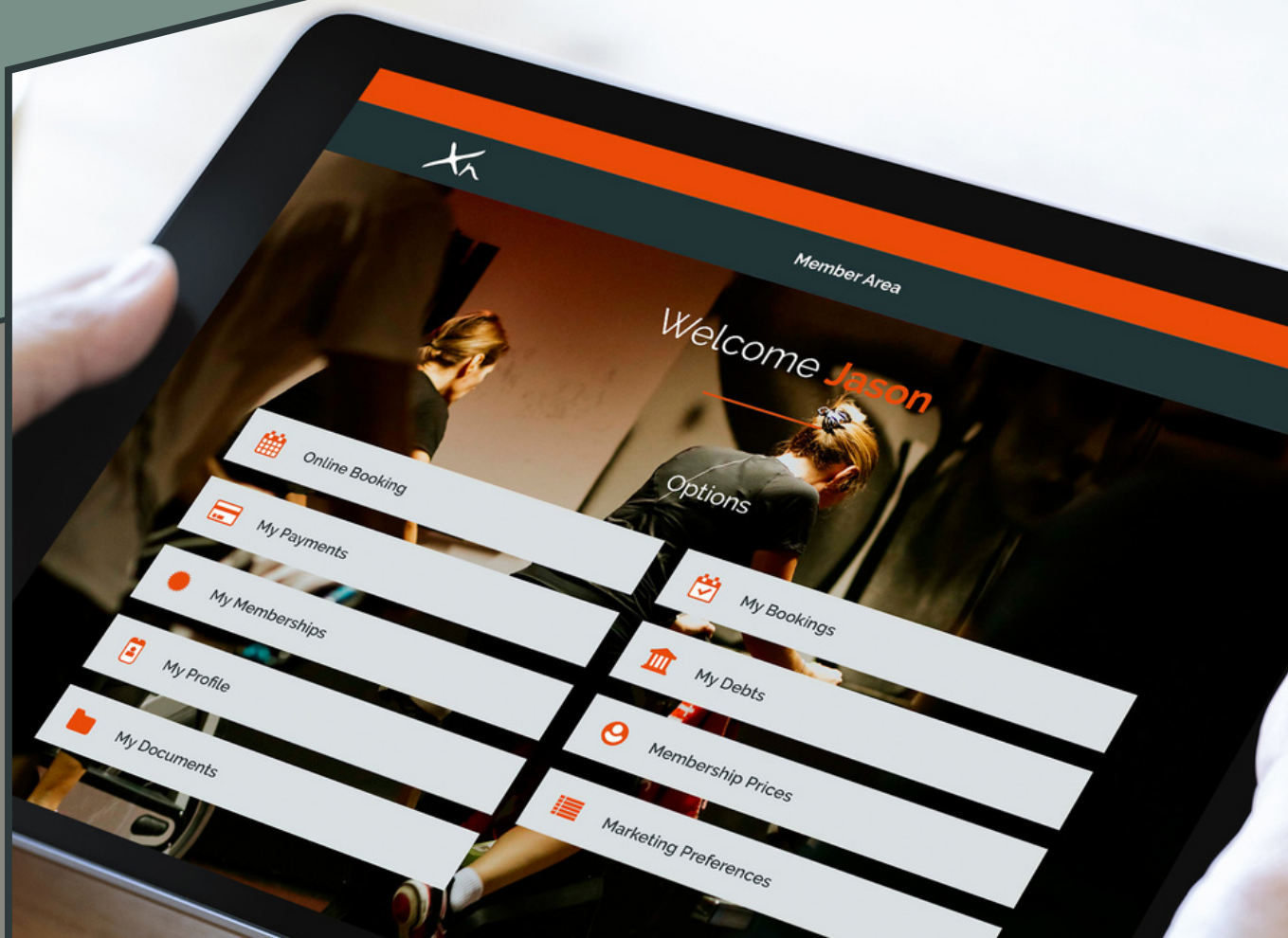
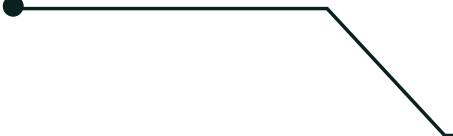




SERVICE SUMMARY

INTRODUCTION



Welcome to Xn Leisure, where innovation meets excellence in leisure management. We are truly grateful for the privilege to introduce you to our comprehensive Leisure Management System.

Within the pages of this Management Summary, we aim to provide you with valuable insights into the world of Xn Leisure and shed light on our cutting-edge leisure management solution, collectively known as Leisure Hub.

Our recommendations, statements, and the technological solutions presented in this document are a testament to our commitment to understanding the leisure industry. These insights have been gleaned from years of fruitful partnerships with organisations similar to yours, spanning Local Government, Education, Trusts, and the private fitness sector.

