



# EXECUTIVE OVERVIEW

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## Overview

**IMPULSE STUDIO SDN BHD** (the “Company”) intends to raise up to RM 3-5 million to expand its business, invest in new machines & develop an online healthcare app & marketplace.

After years of exploring & experimenting, experiencing major successes and minor failures, we believe that we are ready to take our Company to next level.

We intend to revolutionize the industry by our expertise, unique business model and global connections.

We would like to invite strategic investors and partners to join us in this exciting and rewarding venture.



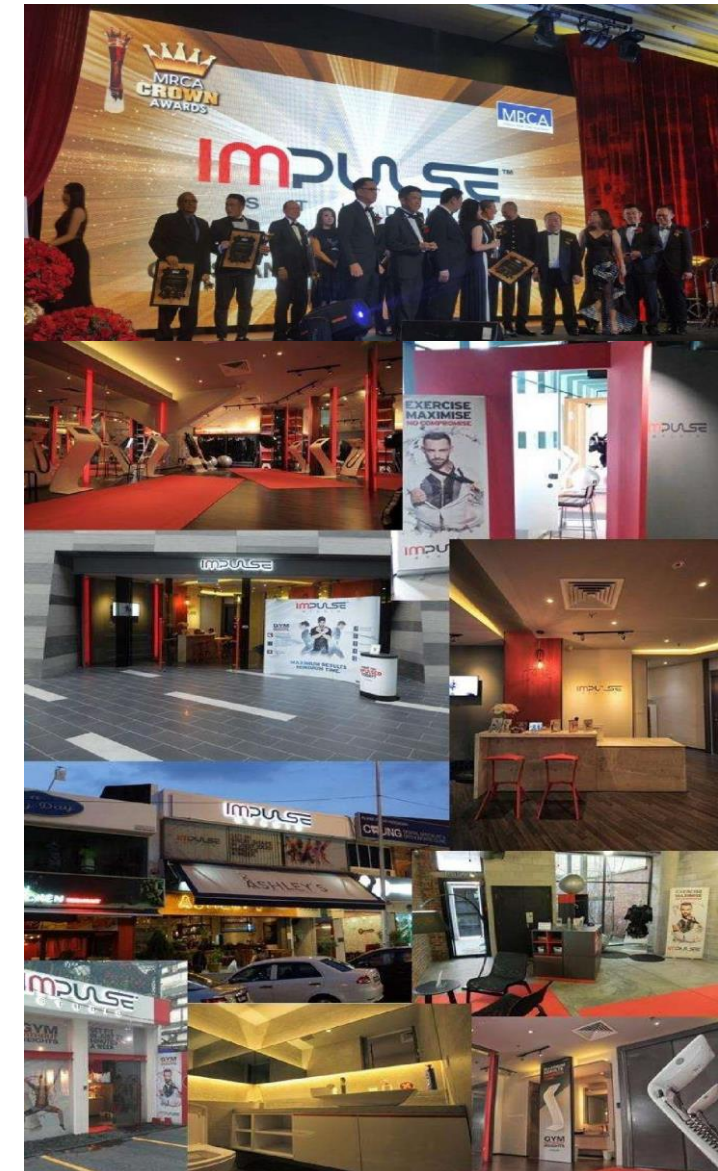
## The Impulse Story

**IMPULSE STUDIO SDN BHD** is founded by Ms. Jinie Kamal in 2013. Within a year, Impulse Studio has won numerous awards and recognition, revolutionizing the fitness industry in Malaysia.

Impulse Studio was awarded "best EMS Studio worldwide" in 2014, won the "Teraju Superbiz" award and was awarded as "Outstanding Rising Star" by Malaysian Retail Chain Association with the most potential for national and international growth in 2016.

Currently, Impulse Studio operates at Bangsar and KL Sentral. Pre-covid, Impulse Studio owned 7 EMS Studios (5 in Malaysia and 2 in Shanghai).

Impulse Studio's aim is it to build up a market leading EMS Fitness brand in Malaysia and Southeast Asia to be an attractive lifestyle brand. The demand for EMS training will continue to grow rapidly worldwide in the next upcoming years. For example, there are approx. 3,000 EMS Micro Studios in Germany with over 300,000 members/clients.



## Management Team



Jinie Kamal, Director, after graduated from the U.S, Jinie has worked in various industries including customer services, market research, unit trusts and insurance. She has more than fifteen year experiences in sales marketing and product development when she joined Appco in 2012 (AP PCO Group is one of the largest direct face-to-face marketing globally). Jinie was responsible to conduct research, source and negotiate new business opportunities for the Appco Group Malaysia.

