market Growth

800 STUDIOS*

*Based on German Market Growth

20 STUDIOS



Diverse Demographic Appeal

EMS workouts are appealing to a wide range of demographics, including fitness enthusiasts, busy professionals, athletes, and individuals looking to rehabilitate or prevent injuries. The versatility in addressing different fitness goals attracts a broad customer base.

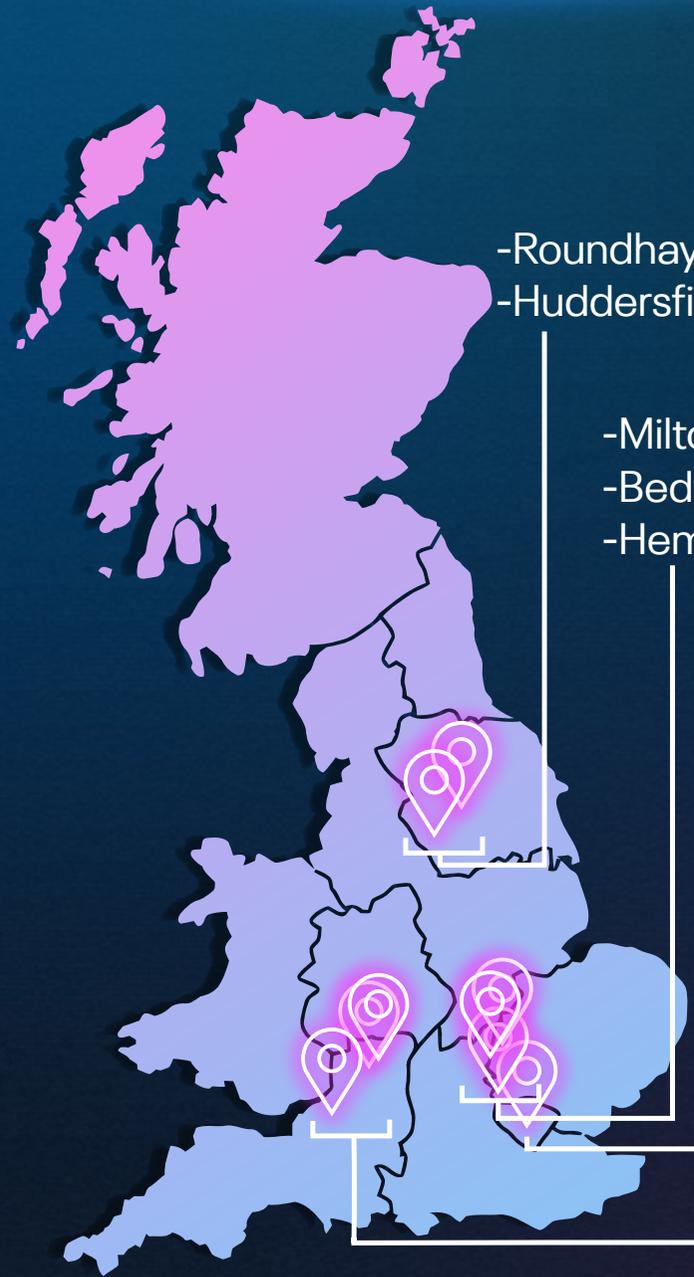
Increasing Fitness Trends

EMS technology is gaining huge popularity in the UK fitness industry due to its efficiency in delivering high-intensity workouts with shorter time commitments. As more people seek time-efficient and effective fitness solutions, the demand for EMS training is expected to grow exponentially.

Expansion Of Services

Our Feel Electric EMS studios deliver services beyond traditional fitness training. We offer specialised programs for example; rehabilitation, pain management, and wellness.

3 Locations



- Roundhay, Leeds
- Huddersfield
- Milton Keynes
- Bedford
- Hemel Hempstead

- London, Acton
- London, Richmond
- London, Raynes Park
- London, Fulham
- London, Clapham
- London, St. John's Wood
- London, Farringdon (**Coming Soon**)

- Cheltenham
- Gloucester
- Bristol (**Coming Soon**)

Greater London



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Industry Leading ROI

Why Feel Electric?