At Xn Leisure Systems, we are dedicated to empowering your organisation with the tools and knowledge necessary to elevate your leisure management to new heights. Join us on this journey as we explore the exciting possibilities of Leisure Hub and how it can transform your leisure operations.

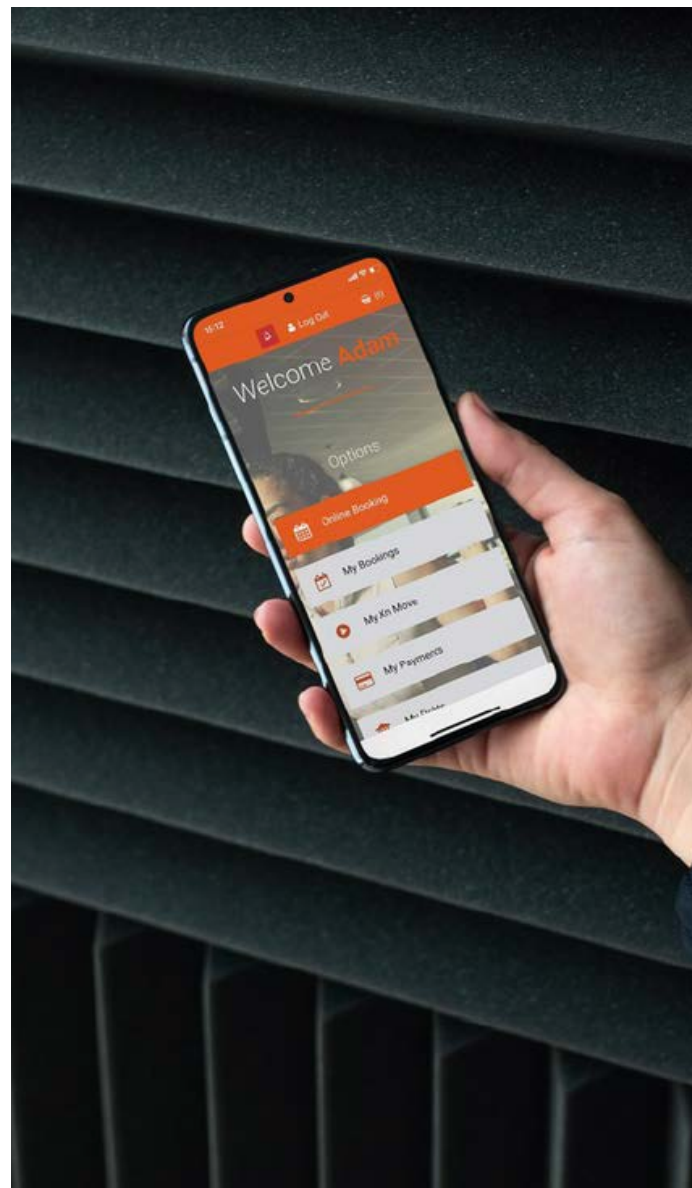
• ABOUT US

Xn Leisure stands as a prominent, independent provider of IT solutions catering to both the public and private leisure sectors. Our Management Solutions are tailored to meet the specific needs of the leisure industry, supported by robust technological infrastructure and comprehensive support.

Our technology is designed with GDPR compliance in mind, ensuring that user interfaces simplify the management of data protection requirements.

With an unmatched track record spanning over 45 years, we have proudly served some of the most renowned names in the leisure industry. Xn Leisure aspires to be your preferred partner, offering innovative and reliable leisure solutions that align with your vision.

Your Vision, Our Solution.



SOLUTION SUMMARY

Our proposed solution represents a centralised, web-based leisure management platform designed to enhance resilience and increase efficiencies for our customers. This system seamlessly consolidates data from various sources, granting all users immediate access to real-time status information across the organisation's facilities. Additionally, the proposal includes web-based booking access and online joining capabilities through the leisure hub platform.

At Xn, we pride ourselves on delivering truly interoperable systems, offering robust and dependable integration functionality that every client seeks. Our Xn Web Service interfaces streamline data exchange with third-party corporate systems, reducing both costs and resource allocation.

We believe in continuous improvement, which is why we offer software for life upgrades, with regular product update releases available to all customers, you can count on our commitment to keeping your system up to date. Moreover, our User Group-driven enhancements and best-of-breed improvements are released as per our customer-led roadmap, ensuring that your system always reflects the latest advancements in the industry.

WELCOME TO LEISURE HUB

Leisure Hub is a user-friendly web platform that empowers your members to manage their leisure profile effortlessly. They can book sessions and activities, sign up for memberships, review past and present bookings and memberships, and much more with ease.

Our portal seamlessly integrates with our main POS software and membership management products to offer a unified website UI that simplifies the entire process. By streamlining the registration and membership process, new members can join quickly and easily, while existing members can enjoy the convenience of managing their profile from one central location.

