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CONTINUING THE PUBLIC HEALTH MISSION – WELCOMING MEMBERS BACK AND DEVELOPING THE PRODUCT OFFERING IN PARALLEL

STRONG RECOVERY AFTER RE-OPENING	 All clubs re-opened, and we have started the journey to get back on track A wide range of members are again eager to come back – visit development on par with last re-opening, despite more restrictions Paying member base recovering, as the member base increases, and the freeze rate falls
PLAYING AN EVEN MORE IMPORTANT ROLE IN IMPROVING THE PUBLIC HEALTH	 SATS' vision is to make people healthier and happier Increasing our commitment on improving public health further through a number of initiatives Contributing to reach UN's SDG 3 target of 'Good health and well-being' and WHO's goal to reduce inactivity by 15% by 2030
INVESTING IN GROWTH	 Significant investments in new clubs, with 18 club openings in 2020 and H1 2021, and 19 through 2023 already signed, of which 13 in 2021 Continuing to develop the SATS digital offering to existing members Entering the home training market through Mentra by SATS

EXPECT TO RETURN TO HEALTHY FINANCIALS PROVEN PRE-PANDEMIC ONCE THE MEMBER BASE IS RECOVERED



Measured by 2020 revenues based on figures from Deloitte EuropeActive EHFMR 2021
 Compared to Q2 2020
 No compensation for fixed costs from the Norwegian government accrued for March to June, due to new restrictions in the compensation scheme for applicants part of a corporate group, with an estimated effect of NOK 70 million

STRONG RECOVERY AFTER RE-OPENING





ALL CLUBS NOW RE-OPENED, OPERATING WITH RESTRICTIONS

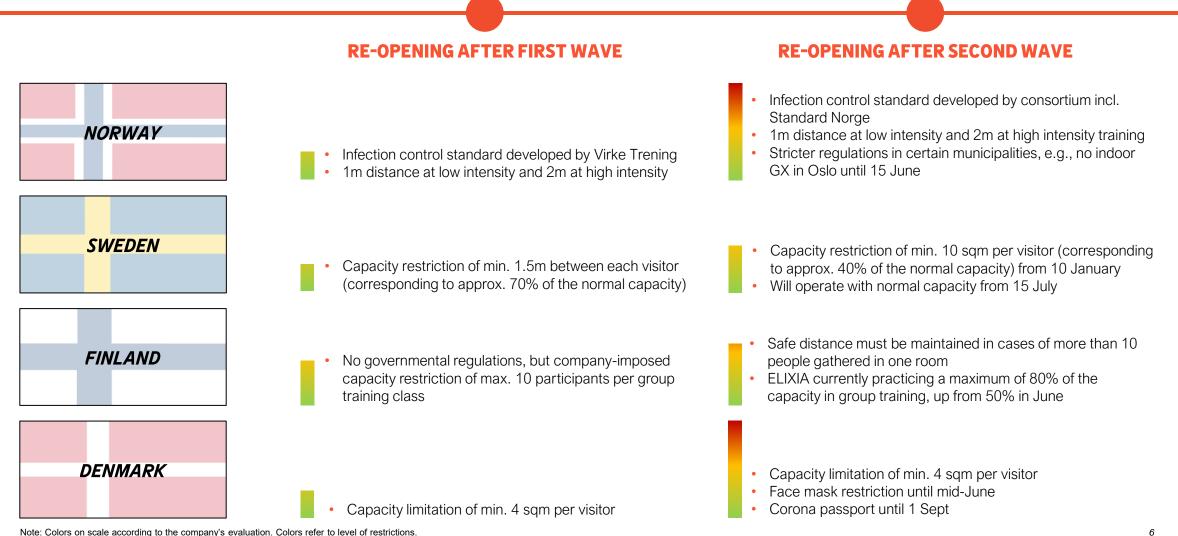


Open clubs with restrictions

Imposed club closure

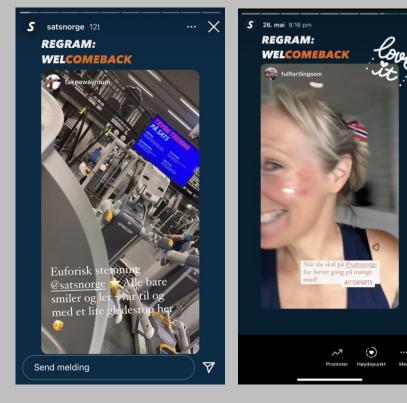
5 STES

TIGHTER RESTRICTIONS COMPARED TO LAST RE-OPENING PUTTING **US TO THE TEST**



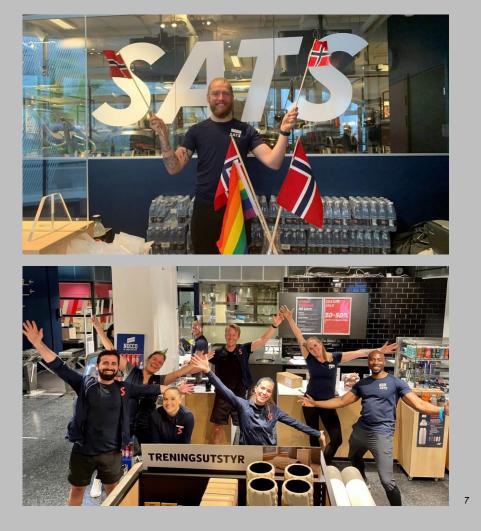
HAPPY TO WELCOME EVERYONE BACK TO RE-OPENED CLUBS

