

PRIMAL®

MEFITPRO
WORLD CLASS FITNESS SOLUTIONS

WORLD CLASS FITNESS SOLUTIONS: MIDDLE EAST DISTRIBUTOR
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**STRENGTH.
IT'S IN US ALL**





OUR PURPOSE

EQUIPPING EVERY
BODY TO DISCOVER
THEIR TRUE POTENTIAL.

PRIMAL®



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01

**ABOUT
PRIMAL®**



A WORD FROM THE CEO

STEVEN RINALDI

After 20 years in the fitness industry my passion for strength training is stronger than ever. From the beginning, PRIMAL® have been on a mission to change the gym floor, and our team truly embraces this every day, at both our base in the UK, and internationally with our distributors.

Strength, group training and functional zones are getting bigger in gyms, more in demand and far more sophisticated. Gym members and fitness enthusiasts are all looking to strength training for real-life benefits and an improved quality of life. Furthermore, the advancement in performance athlete's training protocols makes modern strength solutions essential to every successful gym space.

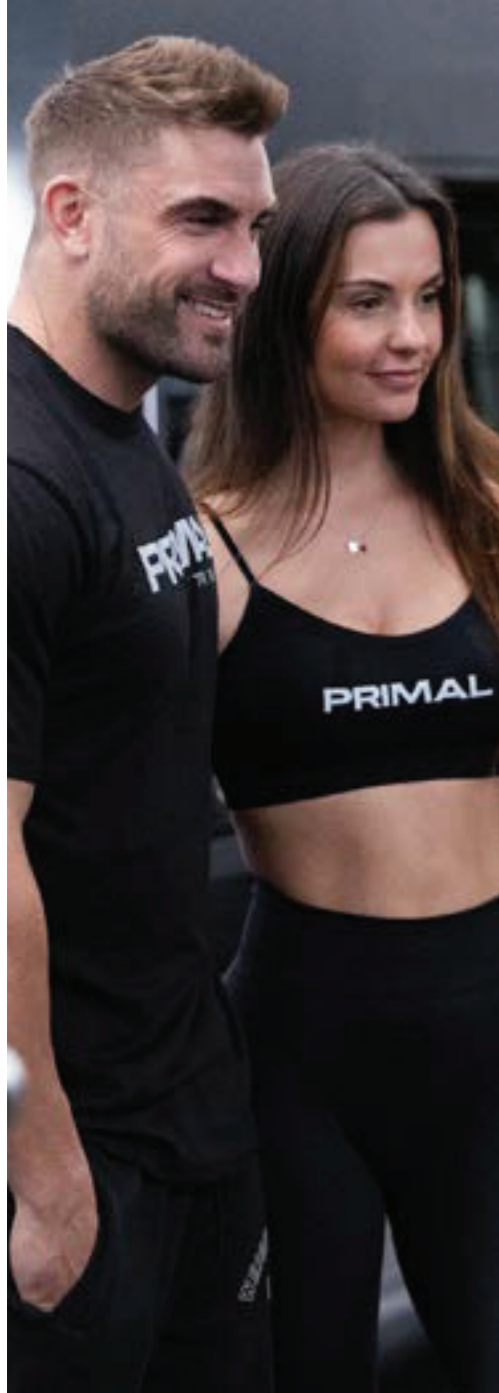
At PRIMAL®, we see the vital part we can play in the future of training and designing your facility. Strength training, whilst performance-led, should be accessible to all, regardless of fitness level and knowledge. We do this two-fold; by innovating gym floor solutions, and designing the highest quality equipment. Our space design maximizes results and returns for users and operators alike.

Ultimately, we equip every body to discover their true potential.

We support everyone; from the young athlete entering the fitness world, right the way through to the world's strongest men and women. We think of the results when a gym owner, sports team or individual comes to us with an idea and an opportunity. That means paying attention to the detail, overbuilding equipment for every type of use, innovating and constantly improving. Progress over perfection.

Here we profile some of the key pieces in our Performance Series - for gyms that want to future-proof their space with maximum results. You will see the thought, care and finely crafted PRIMAL® products that deliver these results. Over 25 countries and over 3,000 gyms have already made the move to PRIMAL®; we welcome you on the journey.

Strength. It's in us all.



THE ROAD TO PRIMAL

Forged in Glasgow in 2016, PRIMAL® have grown to be one of the leading strength brands in Europe - winning awards for fast business growth and innovative best in class products.

Precision crafted, bespoke equipment and world class gym design quickly propelled PRIMAL® from strength to strength, and in 2021 attracted investment from Flywheel Partners. From there the journey was one of fast expansion - within the team, into new marketplaces and an upgraded digital presence that proudly makes us UK Strength leaders.

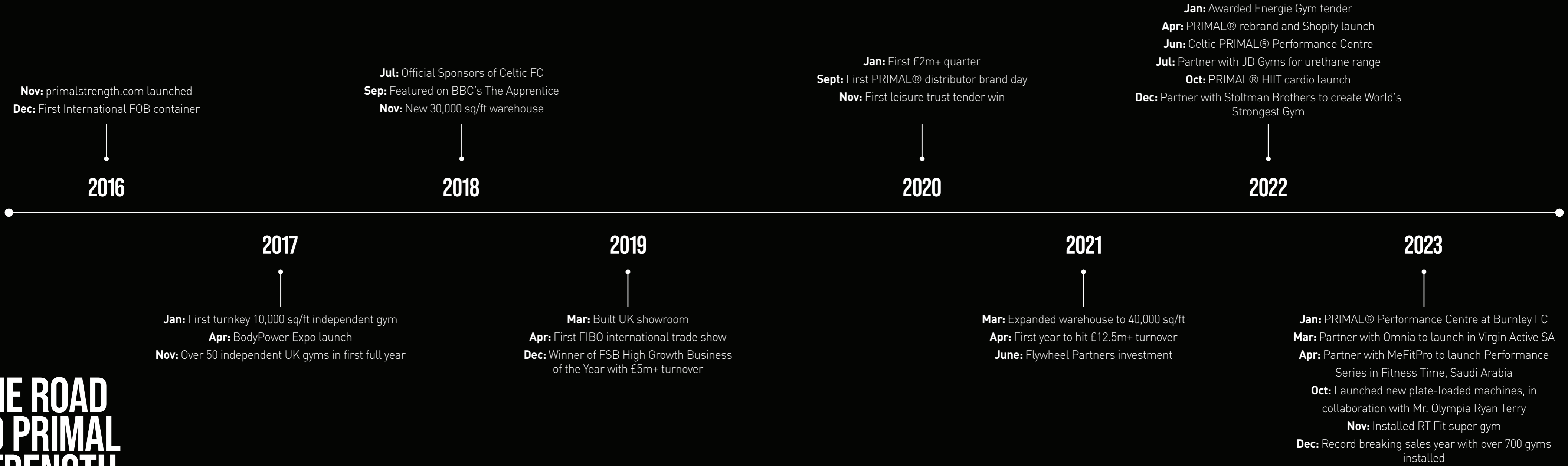
PRIMAL® have a global social media following of over 100,000 dedicated fans. We have cultivated a highly engaged community headed up by some of the industry's most famous and respected faces, including: Mr. Olympia Men's Physique, Ryan Terry, The world's strongest brothers, Luke and Tom Stoltman, British TV

icons, Premier League football clubs and Hollywood actors.

Innovation and progress are PRIMAL's lifeblood which is why we continue to design unique pieces of the highest quality on the market to keep pushing and revolutionize the gym floor. There are no barriers to strength in PRIMAL®, which is why we offer full turnkey solutions, using state-of-the-art technology for tailored gym design, an unrivalled partner network and collaborative hands on teamwork to make ensure our ethos spreads.



THE ROAD TO PRIMAL STRENGTH





CHAMPIONED BY CHAMPIONS GLOBALLY

PRIMAL® work with some of the biggest gyms and athletic brands in the world, with this list growing on an ongoing basis. This not only speaks to the quality and innovation at the heart of our business, but the reassurance that we over-deliver on any gym project. You're in a safe pair of hands with PRIMAL®, and we're happy to let our partners showcase the trust we've built in the industry.



02

PRIMAL[®]
GYMS

RT FIT - SHAPING THE FUTURE OF UK GYMS WITH MEN'S PHYSIQUE MR. OLYMPIA



Ryan Terry is one of the biggest names in fitness today. Having trained at some of the top gyms across the globe, he was in the market for a partner that could help him build a facility that took the best elements from each and created the gym of the future. That partner had to be on top of industry trends, produce the finest equipment with attention to detail, and defy limitations. That partner was PRIMAL®.

We set to work designing the ideal gym floor to suit all training types, creating bespoke machines in collaboration with Ryan, getting the core elements of a functioning gym sorted, and forging the finer details that yield a one of kind, world-class experience for the members of RT Fit.