Leisure Hub provides your members with access to a range of features that make managing their leisure activities simple and straightforward including:

- Online Bookings
- Online Joining
- Online Timetable
- Course Hub
- Ticket Hub
- Staff Portal
- Online Payments
- Online Profile Management
- Online Virtual Studio
- And much more.....

ONLINE BOOKINGS

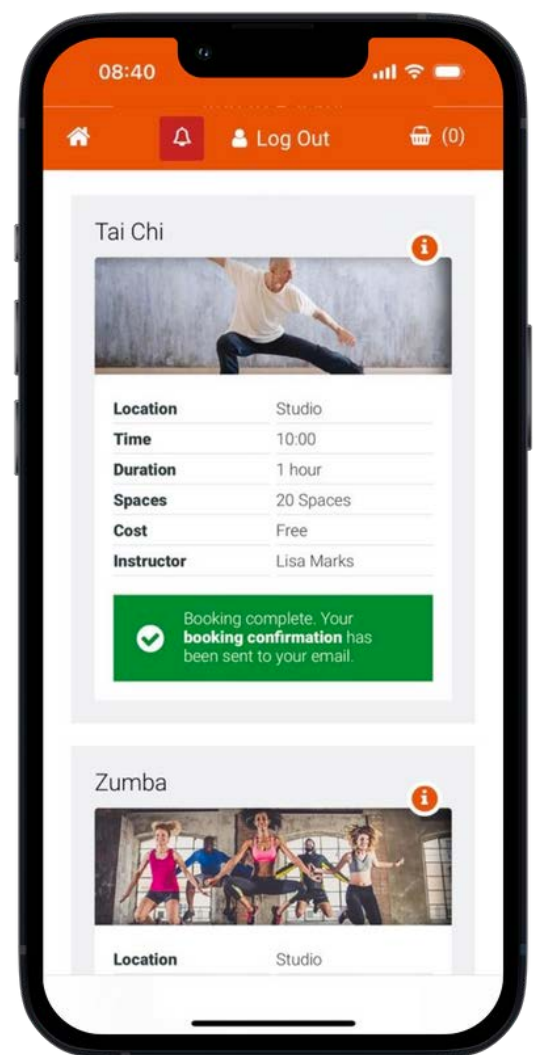


The online bookings module allows members and non-members to book over the internet. When a user logs into the web bookings they can select an activity, time and date which interrogates with the core database to bring back in real time what is available under the search criteria. If the member selects an activity this will be placed into a payment basket awaiting confirmation from the member / customer (a time restriction can be placed on this payment process).

Once the member opts to pay for the booking a redirection to a payment provider will take place to confirm the payment for which we offer our own Xn Pay, or integrate with a number of other third party providers.

The online booking platform gives you full control over the products you wish to sell online, whether they are sessions, activities, court spaces, ticketed activities or ad-hoc items you may not have thought possible to publish online.

All bookings made over the internet are easy and efficient to cater for all levels of users. The system has full control over the online payment process and allows for an automatic email/SMS confirmation of these bookings to be made at the time of booking to be relayed to the customer, making the journey seamless and simple



