

FIT FOR GROWTH



Developing a thriving, healthy society is at the heart of Saudi Arabia's Vision 2030 plan, and LEEJAM Sports Company is at the forefront of this effort. It owns and operates Fitness Time, the largest network of sports centers across Saudi Arabia and the United Arab Emirates. The company is set to expand further.

LEEJAM Sports Company

www.leejam.com.sa

Year company founded: 2005

Number of employees: 2,600

Market capitalization: SAR 4.04 billion

LEEJAM's extensive network of gyms provides the Kingdom's residents with an abundance of opportunities to work out whenever they want and to develop healthier lifestyles. Its philosophy, 'exercise for health,' reflects its ethos and values and is reflected in the atmosphere of each center, the interior design, and the cutting-edge technology they are equipped with.

Saudi Arabia's fitness industry is expected to grow over the next few years, with locals and visitors alike wanting the best equipment and spaces in which to exercise. As part of its strategy to meet this demand, the company is innovating, particularly in the digital sphere.

LEEJAM's IPO was highly successful, and its listing on the Saudi Exchange has demonstrated to the market the seriousness of its ambitions and enhanced its reputation for quality and strong corporate governance. It is here to stay and to continue promoting a healthy lifestyle among Saudis and Emiratis.

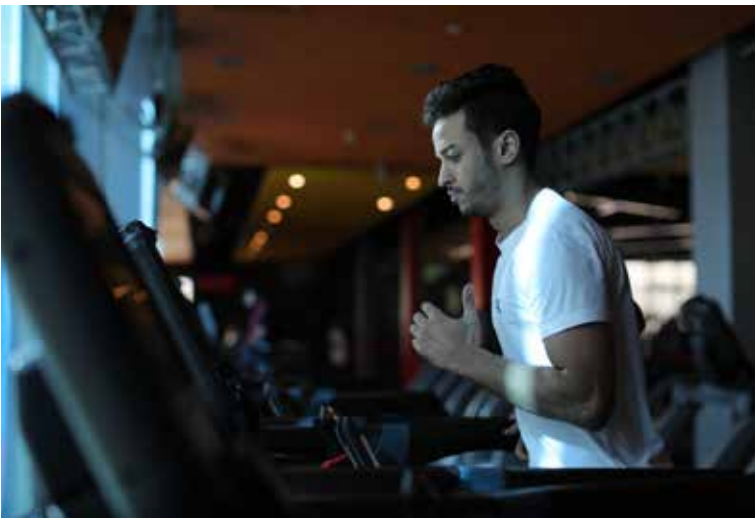
LEEJAM Sports Company is in pursuit of providing the best sports services for the community, the centers are equipped with the latest sports technology and meet the highest global standards. The brand's footprint will soon extend throughout the Middle East and North Africa.

LEEJAM Sports Company currently employs more than 2600 people. The company's management are pioneers in the industry, each having over 20 years of experience in sports, health, and fitness. Therefore, the company is driven by superior leadership and provides a wide variety of innovative products and services to the community in the fields of sports and physical fitness.

LEEJAM Sports Company kick started its journey within the health and fitness industry with the establishment of the first Fitness Time club in Tabuk, Saudi Arabia in 2005. Initially starting as a closed joint stock company with a capital of SAR 10 million, the company was able rapidly expand, ultimately leading to its successful listing on the Saudi Exchange in 2018; becoming the first fitness chain to list in the region. Leejam is a proud Saudi brand, headquartered in Riyadh.

As of January 2020, LEEJAM has a portfolio of more than 135 club branches across the Kingdom and the United Arab Emirates, serving more than a quarter of a million subscribers, operating under the umbrella of its flagship brand, Fitness Time.

LEEJAM operates the biggest sports center network in Saudi Arabia



Fitness Time provides health, fitness, and wellness to cater to all age groups from six years upwards, covering both men and women.