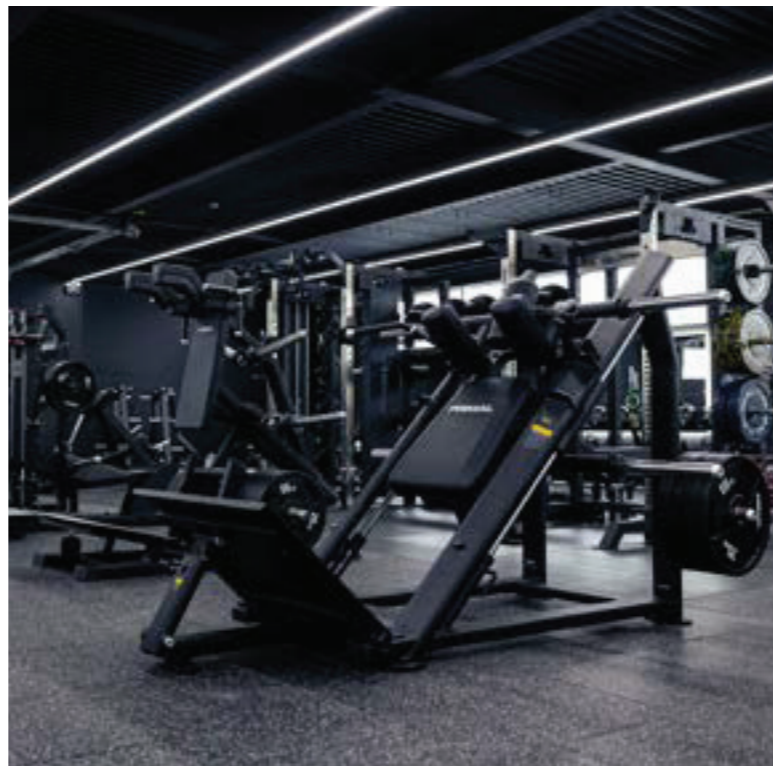
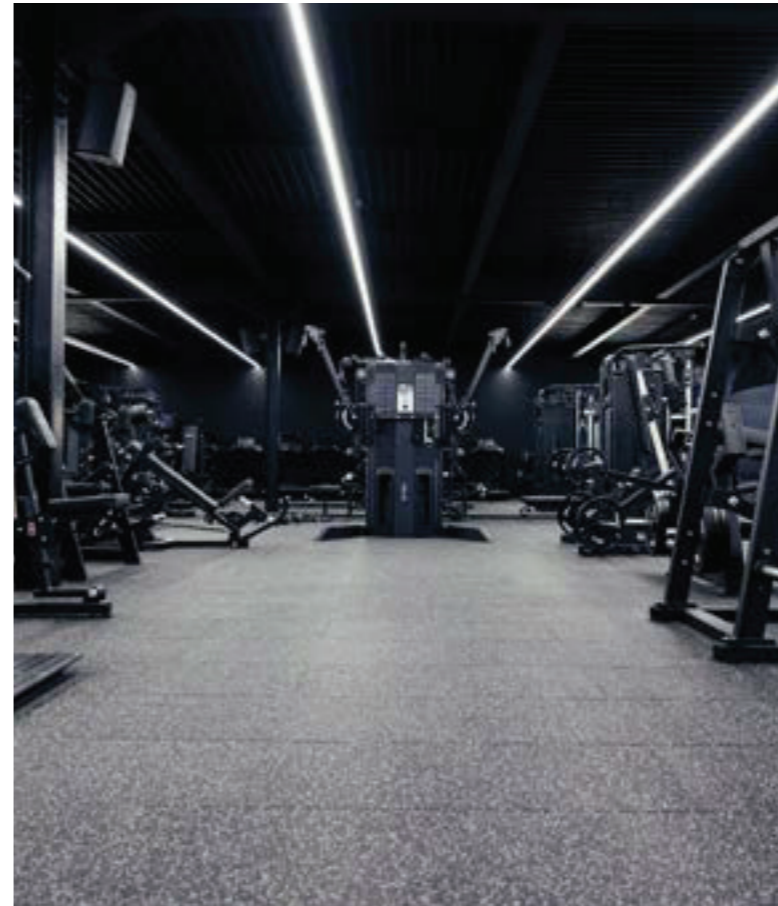
More than just a typical gym, RT Fit boasts a recovery suite complete with sauna and ice bath, an on site macro focussed cafe,

hairdressers, barbers, state-of-the-art spin studio, and even a full posing room for the bodybuilders to perfect their craft.

Since opening, this flagship PRIMAL® gym it has attracted some of the most famous fitness professionals and influencers, and amassed millions of social media views.

The gym has become a fitness tourism destination and has attracted an abundance of press coverage, and hundreds of pre-registered members before the facility doors were even open.

The success was born out of a visionary partnership, sharing values pinned by quality and innovation.



PHENOMENAL FROM START TO FINISH.

Ryan Terry,
Mr. Olympia Men's Physique
and Owner of RT Fit

JD GYMS

In 2023 we added large gym chain, JD Gyms, to the list of businesses powered by PRIMAL®.

Starting in Wales, we have now supplied over 20 sites with Performance Series urethane weight plates, dumbbells, fixed barbells, and curved treadmills.

JD is one of the most loved sporting retailers in the UK and the expansion into gyms needed to continue the same high standard.

JD Gyms now have over 85 sites UK wide, some of which are 24 hour facilities, with

thousands of members clocking in and out every week.

PRIMAL's reputation for quality and aesthetics aligned with the high use of this growing chain.





PERFORMANCE CENTERS - PREPARING FOR THE PREMIER LEAGUE

The world's most famous sporting league plays host to the pinnacle of team athleticism. In 2023 Burnley FC made it to the top tier of English football, the English Premier League.

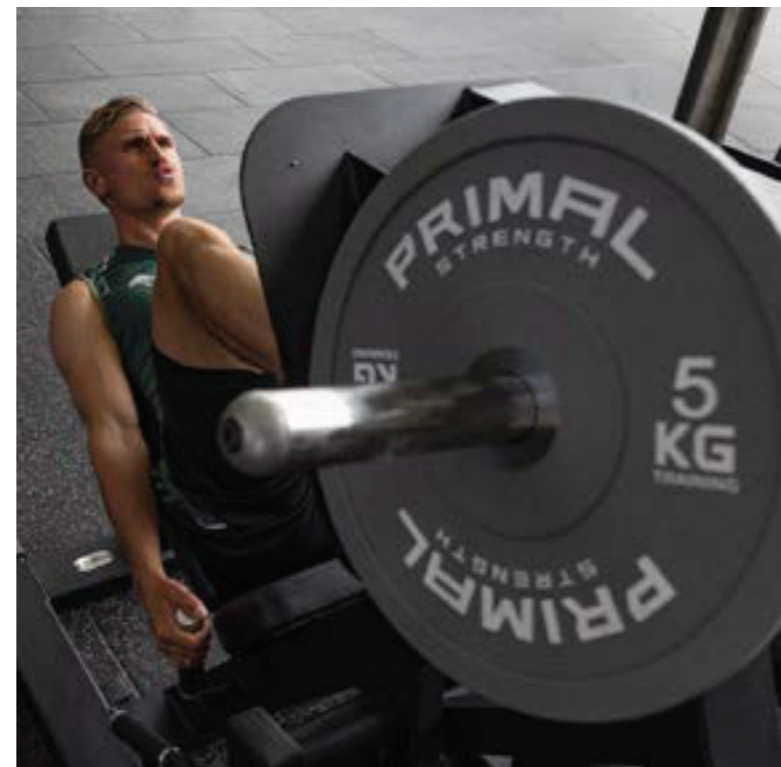
To help support this rise to the top, they needed a performance strategy for their talent. Part of this strategy was the investment into a brand new, state-of-the-art PRIMAL® Performance Center, tailored for excellence.

Another great success preceding Burnley was the fit out of the training facility for top Scottish Premiership team, Celtic FC.

For Celtic, understanding the needs of elite players, and the redesign and expansion of their first team facilities was key to create a future-proof performance environment.

Celtic players and coaches pointed to the importance of the multi-purpose functionality of our Performance Series modular racks, and the versatility of the in-built cable system that allowed both power and rehab movements within a single station.

These performance centers stand as a testament to PRIMAL's expertise in designing world-class fitness suites for top athletes, leveraging decades of experience, with the highest quality solutions. The result is the optimal blend of aesthetics, functionality, and durability.



WE WERE VERY DEMANDING, BUT AS EXPECTED, PRIMAL DELIVERED IN EVERY WAY.

