

[HITIO GYM]

A POWERFUL COMBINATION

The fitness markets is ready for something new. A proven success, HITIO welds the traditional gym to combat sports training



The concept is easy to grasp. On one side, you have gyms and traditional studio training. On the other, you have combat sports (martial arts) centers. And the twain have never met – until now. A few years ago, an inspired idea was launched at MUDO (in Norway the name MUDO has been in use for twenty years, HITIO is the international name). The idea was simple, but not self evident. Why not combine the two?

And so a new concept was born. The combination of traditional gym and combat sports training, stands out as a clear alternative to other training centers in the market. This revolutionary concept provides a large customer base: children from five years up to adults of all ages. It gives parents the possibility to train at the same time and place as their children. And it offers flexible membership: only gym, or gym plus combat sports. **No other player in the market has entered this niche.**

MUDO's first Gym & Combat Sports Centre opened in 2010. Today there are 31 centers, and this number is expected to double in just a few years. One center is also up and running in Sweden.

LOOK TO NORWAY

Ulsrud is a small suburb in the eastern part of Oslo. When MUDO Ulsrud Gym and Combat Sports opened its doors in January 2017, 200 people were queuing up outside. Within the day, staff at the center had signed 400 memberships. Within three months, they had more than

700 members. And this happened in Norway, a country with one of the lowest populations in Europe. It happened in a country which already had the biggest share of health club members in Europe (15.7 %).

"If it works in Norway, it will work anywhere." Not a given fact, but a sound theory. The concept has been a success in a country with fewer people per square mile than almost anywhere else in Europe. A technologically highly-developed country with high quality standards. A country with the highest rate of health club members in Europe, which obviously implies the toughest competition.

LOCATION IS THE KEY

Part of the secret of success is finding the right location. 20 years of experience has given MUDO an edge in ferreting out the right sort of places. It takes a lot of work, but if you succeed with the location, you are already on your way to success.

Premises have an area of approximately 600 square meters and boast an efficient utilization of space. But the most important issue is the leasing contract. This can be the big pitfall for single amateurs in this business, especially for those who don't know how to deal and negotiate with a landlord. So they end up with a far too expensive and unfavourable contract. More likely than not, their business is history after a year or two.

MUDO has taken the business of landing a favourable leasing contract to a professional level. A favourable contract is so crucial to a center's operating economy that every clause is examined and re-examined before this contract is signed.

A CONCEPT FOR EUROPE

The HITIO concept has great potential in Europe, especially as there are no other performers in

★ AT A GLANCE

Name of Franchise: HITIO GYM
Established: 1998
Number of franchised outlets: 32
Location of units: Norway, Sweden
Investment range: Varies on territory
Minimum required capital: Varies on territory
URL: hitio.com
Contact: per.pedersen@mudo.no
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THIS REVOLUTIONARY CONCEPT PROVIDES A LARGE CUSTOMER BASE: CHILDREN FROM FIVE YEARS UP TO ADULTS "

this niche. Growth possibilities far outrange those now possible in Norway. Newly franchised HITIO centers can grow through a concept that is already proven and which is one that stands out from other gyms. Relatively speaking, little investment capital is needed. All sorts of people can afford to bet on a future with HITIO, and a background in the physical training industry is not a requirement; hard work and dedication are what it takes. And locations don't need many members to get up and going. A couple of hundred members, and HITIO franchisees are on their way to a new livelihood.

And they can rest assured that this is not some transient affair: health and training will never go out of fashion. Fitness is a market for the future.

READY TO GO

HITIO Gym is ready for Europe. To make Europe ready for HITIO, we need master franchisees in many European countries, ambitious partners who can pave the way into new and promising markets. You'll find our contact detail in the 'At A Glance' box. We look forward to hearing from you!

HITIO GYM

- ★ A fresh and proven concept
- ★ Parents and children can train at the same time and in the same place

- ★ Health and training is a market for the future.
- ★ Affordable franchise concept
- ★ Full support for master franchisee

WHY MASTER FRANCHISE WITH HITIO GYM?

- ★ Nearly 20-year proven history
- ★ Receive best-in-class systems, training and comprehensive support
- ★ Dedicated and experienced support team
- ★ Comprehensive operations manuals and management
- ★ information systems.

★ MUDO - A SHORT HISTORY

MUDO is established in 1998, with three small takwondo centers. Over the years, the franchise chain grows slowly, but steadily. When the gym & combat sports concept is developed in 2010, there are 21 centers in the franchise. By 2016, the chain totals 31 centers. In record time, MUDO becomes one of Norway's largest training chains measured

in number of gyms. MUDO has more than 15,000 active members and is owned and managed by the entrepreneurs Per Christian Pedersen and Fredrik Bjertnaes.