

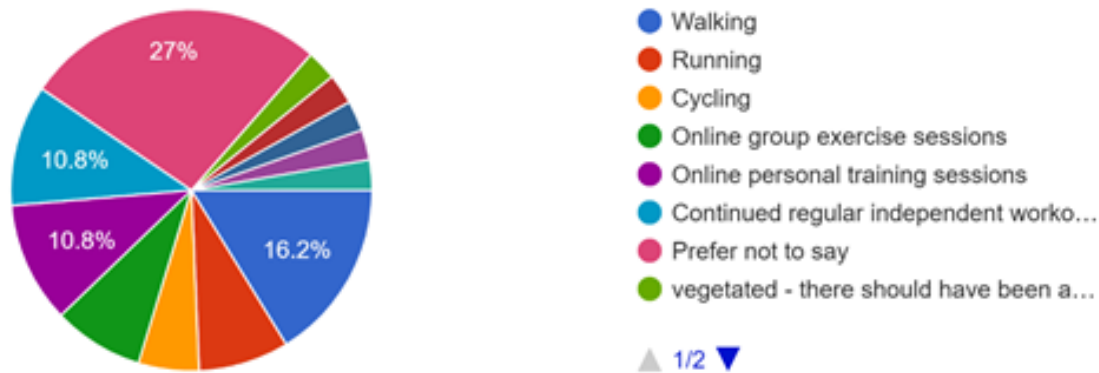
COVID 19 Return to Service Customer Survey Summary

As part of our reopening preparation, we sent out a survey attached communication letter to gain insight from you, our customers to ensure we support a safe return to regular exercise. Thank you for taking the time to complete this service we appreciate your comments and contribution.

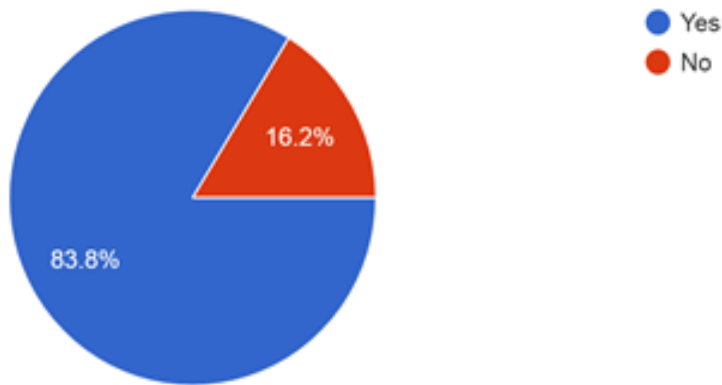
Below is a summary of the results register, which we have factored into our planning.

Academy of Sport Survey summary

- We asked you to describe how lockdown has been for you in general, the results showed that 50% of our customers described the lockdown as stressful where the other 50% stated that had been fine and preferred the way they worked during the isolation.
- We were delighted to see that 38% of our customers remained active during lockdown, either by online or independent workout training or walking. Please see table below.

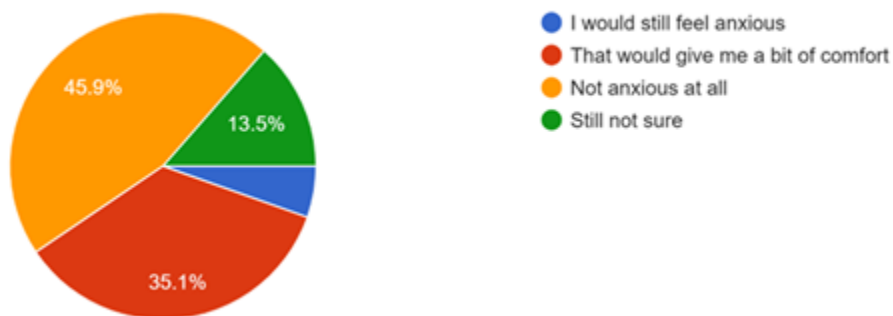


- *Over the a three month period, only 10% of our surveyed customers were returning coming back to regular routine where as 16 % will be duel working from an office and home. 24% of our surveyed customers will remain working from home and the largest % group, 32.4% were still unsure.*
- When we asked, will you return when we open, 84% of you stated that would come back to AOS once we resume our services and 16% of you said no.



- The main concerns for you not to return where split between 8% still does not feel safe to return to gyms and other 8% is not living in the area. *(question 5 and 7)*
- The most desirable activities surveyed customers wish to see us offer on return (starting from most favourable on top) are:
 - HIIT
 - Individual exercise support
 - Outdoor exercise sessions
 - Followed by Holistic training like Yoga, Pilates and Meditation. *(question 6)*

We asked, if you had an insight to what and how we are doing to provide safe environment for you to stay active, would that influence your decision to come back. 50% of our surveyed customers said they are not anxious at all, 35% would get a little comfort knowing and 13.5% is still unsure. *(question 8)*



We are currently in phase 1 of our return to regular service plan. Progression to full service will reflect updates released from UK government experts.

We are thinking about you, our customers, and encourage you to stay safe. We look forward to serving you again in person.

Sincerely

Academy of Sport