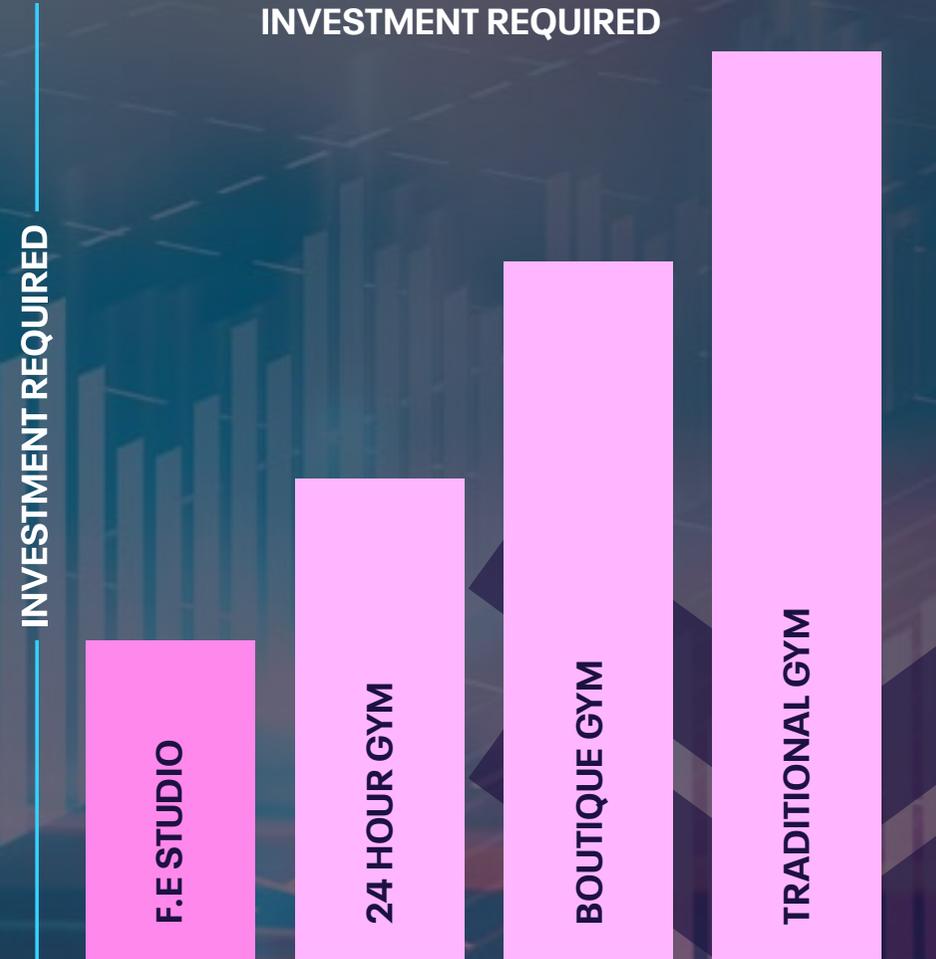
Our Franchise opportunity is one of the smartest investments in the Fitness Industry today. We have created a model that has the benefit of:

- Low upfront costs in comparison to other fitness investments
- Streamlined operation, reducing high staff requirements
- Small space required, reducing upfront and ongoing costs

Our Model

We are the leaders of turnkey EMS studios in the Fitness Industry. The flexibility provided by our model removes barriers to exercise and provides many benefits for both the consumer and business owner

Minimum Initial Investment Of Only £20,000



5 Funding Partners

At Feel Electric our Funding partners play a pivotal role in the successful onboarding of franchisees, serving as the financial backbone of our Franchise Model. Launching a successful franchise often requires an initial investment of some kind. Our Funding partners are a fantastic way to remove any barrier to investment by offering financing solutions, making franchise ownership accessible to a broader range of aspiring business owners. This inclusivity is a cornerstone of our franchise model, fostering diversity and innovation in the business landscape.

Moreover, our funding partners provide stability and financial security for our franchise system. Our Funding partners ensure that franchisees can make the required investments in equipment, marketing, and operations, leading to uniformity and quality across the entire franchise network.

We are pleased to have HSBC and PMD Leasing as our Funding partners. Both of which bring a wealth of knowledge and experience in this sector.



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Studio Demographic Data

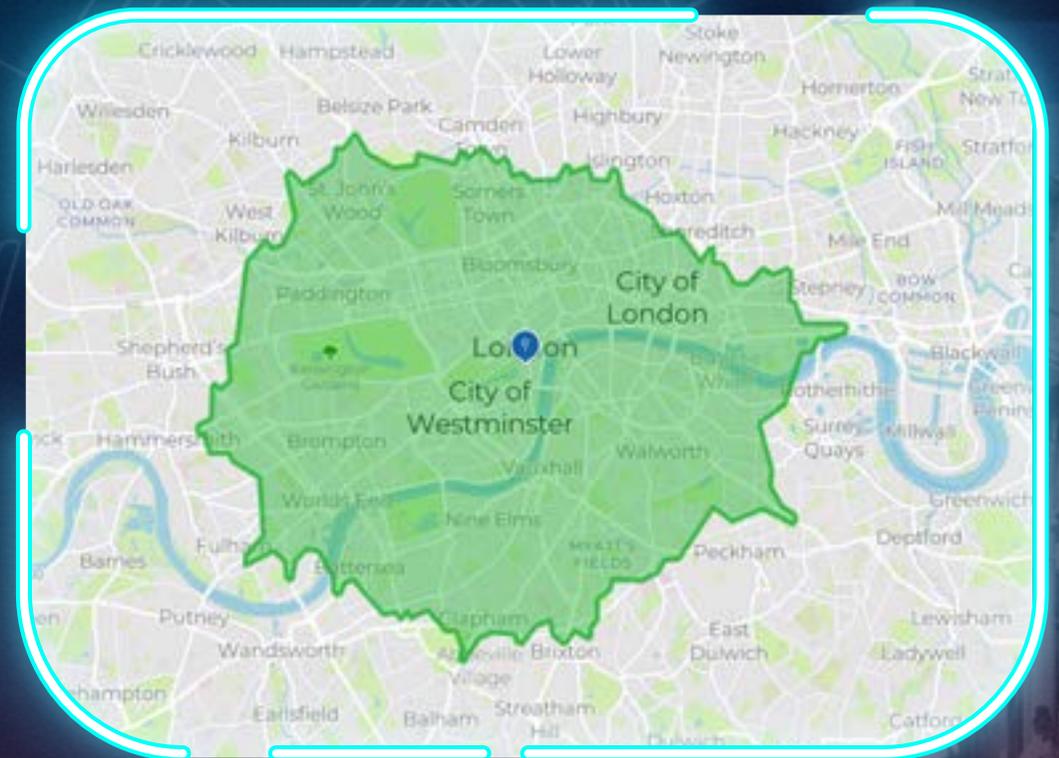
Studio Franchise Strategic Data:

