



Pure Gym named top ten disruptive UK business

UK's largest gym operator ranked in the inaugural Virgin Media Business Disruptor 10

December 5, 2016, London - Pure Gym, the UK's leading gym operator, has been recognised as one of the top ten most disruptive businesses in the UK by the inaugural Virgin Media Business Disruptor 10, powered by Fast Track.

The Virgin Media Business Disruptor 10 sees Virgin Media Business and Fast Track combine to recognise companies for having a business model, product or service that is creating a new market, or transforming existing markets and rapidly taking market share from competitors.

Since launching in 2009, Pure Gym has grown to 170 sites in the UK and around 850,000 members. The company pioneered the model for affordable high-quality fitness facilities in the UK, opening up access for the British public and encouraging healthier lifestyles.

Humphrey Cobbold, Chief Executive Officer of Pure Gym, said: "We're delighted to have been recognised as one of the top ten most disruptive businesses in the UK. Pure Gym has helped redefine the gym industry and technology has been at the heart of our story, allowing us to offer affordable and flexible memberships, without sacrificing quality. We've opened up the market to new members with a third of our members having never belonged to a gym before, evidence of our role in democratising access to the fitness in the UK."

Peter Kelly, Managing Director, Virgin Media Business, said: "These disruptors are re-writing the business rule book. Many of our 10 have gained an edge over larger companies by using the crowd to attract customers, develop new products or secure funding, and primarily rely on social media and word-of-mouth recommendations to help them gain traction in new markets."

"At the core of the disruptive forces in all these businesses are digital innovation and technology platforms. The success of these disruptors shows how digital has progressed in just one generation and is now the backbone of successful companies who are taking market share away from companies who are less digitally focussed."

Pure Gym also appeared in the prestigious Sunday Times Virgin Fast Track 100 for the fourth consecutive year, placing 25th in a league table ranking the top 100 private British companies with the fastest-growing sales over the last three years. The latest awards follow Pure Gym's 33rd place ranking in the annual Sunday Times 100 Best Companies list earlier this year, which saw the company awarded a 3-Star Accreditation standard, acknowledging excellence in the workplace.

Today's announcement comes towards the end of a year which has seen Pure Gym strengthen its lead as the largest UK gym operator by sites and members and announce a series of corporate partnerships, including agreements with AXA PPP, TomTom, and Tri SUP, the alternative triathlon series, and UK Running Events to help encourage active lifestyles.

ENDS

Media Enquiries: Teneo Blue Rubicon – Robert Morgan/Rebecca Hilaire, 020 7260 2700

Notes to editors

1. PureGym is the UK's leading gym operator providing low-cost and high-quality fitness facilities for around 850,000 members spread across 170 sites. Pure Gym was launched in 2009 and pioneered the model for affordable, flexible, high-quality fitness clubs in the UK. Members pay monthly and have no contract commitment. Most of its 170 gyms are open 24 hours a day across the UK and offer a full range of top of the line equipment including cardiovascular equipment, fixed-resistance and free weights. Each gym offers over 220 pieces of fitness equipment and up to 80 group exercise classes each week delivered by around 1700 personal trainers. In May 2013 funds affiliated with CCMP Capital Advisors, LLC bought a majority stake in the business.
2. Further information about the Virgin Media Business Disruptor 10 is available [here](#)
3. The Sunday Times Fast Track listing for Pure Gym is available [here](#)