Looking for a new challenge, Jinie established Impulse Studio Sdn Bhd to bring and introduce EMS Micro Studio in Malaysia and SEA.

Fascinating with the growth of EMS Micro Studios in Europe, she sees the opportunity to invest in the sports and lifestyle industry. She completed her ACE personal training certificate.



Dirk Schmellenkamp, Director, Dirk graduated from University of Pforzheim (Germany) and Copenhagen Business School (Denmark).

Dirk has worked as a manager for German and Australian financial institutions and infrastructure companies for the last 12 years. He structured the largest infrastructure fund in Germany and was involved in several leasing and infrastructure projects worldwide.

Dirk brings market research experience from the world leading EMS market in Germany.







## What is Electric Muscle Stimulation (“EMS”)?

Electrical Muscle Stimulation (EMS) training is a type of training that uses a wearable device that attaches to the body, stimulating your muscles through tiny electrodes that accelerate your workout and enhance your body-toning results.



### Impulse Studio: Proven Success Formula for Health and Fitness Full-Body Workout with Electric Muscle Stimulation (EMS)

#### THE FASTEST GROWING EMS STUDIO CHAIN IN ASIA

- 
**Save Time** - Just 20 minutes with training; 90% of the muscles are trained simultaneously
- 
**Build Muscles** - The electrodes are placed on each muscle group. The impulses work on outer and well as deeper inner muscles, which are not easily reached through conventional methods of exercises.
- 
**Relieve Back Problem** - Electrodes are built into the training suit along the spinal column, those rarely trained muscles get worked as well. So muscles get stronger which can lead to relief of back problems.
- 
**Optimal Body Fat** - Very effective for weight loss.
- 
**Relieve Joints** - The electric impulses work on the muscles directly, there is no pressure on the joints – as it’s often the case with weight workouts.
- 
**Balance Workout** - Electrodes can stimulate and develop all the muscle groups or just the selected ones if desired

## The Problems

### Customers

- Disconnection of people and exercise.
- **Every 1:5 ratio Malaysian is obese.**
- 50.1% adult is overweight.
- Common excuses:

 TIME

 AGING

 BODY LIMITATION

 COMPLICATED EXERCISE





 DISCIPLINE

 COMMITMENT

### Trainers / Fitness Instructors

- Cannot provide sustainable income.
- Hard to maintain recurring income.
- Customers dropout rate is high, 70% after the first three months,
- Hard to get result, therefore low commitment from clients.

### SOLUTION: IMPULSE TRAINING

-  Sustainable Income
-  Sharing Pool of Clients
-  Encourage Entrepreneurship
-  Gives Faster Results To Clients

## The Portable Machines – Impulse 2U

The key objectives of the fund raising is to invest in the Portable Machines, so that we can launch Impulse 2U.

Impulse 2U will revolutionize the fitness industry, where trainers can carry the portable machines to customers – doorsteps or office, etc.





## Target Customers



**Active individuals who is serious about fitness**

**Enjoy the high adrenaline pump in short period**

**Enjoy tech and innovation**

**Higher management/professionals/business owner who has less time in the gym but want to maintain their wellness**

**Afraid to get injury and the downtime recovery**

**Lives in suburb, gated community and high-end condos**

**35 to 65 years old (average 45-50)**



## Our Unique Selling Proposition



**On demand anytime, nearby (less than 1 km)  
Outdoor and indoor**



**20 minutes, 2x only maximum  
1 push up=5 normal push ups**



**Less discipline, and time commitment**



**Effective and efficient, 4in1 workout (strength, cardio,  
rehab & skin tightening )**



**Zero injury**



**Train in a group or individually**



**Affordable price per session RM70 each (for group of 4 people)  
monthly commitment (rm560/per month)**



# Global Gym Trend

# FITNESS MARKET 2021

## ESSENTIAL FACTS & STATS



**\$96.7bn**

Market size of global health club industry



**210,000**

Number of health & fitness clubs worldwide



**184,000,000**

Number of club members worldwide

Wearables have evolved from the wrist to a spectrum of devices using smart sensors to monitor and transmit fitness/health data.

Everyday items ranging from glasses to leggings embedded with IoT tech that transmit and record real-time biometric data such as pulse rate, temperature, muscle stretch, heart rhythm and form.