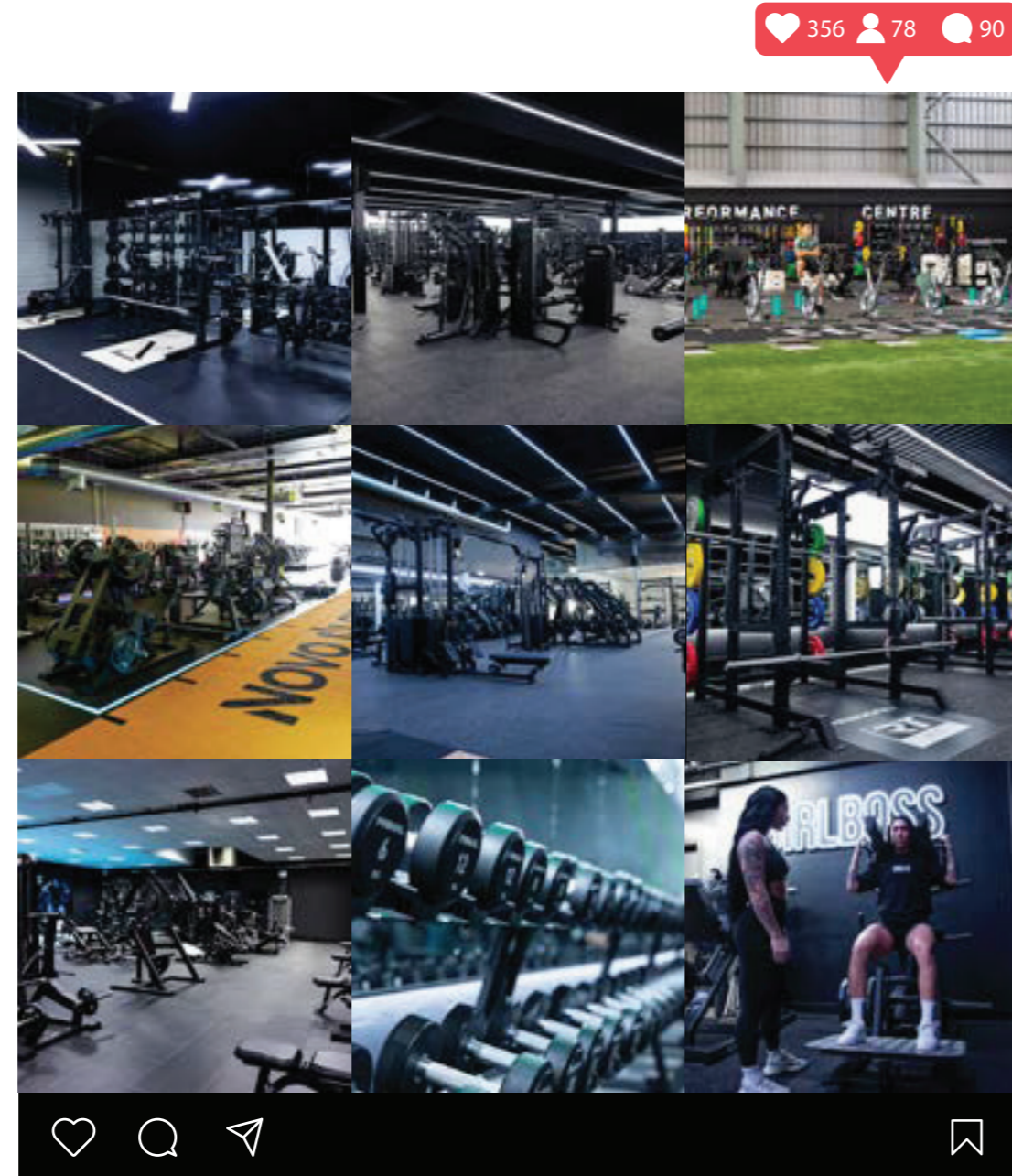
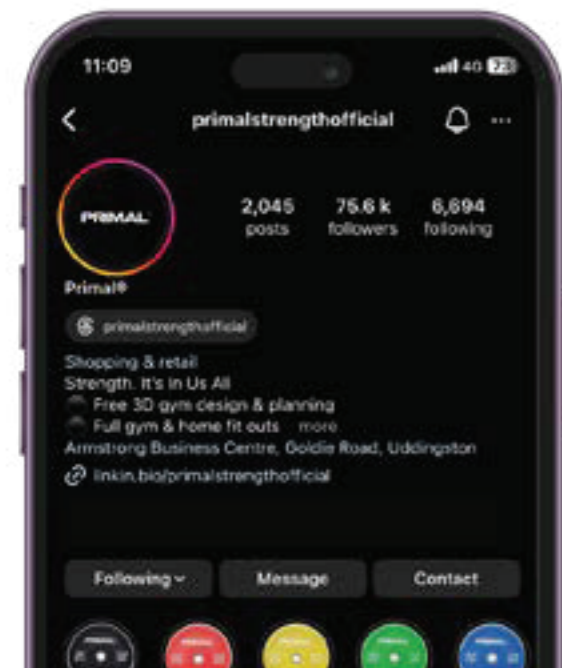
John Currie,
Head of First Team Fitness & Conditioning, Sport Science
Celtic FC



03

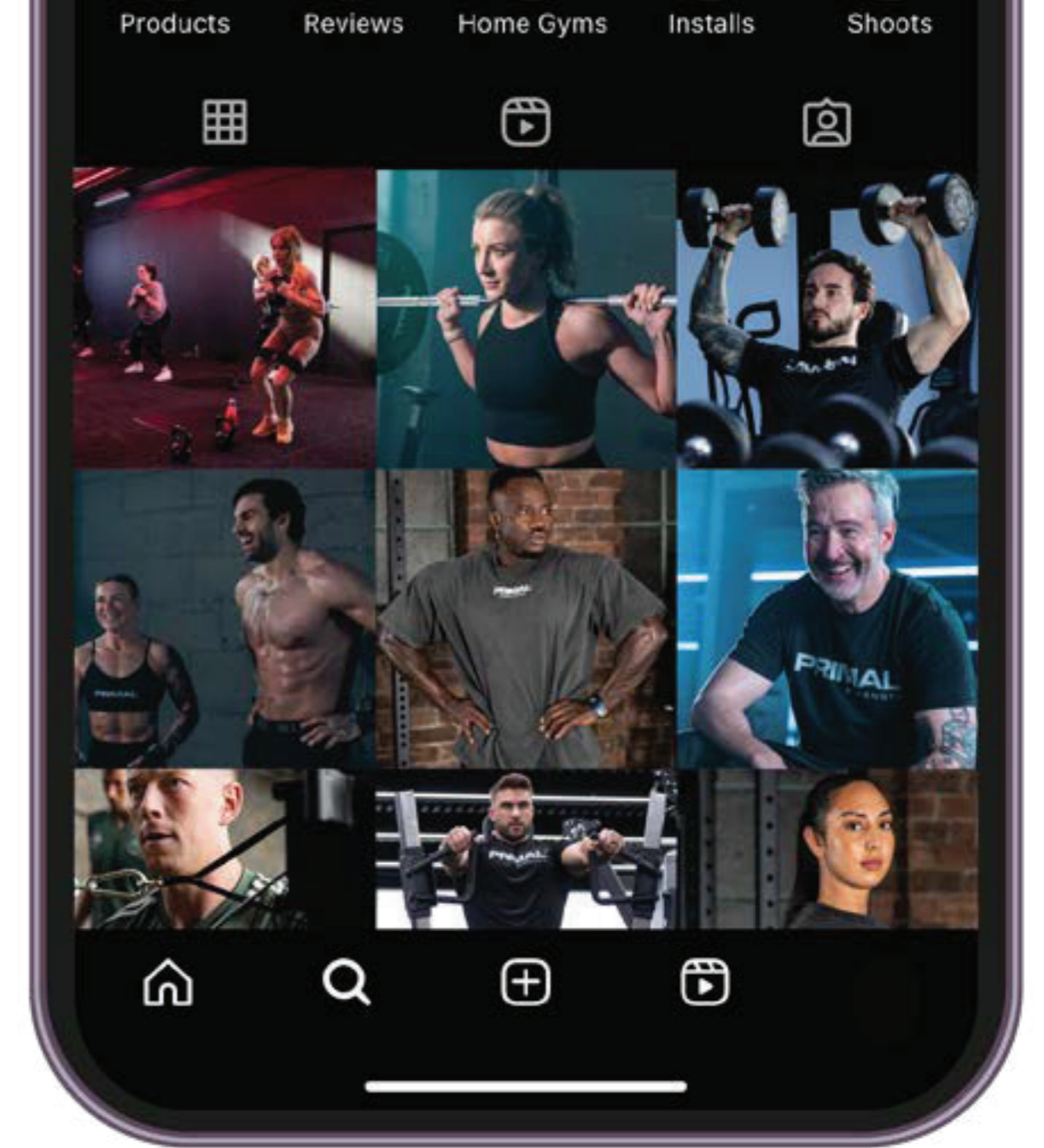
**PRIMAL[®]
REACH**

AN ASPIRATIONAL STRENGTH BRAND IN A SOCIAL WORLD

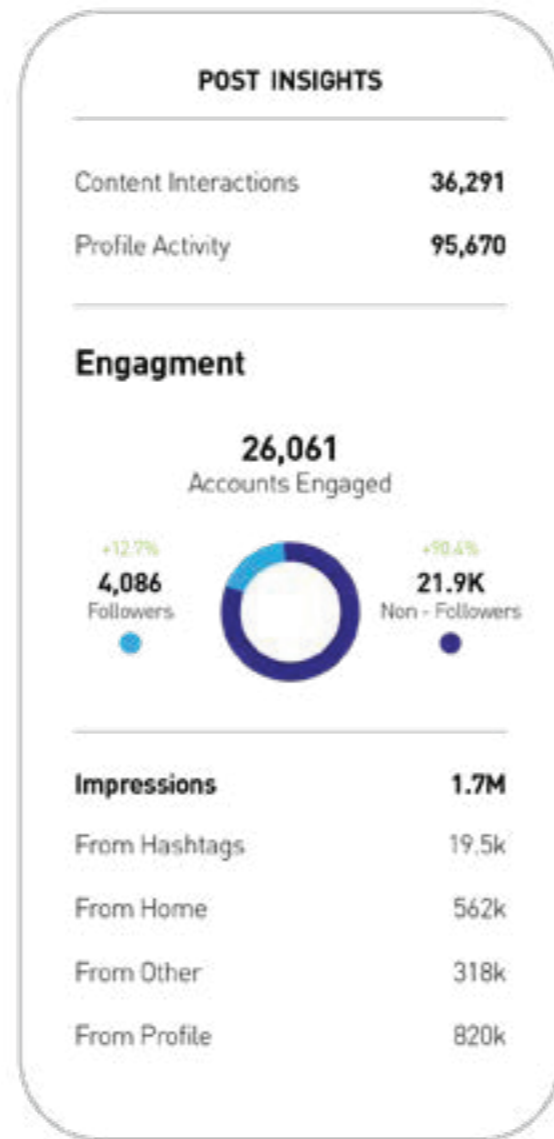
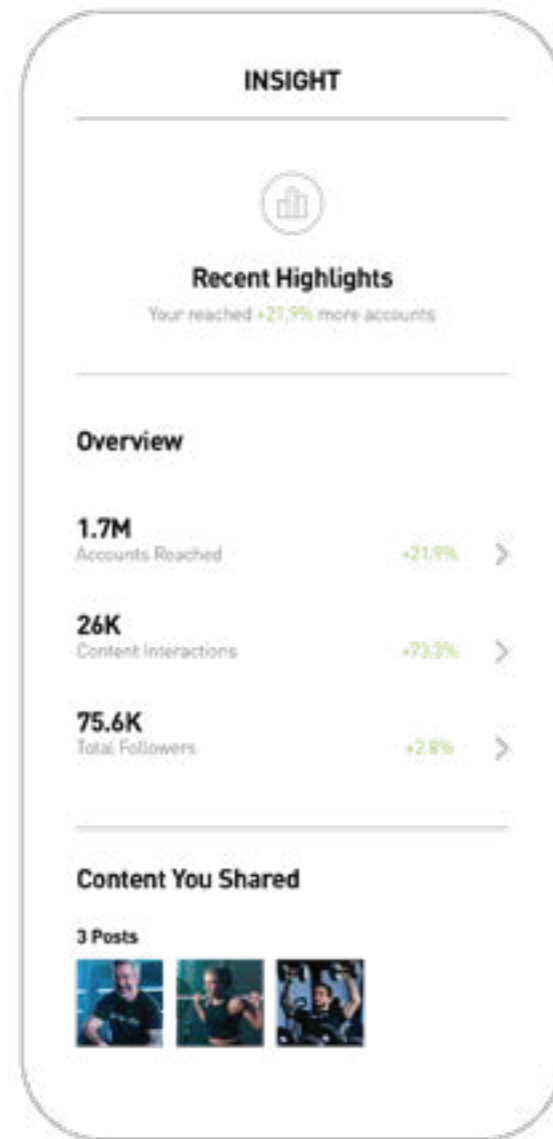