Here are Feel Electric we want you to be successful from the off, once you choose to join and secure your franchise locations the data science team will work with you to identify the right locations. We use a range of data sources to deliver strategically important insight about where you'll place your Feel Electric studio, this includes data insights on:

- Sociodemographic data
- Socioeconomic data
- Urban land use
- Footfall & Driving traffic

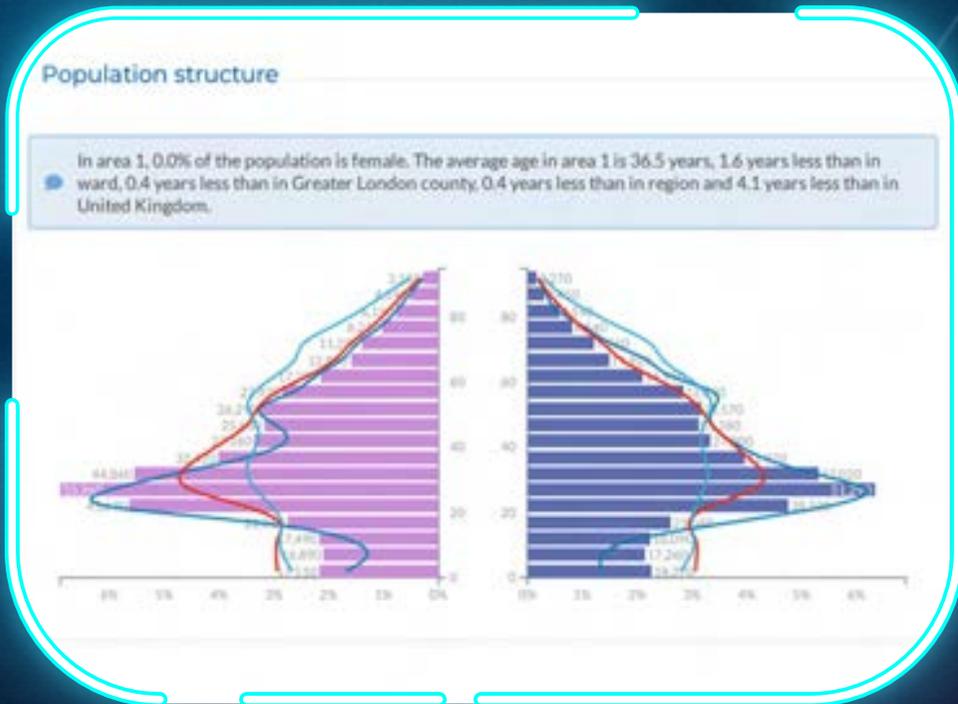
Plus other data points to provide as much information as possible to make an informed decision, with the sole aim to get you up to 200 studio members as quickly as possible.

Here is an example of Number 10 Downing St, London SW1A 2AA the home of the UK Prime Minister. Catchment Area: 15 Minute Drive Time