Digital fitness streaming takes home-workouts to the next level by bringing the fitness studio experience in-home with on-demand audio and visual workouts and quality guided programming.

huami fitbit GARMIN Apple HEXO SKIN SMIITH NIKE ATHOS UNDER ARMOUR SOLOS smart-glasses LUMO oobe Aaptiv FLY PIVOT DAILY RUN

Wearable Device market will reach over **\$150B** Annually by 2026

Smart Clothing global shipment expected at **19.9M** Units in 2022

Smart Clothing market size to exceed **\$4B** by 2024

Fitness App usage has grown by **330%** over the last three years (2014-2017)

Average boutique fitness membership **\$150** per month

Streaming services **\$10-30** per month

Avg of **30K** Aaptiv classes are taken each day

**Wearables**

**Connected Fitness**  
Helps consumers reach their fitness goals, collect actionable data, deliver personalized content in new vehicles, and build new communities

**On-Demand Streaming**

**Connected Home Solutions**

**Body Scanning**

The Global 3D Body Scanning market is expected to jump from **\$1.0B** in 2018 to **\$3.3B** in 2024, a **+22% CAGR**.

**At-Home Fitness Equipment Market** **\$14B**

**Fitness Social Networks**

Platform	Global Users
Endomondo	20M
Strava	43M
MyFitnessPal	80M

**Peleton** **\$700M** predicted revenue for the fiscal year ending in February 2020

**Mirror** **70+** new live classes weekly

SHAPE Styku NAKED BODY LABS SMIITH STRAVA FITWELL

Fitwall MIRROR

Digitized body scanners and scales provide a 360-degree snapshot of the body including measurement, composition, and muscle and fat gain/loss.

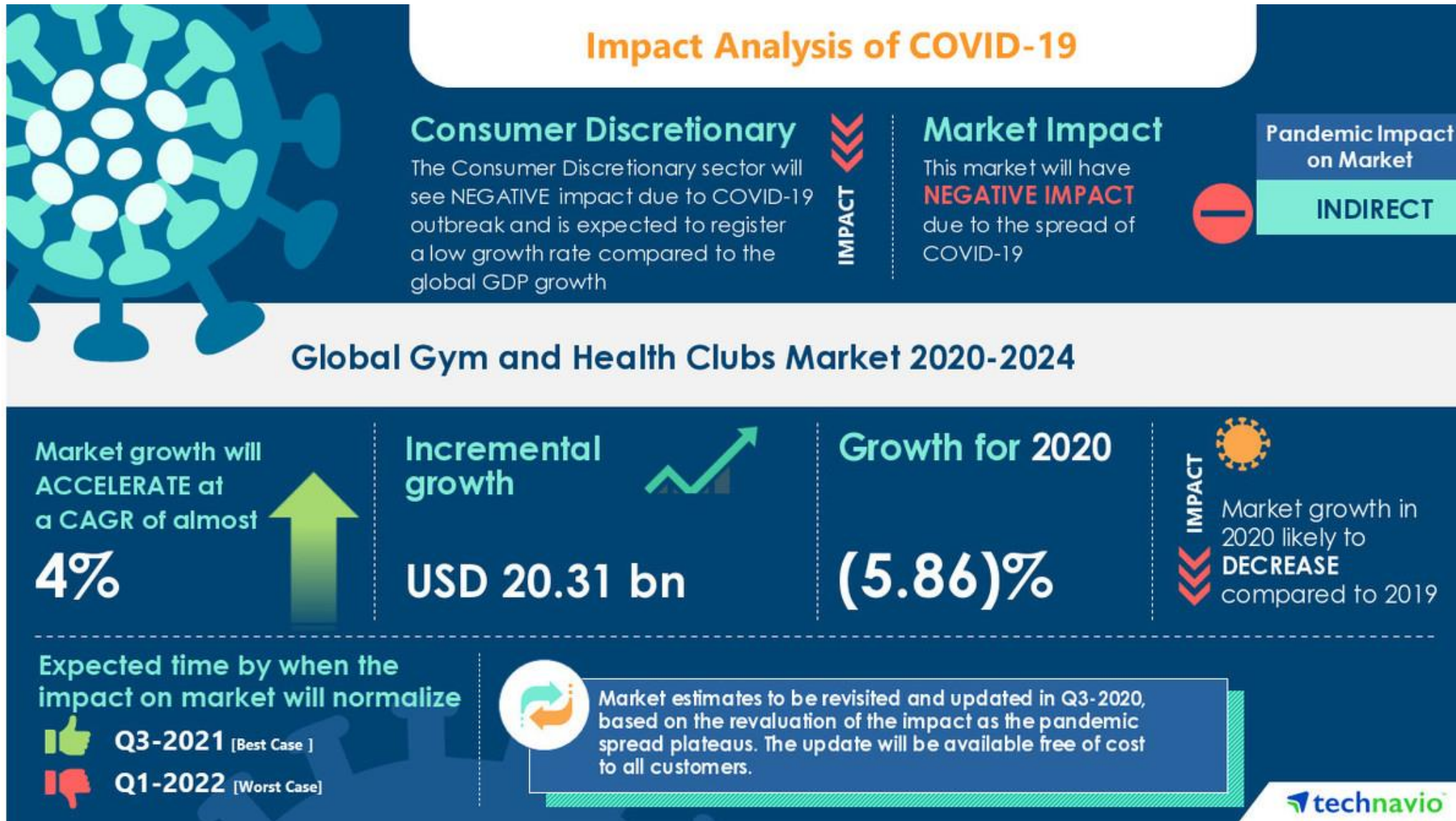
Fitness Apps have evolved into social platforms with multi-modality offerings, allowing consumers to track personal fitness data, work towards weight loss goals, seek group support, and take part in gamification to help motivate at all fitness levels.

