



membr



FOR IMMEDIATE RELEASE

**FITNESS SOLUTION *MEMBR* SURPASSES £4M IN TOTAL FUNDING AFTER RECENT SERIES
“A” ROUND**

Manchester, UK (January, 2019)

[Membr](#), a cloud-based connected-fitness solution for gyms, announced today that they closed off a further round of equity funding at the end of 2018 that took the total raised in the calendar year to £1.46M, led by London-based private capital firm 24Haymarket. This funding will be used to assist further expansion into the Asian Pacific region following widespread success in Europe. In 2016, Membr secured a global contract to deploy its gym management software across the customer base of one of the world’s largest franchised groups of health and fitness clubs. Continuing to build on this rapid growth in the fitness sector, 2017 saw Membr enter into another global contract, this time to license its fitness app for resale through one of the world’s largest manufacturers of fitness equipment.

[Membr](#) was co-founded by Jack Malin and Dave Rushton after witnessing significant problems with retention in the health and fitness industry. Their cloud based product, Membr allows gyms to embrace new technology enhancing the management of their member base with core functionality such as billing, reporting, membership management and access control while also engaging with members on a fitness and retention level. Analysis of data gathered from gym owners has shown that the Membr solution decreases attrition rates and increases customer engagement. The complete cloud-based solution is available to individual and group gym owners, but also individuals for personal use. Currently Membr monitors the gym usage of 2.3 million members, a user base that has doubled year on year. [Membr’s](#) head office is in Manchester, UK, with satellite offices in West Palm Beach, USA and Tokyo, Japan.

Mark Ransford of 24Haymarket commented “We are excited to partner with Membr on their next stage of growth. Jack and his team have been successful in expanding the product’s reach internationally, into Europe and the growing Asian Pacific markets and our capital and experience will support them in growing their technology, product and distribution even faster”.

Jack Malin, CEO and co-founder added “We’re an innovative and progressive company within the club, fitness and health software market.” “We offer a best-of-breed health and fitness application that is fully aligned with the needs of gym management teams and our product works across 12 languages and with 4 payment billing systems. We are currently operating in 14 countries and have signed contracts to deploy our product and service across Japan, Indonesia, and China in early 2019. Membr enables a gym operator to easily complete operational tasks whilst engaging with their customers on a fitness level that drives engagement, adds value to the customer and ultimately increases retention.”

- ENDS -

Picture Caption:

1 – Membr Logo

2 – Haymarket Logo

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Notes for Editors:

About us

Membr’s innovative fitness platform connects the fitness industry with its members, motivating, educating and inspiring a healthier lifestyle. The increased engagement includes features such as online exercise, personal training, cardio equipment integration, health statistics tracking to assist fitness professionals as they provide members with the support they deserve. Online bookings and payments make it easier for members to access services, whether at home or when traveling. It ensures that fitness professionals stay connected with members while focusing on a profitable operation inside the gym. Jack Malin founded *Membr* after noticing in his own personal training business and value-based gym that there was a significant need for a software solution to properly address accelerating fitness needs. For more information, please go to membr.com

About 24 Haymarket

24Haymarket is a private capital firm focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket’s Investor Network includes several experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. We invest our own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.

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