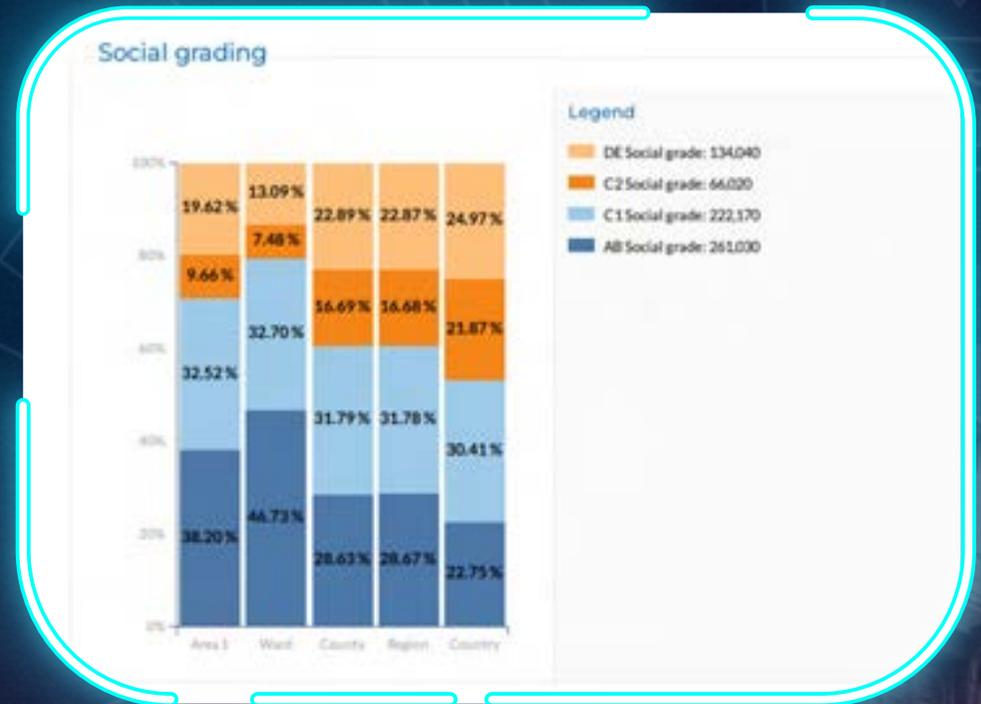


6 Studio Demographic Data

Catchment Area: 15 Minute Drive Time > Population Insights



Catchment Area: 15 Minute Drive Time > Disposable Income of the Population Area

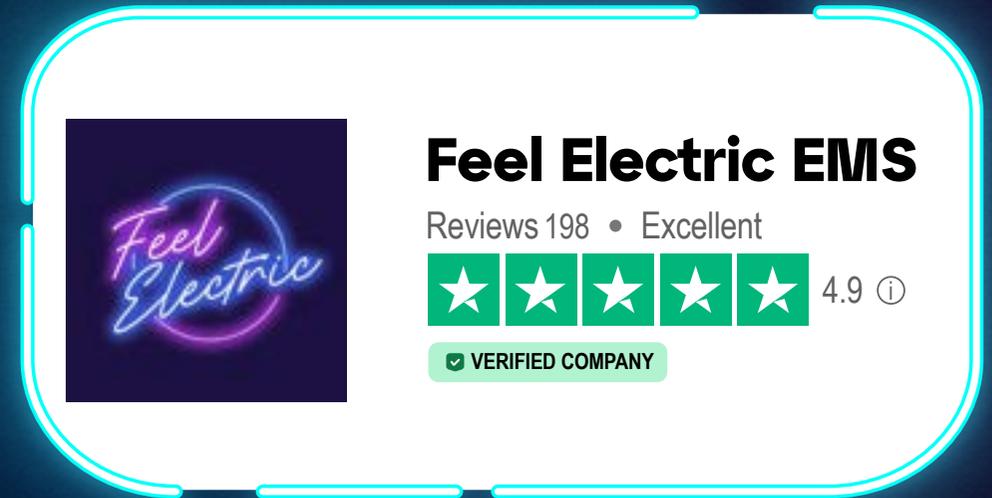


- Census Population: 810,920 inhabitants
- Average Age: 36,5 years
- Foreign Tourists: 12,140
- National Tourists: 34,570
- Workers: 2,181,550 people

- Disposable Income: £43,850
- Unemployment Rate: 6.8%
- Crimes Per Thousand Inhabitants: 152 crimes
- Index Of Multiple Deprivation: 22/100

7 Platform

Within our turnkey franchise solution, we have meticulously designed a robust platform that serves as the cornerstone of your business operations. This advanced platform not only streamlines your daily activities but also empowers you with real-time insights into your business performance. Our integrated metrics system, including NPS (Net Promoter Score) and Trust Pilot ratings, allows you to gauge customer satisfaction and measure your brand's reputation with precision.



The screenshot shows a TrustPilot profile for 'Feel Electric EMS'. On the left is a square profile picture with the 'Feel Electric' logo in a glowing blue font. To the right, the company name 'Feel Electric EMS' is displayed in bold black text. Below the name, it says 'Reviews 198 • Excellent'. There are five green star icons, with the first four fully filled and the fifth partially filled, followed by the number '4.9' and an information icon. At the bottom of the review box is a green badge with a checkmark and the text 'VERIFIED COMPANY'.