Connected workout systems further augment the at-home experience by blending athletic-grade equipment & performance tools with streaming capabilities, interactive coaching and a sense of community.

FOR SOURCES AND TO LEARN MORE: [kaiserassociates.com/homepage/consumer-goods-retail](https://kaiserassociates.com/homepage/consumer-goods-retail)

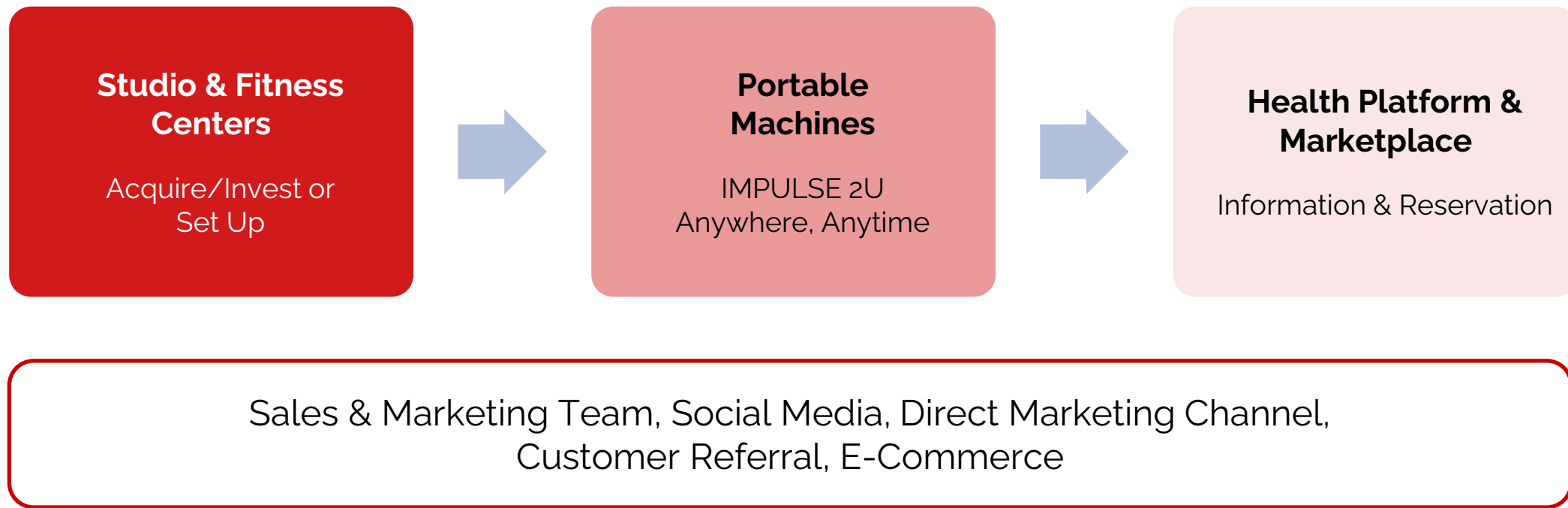
KAISER ASSOCIATES

# Global Gym & Health Clubs Markets



## Our Business Model

IMPULSE STUDIO's business model consists of 3 main strategic business units ("SBU"). Each SBU is a profit center, and integrating those 3 SBUs will create tremendous synergies and value for all stakeholders.