MEMBERS EXCITED TO RETURN TO THEIR TRAINING HABITS



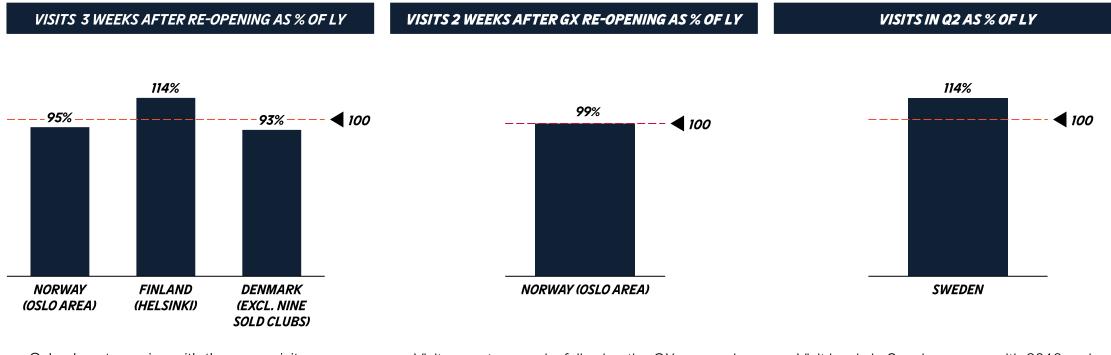


ALL 8 500 EMPLOYEES BACK AT WORK¹



ATS

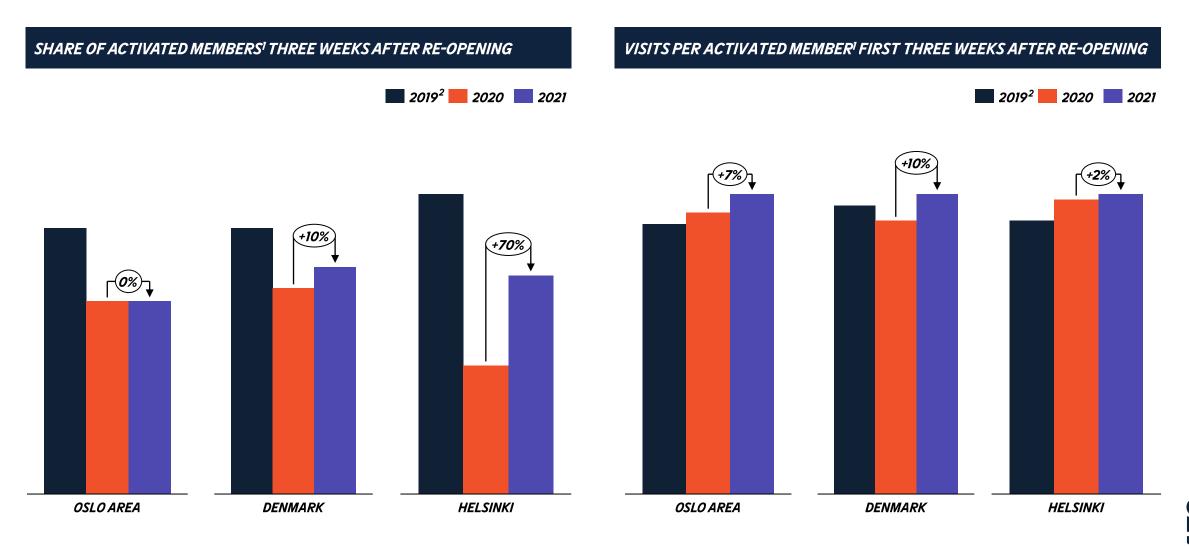
VISITS ON PAR WITH RE-OPENING LAST YEAR, DESPITE STRICTER CAPACITY CONSTRAINTS AND LOWER MEMBER BASE



- Oslo almost opening with the same visit pace as last year, despite ban on indoor GX during the opening weeks
- Helsinki clubs have been open since end-April and are back at 2019 visit levels
- Denmark only 7% behind last year, despite required corona passport to visit a club
- Overall lower visit levels than 2019, mainly due to capacity constraints

- Visits over two weeks following the GX re-opening reached 99% compared to last year
- Visit levels in Sweden on par with 2019 and above 2020

WE HAVE REACTIVATED MORE MEMBERS VS. RE-OPENING LAST YEAR AND THOSE MEMBERS ARE WORKING OUT UP TO 10% MORE



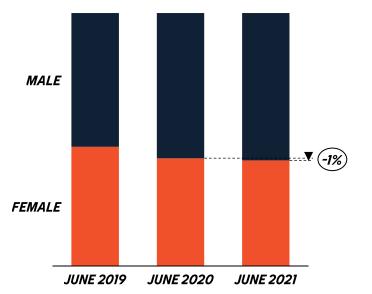
Unique members who has visited a SATS club since re-opening
 Same time period has been used as for 2021

HEALTHY VISITOR MIX - WIDELY RE-ENGAGED MEMBER BASE



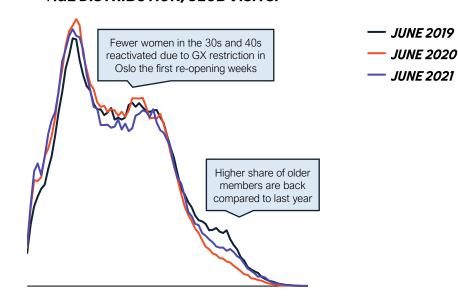
Gender distribution on par with last year despite restrictions on indoor GX in Oslo reducing female share somewhat

GENDER DISTRIBUTION, CLUB VISITS:





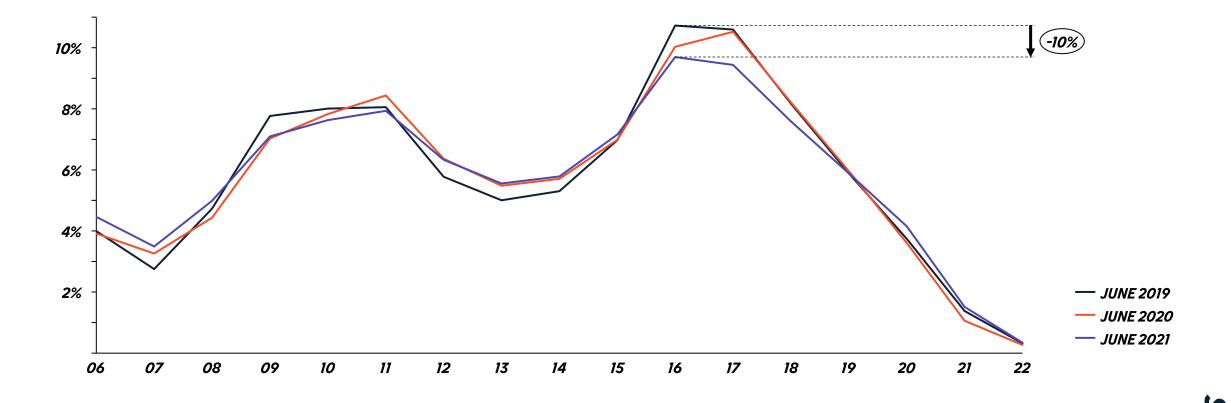
Age distribution on par with last year, with average age unchanged



AGE DISTRIBUTION, CLUB VISITS:

MEMBERS CONTINUE TO SPREAD THEIR VISITS THROUGHOUT THE DAY, ENSURING SOCIAL DISTANCING AND IMPROVING TRAINING EXPERIENCES