COMBINED REACH 10M+

COMBINED FOLLOWING 100K+

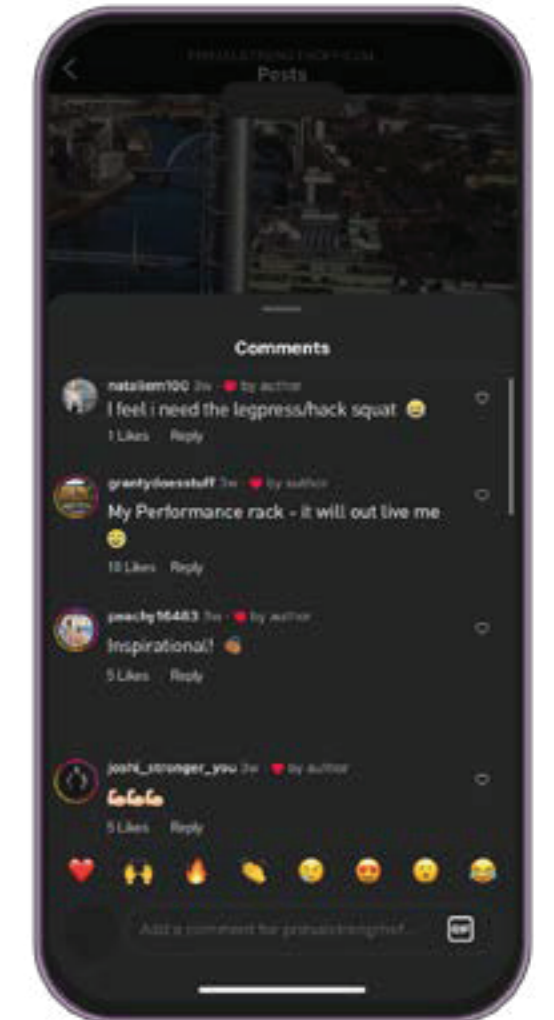
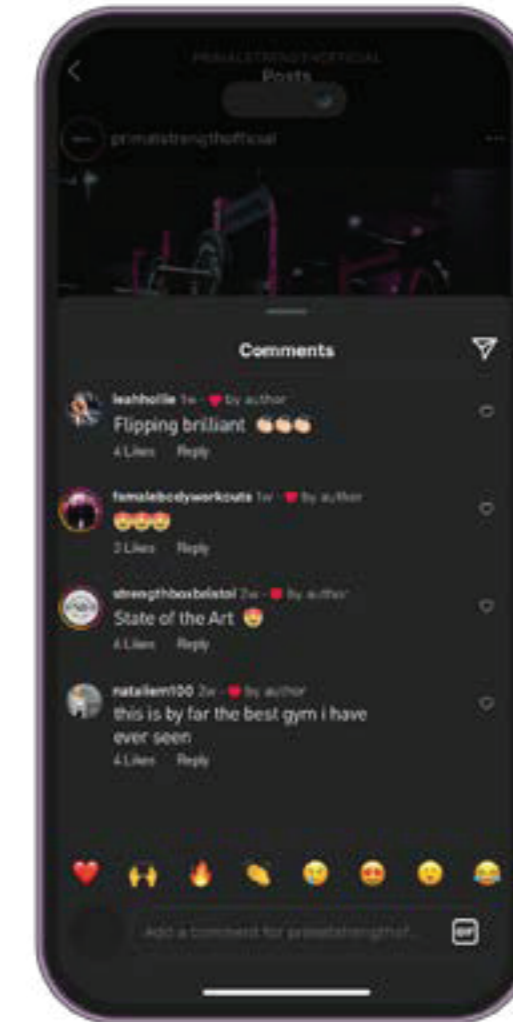


STRENGTH IN SOCIAL - INSTAGRAM REACH



A STRONG STRENGTH COMMUNITY

PRIMAL® inspires hundreds of posts from user generated content and thousands of positive comments. As a brand we seek a deeper connection with our followers - to connect with their identity and become a source of pride on their own social profiles.





04

**PRIMAL®
PERFORMANCE
SERIES**

NEXT LEVEL EQUIPMENT FOR REVOLUTIONARY GYMS



PRIMAL® Performance Series offers the ultimate in precision crafted commercial equipment. Biomechanically engineered and overbuilt to withstand the rigours of any gym environment.

Leading the way on innovation and design, this series sets a new industry benchmark.

BUILT TO LAST

At PRIMAL® we are committed to providing quality and durability. With over-engineered products, extended warranty, and the highest quality materials used, our equipment is second to none.

These machines are not the standard on the market - they raise the standard.

Forged for strength. Built to last.





PERFORMANCE SERIES PLATE- LOADED MACHINES

PRIMAL® have launched a new Performance Series plate-loaded range. These machines are bespoke designed in conjunction with Mr. Olympia Men's Physique 2023, Ryan Terry, and leading biomechanics expert Gavin Laird.

The series is completely unique to PRIMAL®.

Drawing from the best of old-school bodybuilding gyms, whilst using extensive industry knowledge to cater for all gym users and fitness trends, PRIMAL® have brought plate-loaded equipment into the future.

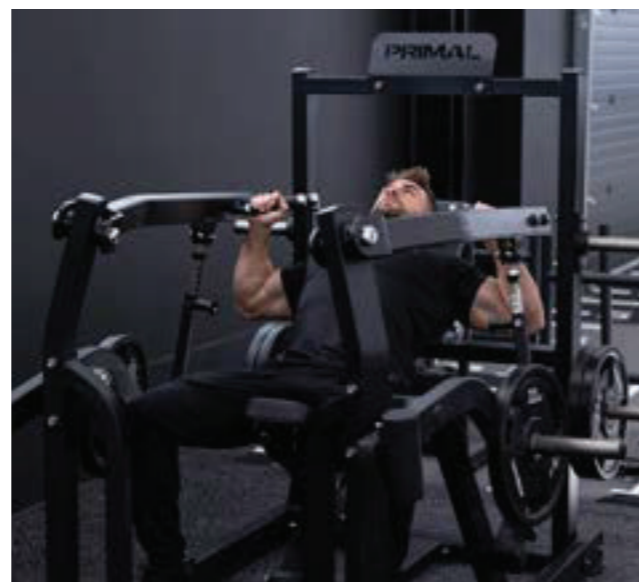
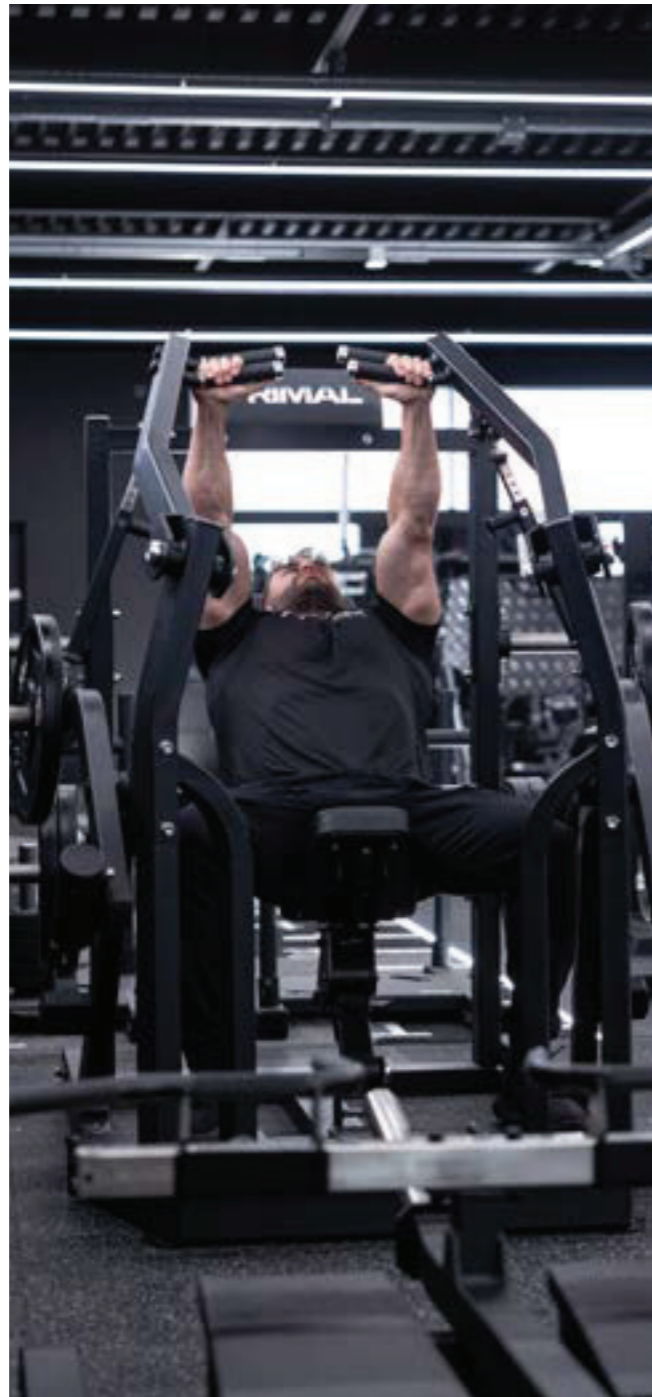
This range looks to lead the way in the industry, not only in functionality, but warranty, aesthetics, and durability.

