

# Dallas Gym Chain

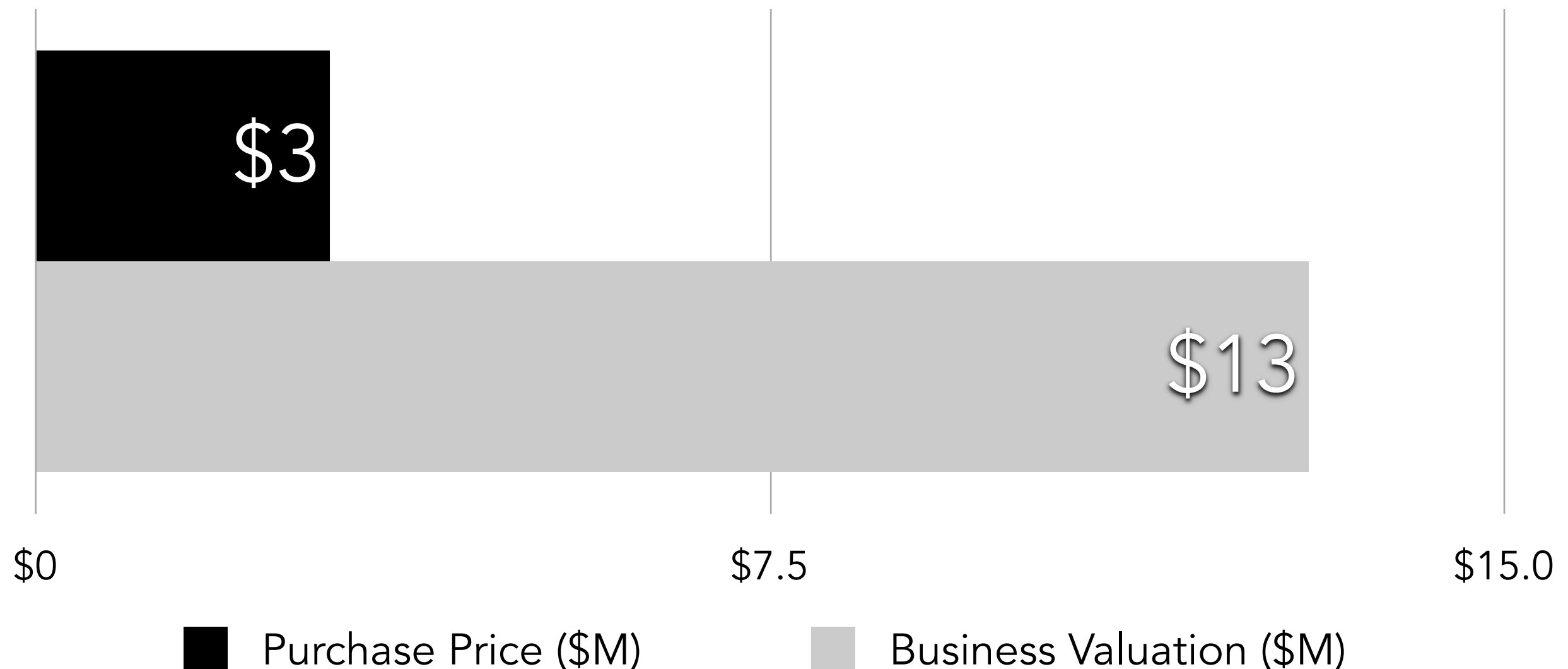
Purchase Prospectus Preview

# Overview.

- Private Equity purchase of a chain of 5 boutique gyms in Dallas, Texas
- Current Situation: 10 years of consistent cash flow with zero marketing and advertising (relied on multi-use location near corporate offices, apartments, retail shopping, and bars/restaurants)
- Future Growth: use a combination of new pricing strategies, online ordering, social media, health and wellness partnerships, and new personal trainers to supercharge growth over the next 5 years
- The valuation on the following pages uses the business's nearly flat historical growth and does **not** take into account any growth strategies or changes to the business