94%

Net Promoter Score

More Than 2,500 Submissions

7

Studio Operations Platform

Revenue Management, Payment Gateways & MI Reporting

Marketing & Digital Comms Automation

Customer Relationship Management (CRM)

HR & Recruitment Solution

FEEL ELECTRIC
SaaS Platform

Booking & Appointment Management

Trainer & Studio Performance Management

Health Data, Markers & Analysis

Appointment Journey (Customer Health, Sales, Learning & Development)

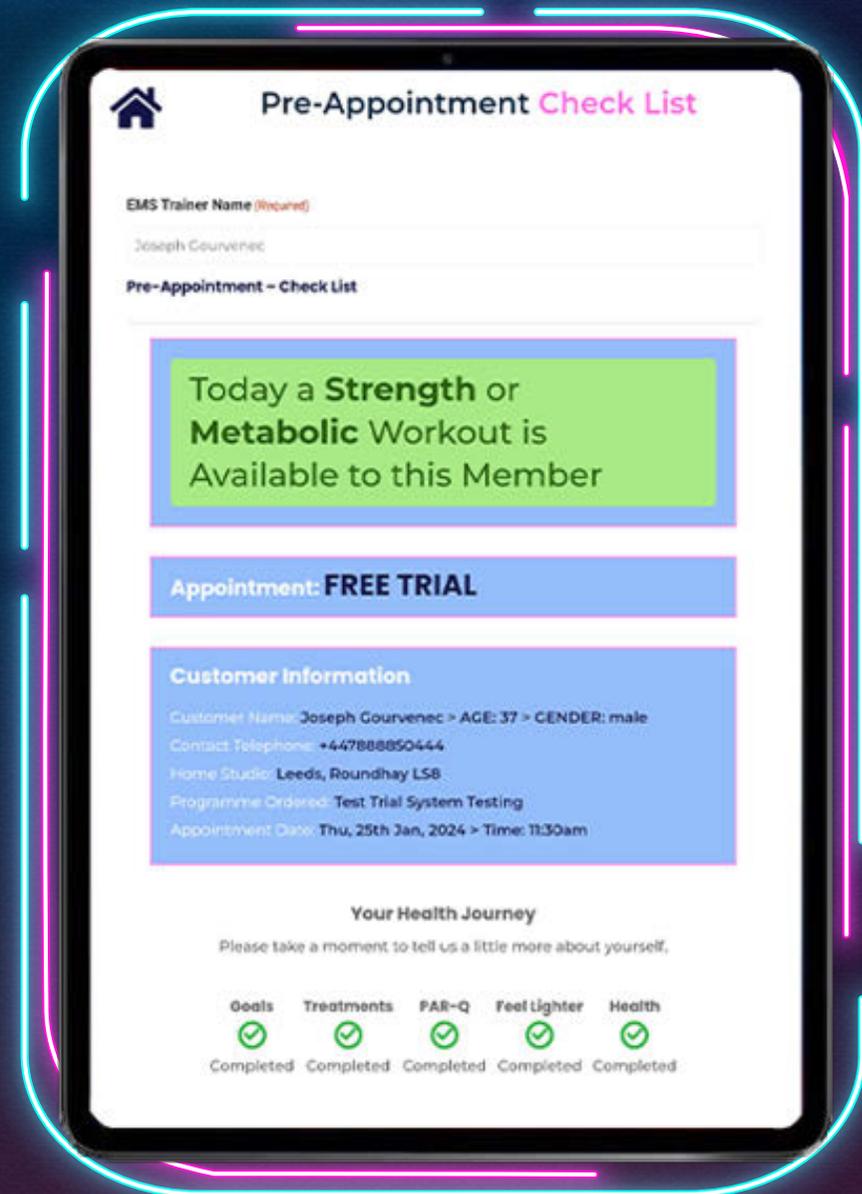


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Overview of our Health Technology Platform

The Core Areas of our Ecosystem

- Customer Journey and Nurturing Flows
- Trainer (Studio Staff) Engagement Journey Flows
- Integrated Lead Generation and Marketing Automation
- Learning and Development Platform
- Sales, Up and Cross Processes
- Studio Management
- Financial Reporting
- Payment Collection and Processing