Made to withstand any commercial gym, built for all body types and sizes; the focus is on quality and detail.

INCLINE ADJUSTABLE CHEST PRESS

Unmatched isolation

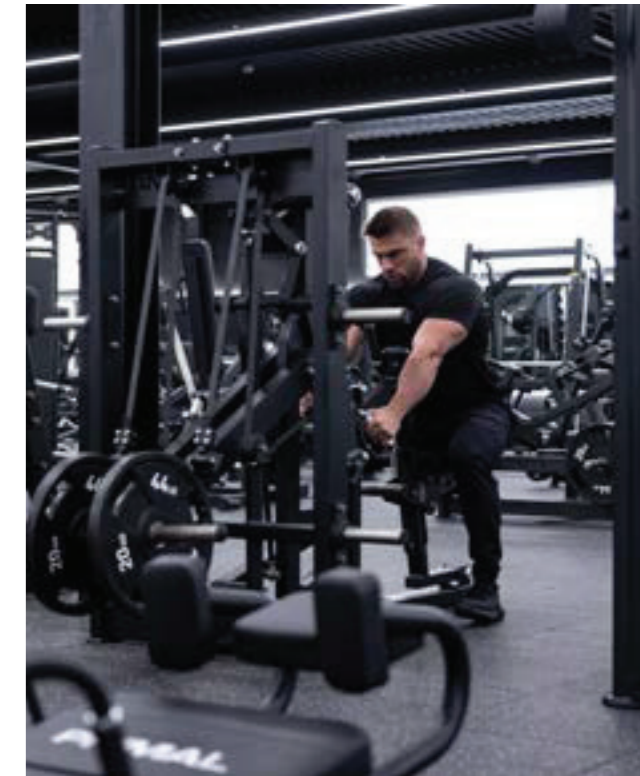
- Adjustable range of motion for targeted development of the upper chest
- Multi-angle adjustable back pad
- Counter-balanced lever arms



SWIVEL HANDLE ROW

Maximizing full movement

- Belt drive lever loading creates maximum load in the 'stretch' position, matching the natural strength curve of the lats
- Free-floating rotating handles make any grip possible
- Dual loading levers allow unilateral or bilateral exercise



PIN-SELECT MACHINES

Our pin-select machines are built with the same level of quality and innovation as the plate-loaded range, with versatility for the user at the heart. PRIMAL® cater for all levels of fitness and fitness knowledge, and empower gym owners to expand their member appeal in turn.

Our pin-select range uses a variety of cables and kevlar belts to deliver exceptional smoothness, with weight stacks to 150kg. The range is completed with urethane pads and laser cut shrouds, producing the pinnacle of selectorized machines.

Incredibly instinctive for the user and generating an uncompromised experience.



VIKING PRESS & CALF RAISE

Elevated versatility

- Dual function viking press and standing calf raise
- 125kg stack with 5kg increments with additional olympic bullhorns
- Adjustable height and multiple handle choices



4/5/8 STATION MULTI-STACK

All-in-one fitness solution

- Dual cable for unilateral or fixed cable training
- Adjustable angle foot and bench low row
- 1:1 ratio on lat pulldown



BENCHES

Elevate your gym space with PRIMAL's class leading weight benches, designed for those seeking exceptional equipment.



PERFORMANCE SERIES ADJUSTABLE BENCH

Exceptional stability

- 10 adjustable angles on hardened steel brackets incorporating laser cut numbering for angle identification
- 500kg weight capacity
- Overbuilt frame and hardened steel supports with hard wearing powder-coat finish for long lasting durability



PERFORMANCE SERIES HIIT

The HIIT Studio Bench

- Functional bench with unique storage for up to 5 pairs of dumbbells
- Adjustable from flat to incline
- Lower bench height catering to a wider range of user





RACKS

Discover the versatility and limitless possibilities of PRIMAL's Performance racks and rigs. Our premium modular range includes integrated cable systems, storage, and a vast array of accessory options to create an unparalleled bespoke solution for your facility.

STAINLESS STEEL MODULAR RACK

Built for more

The epitome of quality and customisation - this rack's unique design allows for any configuration of power rack or rig, from a single wall-mounted unit to a full 10-bay free-standing rig.

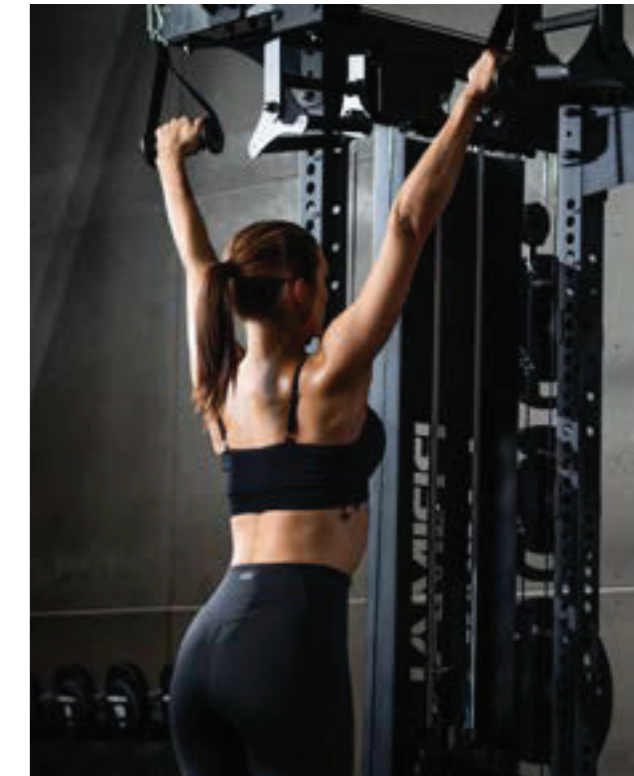
Includes integrated swivel chin up handles and weight stacks fully integrated into the racks and rigs with dual-mounted cable points, one with a unique 360-degree spin.

The stainless steel rack offers 1:1 and 2:1 pulley solutions, stainless steel uprights and back plates, custom branding plates, UHMWPE sandwich J-hooks and monolifts, PVC coated shelves for storage and 10mm steel support plates.



PRIMAL PERFORMANCE SERIES MODULAR HALF RACK

Extensively tested and overbuilt to stand up to the toughest of training environments, the Performance Series Half Rack has laser cut 75mm box section tubes that are fixed to 10mm thick steel plate sections using the latest welding technology. It has a total of 6 base plates including full length front extensions giving unrivalled stability under load. Comes with a range of practical accessories including both monolift hooks and sandwich J-hooks, and front safety catchers as standard. However, this rack is compatible with a range of PRIMAL® accessories allowing you to build it into the multifunctional centrepiece of your training facility.



FREE WEIGHTS

Our Performance Series free weights raise the bar for high-use gym environments, guaranteeing longevity, style, and accuracy.





PERFORMANCE SERIES CPU BUMPERS

The world's best plates

The perfect illustration of PRIMAL's dedication to innovation and quality, the new Performance Series CPU bumpers are the ultimate calibrated bumper plates. Unsurpassed in durability, these plates are virtually unbreakable, with colors that will never fade.

Crafted from high tensile cast polyurethane, these plates are built for the toughest workouts in any gym environment.