## SWOT Analysis

### STRENGTH

Experienced Board of Directors and management team.

Network & contacts of trainers, fitness instructors, healthcare professionals.

Strategic location & IMPULSE 2U

### WEAKNESSES

Internal generated fund limiting growth (self funded).

EMS is an alternative training program, requires more education and awareness.



### OPPORTUNITIES

Limited players in the market.

Innovative business model – Studio & IMPULSE 2U.

Independent trainers & fitness instructors are seeking opportunities & partnership.

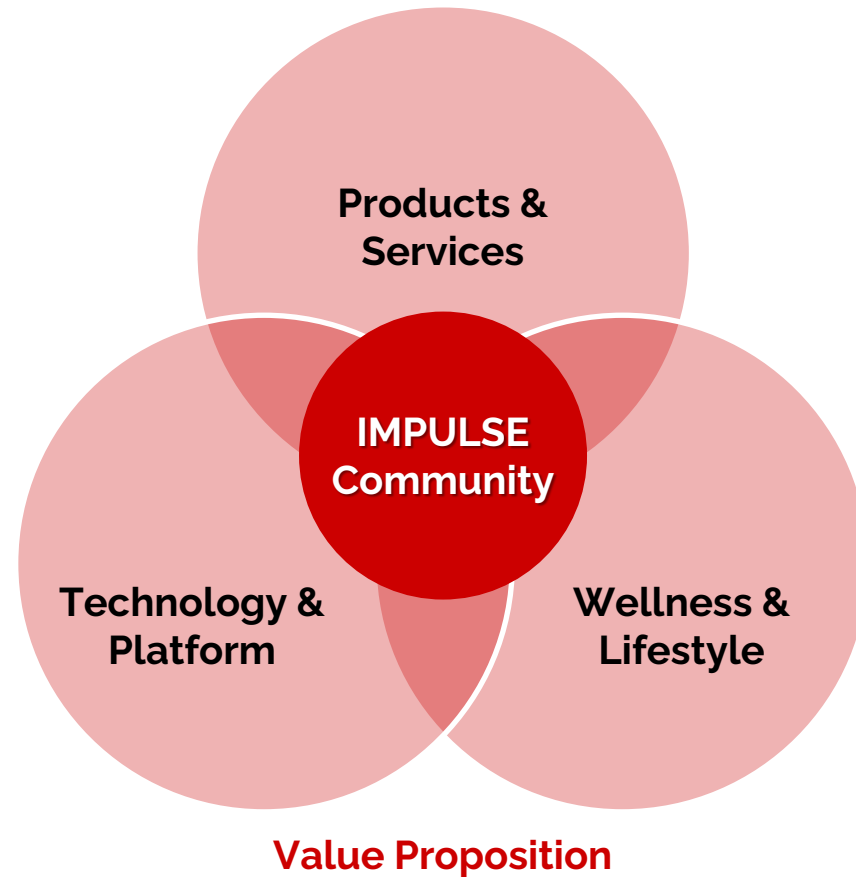
### THREATS

Price war from competitors.

Slow adoption rate of customers .

Market conditions impact on customers' budget.