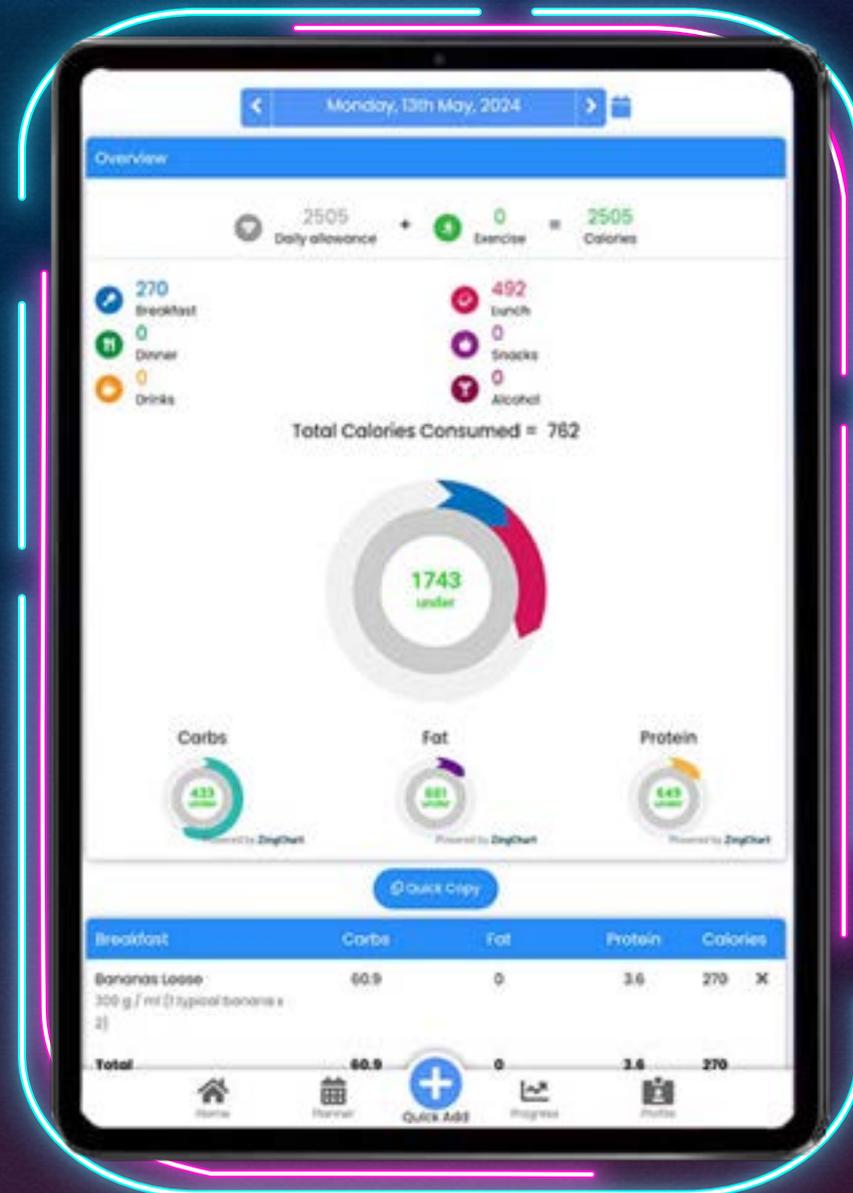


7

Overview of our Health Technology Platform

A purpose built technology platform to scale and rollout fast in local and international markets. Our health technology platform tackles four key aspects of business:

- **Data:** Gather user data, measure inputs and outputs understandable health insights
- **Process:** Business processes to deliver on sales, user engagement and potimisations
- **Subscriptions:** Payment collections and money management
- **Franchise:** Turnkey Health Studio Franchise solution that is easily cloneable, built to deliver profits and turnover through defined proceses

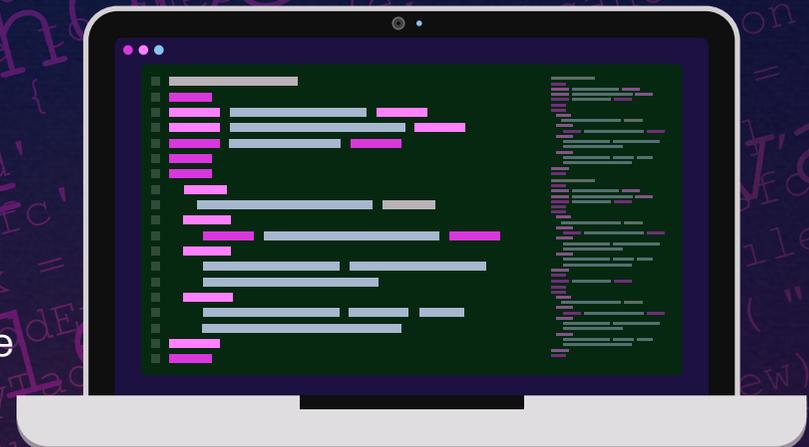
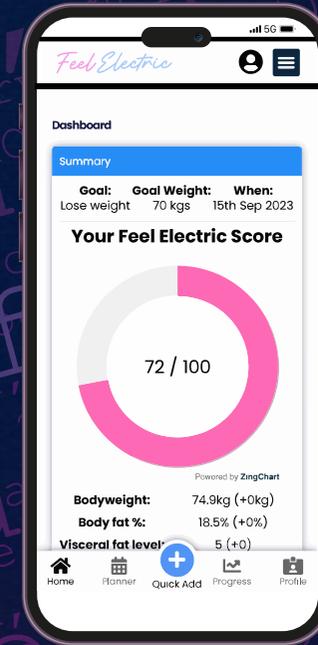