VISITS PER HOUR AS SHARE OF DAILY VISITS

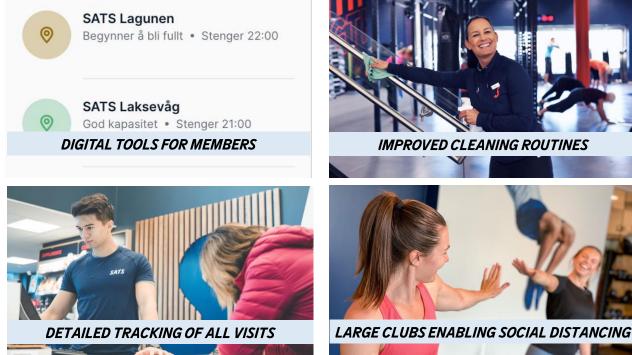


SCALING UP GROUP TRAINING (GX) OFFERING AFTER RE-OPENING AND EASING OF RESTRICTIONS



BEING A FULL-SERVICE PREMIUM PROVIDER WITH STAFFED CLUBS, WE ARE WELL EQUIPPED TO IMPLEMENT INFECTION CONTROL MEASURES

CONTINUOUSLY ADAPTING TO CHANGES THROUGH NUMEROUS INITIATIVES





EXAMPLE: AIR QUALITY

Good air quality at the clubs, secured by highstandard ventilation systems:

- 3 The air is replaced 5-6 times per hour
- 3 The rate of air exchange is significantly higher than in office landscapes and shopping centers
- 3 The air is replaced with new, fresh air (not recirculated air), and the air from the group training room goes directly out of the building and not via the studio

THE EFFORT YIELDS RESULTS IN BOTH INFECTION TRACK RECORD AND MEMBER SATISFACTION

SAFE OPERATIONS PROVEN THROUGH WELL DOCUMENTED INFECTION TRACK RECORD

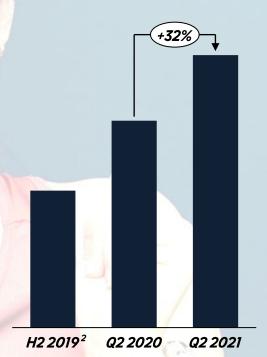


7.5 million club visits in Norway since re-opening after first closure

410 cases of members testing positively after a club visit

2 cases of unknown route of transmission, but no confirmed transmission in the clubs

THE ABOVE-NORMAL MEMBER SATISFACTION¹ FROM LAST YEAR IS EXCEEDED AS MEMBERS ARE EXCITED TO COME BACK



Measured through Gym Floor Net Promoter Score (NPS). Group Training NPS not included due to comparability issues.
 Started measuring NPS with current methodology in H2 2019

DEVELOPING ACCORDING TO PLAN AFTER THE RE-OPENING, EXISTING MEMBERS ARE RETURNING, AND NEW MEMBERSHIP SALES IS STRONG



WELCOMEBACK fra hele team SATS! Vi glæder os igen til at kunne motivere og inspirere dig til en sundere og gladere hverdag 💙

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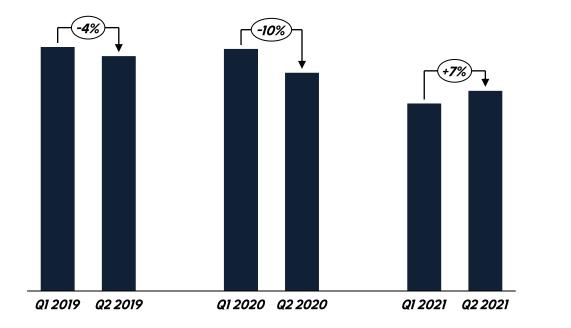




SATS

PAYING MEMBER BASE RECOVERING WITH INCREASING MEMBER BASE AND FALLING FREEZE RATE

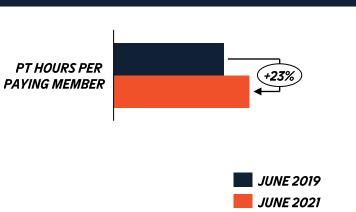
PAYING MEMBERS' BY THE END OF THE PERIOD



- Member base development from Q1 to Q2 in a normal year is negative due to seasonality
- Strong growth in paying member base after re-opening, both due to strong sales of new memberships and reduced freeze levels
- High potential going forward, as the freeze level is still higher than normal due to COVID-19

BACK ON TRACK WITH PERSONAL TRAINING AND RETAIL SALES



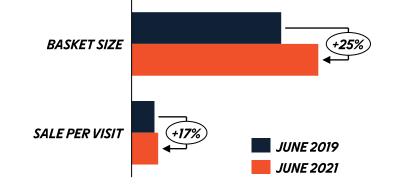


PERSONAL TRAINING (PT) ACTIVITY BLOOMING AFTER CLUB RE-OPENINGS

RETAIL SALES SUPPORTED BY INCREASED BASKET SIZE AND SALE PER VISIT

- Lower number of PT hours in the start of Q2 2021, but re-opening of clubs in the greater Oslo area and easing of restrictions supported demand
- Underlying positive trend as members use PT more frequently, coupled with more hours per active PT
- PTs have returned to work and recruitment position has improved





- Increased willingness to invest more in personal health and training, coupled with indications of more convenience sales
- Q2 2021 supported by sales campaigns

THE KEY "HEALTH" METRICS FOR OUR BUSINESS ARE POSITIVE AND STRONG



VISITS ARE GROWING

ACTIVE MEMBERS ARE VISITING US MORE FREQUENTLY

MEMBER SATISFACTION IS IMPROVING

NEW MEMBERSHIP SALES IS STRONG

UNDERLYING YIELD DEVELOPMENT IS POSITIVE

OUR PT AND RETAIL BUSINESS IS RECOVERING SOONER THAN EXPECTED

PLAYING AN EVEN MORE IMPORTANT ROLE IN IMPROVING PUBLIC HEALTH





INCREASED FOCUS ON INACTIVITY AS A PUBLIC HEALTH PROBLEM

STATUS QUO



INACTIVITY IS A PUBLIC HEALTH PROBLEM

- 55% of the Nordic population does not reach the minimum recommended activity level per week¹
- 10% decline in members of Norwegian sports in 2020²
- 80% of young people globally are inactive³



POSITIVE EFFECTS OF PHYSICAL ACTIVITY ON PUBLIC HEALTH ARE WELL DOCUMENTED

 Regular physical activity leads to increased mental well-being and better general physical health⁴



SATS WORKS EVERY DAY TO REDUCE INACTIVITY AND IMPROVE PUBLIC HEALTH...