PERFORMANCE SERIES OLYMPIC 8 NEEDLE STEEL HYBRID BAR

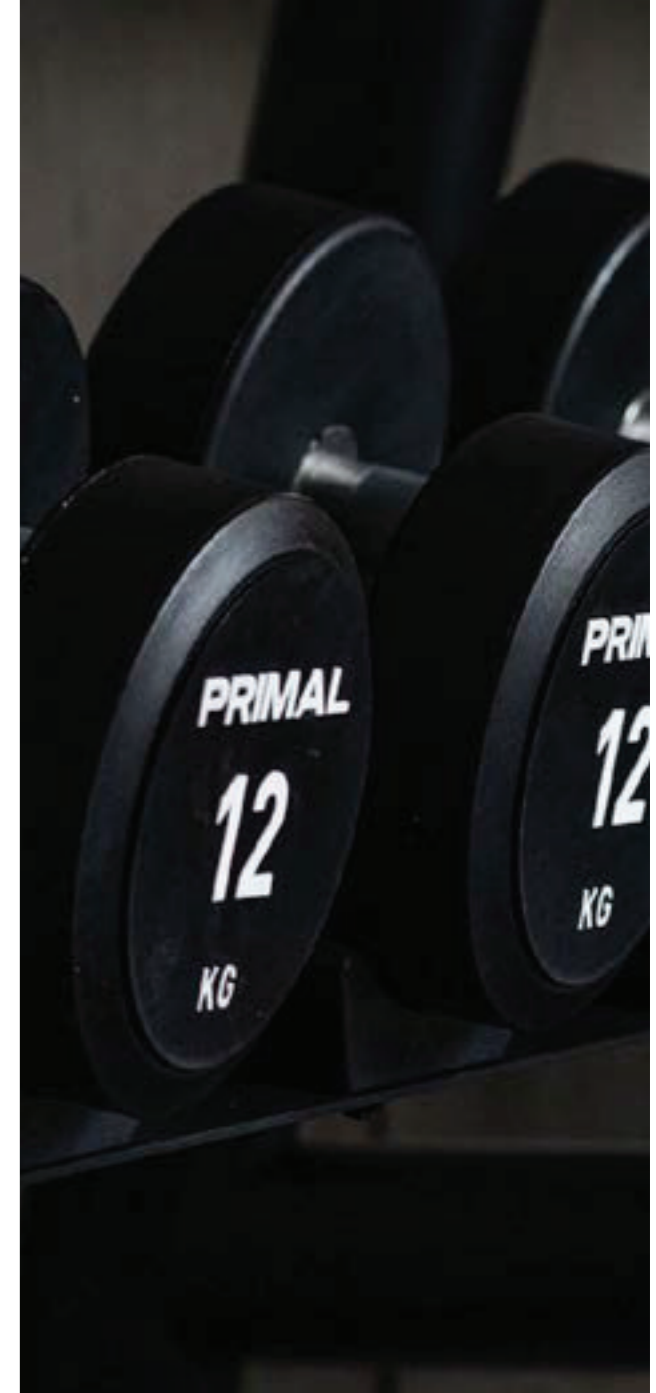
Olympic bars are the core training product for any gym or home. PRIMAL® olympic barbells are meticulously crafted to elevate performance and train at the highest level.

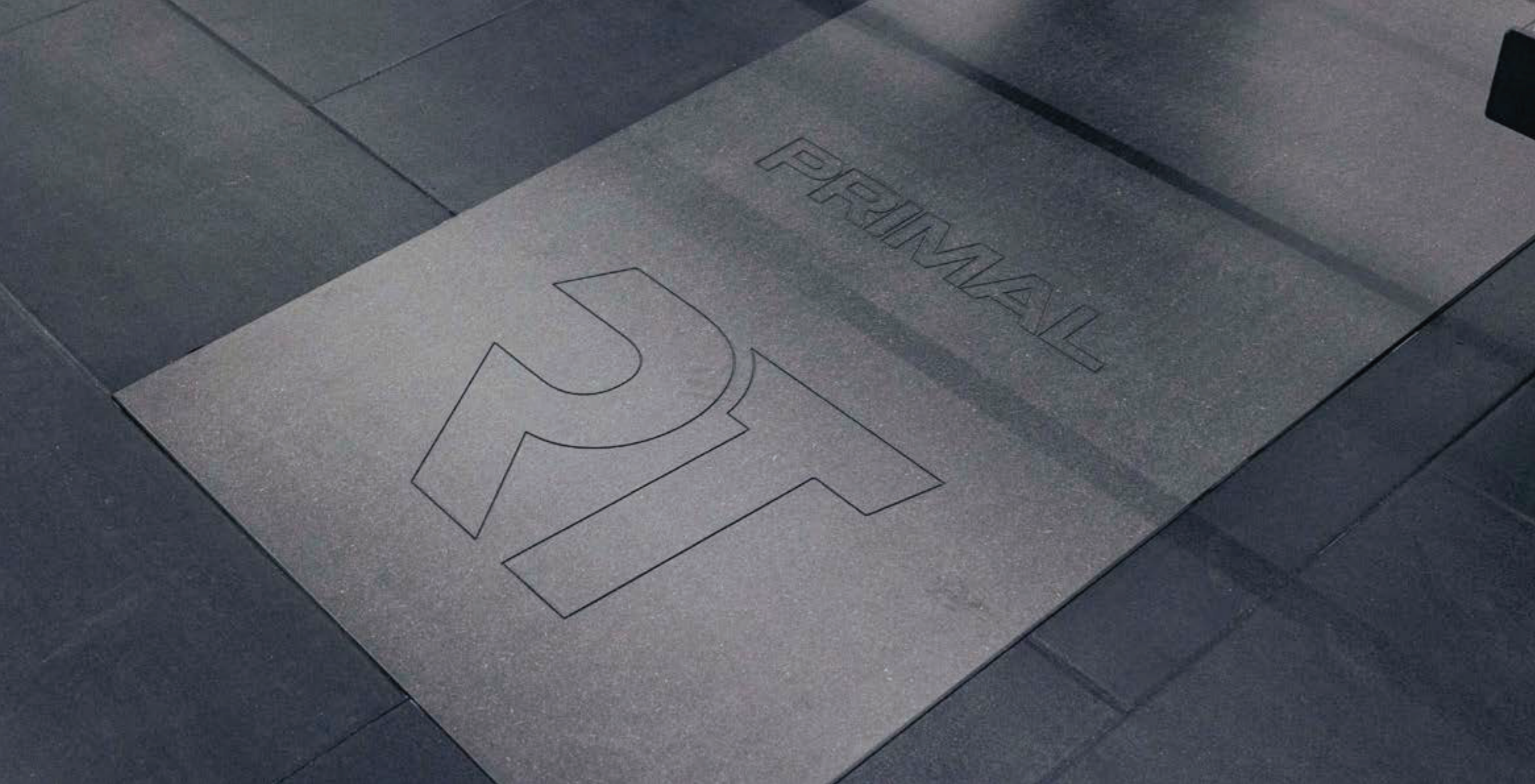
- 20kg steel bar with 8 needle bearings and brass centre bearing
- 190,000 PSI-tested steel/1000kg machine-tested
- Dual knurl markings at 1.2mm depth



PERFORMANCE SERIES URETHANE DUMBBELLS

An essential addition for any commercial gym, made from the highest quality premium cast polyurethane, with precision knurled hardened steel handles, and backed by a 60 month warranty.





FLOORING

A base fit for purpose

Flooring is the foundation for every facility. PRIMAL's Performance flooring solutions range from EPDM matting, custom turf tracks, and bespoke acoustic solutions.

The PRIMAL® EPDM Premium gym tile is made up of two layers; a high-impact 17/37mm SBR and a 3mm premium EPDM smooth top layer that will not separate or weaken regardless of what's dropped on it. The tiles are installed using counter-sunk connectors underneath the base of the tile to ensure there is no movement.

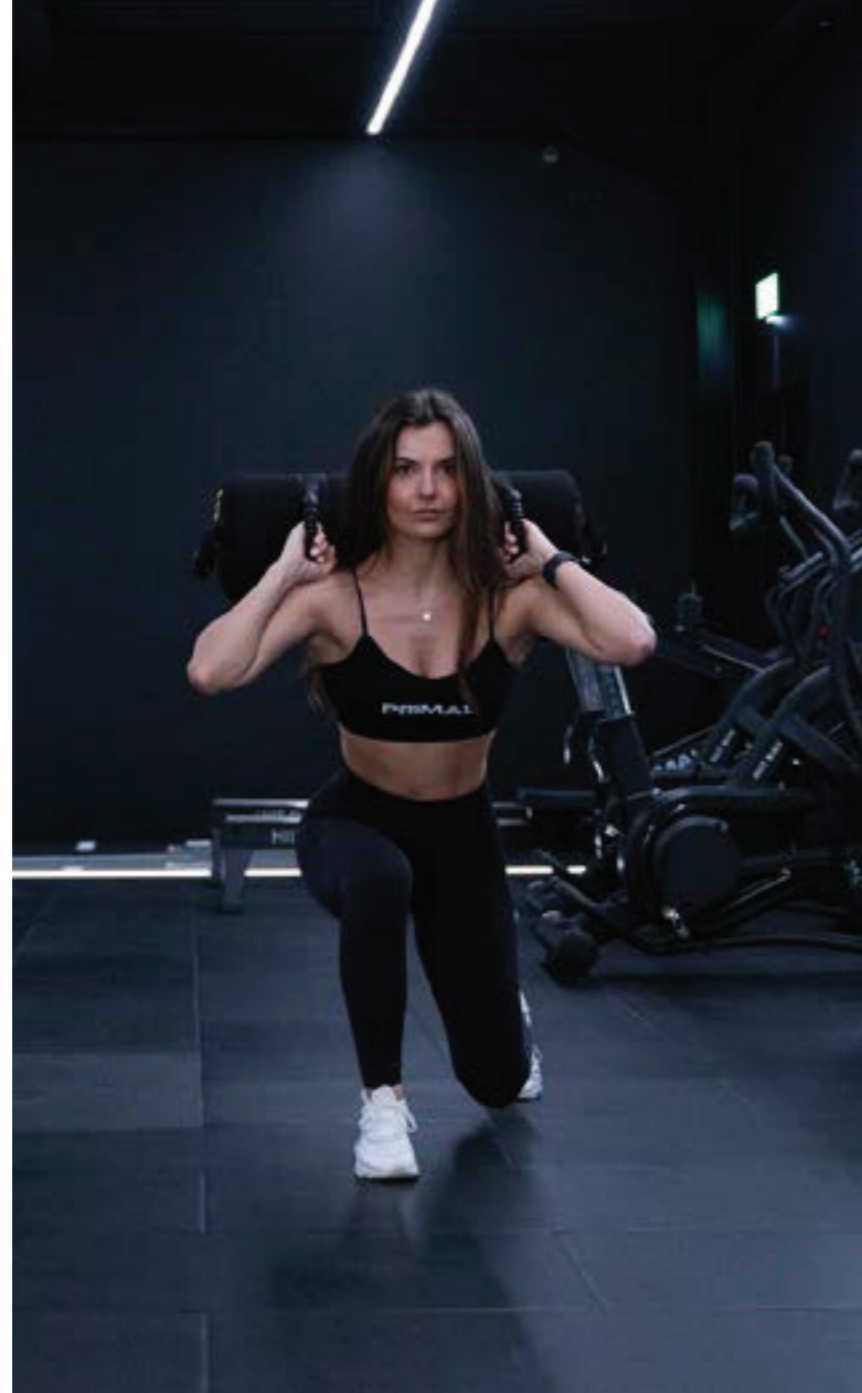
The result is a stunning gym floor finish.

