



Virgin Active

values

Our business *values*

I have always believed our special culture at Virgin Active is one of the main reasons for our enduring success. It sets us apart from the competition.

We are always searching to evolve and grow our business to help us inspire more and more people to live active lives. After nearly 25 years of an unblemished track record operating only in clubs we are now harnessing the power of digital to set ourselves up for the next 25 years. It is a change of direction for the company that has lead us to rethink what our values should be as a global business.

When we started it was the values, the essence of our identity that we could associate through the Virgin brand. We knew our values would bind us together as we set about being the first truly recognisable global fitness brand. Virgin Active at its best is uncomplicated and accessible to all. We strive for quality in everything we do. We are innovative and want people to take their own initiative to help our members.

Our people are at the heart of everything we do. That's why we want to create an inspiring place to work where everybody is always learning, improving and having fun whilst making sure that we always to the right thing.

These values are at the heart of all the things that Virgin Active lives and breathes by.

I hope you like this evolution.

Matthew Bucknall
Founder & Group CEO





Our business *values* statement

Learning, improving and
inspiring while having fun and
always doing the right thing.

Our business values

Always learning, always improving

What?

**Always learning,
always improving**

Why?

We are the market leaders, the trusted authority in exercise, the brand people come to when they want to be active.

How?

We have active minds. We believe in being curious, being brave and having a unique viewpoint.

We are digitally driven as we challenge the status quo, asking if there is a better way to do things and looking for new opportunities to inspire people to live active lives.

Our personality and behaviours

Curious

Takes initiative

Solves Problems

Our business values

Inspiring people

What?

Why?

How?

**Our personality
and behaviours**

Inspiring people

Exercise is life-changing, but it can be difficult, intimidating and confusing.

Often people just give up. We are here to inspire, support, motivate and guide members on a life-changing journey with each and every interaction.

We understand our members.

We offer them a broad range of on-trend activities just for them, and then we guide and inspire them, to lead an active life.

We do this online, outdoors, in our safe and inclusive clubs or via a combination of these in our new phygital world.

Passionate

Inspiring

Caring

Our business values

Have *fun*

What?

Why?

How?

**Our personality
and behaviours**

Have *fun*

We want to inspire everyone to live happily ever active.

We all know that exercise can be hard work, but we are here to make it a fun and uplifting experience.

We create magic moments, we celebrate success and we love putting a smile on someone else's face.

We never take ourselves too seriously.

Engaging

Spontaneous

Humility

Our business values

Do the *right* thing

What?

Why?

How?

**Our personality
and behaviours**

Do the *right* thing

Actions speak louder than words.

We want our members to love us, trust us and believe in us.

We are honest, sincere and authentic.

We act with integrity and empathy.

We respect each other, our members and our stakeholders.

We treat others the way we would like to be treated ourselves.

Authentic

Compassionate

Trustworthy

Kind

Our promise to our *people*

We are one team and want our people to always feel they can be themselves. We work hard and we dream big.

This is our promise to our teams. It's a big one. Our reputation as an employer and our success as a business rests on our ability to deliver it. By delivering our promise to our people we enable our team in turn to deliver the Virgin Active value proposition to our members, every day through everything we do and say.



Our people promise

What does it mean?

One team

One team

"If you want to go fast, go alone.
If you want to go far – go together!"

This means:

- When we come together as one team, we're powerful and drive real change.
- We share our knowledge and expertise to inspire each other.
- We're a family that supports each other and has each other's backs.

Our people promise

What does it mean?

Be yourself

Be yourself

"Virgin Active people can truly be themselves at work. We love all of the things that make each of us unique and believe our collective differences make us stronger."

This means:

- We encourage you to be who you really are, not a corporate version of you.
- We're stronger when you play to your strengths and bring your uniqueness to the team.
- We give you the freedom to work in a way that's right for you.



Our people promise

What does it mean?

Work hard

Work hard

"At Virgin Active we work hard and we love the feeling of satisfaction that comes with doing a good day's work."

This means:

- We take our work to heart, and never hesitate to jump in and take on a challenge head first.
- When you love what you do you get a huge rush.
- Amazing things happen when you're passionate and totally committed.

Our people promise

What does it mean?

Dream big

Dream big

“We dream big for our business, our communities, for each other, and for ourselves.”

This means:

- Unleash your creativity! All ideas are welcome – no idea is dumb, too small or too big.
- Every one of us can make a positive difference.
- We encourage you to dream big for yourself and give you the support to get you there.



A close-up, low-angle shot of a smiling woman with dark hair, wearing a dark athletic top with white stripes on the shoulder. She is holding a clear plastic water bottle with a black cap. The background is blurred, showing other people in a similar setting. The lighting is warm and slightly dim, creating a focused and intimate feel.

Our purpose is to...

Inspire people
to live an active life

#LiveHappilyEverActive

Virgin
active