



COVID 19 RESPONSE

Dear Bay Fitness Member,

Firstly, let me thank you for your ongoing support, without you as our member we would not be where we are today and for that we are highly thankful to each and every one of you. We are currently living and operating in very unusual times, the likes of which we have never seen before. The Corona Virus seemed far away from us and then it landed suddenly on our doorstep, catching many of us off guard, which included us. Because of this we scrambled to put as much in place as possible with limited timelines and resources.

So, what have we done so far:

1. As with previous correspondence, we complied over and above the regulations implemented by our President to Hygiene and capacity within the club ensuring the safety of our members
2. We have engaged with our landlords and creditors for payment relief. With the high influx of most businesses engaging in the process, we are still waiting for most of them, especially the larger institutions to get back to us. All the necessary documentation and motivations have been completed and sent off.
3. All our staff have been paid up to date. Our staff are like family and we wanted to ensure they had enough time and resources to prepare and look after their own families.
4. We have not put our staff on no work, no pay, nor have any of our employees being retrenched, like many other companies out there.
5. All our tenants are not being charged rental during the shutdown
6. We embarked on a fabulous 21 Day Lockdown Challenge with Ismael who streamed live on facebook at 5.30pm every day to allow members to continue an exercise regime from their home. All his videos are free to view on our timeline!

Then it came time to have a look at our members, how and what our friends and competitors have done in the industry, we even went as far as to see what the industry norm was overseas. It became clear to us that we needed still to debit our members as per their memberships and the terms and conditions in order to ensure the survival of the business both during and after COVID-19, ensuring job retention, but we also needed to compensate and be fair to our members in a way that covers the spirit in which the membership was entered into. **We do not want our members to feel like we are just debiting the account and not receiving anything for it, so what we would like to do is offer the following options. We hope with this flexible approach there will be something to suit everyone and ensure you receive value in your membership fee.**

Please contact us on info@bayfitness.co.za with your name and voucher number preference eg: **#voucher1**

Voucher 1: For the duration of the shutdown, we will add whatever time you are unable to use the club to the end of your membership. Putting this relief in place you will not be paying for something you will not get the benefit of.

Voucher 2: We can offer services and products equivalent to the membership amount eg. PT, Supplements, Kids Club, Guest Passes and affiliated discounts.

Voucher 3: We can offer 6 x 1 week vouchers for members to use at any time convenient against their monthly membership moving forwards to discount their monthly fee.

In addition – all members will receive for FREE:

- A 're-boost' assessment. A booking will need to be made a front desk. The value of this is around R100
- A basic diet and programme analysis. This is valued at around R300
- Each member will receive a complimentary 2-month membership that they can give to any friend or family member. This is valued at over R1000
- We will be launching our online PT to ensure your training can be completed either in the gym or at home

Our brand and offering are something that we take great pride in along with our team who manages and maintains them. We do not have the luxury of having Discovery Income or Investors and the stock market to float us during this time, so all we can do is to be totally transparent, rely on your understanding and compensate you to the best of our ability for any inconvenience or frustration that this situation has caused. Please stay safe and at home during this Lock down and we look forward to welcoming you back to the club.

Yours in Fitness,

The Bay Fitness Family