• Through club experience, the digital offering and active member communication

...RESULTING IN HEALTHIER AND HAPPIER MEMBERS

 38 MILLION yearly visits in SATS' clubs resulting in ~8 000 quality life-years (QALYs) and ~ NOK11bn in welfare gain⁵

(1) Eurostat 2014, (2) Aftenposten, (3) NHI.no, (4) "Hva fysisk aktivitet gjør med kroppen" by helsenorge.no, (5) Estimated by Oslo Economics

THE WAY FORWARD WITH UN AND WHO POLICIES & TARGETS



UN SDG 3 - GOOD HEALTH AND WELL-BEING

- The right to health serves as the basis for achieving healthy lives through physical activity and sport
- Physical inactivity has been identified as the fourth leading risk factor for global mortality⁶



Health Inization GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY

- With a vision of more active people for a healthier world
- Target of 15% relative reduction in global inactivity by 2030⁷



(6) United Nations – Office on Sport for Development and peace 'Sport and the sustainable Development Goals', (7) World Health Organization 'Global action plan on physical activity 2018–2030: more active people for a healthier world'

WE INCREASE OUR EFFORTS TO DELIVER ON UN AND WHO TARGETS

-

- Increasing visits to SATS' clubs through activating members
- Activating youth to improve habits through "Youth activation program"
- Introducing new concepts and offerings to make training convenient for more people, both at our clubs and digitally
- Raising awareness of SATS' positive contribution in tough times like during COVID-19
- Ensuring sufficient information to decision makers to secure open clubs to fight inactivity

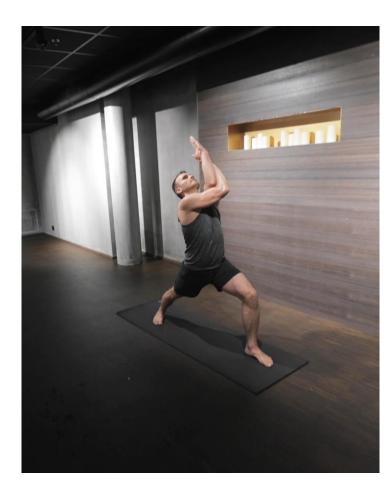


INVESTING IN GROWTH





NUMEROUS SUCCESSFUL CLUB OPENINGS THE PAST YEAR









• OPENED IN 2020 AND H1 2021

Greenfields:

- SATS Ursvik Entré (Q1 2020)
- ✤ ELIXIA Tapiola (Q1 2020)
- SATS Lyngby Kanalvej (Q3 2020)
- ♣ ELIXIA Iso Omena (Q3 2020)
- SATS Häggvik (Q4 2020)
- SATS Arninge (Q4 2020)
- ⊕ HiYoga Aker Brygge (Q2 2021)

Acquisitions:

- SATS Mölnvik (Q1 2020)
- SATS Hamnen (Q1 2020)
- Fresh Ås (Q4 2020)
- Fresh Kalbakken (Q4 2020)
- Fresh Sinsen (Q4 2020)
- Fresh Romsås (Q4 2020)
- Fresh Haugerud (Q4 2020)
- Fresh Lier (Q4 2020)
- ELIXIA Skanssi (Q4 2020)

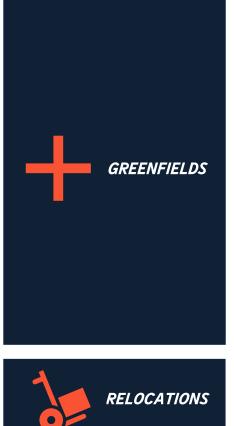
Relocations:

SATS Skøyen to Hoff (Q3 2020)
SATS St. Olav to Herbarium (Q3 2020)



CLUB GROWTH CONTINUING AT A HIGH PACE

SIGNED BY NOT YET OPENED 2021-2023



Fresh Lindeberg (Q3 2021)
SATS Saltsjöbaden (Q3 2021)
SATS Slemmestad (Q4 2021)
SATS Ensjø (Q4 2021)
SATS Kolbotn Torg (Q4 2021)
SATS Gamlestaden (Q4 2021)
SATS Näsby Slott (Q4 2021)
SATS Bromma Blocks (Q4 2021)
ELIXIA Circus (Q4 2021)
ELIXIA Valila (Q4 2021)
ELIXIA Valila (Q4 2021)
SATS Hovås (Q1 2022)
SATS Limhamn (Q2 2022)
SATS Lidingö (Q3 2022)
SATS Triaden (2023)

SATS Fredrikstad (Q3 2021)
ELIXIA Kaleva (Q3 2021)
ELIXIA Onkiniemi (Q4 2021)
ELIXIA Lippulaiva (Q2 2022)



PHYSICAL AND DIGITAL TRAINING COMPLIMENTARY PRODUCTS IN TWO GROWING MARKETS, FUELING EACH OTHER'S GROWTH

- Visit stats at re-opening contradict permanent changes in people's exercise habits out of gyms
- Growing the club network at a high pace



- Improving the offering to existing members through a winning combination of club training and home training
- Our significant member base and strong brand allowing us to build a solid position amongst fitness enthusiasts also within digital fitness

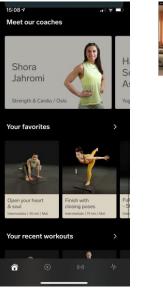
▲ Mentra | by SATS

- The market for digital training is maturing and growing
- COVID-19 has accelerated digitalization
- Successful and inspiring track record from international players within digital home training
- Launching a new digital home training offering, unlike anything seen in the Nordics before – Mentra by SATS
- Enables SATS to expand a scalable model to new markets

MENTRA BY SATS – A BRIEF UPDATE

- MVP (minimum viable product) testing of product in 80 families in Norway and Sweden
- Soft launch of marketing to build brand and product knowledge
- Full commercial launch of Mentra by SATS in Q3