PRIMAL ACCESSORIES

Performance essentials

PRIMAL® look after every detail when it comes to equipping every body to meet their full potential, and our range of accessories are no exception.



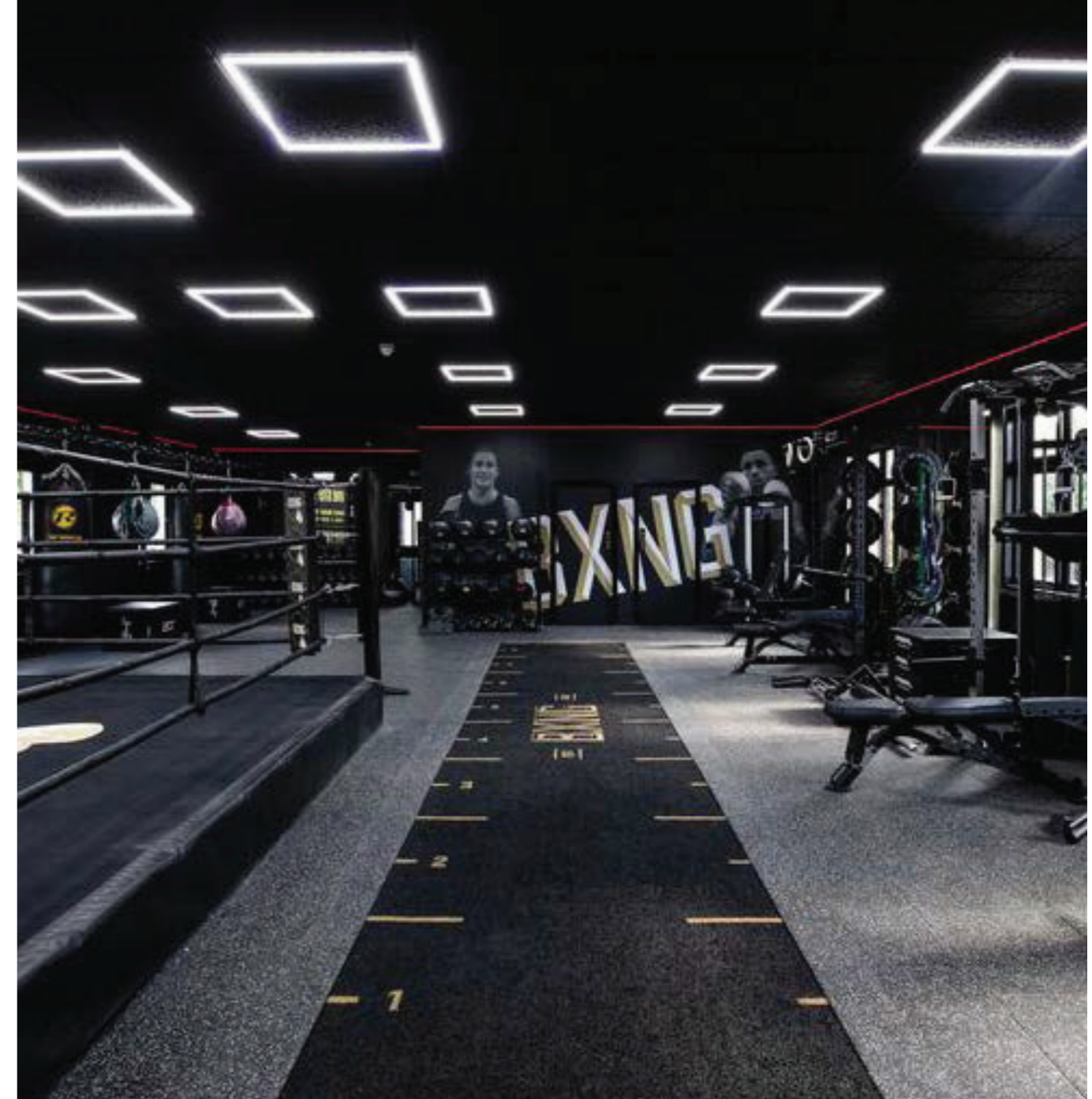


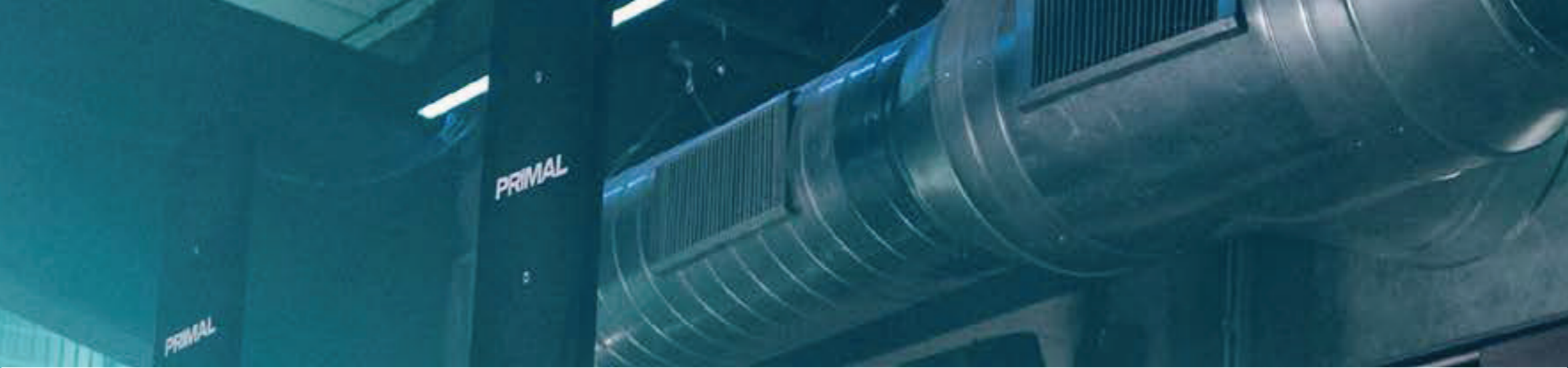
THE KEVLAR RANGE

In keeping with our signature strength of quality and durability, we use superior materials in our functional accessories. The use of Kevlar in our wall balls and sandbags offers longevity to every detail of your gym.

PRIMAL BESPOKE

Showcase your brand with our tailored, customizable equipment. This range includes custom steel and urethane dumbbells, multiple platform solutions, branded turf tracks, upholstery, and flooring.

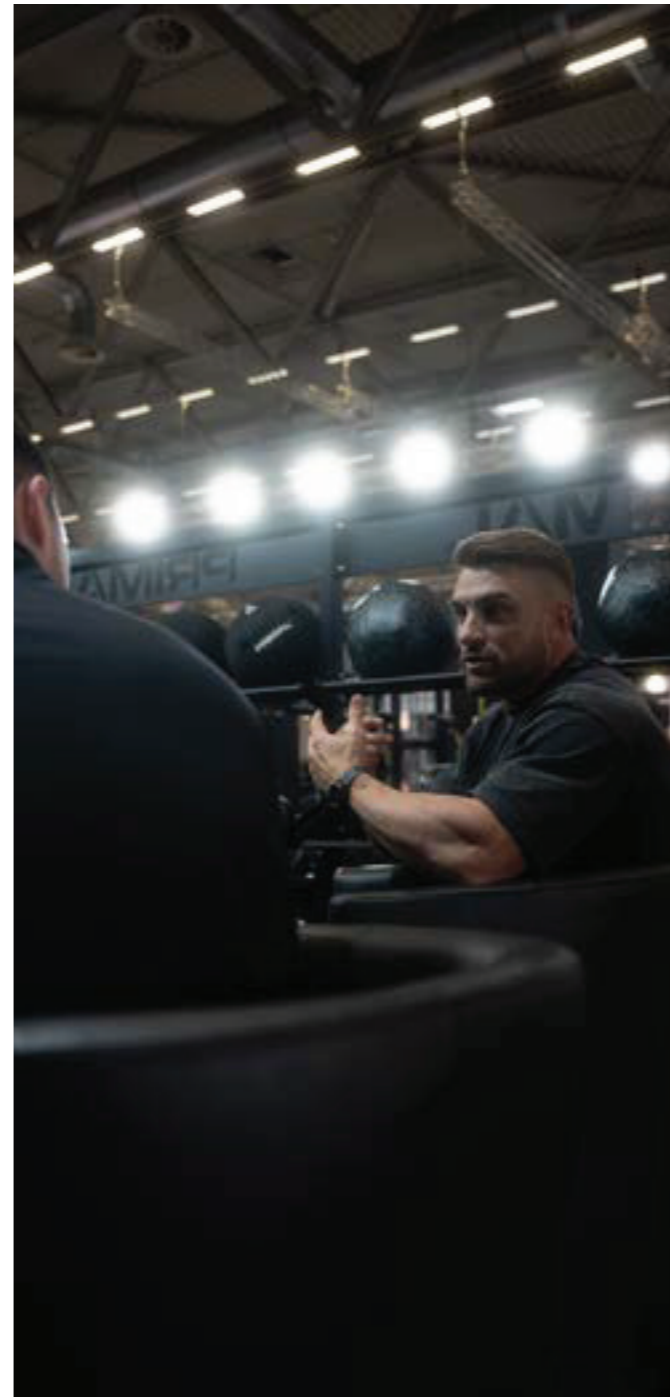




05

GYM PLANNING & DESIGN

PLANNING FOR SUCCESS



Our team of experts work tirelessly to create dream gyms, tailored to each owner's individual needs and preferences. We use our decades of industry experience, combined with specialist software, to create a 3D depiction of the ideal gym space.