One of the pillars that sets Fitness Time apart, is the successful model that caters for a wide variety of client needs, including traditional gym exercise, cardiovascular equipment, free weight training, state-of-the-art swimming pools with spa pools, saunas and steam rooms, sports courts for basketball, football etc., and group classes for high octane and relaxation and the latest trends in high intensity interval training, and boxing etc.

This is further enhanced through the different club categories that sit under the umbrella of the brand including:

Fitness Time – sports centers for all categories designed for customers who are interested in a comprehensive high quality fitness experience.

Fitness Time Pro – value-class sports center that is designed for professional athletes above the age of 18.

Fitness Time Ladies – clubs that cater for women by providing them with industry leading and specially designed sports equipment.

Fitness Time Plus – with an environment tailored for the high-end consumer that is seeking privacy and an outstanding fitness atmosphere where fitness meets luxury.

2,600

The number of staff employed at LEEJAM

Irrespective of the category, all the clubs fall within our big box and replicable model, featuring a unified theme and spirit, across spaces typically around 3,500 sqm.

Alongside its beautiful design, these advanced clubs are equipped with the latest health and fitness technologies and are maintained in accordance with the highest global standards of operations, hygiene, and safety. Another pillar for the success of this brand is the tailored classes that it develops.

Fitness Time is synonymous with high impact fitness programs such as:

Extreme Fitness – a functional circuit training class that is tailored for fitness enthusiasts trying to lose weight, build strength, agility, and flexibility, or aiming to improve their aerobic fitness.

Extreme Boxing – a kickboxing – themed fitness program that consists of a proprietary system of 12 challenging workout stations developed to teach the basics of boxing in a way that will burn a high number of calories and build stamina.

Indoor Cycling – stationary cycling sessions that allow members to train like real cyclists inside. The emphasis is on endurance, strength, intervals, high intensity and recovery, using special state-of-the-art exercise bicycles.

Pilates – a one-hour workout that targets the full body to improve physical strength, flexibility, posture, and enhances mental awareness using one's body weight.

and Turbo HIIT – a one-hour full-body workout, that is focused on endurance, strength, and power. Intensity is based on every individual's heart rate zones, making the workout effective for all fitness levels. The workout is performed in a special room with special equipment featuring MyZone fitness trackers.

The effectiveness of these classes is only made possible through its most important pillar, its people. Leejam understands the importance of great trainers and the role they play in shaping the health and fitness of its members. The sports company employs a network of over 2,000 highly skilled, dedicated, and certified fitness professionals. All trainers have deep-rooted experience, each one in their own field of expertise. Among the accreditations held are ones in fitness, body building, swimming, and football; in conjunction with health certifications for first aid and cardiopulmonary resuscitation (CPR). Leejam constantly invests in its fitness team members, developing their experience and ensuring they keep up with the ongoing developments in the field, through various trainings and certifications, with global leaders such as Les Mills.

To understand Leejam and its success, one can simply go back to the origin of the name itself.

LEEJAM – in Arabic is a horse's bridle.

A bridle allows the rider to control the horse's head, deciding the speed, pace, and direction of the horse.

A fitness brand that stands out as a trendsetter, spearheading an industry, setting the speed, pace, and direction through innovation.

With a board of directors controlling the bridle, including pioneers in the industry, a CEO with over 30 years of experience in the field, a human centric set of values that puts the wellbeing of the members and our staff at the forefront, and a constant thrive for excellence, growth, and innovation, the best is yet to come.

Fitness Time Xpress

The company launched a new low-cost and 24-hour gym chain under the new brand "Fitness Time Xpress". Fitness Time Xpress centers will operate 24 hours with low-cost operating model and without swimming pools. It will also be digitally enabled and with highly flexible subscriptions that start with a minimum commitment of one month at a reasonable price to make clubs and gyms more accessible and support the achievement of the Saudi's vision 2030 targets.

The center will have high-spec sports equipment from Technogym, the world leading brand in fitness and wellness products, services and digital technologies and official supplier to the last 7 Olympic games as well as the latest designs for its halls.