MORE INFORMATION TO BE PROVIDED IN THE Q3 PRESENTATION















FINANCIAL REVIEW



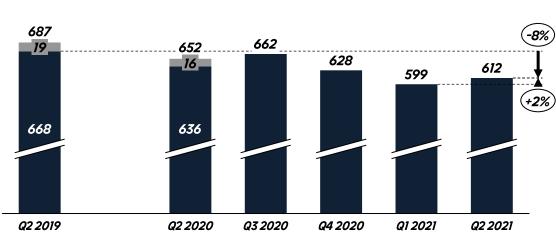


MEMBER BASE RECOVERING FOLLOWING RE-OPENING

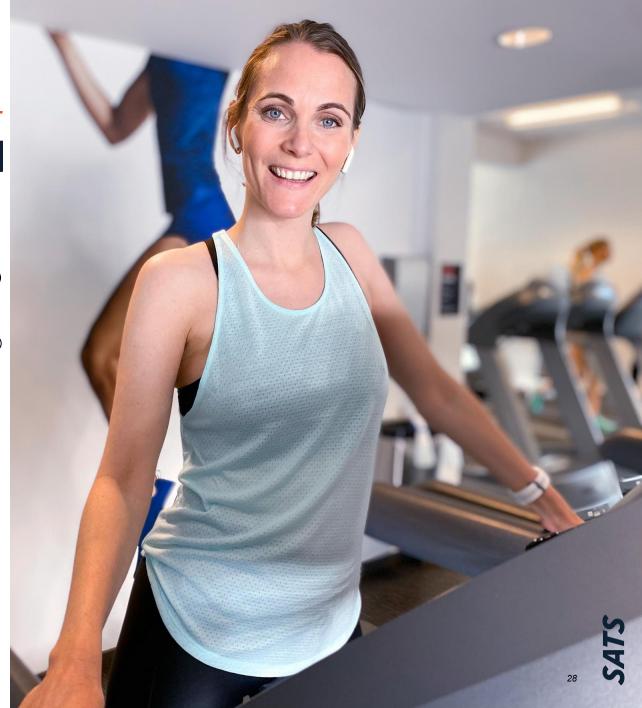
9 SOLD DK CLUBS

REMAINING CLUB PORTFOLIO

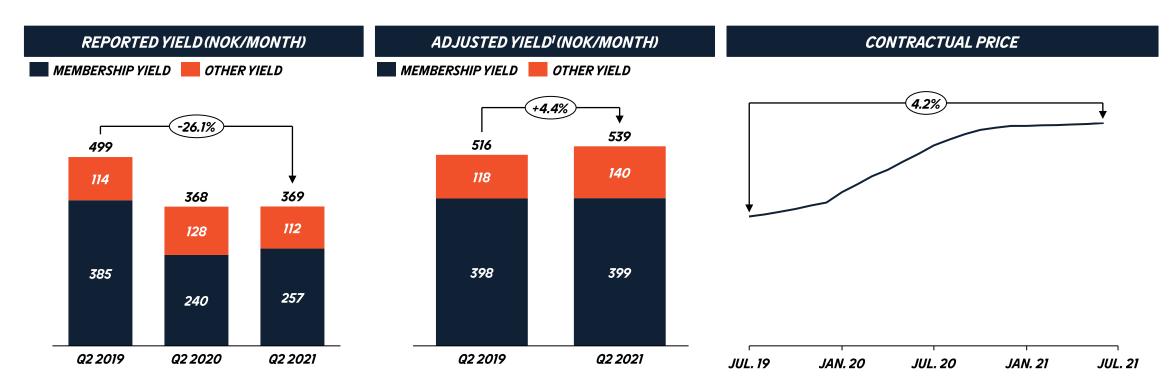
OUTGOING MEMBER BASE ('000)



- 8%-member reduction since pre-COVID level in Q2 2019
- Growth of 2% in the quarter, supported by re-opening and easing of restrictions across the Nordics
- 4% reduction from Q2 2020, adjusted for the nine clubs sold in Denmark

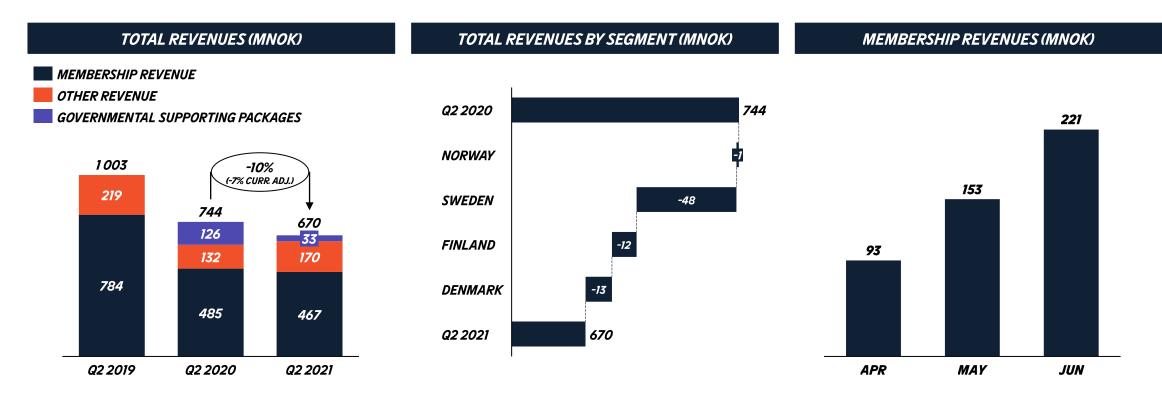


YIELD RETURNING TO PRE-COVID-19 LEVELS AND STABLE UNDERLYING MEMBERSHIP PRICES DESPITE RESTRICTIONS



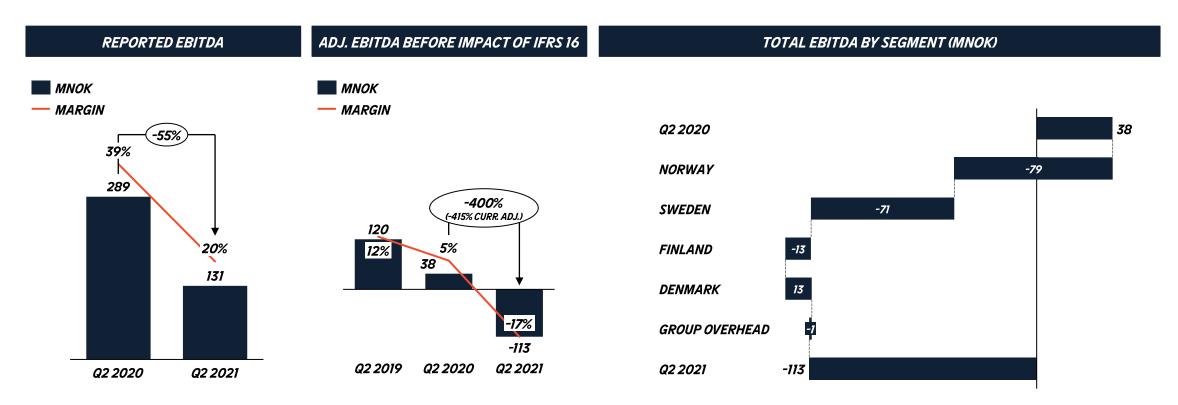
- Reported yield highly affected by inflated freeze during the quarter, but adjusted yield for paying members is returning to pre-COVID-19
- Especially strong development in yield for retail and personal training when members are returning
- Solid development in contractual membership price past two years, but slowdown in recent six months due to tight restrictions on group training and multi-club usage
- Expect development to pick up once restrictions are eased/lifted