From the initial consultation to the final installation, we're dedicated to providing exceptional customer service and attention to detail. Our team will take the time to gain an understanding of the vision, ensuring that every aspect is

carefully considered and incorporated into the design.

We believe that the journey with us is as important as the finished product.

When you choose PRIMAL® for your gym design and installation, you can be confident that you're getting the highest quality, and personalized service from a team of experts who are passionate about helping you realise your vision. Every project is unique and every detail matters.

THE PRIMAL PROCESS

Listen

One size doesn't fit all - that's why we begin with asking the right questions and truly understanding your vision. We're committed to working closely with gym owners to create bespoke facilities that exceed expectations of functionality, aesthetics, and quality.

Consult

Consultation is a crucial part of the design process, where we can help define your personal and commercial needs while balancing functionality and look. Our team of experts work closely with each customer to ensure that every bit of space is maximized, providing the best possible training experience.

Create

On to the creation phase. We never overfill a space, ensuring flexibility to adapt to member feedback and fitness trends. We present an initial concept, working together with the customer to refine and optimize. PRIMAL® offers adaptable and forward-thinking solutions that set a gym apart, and future-proofs the investment.

Deliver

At PRIMAL®, we offer full turnkey solutions for all types of gyms. From installation and beyond, we're here to guide through every step of the process. This could be advice on member structures, connecting with top tier suppliers, setting up an entrance system, or sourcing bespoke fixtures that add the finishing touch. We don't aim to deliver - we aim to over-deliver, every time.





06

**PRIMAL[®]
ADDED
VALUE**

PRIMAL ESG

As PRIMAL® continues on its growth journey, we understand the added responsibility that comes with being a leader in our industry. We have partnered with a leading energy and sustainability advisor to further strengthen our ESG action plan.

Our key focusses to set the example are:

- Impact on the environment
- Fairness in the workplace
- Contribution to the community



PRIMAL IN THE COMMUNITY



PRIMAL® are dedicated to utilizing strength and our strength as a business to better everyone's lives. This includes contributing positively to our immediate community.

Since 2016 we have:

- Partnered with Celtic Football Club Youth Academy and Ladies team
- Launched a limited edition half rack and donated to Breast Cancer Scotland
- Supported and donated kit to Paralympians and athletes with disabilities
- Funded pro-level Hyrox athletes to compete internationally
- Supported youth sports teams in the wider Glasgow community
- Staff-led charitable fund-raising

Further to this, PRIMAL's senior team are happy to support educational institutions looking for speakers to deliver talks/seminars for young people embarking on a career in the fitness industry. In the past we have delivered industry insight talks/seminars for graduating students on sports and physical activity courses.

PRIMAL AT WORK

PRIMAL® are dedicated to being an excellent place to work. We build the strongest team and continue the work to keep them strong.

This starts with the basics of fair working policies, right the way through to real-life benefits.

Within the business, we are passionate about training, and this extends to career development and the training of staff.

We recognise that gaining the skills and experience necessary to secure full time employment can be a challenge for young people and those who are out-of-work. For this reason, we are open to offering internships and work experience placements to help provide young people in our community these rare opportunities.



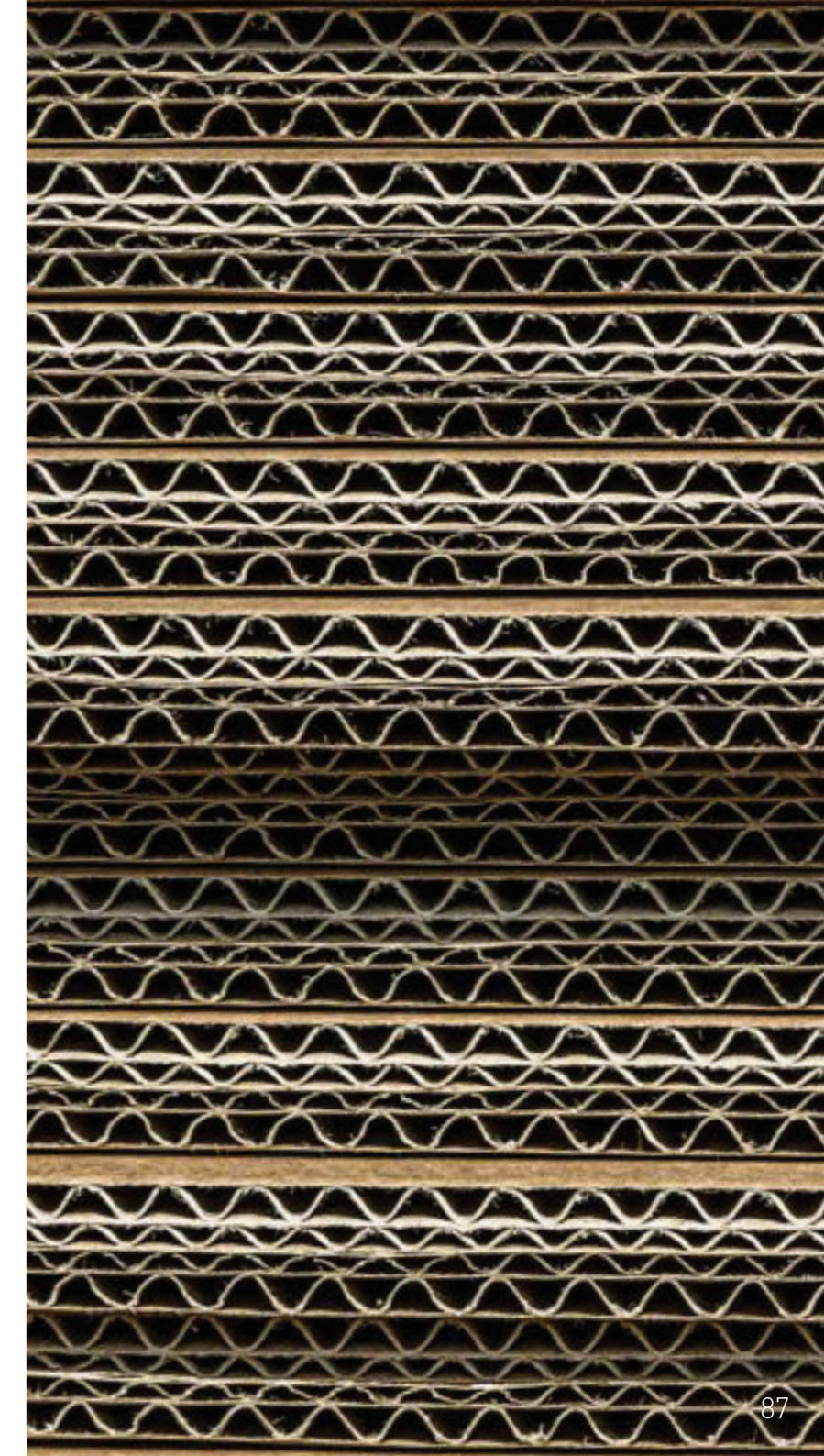
We create a productive, happy, inclusive and fair workplace to deliver the business objectives. Our team are critical in everything we do, therefore we proudly take every step feasible to ensure staff are content in the workplace and feel supported to succeed in their role. Some of the ways we action this include:

- On-site gym
- Workplace pension and living wage
- No zero hour contracts
- Structured CPD and development plans
- 13th pay cheque bonus scheme
- Employee recognition scheme
- Enhanced holiday leave
- Staff events and team building days
- Hybrid and flexible working
- Senior staff open door policy

PRIMAL IN THE ENVIRONMENT

PRIMAL® understand the impact of business on our environment, and are striving for continual improvement and compliance. Here are just some of the ways we take climate action:

- Adhere to all environmental legislation requirements at all PRIMAL® sites.
- Continually monitor and improve the environmental performance of the organisation.
- Take every opportunity to divert waste from landfill and recycle.
- Increase environmental awareness amongst employees to worked to shared environmental business goals.
- Encourage environmental responsibility amongst our suppliers, and staff.
- Are rolling out a low-carbon travel plan and deploy virtual meetings to reduce the requirement for unnecessary journeys.
- Monitor, review and factor environmental practices into supply chain decision making.
- Use recycled or environmentally friendly packing materials in our operations where possible.
- Ensure staff reduce unnecessary paper usage – where appropriate including double-sided printing, and photo-reduction





OUR VALUES

THE RULES WE LIFT BY

WE RAISE THE BAR

Over-deliver on product quality, innovation, customer service, honesty, integrity and transparency. Set the benchmark for UK-designed equipment and gym design and inspire consistency in everyone we affect, from gym first-timers to full-timers, to owners.

WE KEEP PUSHING

We never settle. Our intensity never wavers. When one job's done, we recover, grow, and go again. This is about progression, not perfection. Progression comes through hard work, dedication, willpower and consistency.

WE SPOT EACH OTHER

Always be supportive, encouraging and nurturing of both customers and colleagues. Lift, empower and inspire others through your actions, leadership and by example. We share our successes, learn from our failures, progress and grow together.



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