## Growth Strategies



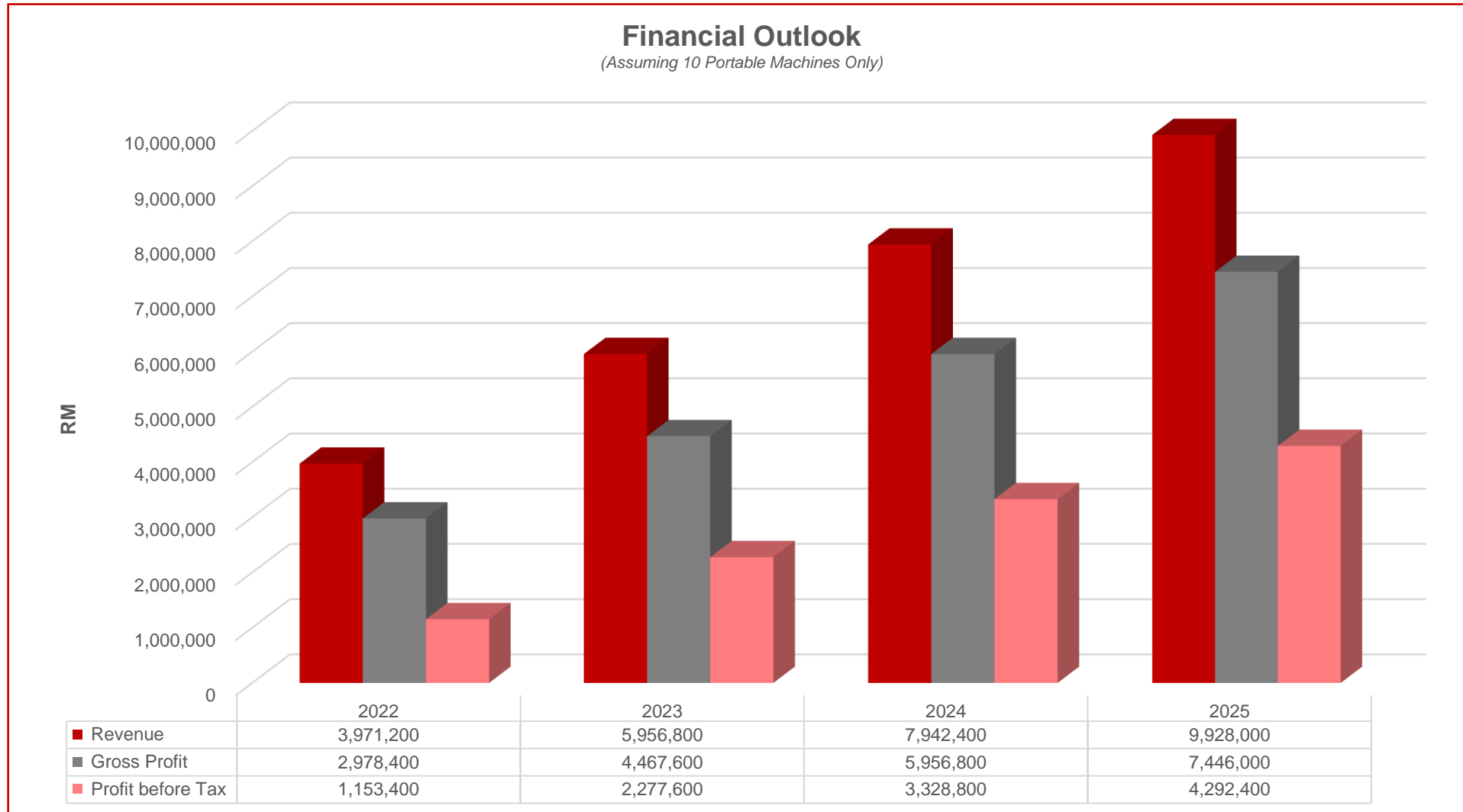
- Brand building & positioning.
- Enhancement of products & services offerings.
- Research & development of new products.
- Continuously improvement of our service offerings.
- Loyalty system & Customer retention.
- Digital initiatives & data analytics to create & drive sales.