8 Ongoing Development

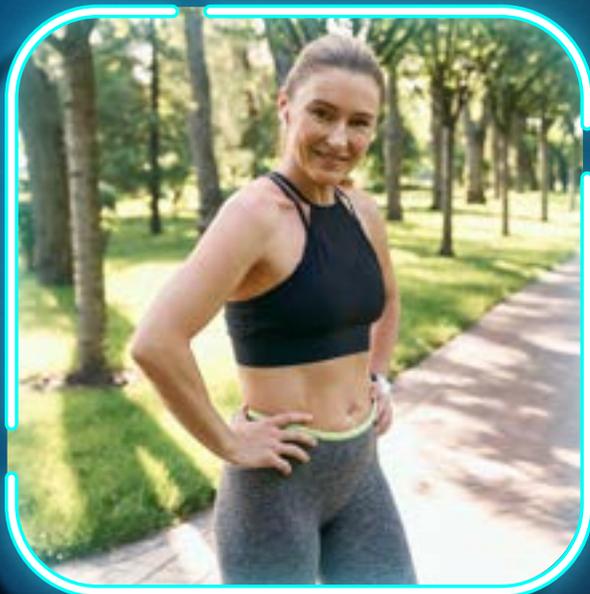
Within our turnkey franchise solution, ongoing development is at the core of our commitment to your success. We recognise the importance of staying at the forefront of technology trends, which is why we continuously invest in enhancing our platform and applications. Our dedicated team of experts consistently updates our app and technology to ensure that you have access to the latest tools and features, keeping you ahead of the curve in the ever-evolving market.

With a keen focus on user experience, our app offers intuitive navigation and seamless functionality, catering to both your needs and your customers' preferences. From booking appointments to accessing performance reports, our app empowers you to manage your business efficiently and effectively, while also providing a convenient interface for your customers to engage with your services.

Our ongoing commitment to technology development extends to providing regular training and support, ensuring that you and your team are well-versed in utilising the latest features and optimising their impact. Through continuous innovation, we equip you with the tools to drive your franchise's growth, enhance customer satisfaction.



9 Health Programmes



TRANSFORM

Transform is specially designed for weight loss, slimming and body toning. Burn up to 500 calories per 20 minutes and increase your metabolism to shred fat faster with EMS Training. Combined with our Feel Lighter Nutritional and Diet App, you'll begin to achieve your personal weight loss and fitness goals quicker with 1-2-1 support from a trainer.



REHABILITATION

The Rehabilitation Programme was designed to help you recover from muscle and joint related injuries, such as back pain, stroke, Musculoskeletal (MSK) and general mobility issues. This health programme is designed to rebuild muscle strength in deep muscle tissue layers that conventional treatments and gym training can't reach. Regain muscle strength and endurance, improve flexibility and mobility without aggravating your injury further.



PERFORMANCE

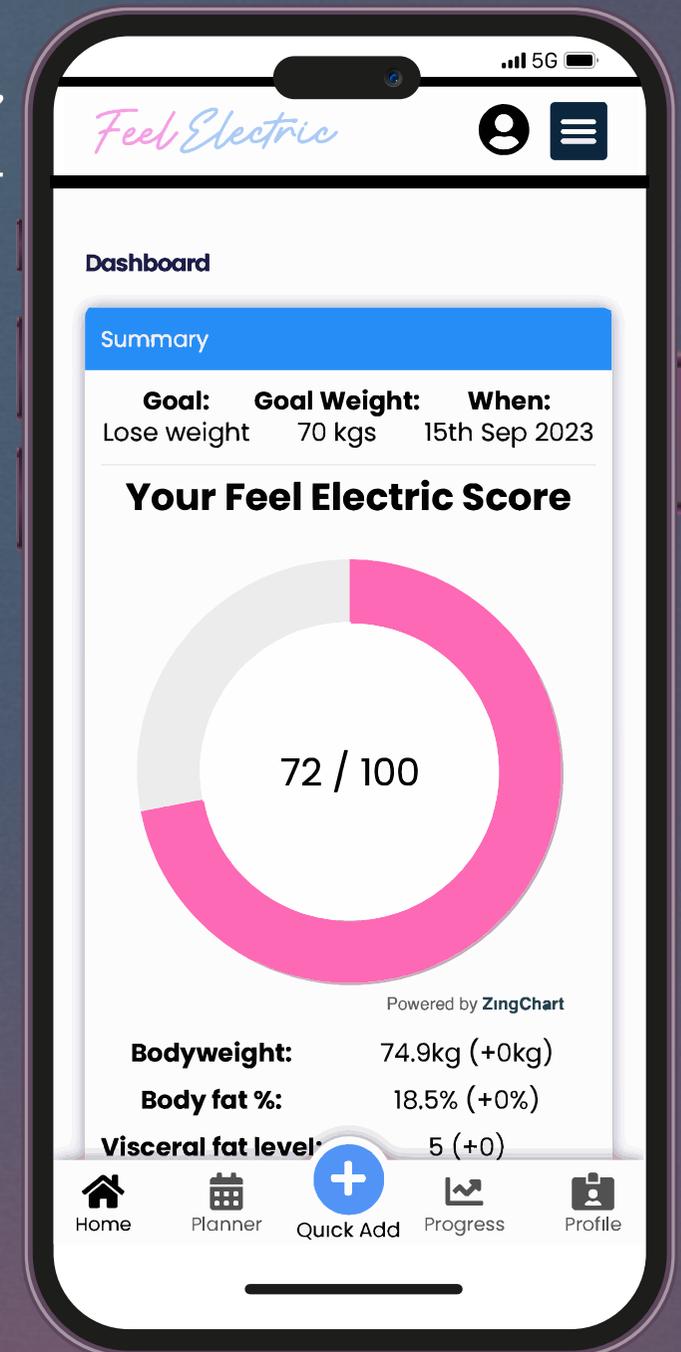
Want better physical performance but don't have the time to spend hours in the gym? What you need is the Feel Electric Performance Programme. More effective than conventional gym training, you'll perform better, be stronger and get faster. Our science-based EMS Performance Programme will help you improve your speed, agility, strength and posture, along with improved power, muscle endurance and core strength.