REVENUES "TURNED ON" AS CLUBS RE-OPENED DURING THE QUARTER



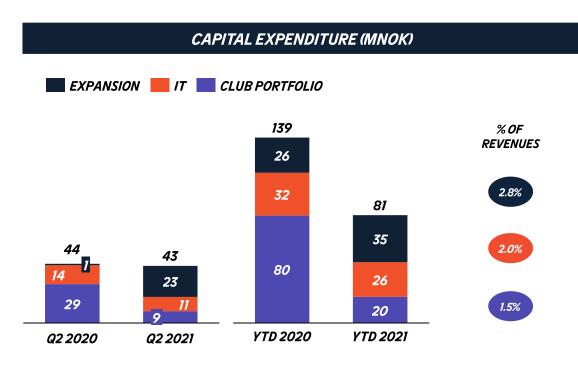
- Revenues "turned on" at re-opening of clubs, but still potential in unfreezing members as 75% of frozen members states COVID-19 as reason for freezing the membership
- No compensation for fixed costs from the Norwegian government accrued for the period March to June, due to new restrictions in the compensation scheme for applicants part of a corporate group. The estimated compensation for the four-month period would be approximately NOK 70 million if applying for support on entity level as in previous compensation scheme periods

EBITDA RECOVERING RAPIDLY AFTER RE-OPENING, BUT STILL MATERIALLY HIT BY CLUB CLOSURES DURING THE FIRST PART OF THE QUARTER



- The most significant EBITDA reduction seen in Norway and Sweden, due to club closure in Norway and higher-than-normal freeze rate in Sweden, though the rate has improved during the quarter
- Run-rate EBITDA will return to pre-COVID levels once the member base is regained, as the contractual price is steadily improving, and the overall cost base is unchanged

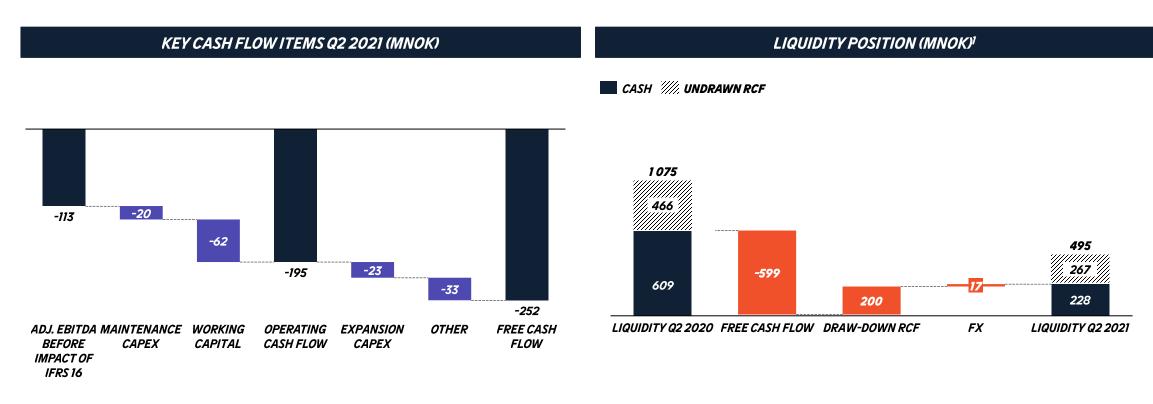
CONTINUED RESPONSIBLE CAPEX SPEND



- The majority of the club expansion is planned to open in the second half of 2021
- Less wear and tear at clubs during club closures, and maintenance capex¹ kept at a responsible level



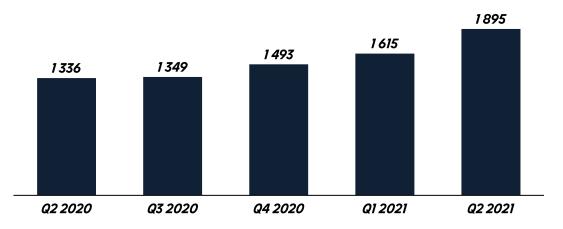
SUFFICIENT LIQUIDITY TO HANDLE THE CURRENT REGULATORY ENVIRONMENT



- Negative working capital due to reduced payables to members at re-opening of clubs, partly offset by reduced government compensation accruals
- Sufficient liquidity with cash balance of NOK 228 million and undrawn RCF amount of NOK 267 million

EXPECT TO CONTINUE DELEVERAGING ONCE RECOVERED

NET DEBT (MNOK)



- Net debt increase the past year solely due to EBITDA effect of COVID-19 and club closures
- Historically shown strong deleveraging on back of EBITDA growth and high cash conversion
- Increased short term flexibility with a new addendum to the revolving credit facility agreement





GROWING INTO THE FUTURE



Strong new sales and member comeback after re-opening indicating increased demand



The pandemic has increased the focus on public and personal health, resulting in more time/money allocated to this



Continue to expand and grow our offering, both through an extended physical club footprint...