# Purchase at 75% Discount to Fair Value.

- The seller is offering the business at 5 years of discounted cash flow, giving up the perpetuity terminal value as investment upside



# P/E is 3x Better Than All Industries.

Gym Chain

6

Implied Forward P/E

Life Time

15

12/31/2014 Forward P/E

S&P 500

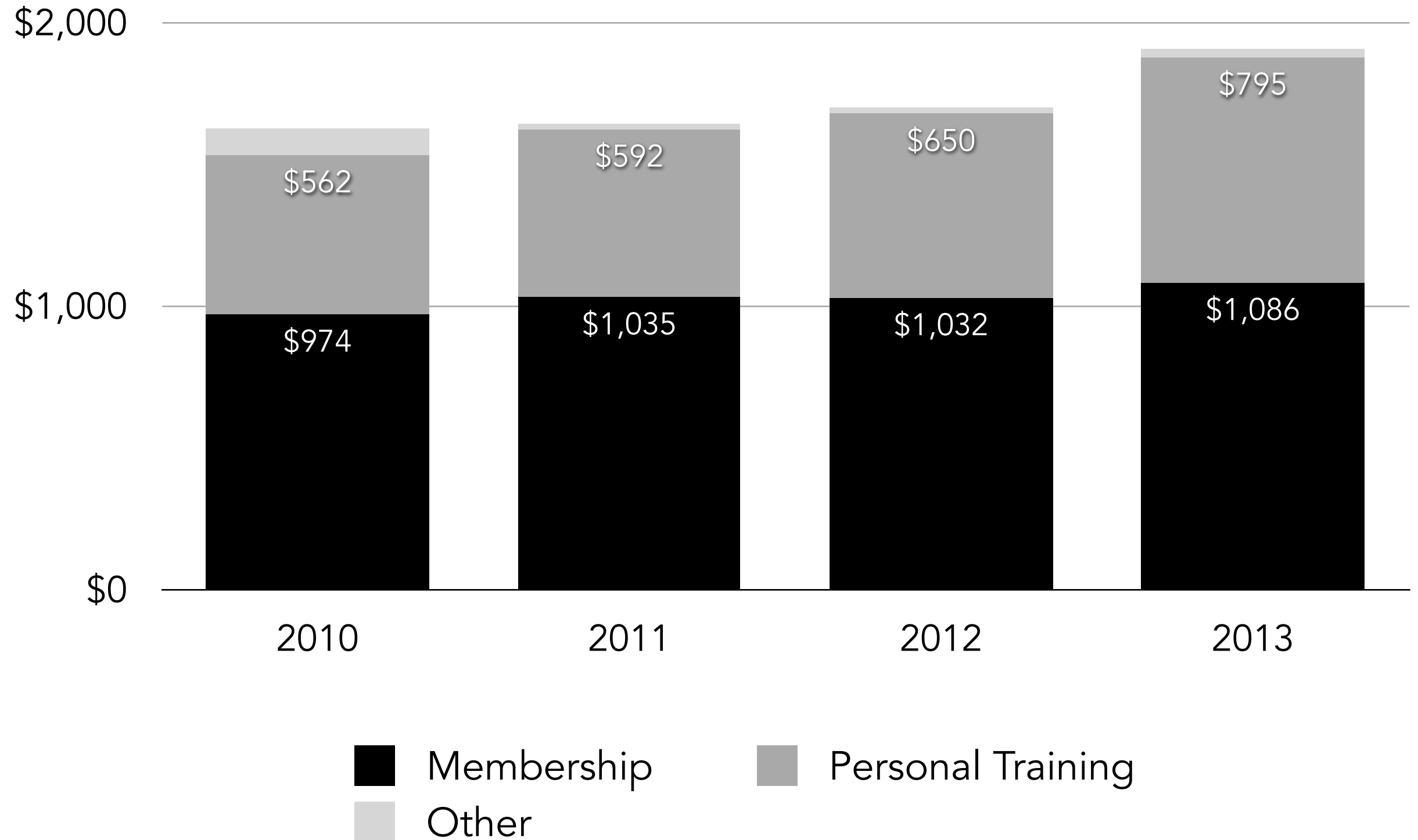
18

6/2013 Forward P/E

Cheap

Expensive

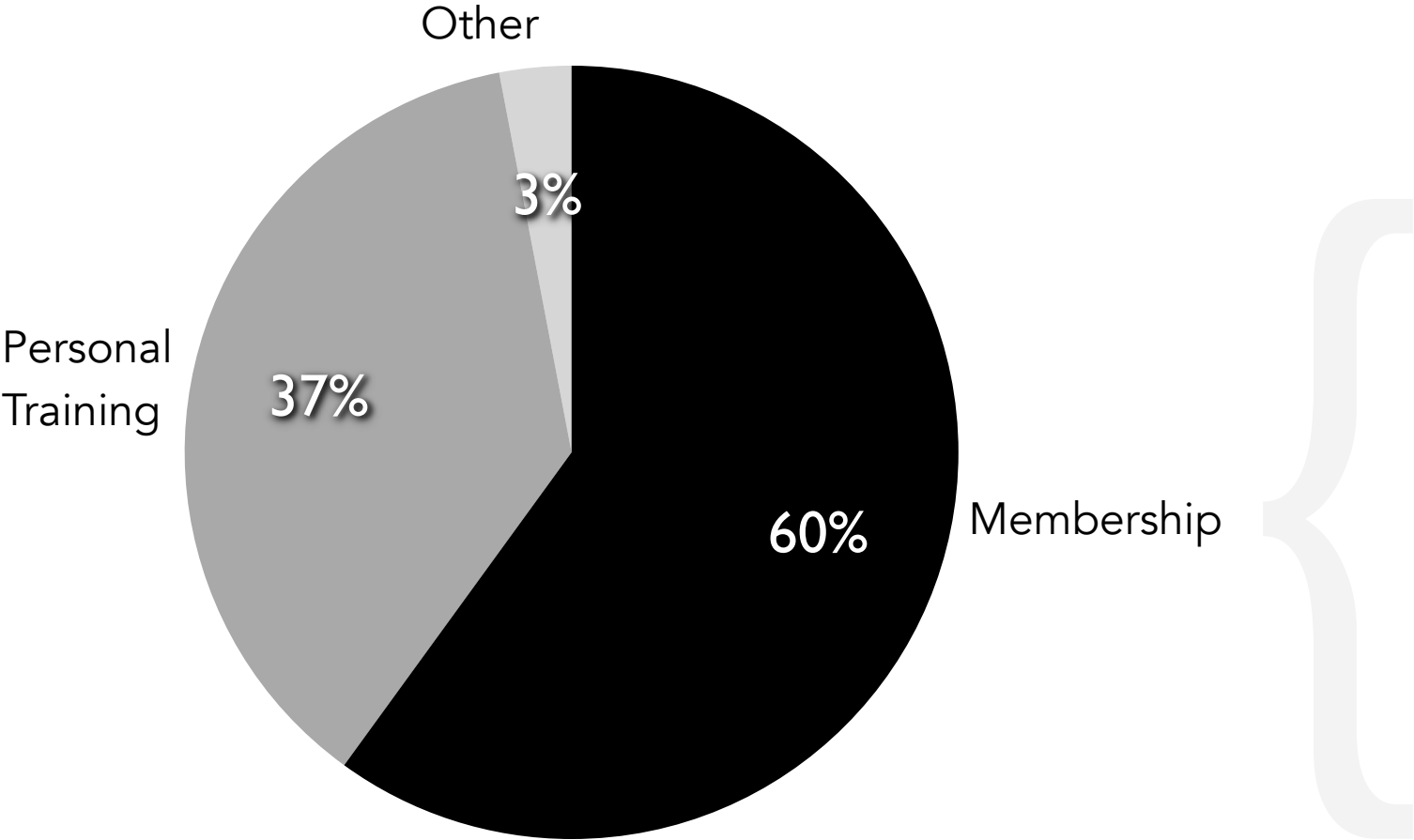
# Stable Revenue (\$000).