10 Nutrition

Feel
lighter

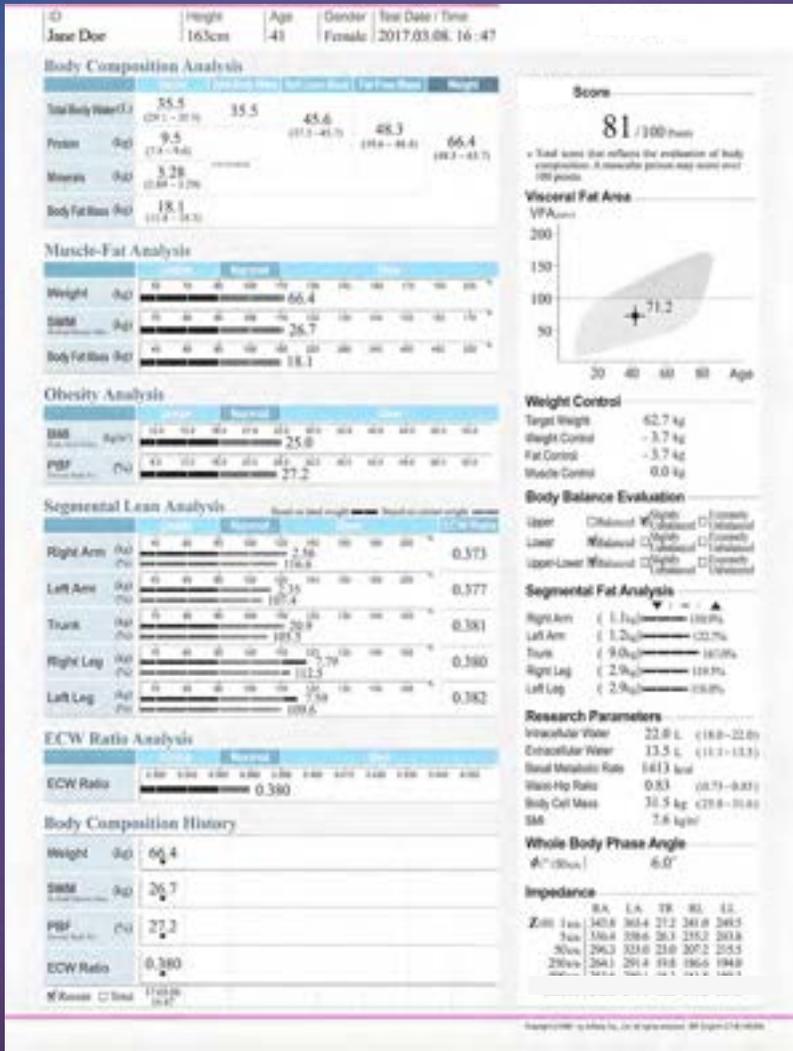
Our third pillar of success is our Diet and Nutritional service, Feel Lighter. As part of our Holistic approach to health and wellbeing, nutrition and diet play a huge role in getting our members results, so much so we've invested in medical technology to support the fitness journey of all our members. Our sole aim is to help the members achieve their ideal weight without unrealistic diet plans that limit what the member can eat or drink. Our Weight Loss Programmes combine five (5) key elements to help the member succeed and maintain their health and weight loss results:

- Access to 1-2-1 Video consultations that dive into your health history and current lifestyle habits.
- Full health assessment analysis fuelling evidence-based advice proven to give sustainable results.
- Meal plans and meal guides tailored to meet your individual health goals.
- Nutritional education to better understand how to enact tangible lifestyle changes; including the basics of macronutrients and food labels.
- Providing a holistic and personalised approach so anything that usually stops you from losing weight will be managed and overcome.



11

Full Body Composition Analysis



- 45+ Health Metrics
- Medically Certified
- Body Fat, Visceral Fat
- Skeletal Muscle Mass
- Body Water Percentage
- Weight & BMI
- Segmental Lean Analysis
- Inflammation Detection



BFA Accreditation

We are pleased that we have passed the BFA's accreditation process and are an affiliated member. The BFA's core aim is to promote high quality ethical business format franchising in accordance with the European Code of Ethics. The BFA collaborate with government, academia, the media, other trade associations and the UK public on what constitutes franchising best practice. At Feel Electric we are proud to commit to upholding these standards.



**TAKE THE NEXT STEP INTO
YOUR FRANCHISING
JOURNEY**

**JOIN THE
FEEL ELECTRIC
FAMILY TODAY**

*Feel
Electric*

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