



BE INSPIRED • BE EDUCATED

Business Overview



Business Overview (Updated October 17, 2016)

Acidic Fitness Limited is a health and fitness organisation part of the Acidic Network. The aim of Acidic Fitness is to inspire, educate and motivate an audience that share an interest in gaining or maintaining general and/or sport-specific fitness, and adopting a healthy lifestyle. Acidic Fitness is committed to supplying beneficial and informative content across its digital and social media platforms as well as services such as fitness events and tailor-made programmes (which will be introduced in 2017). The company is based in Uxbridge, Middlesex and Barking, Essex.

The operations of Acidic Fitness are organized around three divisions in order to achieve the focus of the official motto “be inspired, be educated”. The divisions include: Media (consisting of everything digital which includes the digital content), Service & Events (consisting of the planning and delivery of fitness events), and Consumer Products.

- Media Division
- Service & Events Division
- Consumer Products Division

Media Division

Website segment

AcidicFitness.com is the official home of Acidic Fitness. Viewers can view the website and all its contents free of charge. The website is mobile optimized so it can easily be viewed on smartphones, tablet devices and mac devices.

The website is the primary hub for all Acidic Fitness digital content aimed at specific target audiences. Here visitors can view content from the original series', take advantage of exclusive discounts from partners and when up and running can visit the online store where visitors can purchase official merchandise. Acidicfitness.com will also be the portal of Acidic





Fitness premium where visitors can view and purchase premium services. This service will be up and running in 2017.

Content segment

Acidic Fitness have a small team of content planners that are responsible for planning content for Acidic Fitness to be released across all the digital platforms. The content planning team is made up of fitness enthusiasts that contribute to the maintenance and development of Acidic Fitness and in return are given the opportunity to showcase their talents to the digital platforms of Acidic Fitness. Fitness contributors are dealt with on an individual basis before an agreement is made for them to be involved in-depth with the company. All series and content are exclusively available on the website with YouTube integration to make the videos easily accessible across a wide range of devices and smartphone apps. There is also an Acidic Fitness fan council made up of a small amount of loyal supporters that also contribute to the development of Acidic Fitness.

“Gym Tours” is a series that combines a tour and a rating of a particular gym alongside a particular workout within that same gym. It has its dedicated page on the site where viewers have access to the video and the workout performed.

“Acidic Kitchen” is another series that concentrates on the dietary side of fitness, inspiring the viewer on healthy eating habits, meal ideas and food destinations. On the dedicated page for the series viewers are able to view videos, meal plans, and articles supported by experts within the field of nutrition and fitness.

“Athletic Series” focuses on the performance aspect of fitness. This series sees Acidic Fitness collaborate with elite-level athletes but mainly in-house Acidic Fitness Athletes to share their preparations towards success. This series hopes to get into the minds of athletes for viewers to gauge an idea into how their minds operate in response to training and competition. The main aim of this series is to inspire a generation of athletes in particular sports with the help of the Acidic Fitness Athletes.





Digital media segment

Social media has played a major role in society in the 21st century and many organisations have seen the benefit of social media integration. Acidic Fitness is no different; all publications will be announced on social media as we believe that most of the audience that will engage with Acidic Fitness are on the internet. Viewers will never miss an update by subscribing to our social media accounts on Twitter and Facebook. LinkedIn has grown into a recognisable and popular networking site for business where opportunities within the company will be advertised once they become available.

SNAPCHAT – The snapchat app is one of the most popular apps available on Google Play and the iOS app store. To take advantage of this we have established an official Acidic Fitness snapchat feed. Here official Acidic Fitness contributors and athletes can share with the Acidic Fitness community workouts, sessions and meal preps from their point of view. This also gives a chance for contributors to be interactive with followers from the Snapchat app, engaging in conversation and answering questions relating to the takeover that they might have.

Service & Events Division

Acidic Fitness premium will be a premium fitness service that offers tailor-made fitness programmes to everyone. Programmes will be developed using the “Acidic Ethos” which is a set of principles that is currently in the research & development phase. To stay within the changing landscape of health and fitness as well as developments in science we will see the “Acidic Ethos” continuously evolving into a well-recognised way of training.

To build a positive rapport with viewers and to provide the opportunity to put inspiration, motivation and education to practice we offer a series of occasional fitness events. For the time being all events take place within Uxbridge, West London and Barking, Essex. We are determined to spread the network of events across West London eventually reaching the entire capital and beyond which will happen with the continued increase in combined social





media impressions, engagement and followers. Without the media division of Acidic Fitness, the events division would not be able to function effectively as the word of Acidic Fitness events will not be properly distributed.

Marketing & Consumer Products Division

Affiliation product agreements

An affiliation agreement was reached with MyProtein in December 2015 to offer the Acidic Fitness viewers complimentary discounts on My Protein products. This allows for repeat purchase on their products which is a win-win from their side, and from our side it means repeat visits from the visitor where they will be exposed to the content that we have to offer. A similar affiliation deals has been reached with musclefoods.com, a premium nutrition online store for living healthy.

Direct to consumer merchandise

Acidic Fitness does not have in-house products on offer for consumers, however a number of deals and partnerships have been established which will benefit the two parties when it comes to the sales of products. Acidic Fitness have access to Adidas sporting apparel. Acidic Fitness branded clothing is available to purchase including the Adidas techfit sports bra for ladies and the cool365 tee and shorts for men.

Marketing

We have relied on a number of marketing campaigns to push engagement across all digital mediums of Acidic Fitness. With campaigns such as one involving English glamour model “Electra Morgan” and English YouTube star “Yasmin Zbari” wearing our Adidas x Acidic Fitness sports bras saw combined impressions of over 50,000. Acidic Fitness are always looking to partner with personalities with a huge following to boost the interest of our products and services. To spread the word of Acidic Fitness as far as possible, we are always open to allow fitness enthusiasts that fit the right criteria to become brand ambassadors. With this role it ensures that the word of the products and services that we have on offer





can be heard in different parts of the country and hoping for a knock-on effect in that particular area.