# Gameplan

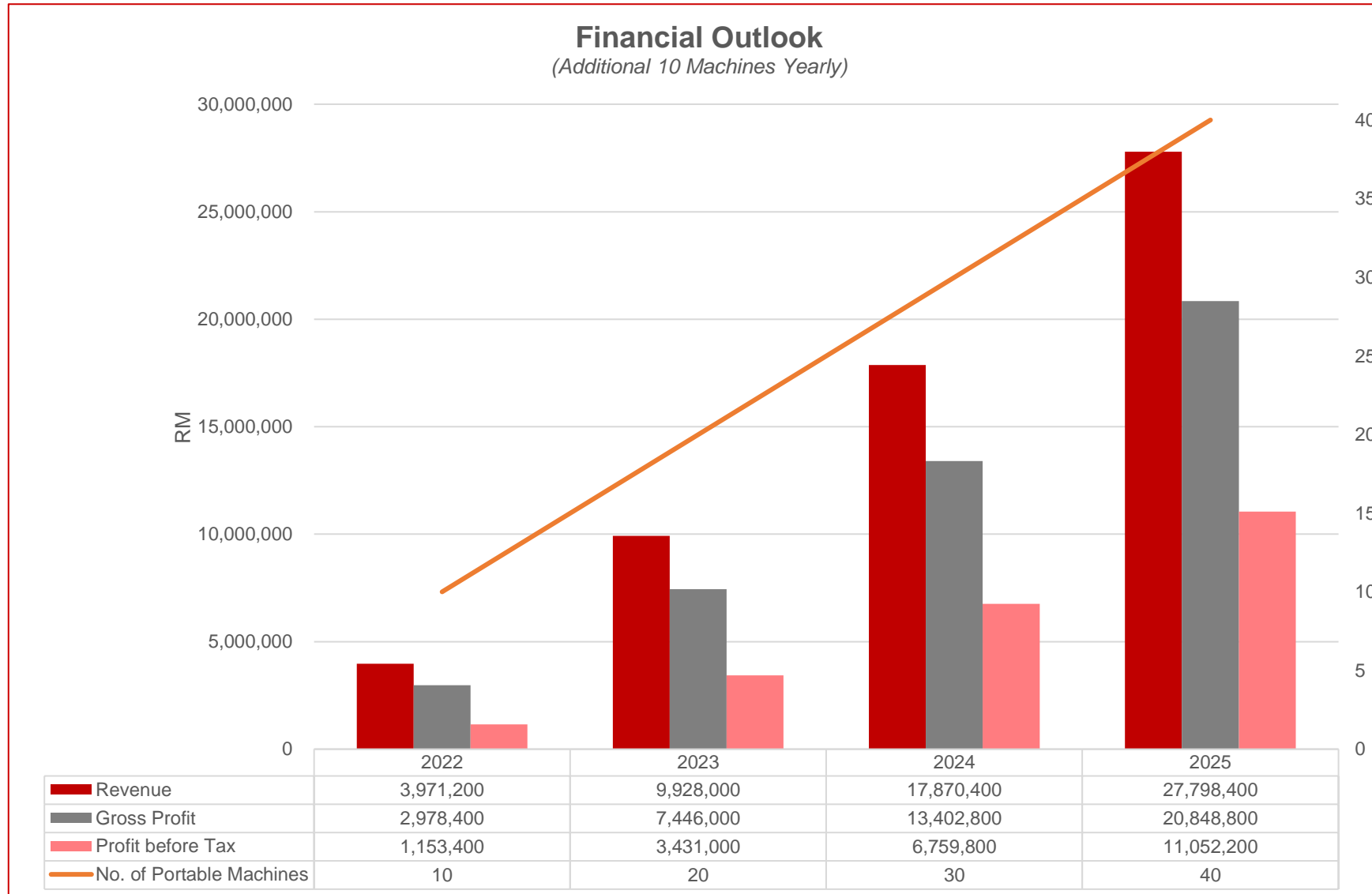
Stage 1 (2022)	Stage 2 (2023)	Stage 3 (2024)	Stage 4 (2025)
<ul style="list-style-type: none"> <li>Management team</li> <li>Launch <b>Impulse 2U</b></li> <li>Develop brand strategies</li> <li>Introduction of loyalty programs</li> <li>Technology &amp; infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Set up / Acquire new studios centers.</li> <li>Licensing &amp; Franchising</li> <li>Launching of health platform &amp; Marketplace</li> <li>R&amp;D Collaboration with Universities</li> </ul>	<ul style="list-style-type: none"> <li>Expansion &amp; footprints in Southeast Asia countries</li> <li>Acquisitions of strategic assets &amp; business.</li> </ul>	<ul style="list-style-type: none"> <li>Expansion into North Asia, Australia</li> <li>IPO Planning</li> </ul>
<p><b>1 – 3 Studios</b></p> <p><b>10 Portable Machines</b></p>	<p><b>3 – 5 Studios</b></p> <p><b>20 Portable Machines</b></p>	<p><b>5 – 10 Studios</b></p> <p><b>30 Portable Machines</b></p>	<p><b>10 – 20 Studios</b></p> <p><b>50 Portable Machines</b></p>