**Consistent Annual Cash Flow.**

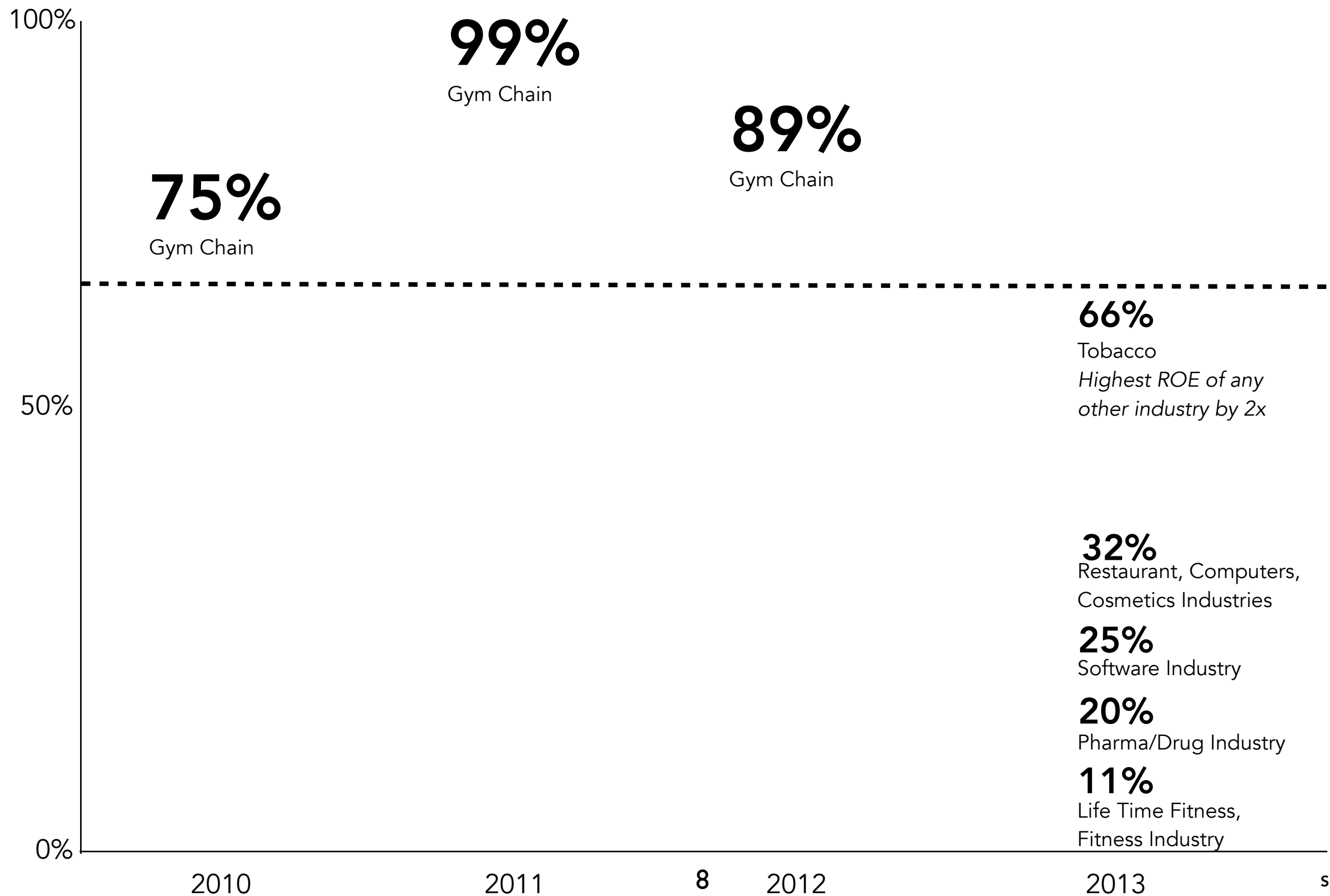
**\$600K**

# Revenue Mix & Membership Numbers.



| Location    | # Members |
|-------------|-----------|
| Uptown      | 640       |
| Mockingbird | 315       |
| Downtown    | 1,130     |
| Addison     | 815       |
| Total       | 2,900     |

