Q22022 INTERIM REPORT APRIL-JUNE 2022

CEO SONDRE GRAVIR CFO CECILIE ELDE





Q2 2022 SUMMARY



KEY MESSAGES



Member base in line with Q2 2019. Back to pre-pandemic seasonality typical for Q2, though with somewhat better member development than in a normal second quarter

- Fitness market characteristics and consumer preferences are largely unchanged a. So far, no signs of increased pressure on member yield or changing member behavior as a result of high inflation and overall slowdown in the economy
- b. But overall market takes time to re-build a high share of the population remains inactive after the pandemic
- In the recovered member base, we see that members are even more active than before, with visit growth driven by C. younger members



The key driver for growth is increasing the number of members per club through club optimization and member activation initiatives. Expansion strategy focused on delivering current greenfield pipeline, as well as pursuing attractive consolidation opportunities

MEMBER BASE IN LINE WITH Q2 2019 AND BACK TO PRE-PANDEMIC SEASONALITY



- The second quarter is typically a period with a decline in members due to lower sales
- However, the member development was stronger than in Q2 2019

HIGHER PRICES AND INTEREST RATES MAY DAMPEN HOUSEHOLD CONSUMPTION, BUT CURRENTLY NO SIGNS OF MEMBERS TRADING DOWN



HIGHER SHARE OF INACTIVITY IN THE POPULATION – TAKES TIME TO RE-ACTIVATE, DESPITE THE HEALTH & FITNESS MEGATREND

THE POLARIZATION IN THE ACTIVITY LEVEL IN THE POPULATION HAS INCREASED – OUR JOB IS TO OUTCOMPETE THE COUCH



- Many of those who worked out sporadically before the pandemic have become more inactive
- Key focus to re-activate these members
- Our main competitor is the couch
- Significant potential for the fitness industry and for SATS

- Our active members are working out more than before the pandemic, increasing the loyalty in this part of the member base
- The development is strongest among younger member groups

Research from across the Nordics shows that during the pandemic, those who already exercised a lot have become even more active, and those who exercised occasionally are training less or have even quit. This has created a polarization in the population when it comes to exercise habits.^{1,2}

INCREASE IN VISITS PER MEMBER, DRIVEN BY YOUNG MEMBERS WORKING OUT ON THE GYM FLOOR



- Higher activity levels almost all weeks since Easter
- Visit increase driven by gym floor visits
- Activity level is the most important operational metric to predict churn active members are loyal members
- Average visitor age 0.7 years lower than in 2019, in line with the trend shown in Q3 2021 presentation
- The younger members is a strategically important group to attract, creating training habits and loyalty for the future

KEY GROWTH DRIVER IS INCREASING NUMBER OF MEMBERS PER CLUB, WHILE PURSUING ATTRACTIVE EXPANSION OPPORTUNITIES



- Focus on optimizing club portfolio to facilitate increased visit frequency in member base and new members at existing clubs
- Expansion through delivering current greenfield pipeline, as well as pursuing attractive consolidation opportunities
- Already added capacity during the pandemic and see great potential in the existing club portfolio

ENABLING MEMBER GROWTH AND HIGHER WORKOUT FREQUENCY THROUGH CONTINUOUS OPTIMIZATION OF CLUBS

UPGRADING 63 CLUBS IN 2022...

Improving club layout and design to increase club capacity (fitness floor, group training, remove non-training areas etc.)

Through applying data from the actual usage of all equipment, the optimal mix of gym equipment has been established based on known utilization patterns

In clubs with potential for increased capacity, equipment is swapped to reflect optimal mix, and placement within the club changed for a more efficient workout experience

Together with a light upgrade of the club look & feel, the member experience is significantly improved with fast results in increased visit numbers

...BASED ON A DATA DRIVEN APPROACH



RESULTING IN INCREASED VISIT CAPACITY AND IMPROVED MEMBER EXPERIENCE

Upgraded club design and GX rooms, improved GX schedule, new concepts, and right equipment mix results in higher NPS than pre-pandemic

Strong results: SATS Fagerborg is an example with 20% higher visits growth than the Oslo cluster average after the new layout and optimization of the fitness floor

SINCE 2019, SATS HAS OPENED 38 NEW CLUBS BY COMBINING ACQUISITION AND GREENFIELDS...