## Financial Outlook (Assuming 10 Machines Only)



## Financial Outlook (Assuming Additional 10 Machines Yearly)



## Exit Plan – IPO

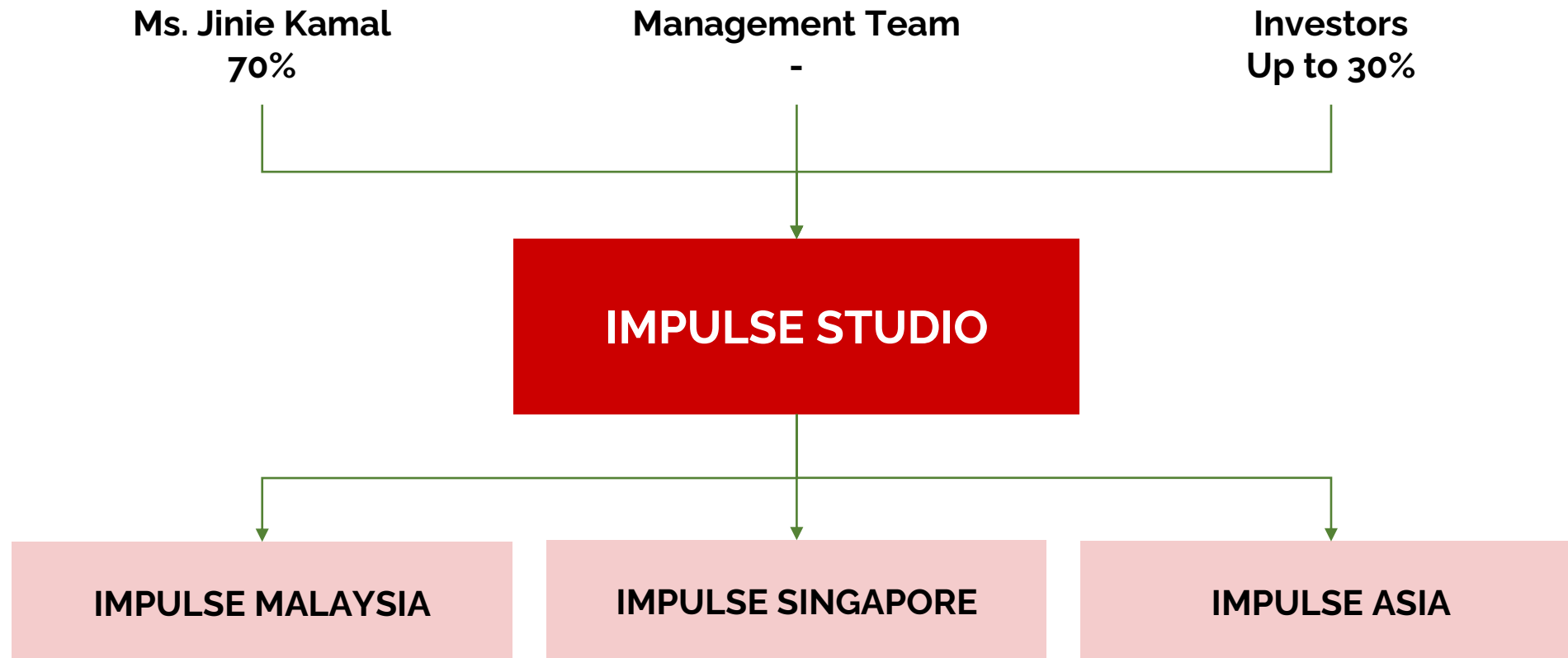
IMPULSE STUDIO intend to go public on Bursa Malaysia in 2025. The illustration below provides an estimated market capitalization of Impulse Group when the Company can meet its financial forecast for the next 4 years.

	Year 2025	
	<i>10 Machines</i>	<i>40 Machines</i>
Profit after Tax	3,433,920	8,841,760
IPO Price/Earnings Ratio	20	20
Est. Market Cap on IPO	68,678,400	176,835,200

## Term Sheet

<b>Issuer</b>	<b>IMPULSE STUDIO SDN BHD</b>
<b>Instrument</b>	Ordinary shares and/or Redeemable Convertible Preference Shares ("RCPS")
<b>Issue Size</b>	<b>RM 2.5 – 5 million</b>
<b>Valuation (Pre-Money)</b>	RM 10 million
<b>Ordinary Shares</b>	Up to RM 5 million
<b>RCPS</b>	
- <b>Minimum Subscription</b>	RM250,000
- <b>Commitment Period</b>	Up to 5 Years
- <b>Dividend Coupon</b>	10 % per annum.
- <b>Redemption</b>	Redemption of principal investment sum
- <b>Conversion</b>	Only applicable if there is an IPO exercise. Converting to publicly traded shares of the Company upon IPO. Additional equity kicker of 10% of principal investment sum upon conversion.

## Proforma Shareholding Structure





**ACCELERATE  
YOUR EFFORT  
TO FITNESS**



**IMPULSE**<sup>™</sup>  
STUDIO