# ROE is 8x Better Than Fitness Industry.





# Zero Debt.



# Transaction Closing In 30 Days.

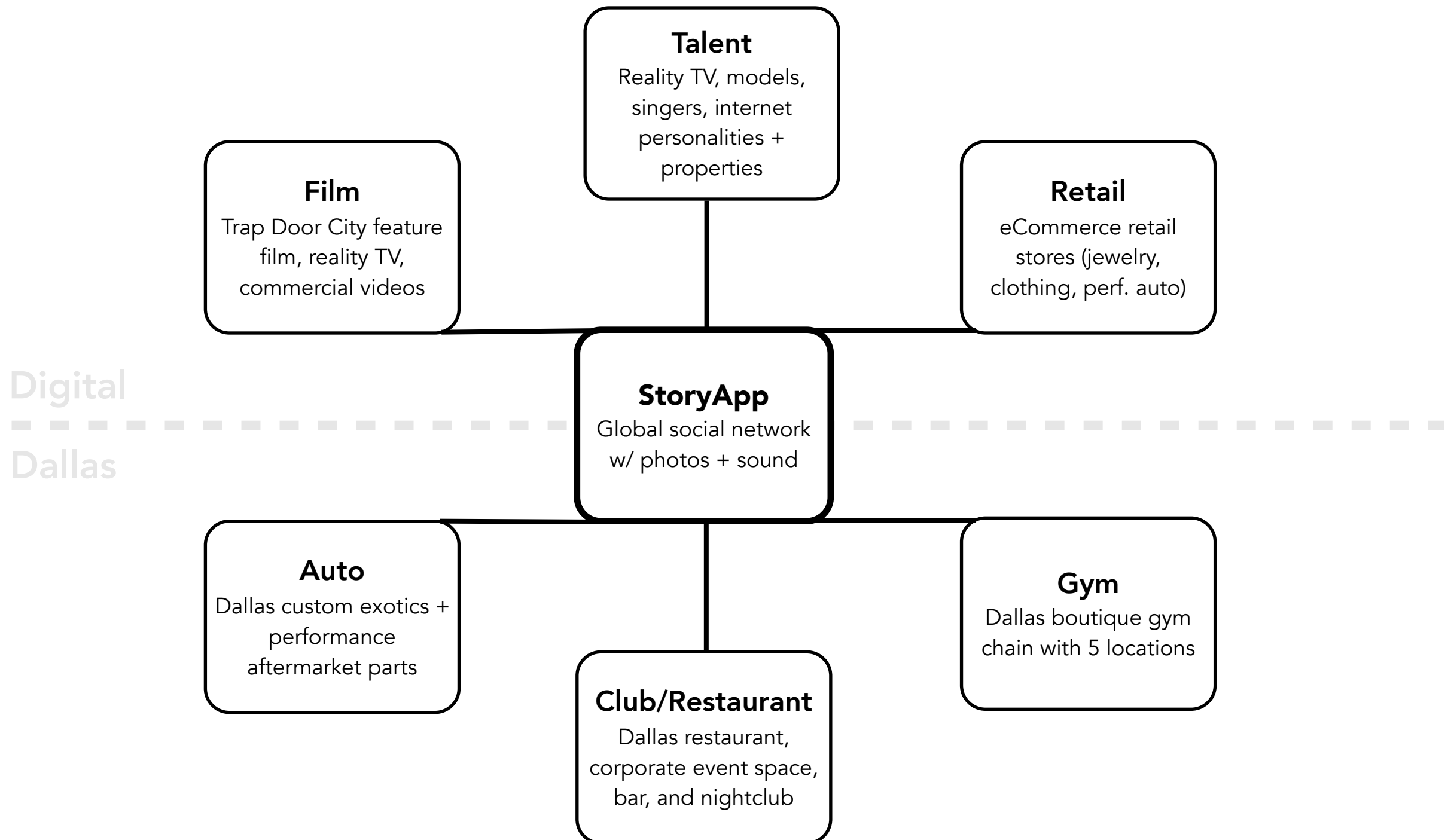
- SuperKind is offering 80% equity for \$3 million
- Contact Sean Everett at [s@superkindgroup.com](mailto:s@superkindgroup.com) for the confidential detailed business valuation and analysis