OPENED IN 2020, 2021 AND Q1 2022

Greenfields:

- 🕀 HiYoga Aker Brygge
- Fresh Fitness Lindeberg
- SATS Slemmestad
- 🜐 SATS Hinna
- SATS Limhamn
- SATS Triangeln
- SATS Ursvik Entré
- SATS Häggvik
- SATS Arninge
- SATS Bromma Blocks
- SATS Saltsjöbaden
- SATS Gamlestaden
- SATS Näsby Slott
- 😔 SATS Hovås
- ELIXIA Circus
- 🗣 ELIXIA Valila
- 🗣 ELIXIA Tapiola
- 🗣 ELIXIA Iso Omena
- 🛟 SATS Lyngby Kanalvej

Acquisitions:

- 🕀 Fresh Fitness Ås
- Fresh Fitness Kalbakken
- 🕀 Fresh Fitness Sinsen
- Fresh Fitness Romsås
- Fresh Fitness Haugerud
- 🕀 Fresh Fitness Lier
- 당 SATS Ila
- SATS Bekkestua stasjon
- 😔 SATS Mölnvik
- \varTheta SATS Hamnen
- 🌍 SATS Gåshaga
- ELIXIA Skanssi



Relocations:

- SATS Skøyen to Hoff
- SATS St. Olav to Herbarium
- SATS Fredrikstad to Fresh Fitness Fredrikstad
- Fresh Fitness Ryen to Manglerud
- 👽 ELIXIA Kaleva
- 🐨 ELIXIA Onkiniemi to ELIXIA Lielahti
- ELIXIA Espoonlahti to ELIXIA Lippulaiva



... WITH FOCUS GOING FORWARD ON PURSUING ATTRACTIVE M&A OPPORTUNITIES AND DELIVERING EXISTING GREENFIELD PIPELINE



Greenfields:

- ♣ SATS Kolbotn Torg (Q4 2022)
- SATS Oasen (Q4 2022)
- ♣ SATS Triaden (2023)
- SATS Nacka Forum (Q3 2022)
- SATS Lidingö Centrum (2023)
- SATS Karlaplan (2023)
- SATS Mölndal (2023)
- SATS Hyllie Corner (2023)
- SATS Hyllie (2023)
- 🐨 ELIXIA Fabianinkatu (Q4 2022)
- ELIXIA Ruoholathi (Q4 2022)
- SATS Sluseholmen (Q4 2022)



SIGNED NEW CLUBS 🦽

Acquisitions:

- Fresh Fitness Rona¹ (Q3 2022)
- Fresh Fitness Vågsbygd Lumber¹ (Q3 2022)
- Fresh Fitness Vågsbygd Kjos¹ (Q3 2022)
- ♣ Fresh Fitness Søgne¹ (Q3 2022)
- \bigoplus Fresh Fitness Lyngdal¹(Q3 2022)
- Fresh Fitness Grimstad¹ (Q3 2022)
- Fresh Fitness Lillesand¹ (Q3 2022)

FINANCIAL REVIEW



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MEMBER BASE STILL IN LINE WITH 2019, PARTLY DRIVEN BY MATURING CLUBS, BUT LFL MEMBER BASE CLOSE TO RECOVERY



- Accelerated club rollout during the pandemic, expanding the club network by net 28 new clubs, both through greenfields and acquisitions
- Strong pipeline of new clubs, with an additional 19 signed to open in 2022 and 2023
- Equity raise enables further club growth in an attractive market for consolidation

MEMBER BASE AT LFL AND MATURING CLUBS¹ ('000)



- Member growth of +10% since last year is primarily driven by LFL clubs but acquired and maturing clubs contribute to further member recovery in the period
- A total member base of 671 000 at the end of the quarter, slightly up from Q2 2019

SOLID DEVELOPMENT IN CONTRACTUAL MEMBERSHIP PRICE PAST THREE YEARS DRIVEN BY PRICING STRATEGY



CONTRACTUAL MEMBERSHIP PRICE

- ----- BASE PRICE RTM, CONSTANT CURRENCY
- --- ILLUSTRATIVE PRICE DEVELOPMENT



- Solid development in contractual membership price past three years driven by pricing strategy:
 - · Annual inflation adjustment for existing members
 - · Increase in list prices for new members at least once a year
- Proactively increasing prices for members with a significantly lower price than the ordinary list price
- Membership mix and new members coming in at higher prices than average further drives price progression, however tight restrictions on group training and multi-club usage temporarily affected price expansion during the pandemic

