

## OUR LOCATIONS

### ALDGATE

UNIT 5/ 1-13 ADLER STREET  
LONDON  
E1 1EG

### BRIXTON

139 STOCKWELL ROAD  
LONDON  
SW9 9TN

### CAMDEN

2 BAYHAM STREET  
LONDON  
NW1 0ES

### CANNON STREET - SGPT

40 QUEEN STREET  
LONDON  
EC4R 1DD

### EXMOUTH MARKET

BASEMENT, 62 EXMOUTH MARKET  
(THROUGH HUMMUS BROS)  
LONDON  
EC1R 4QE

### FINSBURY PARK

UNIT 1 CLIFTON HOUSE  
CLIFTON TERRACE  
LONDON  
N4 3JP

### OLD STREET

202 CITY ROAD  
LONDON  
EC1V 2PH





### ST PAUL'S - PT

128 CHEAPSIDE  
(THROUGH HUMMUS BROS)  
LONDON  
EC2V 6BT

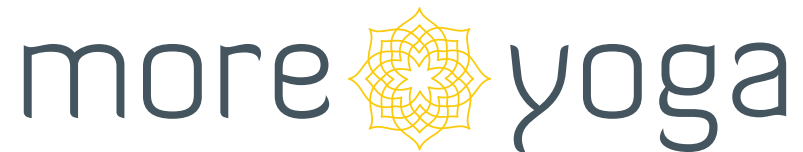


## FURTHER INFORMATION

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## PRESS RELEASE



H E A L T H   A N D   F I T N E S S

The fitness industry is ever changing, and with Yoga being the must-do trend of 2017, it is no wonder that MoreYoga London has successfully obtained further investment and is growing their four-studio business. In an interview with the director of MoreFit and MoreYoga London, Shamir Sidhu explained, "We wanted to build studios that could access lots of clients with one teacher. We wanted to expand into yoga! Coming together with yoga guru Charlotte Wellfare, MoreYoga was born and we opened two studios. One in Old Street and one in Exmouth Market."

MoreYoga is pleased to announce their latest investment of £100,000. "Through a round of fundraising organized by Michael Shaw at the Huddle (99 Bishopsgate), we were offered the most affordable type of loan for a business our size." The Huddle London is a company that thrives on making businesses grow.

But what are MoreYoga planning to do with this fantastic investment? When Shamir was asked his plans, he responded: "We are launching six new studios this year with the £100,000 we have had invested, along with money retained within the business plus future profits as well."

MoreYoga already has studios based in Camden, Finsbury Park, Exmouth Market and Old Street. However, the new studios launching are said to be in Brixton, Aldgate, Haringay and Clapham. The Brixton launch will be this April.

And with Shamir keen on intertwining MoreFit and MoreYoga together to create new and exciting fitness ideas, it is clear to see why the studio growth is vast. When asked what the plan was to keep the companies full of fresh ideas, he responded "We recently started launching MoreFit products within the MoreYoga Studios, so you can now do fitness classes under the same roof as the yoga." MoreFit currently has three studios; Finsbury Park, St Paul's and Cannon Street.

**"We want to completely revolutionise how people access yoga and what kind of products they receive in the studios. We want it to be more accessible to a wider section of society"**

This new and exciting collaboration of yoga and personal training fitness could revolutionise the way we see fitness. "We want to completely revolutionise how people access yoga and what kind of products they receive in the studios. We want it to be more accessible to a wider section of society"

### **Why did MoreYoga seek investment?**

MoreFit has been incorporated since 2010, establishing itself as a personal training fitness brand with a studio in Finsbury Park in March 2011. Then in October 2013 MoreFit St Paul's opened with MoreFit Cannon Street opening in Dec 2014. This was not bad going for only a £25k investment in total.

With the advent of ClassPass that was introduced to London in 2015, this changed the way people access training worldwide. We wanted to build studios that could access lots of clients with one teacher, and we wanted to expand into Yoga.

Coming together with yoga guru Charlotte Welfare MoreYoga was born - launching with two studios in Old Street and Exmouth Market in January 2016. We quickly realised that the PT brand that we had stuck to for so long didn't have nearly the amount of growth that yoga was showing - on this data we quickly decided to close our first MoreFit in Finsbury Park and turn it into MoreYoga. Growth with these three studios was buoyant, and reviews of the clubs were excellent. People like what we are doing, and we want to spread the product around London. We have a simple set up, good variety and we are extremely affordable.

### **How much money has been invested into the brand?**

Through a round of fundraising organised by Michael Shaw at the Huddle 99 Bishopsgate, we were offered the most affordable type of loan for a business our size. We have borrowed £100,000 initially to help us grow for the next year. This investment is the catalyst to grow us fast in 2017. Where does MoreYoga plan to put the investment? We are launching six new studios this year with the £100,000 we have had invested, along with money retained within the business plus future profits as well.

### **With yoga being one of the rising fitness trends of 2017, how will this investment make MoreYoga stand out compared to other yoga brands?**

We offer fantastic variety; we offer multiple studios paid with the same block, we have the cheapest multi-studio membership on the market - we are the most affordable product on the market. We offer fitness as well and yoga under the same roof.

### **How do you plan to keep the company full of fresh ideas? How can MoreYoga take yoga further?**

We recently started launching MoreFit products within the MoreYoga studios, so you can now do fitness classes under the same roof at the yoga.

We see most studios being 80% yoga and 20% fitness, but we have our ears to the ground. If the customers want something, we can respond to their needs. We are extremely responsive. We have surveys that go out regularly that are always asking for the client's opinions so that we can give the customer what they want. Yoga and fitness, these are great products, couple that with our nutrition product MoreTrition we are Mind, Body, and Soul.

We have a real mix of yoga and fitness classes and we know from our feedback that this is what the customers really love us for. We are not a 'one kind of yoga' brand studio we are versatile.

### **Could you see MoreYoga being the trendsetters of future yoga trends?**

Definitely! We want to completely revolutionise how people access yoga and what kind of products they receive in the

studios. We want it to be more accessible to a wider section of society; we don't want customers to have gym memberships elsewhere. That's why we are adding in fitness, and we also want everyone to feel and eat healthy, and that's why MoreTrition is so important to be factored into the studios.

Our concept of no receptions, no shower facilities coupled with shop front high street facilities makes us low cost in implementation and convenient for the customer to access.

### **What is the next step for the brand? What can we see within the next couple of months?**

This year we will be opening six new studios.

We have lined up

- Brixton for April
- Aldgate for May
- Haringay for June
- Clapham Junction for July

We will be looking for two more locations to open later in the year, so please let us know if you want us to come to a location near you.

**2017 will be a big year for us; this will be where it all starts. Let's get through 2017, and we can reveal to you what we will be doing in 2018. Big things are on the horizon.**