**SuperKind.**

# Our Strategy.

- SuperKind is a private equity firm applying scalable techniques from software & tech companies to traditionally low-growth, lifestyle businesses
- SuperKind supercharges businesses by raising capital, generating promotions and marketing partnerships, and streamlining operations
- Our goal is to own and operate businesses that people interact with from the time they wake up to the time they go to sleep.
- We look for “incredible products at incredible prices.”

# Growth Engine.



# \$10M Portfolio + 2M Followers.

## Technology



StoryApp



Telepharm



Anil Arjandas

## Talent



Jessica Burciaga



Nik Richie



Lilly Ghalichi



Melissa Molinaro



Sarah Stage

## Texas



Adam & Luna



Texas Presents



OT Tavern



Myles Group

# SuperKind Supercharger.

- Cross-market our portfolio using digital media and real-world locations and events
- Exclusive use of the global StoryApp ([www.adamandluna.com](http://www.adamandluna.com)) to showcase portfolio companies and their products to the entire world
- Leverage SuperKind's marketing power through partnerships with Technology, Talent, and Texas individuals and brands
- Over 30 years of operations and professional networking experience spanning small and medium sized businesses to the Fortune 10, retail stores to technology platforms to billion-dollar animated feature films
- Maniacal focus on compounding 1 metric: **% growth**
- A philosophy that holds two ideals above all others: **loyalty + hard work**

# A Team.

## Sean Everett

Tech + Finance + Partnerships  
[s@superkindgroup.com](mailto:s@superkindgroup.com)



BS Mathematics & Actuarial Science, Univ of Iowa

MBA, Univ of Chicago Booth School of Business

Founded 4 Companies: BlueStone Investments (investment management), Evolyte (creative agency), Plyfe (social rewards web platform), Adam & Luna (StoryApp social marketing platform)

Board consultant (incentive design) at Towers Watson, clients include Wal-Mart, Goldman Sachs, National City, RadioShack, PlainsCapital Bank, Container Store

## Marcus Washington

Personal Training + Operations



BS Kinesiology, University of North Texas

NASM and NASM PES , ISSA, NESTA, ACE

Specialties: Sports Performance, Strength training, weight loss, kettle bells, boxing and kickboxing, group exercise, fit camps

Former Two time All-American hurdler in the 60 meter and 110 meter hurdles, Coached the Parish Episcopal hurdlers and sprinters to a Dallas Parochial League track and field championship 2008.

## Kent Washington

Marketing + Partnerships + Operations  
[k@superkindgroup.com](mailto:k@superkindgroup.com)



Owner/Operator, OT Tavern

Owner/Operator, Kinki Nightclub & National Sports Lounge Bar & Restaurant

Over \$20 million revenue grossed in last 7 years

Kinki alone grossed \$5M in sales in 3.5 years (1.5 year payback period)

\$1M in marketing during the same time period returned \$1.5M in sales (+50% ROI)



# Thanks a million.

Act SuperKind.

[hello@superkindgroup.com](mailto:hello@superkindgroup.com)