



# HISTORY

Welcome to the evolution journey. Evolution starts at 6am - A simple concept, but one at the very core of who we are and what we do. As the sun rises on each new day, our community of like-minded, team-orientated individuals strap on their trainers and head to their local park or beach, to partner with their trainer (otherwise known as an Evolutionary) and begin their journey towards building a healthier, happier life.

## **In the Beginning**

Evolution launched in early 2001 as a Company committed to offering outdoor fitness training programs to a community of like-minded people who as part of getting fit and well also wanted to lead richer and more fulfilling lives.

Through evolution's fitness and lifestyle solutions we transform a committed group of individuals into to an incredible community who love spending time together led by our trainers called evolutionaries. These motivating individuals are truly inspiring leaders and amazing creators of that community.



At the very heart of our identity and what makes us unique is that Evolution starts at 6am. We begin the journey to achieve change one sunrise at a time. Bringing together locals of all ages, fitness levels and backgrounds, training at their favourite local parks or beaches. The range of activities include boxing, strength training, yoga, pilates, running, flexibility to dynamic core..

Evolution also recognised the potential of group training supported by accountability as a way to make personal training affordable for its members and to create a sustainable business opportunity for its Evolutionaries that could also be systematised and leveraged to create larger scale.

### Where we are now

From a single group of six clients and one trainer, Evolution has transformed to be a nationally recognised brand with multiple locations in Sydney, Melbourne and Brisbane, and thousands of people having been through the program. Currently Evolution has around 680 active clients, a further few hundred trialing the program and 16 Evolutionaries who all start their day with a great workout, a great sense of community and more importantly, a commitment to themselves, their clients and each other. The evolution business continues to innovate what it means to be an Evolutionary, to be an active part of positive change in the world and to have a business that makes a difference in the lives of all of its community. Evolution is recognised as both the pioneer and market leader in group outdoor fitness and lifestyle programs in Australia.

### KEY MILESTONES

1999	evolution was conceptualized by Mike Britton,
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	Kathryn Andersen and Mike Sidgreaves as part of the MIMIKA solutions think tank
2000	evolution pilot launches
2001	evolution brand and image created by latitude creative
2002	evolution launches its website using the rapidfire CMS platform (rapidfire are still our partner today)
2003	evolution HQ relocates from Macpherson Street Bronte to a shop front on Old South Head Road Rose Bay
2003	The first green evolution Ute arrives in Sydney. The ute with the emblazoned flower on the bonnet gets recognised everywhere
2004	Over 800 people have participated in the program
2005	Groups expand to other locations known as regions and Coogee, Bondi and Bronte become distinct and focus becomes 6am
2006	evolution partners with Claymore Capital as part of determining how to scale and leverage the business model
2007	Expanded to Brisbane, and in Sydney extended KLIK's into the Sydney's North Shore and Inner West
2010	Launch as the second ever daily deal for Spreets (first daily deal company in Australia)
2010	Sell 704 deals on Cudo in a 24hr period
2011	Opened in Melbourne
2011	10 <sup>th</sup> Sydney group opens
2011	Reached 500 active clients
2011	Client database exceeds 10,000 records
2011	More then 50% of our lead trainers Evolutionaries generating in excess of \$8000 per month in a single KLIK 6am timeslot
2011	Evolution is debt free and cash flow positive

2012	Tom Powell joins full time as evolutionary and BDM
2012	Move to new HQ in Darling Point
2012	Launch “You Move Me” initiative – donations to a charity providing limbs to amputees in Bolivia, raising over \$12k to date
2012	Launch fully integrated evolution iphone APP allowing trainers to run their KLIK’s off their phones
2013	Over 470 unique sales leads generated in a single month
2013	Break the \$1 million dollar revenue ceiling for FY13
2013	HQ expands to 7 staff members with a full team of operations, marketing, events, and a CEO

Where to next... watch this space!