...and increased SATS digital offering and the new home training solution Mentra by SATS



Aim to be a key contributor in reducing inactivity and making people healthier and happier

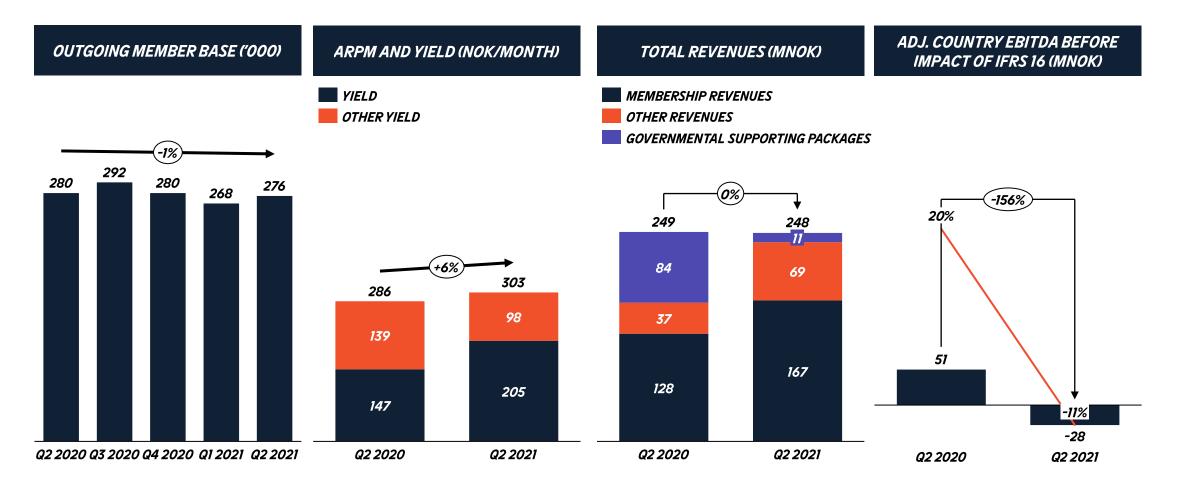


DISCLAIMER

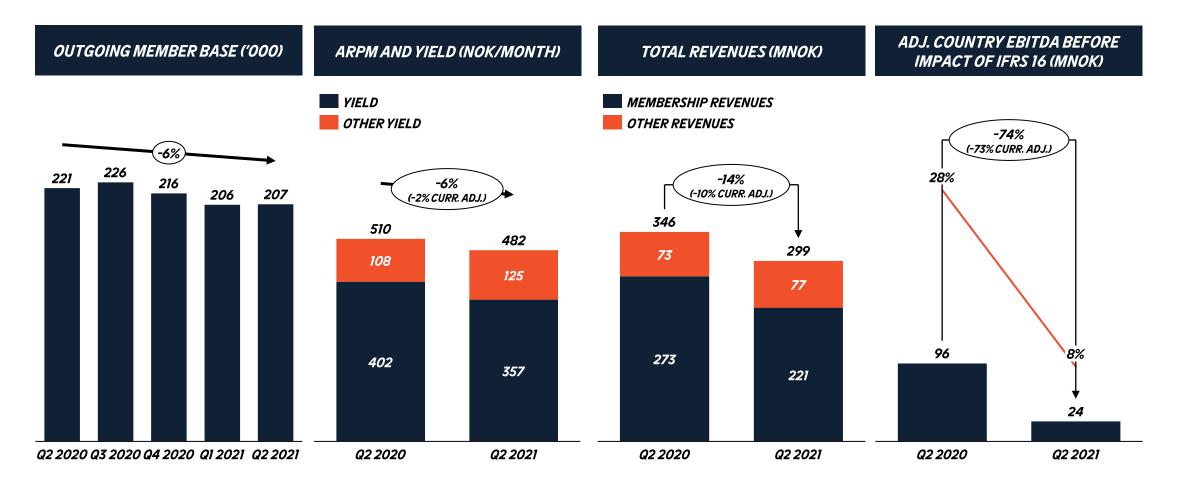
- This report includes forward-looking statements which are based on our current expectations and projections about future events. Statements herein, other than statements of historical facts, regarding future events or prospects, are forward-looking statements. All such statements are subject to inherent risks and uncertainties, and many factors can lead to actual profits and developments deviating substantially from what has been expressed or implied in such statements. As a result, you should not place undue reliance on these forward-looking statements.
- The Group reports its financial results in accordance with accounting principles IFRS as issued by the IASB and as endorsed by the EU. However, management believes that certain alternative performance measures (APMs) provide management and other users with additional meaningful financial information that should be considered when assessing the Group's ongoing performance. These APMs are non-IFRS financial measures, and should not be viewed as a substitute for any IFRS financial measure. Management, the board of directors and the long term lenders regularly uses supplemental APMs to understand, manage and evaluate the business and its operations. These APMs are among the factors used in planning for and forecasting future periods, including assessment of financial covenants compliance.