- The annual price adjustment, carried out with effect as of January 2022, lifted membership prices in the base by 2.3%
- Expect to see a pick-up in price expansion as add-ons like group training and multiclub usage return to the pre-pandemic level, continuing to follow the 2019 trajectory
- Additional, but less extensive, price adjustments of list price and minimum prices performed during summer with financial effect as of mid-Q3, expecting a further lift of around +1%

STRONG DEVELOPMENT IN MEMBER REVENUES AS FREEZE NORMALIZES AND YIELD IMPROVES



- Total revenues +2% vs. comparable quarter in 2019, while member revenues are up 5%, driven by an increase in yield
- Freeze level almost back to normal by levels the end of the quarter

1) Excl. revenues from the Jylland/Fyn cluster sold in Q2 2020 2) Constant currency

MEMBER REVENUE BREAK-DOWN (MNOK)^{1,2}



- Continued positive yield development further improved by recent price adjustments and member mix returning to normal
- Average member base for LFL clubs not yet fully recovered compared to 2019, but yield improvements fully compensate for the gap in volume as revenues now have returned to 2019 level
- Discount periodization impacts the quarter negatively by 14m

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UNTAPPED EARNINGS POTENTIAL IN EXISTING CLUB PORTFOLIO

OPERATING LEVERAGE



- The cost base required to operate the current club portfolio is largely fixed
- Maturing clubs result in a short-term drag on profits in the maturing phase
- As LFL member levels return and new clubs fill up with new members, additional revenue growth flows directly to EBITDA

LFL CLUBS¹

AVERAGE # OF MEMBERS PER LFL CLUB



- Significant untapped earnings potential in existing club portfolio, bringing the number of members back to 2019-level
- LFL clubs have the capacity to continue to grow beyond 2019-level in terms of average members per club
- Continued yield expansion and high demand for personal training and retail will contribute to improved profitability in the future

MATURING CLUBS¹

AVERAGE MEMBERS PER MATURING CLUB





ACQUISITIONS

SYNERGIES AFTER 6-12 MONTHS

- Member growth
- Yield improvement
- Cost efficiency, implementing SATS operating model

TIGHT COST CONTROL IN AN **INFLATIONARY ENVIRONMENT**

OPERATING EXPENSES¹



- +28 clubs compared to 2019 and ramp-up of Mentra by SATS are the main drivers for the increase
- In addition, utility cost (5% of cost base) is significantly higher than usual (+23%)
- In the near-term, the added cost base and inflationary pressure will affect margins



- Historically, OPEX has increased with inflation, but successful cost-saving efforts partly compensate for the increase
- Increase in operating expenses mainly driven by electricity prices and lease cost

Inflationary pressure: OPEX is expected to increase by 4-6% in 2022. Price increases will offset the increase partially in 2022 and fully in 2023



UTILITY COST PER CLUB INCREASED WITH 14% COMPARED TO 2019



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ON TRACK FOR FINANCIAL RECOVERY WITH STRONG EBITDA GROWTH



- Adj. EBITDA at NOK 83 million in the quarter on the back of:
 - Temporary volume shortfall at the LFL club portfolio due to imposed restrictions affecting sales during the pandemic
 - Yield improvements over time through various initiatives
 - Successful cost initiatives over the past few years, keeping cost increases at a minimum
 - Increased club growth resulting in a higher share of immature clubs with lower profitability

Looking ahead, profitability will improve by:

- 1. Member recovery and growth in LFL clubs
- 2. New and acquired clubs reaching 2019 average
- 3. Further growth from already signed new clubs and future acquisitions

Hence, EBITDA is well on track for recovery

UPGRADING AND OPTIMIZING THE CLUB PORTFOLIO

CAPITAL EXPENDITURE (MNOK) EXPANSION MAINTENANCE 107 % OF REVENUES 81 53 2.6% 36 61 43 24 24 54 2.7% 46 36 20 Q2 2022 YTD 2022 Q2 2021 YTD 2021

- Increased maintenance CAPEX reflects a step-up in minor and major upgrades of the existing club portfolio
- Will return to historical levels of maintenance capex in 2022 at around 5% of revenue
- Prioritized to invest for the long term, in technology team, systems, infrastructure and club expansion
- Solid pipeline of new clubs in place, and capital raise enables further growth within M&A

1) Maintenance capex consists of IT capex and club portfolio capex



ROBUST FINANCIAL POSITION WITH A CASH BALANCE OF NOK 245 MILLION AND NOK 838 MILLION IN TOTAL LIQUIDITY



- Negative impact from working capital of NOK 113 million reflects the seasonal settlement of deferred liabilities
 - SATS benefits from structurally negative working capital driven by membership prepayments and follows the seasonality of the business. Working capital tends to be lower in Nov-May and higher in June-Oct periods, with accrued holiday pay paid out in June for the Norwegian employees affecting the Q2 working capital
- Robust financial position with a cash balance of NOK 245 million and NOK 838 million in total liquidity

REVOLVING CREDIT FACILITY PROVIDING FLEXIBILITY

BANK BORROWINGS (MNOK)

CASH AND CASH EQUIVALENTS



- Cash balance negatively affected by a typical seasonal impact on working capital, as well as a negative currency effect
- Floating interest rates on the RCF: NIBOR/STIBOR/EURIBOR + margin
- Interest rate swaps covering approx. 50% of the debt
 - NOK interest rate swap of NOK 694 million with maturity in October 2026
 - SEK interest rate swap of SEK 200 million with maturity in October 2024
- Historically shown deleveraging capability on the back of EBITDA growth and high cash conversion





OUTLOOK



The fitness market is recovering, and we believe SATS' competitiveness is strengthened. Will focus on growing the member base per club back to 2019 levels and beyond to improve financial delivery



Still searching for attractive consolidation opportunities and strengthening clusters with a strong confirmed club pipeline



Helping members to succeed with their training, resulting in increased visits and fulfilling the vision of making people healthier and happier



SAVE THE DATE: SATS CAPITAL MARKETS DAY ON THE 28TH OF OCTOBER 2022

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



SATS

SWEDEN



FINLAND



DENMARK



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	

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SUMMARY TABLE

Amounts in NOK million	Q2 2022	Q2 2021
Number of clubs, EOP	267	254
Outgoing member base ('000s)	671	612
Average number of members per club	2 515	2 409
ARPM (NOK)	502	369
Yield (NOK)	396	257
Reported EBITDA (MNOK)	342	131
Adjusted EBITDA before impact of IFRS 16 (MNOK)	83	-113
Adjusted EBITDA before impact of IFRS 16 margin	8%	-17%
Adjusted country EBITDA before impact of IFRS 16 (MNOK)	164	-52
Adjusted country EBITDA before impact of IFRS 16 margin	16%	-8%
Net debt (MNOK)	1 545	1 895
Total capital expenditures (MNOK)	61	43
Expansion capital expenditures (MNOK)	24	24
Maintenance capital expenditures (MNOK)	36	20
IT capital expenditures (MNOK)	8	11
Club portfolio capital expenditures (MNOK)	28	9
Operating cash flow (MNOK)	-66	-195
Leverage ratio	6.9	-230.3
Cash conversion	-79%	173%

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REPORTING UNDER IFRS 16

Amounts in NOK million	Reported Q2 2022	Change IFRS 16	Excl. IFRS 16 Q2 2022
Balance sheet items - IFRS 16			
Property, plant and equipment	684	0	684
Right-of use assets	4 165	4 165	0
Deferred tax assets	213	-40	253
Prepaid expenses and accrued income	231	-72	303
Total assets	8 424	4 053	4 371
Equity	1 042	-444	1 486
Non-current lease liability	3 685	3 685	0
Current lease liability	853	853	0
Other current liabilities	294	-41	335
Total liabilities	7 382	4 497	2 885

Profit & loss items - IFRS 16			
Revenue	1 022	0	1 022
Cost of goods sold	-29	0	-29
Personnel expenses	-382	0	-382
Other operating expenses	-268	259	-527
Depreciation and amortization	-275	-212	-63
Operating profit	67	47	20
Net financial items	-46	-47	1
Profit/loss before tax	21	1	21