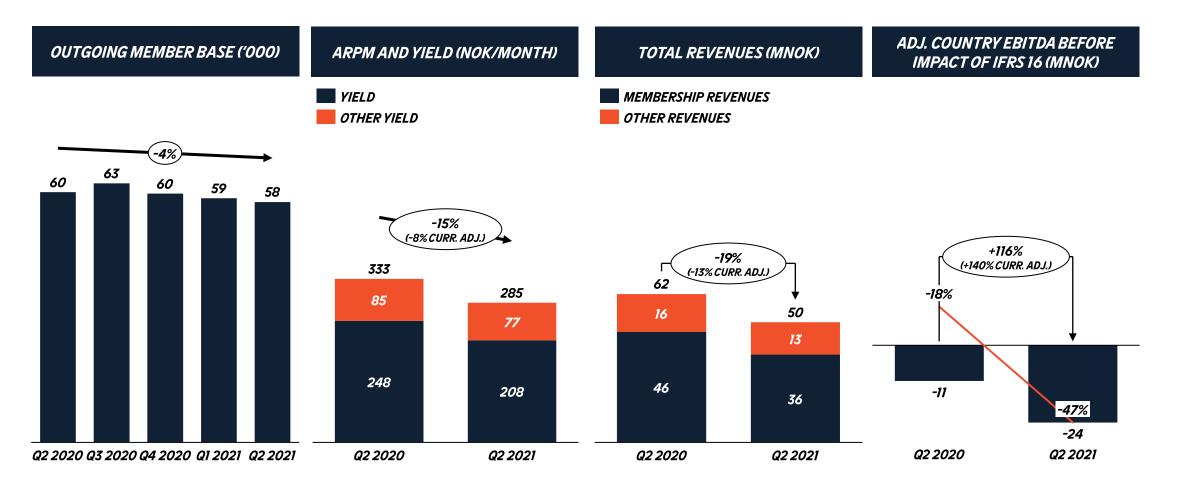
NORWAY



SWEDEN

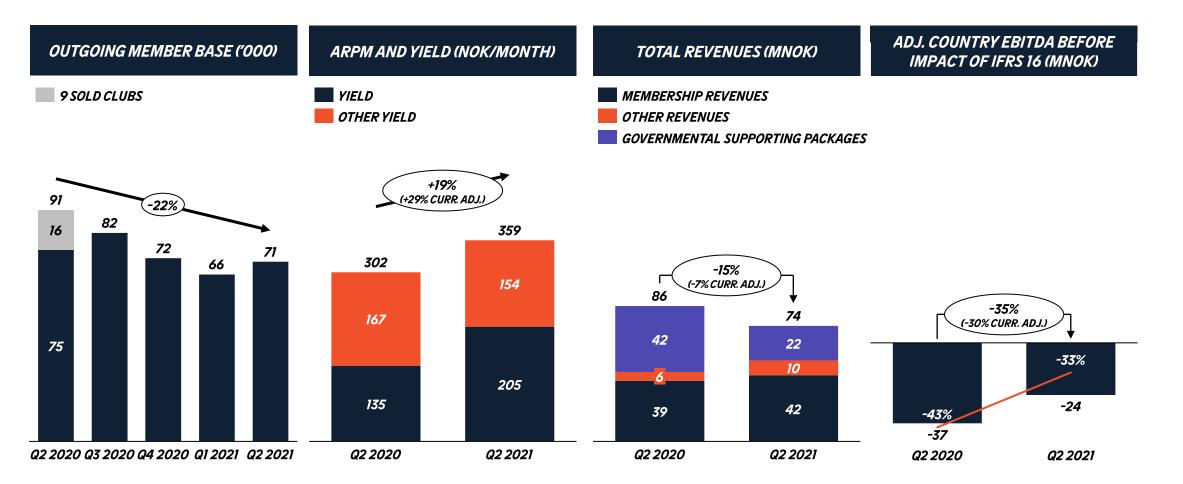


FINLAND



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DENMARK



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GLOSSARY

TERM	DEFINITION
Adjusted country EBITDA before impact of IFRS 16	Adjusted EBITDA before impact of IFRS 16 less allocation of Group overhead and cost allocations
Adjusted country EBITDA before impact of IFRS 16 margin	Adjusted country EBITDA before impact of IFRS 16 divided by total revenue
Adjusted EBITDA before impact of IFRS 16	EBITDA adjusted for (i) closed clubs; (ii) certain comparability items; and (iii) the impact of implementation of the IFRS 16 lease standard
Adjusted EBITDA before impact of IFRS 16 margin	Adjusted EBITDA before impact of IFRS 16 divided by total revenue
Average number of members per club	Number of clubs at the end of the period divided by the average member base
Average revenue per member (ARPM)	Average revenue per member per month, calculated as total revenue divided by the average member base
Capex: Club portfolio capital expenditures	Maintenance capital expenditures less IT capital expenditures
Capex: Expansion capital expenditures	The sum of investments related to acquisitions and greenfields, as well as CAPEX related to the perfect club initiative and digital expansion
Capex: IT capital expenditures	Capital expenditures associated with developing software programs
Capex: Maintenance capital expenditures	Total capital expenditures less expansion capital expenditures
Capex: Total capital expenditures	The sum of all capital expenditures
Cash conversion	Operating cash flow divided by adjusted EBITDA before impact of IFRS 16
Club	Number of clubs open and trading under the brands 'SATS', 'ELIXIA', 'Fresh Fitness' and 'HiYoga' as of the end of the period

TERM	DEFINITION
EBITDA	Profit/(loss) before net financial items, income tax expense, depreciation and amortization
EBITDA before impact of IFRS 16	EBITDA adjusted for lease expenses applying IAS 17 Leases
EBITDA before impact of IFRS 16 margin	EBITDA before impact of IFRS 16 divided by total revenue
Group overhead	Consists of group services such as commercial functions, IT, finance and administration
Leverage ratio	Net debt divided by last twelve months adjusted EBITDA before impact of IFRS 16
Member base, average	Average number of members at the beginning and end of the period, including frozen memberships, excluding free memberships
LTM EBITDA	Last twelve months EBITDA adjusted for lease expenses applying IAS 17 Leases
Member base, outgoing	Number of members at the end of the period, including frozen memberships, excluding free memberships
Net debt	Current and non-current borrowings less cash and cash equivalents
Operating cash flow	Adjusted EBITDA before impact of IFRS 16 less maintenance capital expenditures and working capital
Other yield	Calculated as other revenue in the period, divided by the average member base
Underlying operating cash flow	Operating cash flow less expansion capital expenditures
Yield	Calculated as member revenue in the period, divided by the average member base

SUMMARY TABLE

Amounts in NOK million	Q2 2021	Q2 2020
Number of clubs, EOP	254	252
Outgoing member base ('000s)	612	652
Average number of members per club	2 409	2 588
ARPM (NOK)	369	368
Yield (NOK)	257	240
Reported EBITDA (MNOK)	131	289
Adjusted EBITDA before impact of IFRS 16 (MNOK)	-113	38
Adjusted EBITDA before impact of IFRS 16 margin	-17 %	5 %
Adjusted country EBITDA before impact of IFRS 16 (MNOK)	-52	98
Adjusted country EBITDA before impact of IFRS 16 margin	-8 %	13 %
Net debt (MNOK)	1 895	1 336
Total capital expenditures (MNOK)	43	44
Expansion capital expenditures (MNOK)	23	1
Maintenance capital expenditures (MNOK)	20	43
IT capital expenditures (MNOK)	11	14
Club portfolio capital expenditures (MNOK)	9	29
Operating cash flow (MNOK)	-195	-173
Leverage ratio	-9,0	3,7
Cash conversion	172 %	-459 %

REPORTING UNDER IFRS 16

Amounts in NOK million	Reported Q2 2021	Change IFRS 16	Excl. IFRS 16 Q2 2021
Balance sheet items - IFRS 16			
Property, plant and equipment	683	0	683
Right-of use assets	4 129	4 129	0
Deferred tax assets	163	75	88
Prepaid expenses and accrued income	271	-66	337
Total assets	8 266	4 138	4 128
Equity	519	-336	855
Non-current lease liability	3 725	3 725	0
Current lease liability	793	793	0
Other current liabilities	309	-45	354
Total liabilities	7 747	4 474	3 274

Revenue	670	0	670
Cost of goods sold	-27	0	-27
Personnel expenses	-314	0	-314
Other operating expenses	-198	244	-442
Depreciation and amortization	-252	-198	-54
Impairment of assets held for sale	0	0	0
Operating profit	-121	46	-167
Net financial items	-70	-48	-22
Profit/loss before tax	-190	-2	-188

SATS