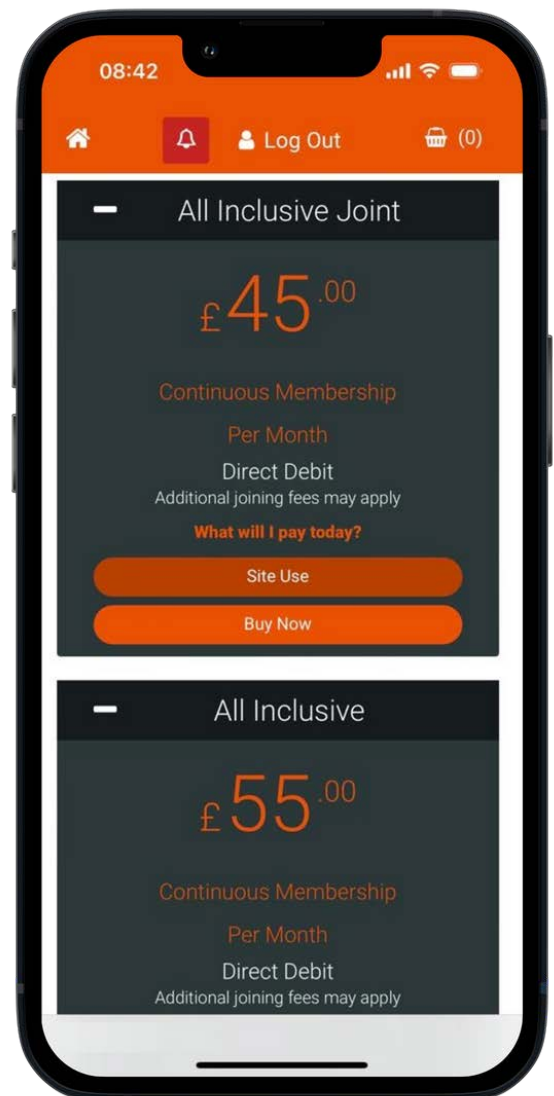
ONLINE JOINING



Discover the Convenience of Online Joining Membership Enrollment! With our user-friendly online platform, your customers can easily select the membership plan that suits their needs and input personal information directly into our core membership system. Connecting seamlessly to the appropriate payment portal, your customers can conveniently pay for a membership, along with any associated administrative or joining fees without the requirement of staff involvement.

But that's not all! Our signup process can also include customised questionnaires, ensuring you gather all the necessary information. Once they have completed the process, they'll be registered as a member, or left pending validation by staff which is crucial, especially when proof of entitlement is required to receive discounted benefit.

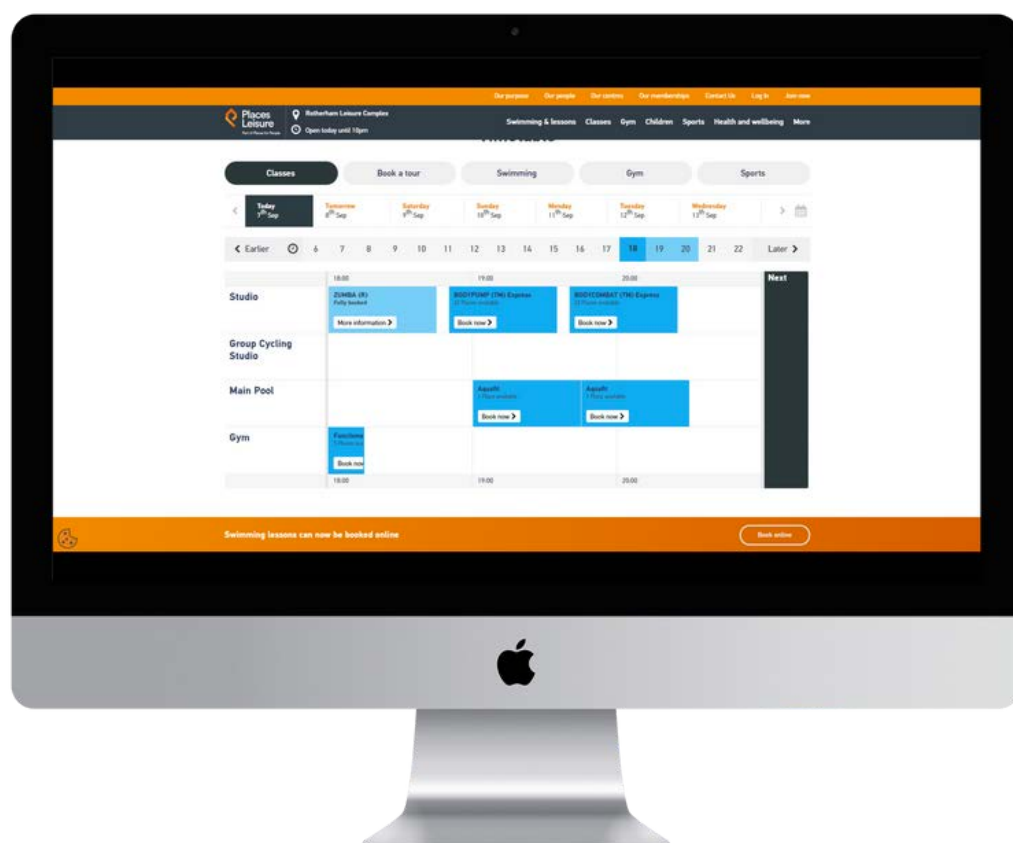
Our comprehensive solution goes the extra mile, offering features like postcode lookup and account verification, empowering you to manage your Direct Debit accounts entirely paperless, making your membership experience smoother and more efficient than ever.



ONLINE TIMETABLE

Introducing our Online Timetable Integration! This powerful module enables you to seamlessly embed your swim and activity schedules directly into your own website, providing a frictionless experience for your customers. When visitors click on a schedule, they will be effortlessly redirected to the Leisure Hub page, where they can secure their bookings hassle-free.

We understand that visibility is paramount to boosting your revenue, and with our timetable integration, you can showcase your offerings without the need for visitors to log in or create a user account first. It's all about simplifying the process and making your services more accessible than ever before, one timetable, one database, minimising administrative tasks and duplicated processes.



COURSE HUB

Our Course Hub module is a truly centralised course management solution allowing cross centre course management and enrolment.

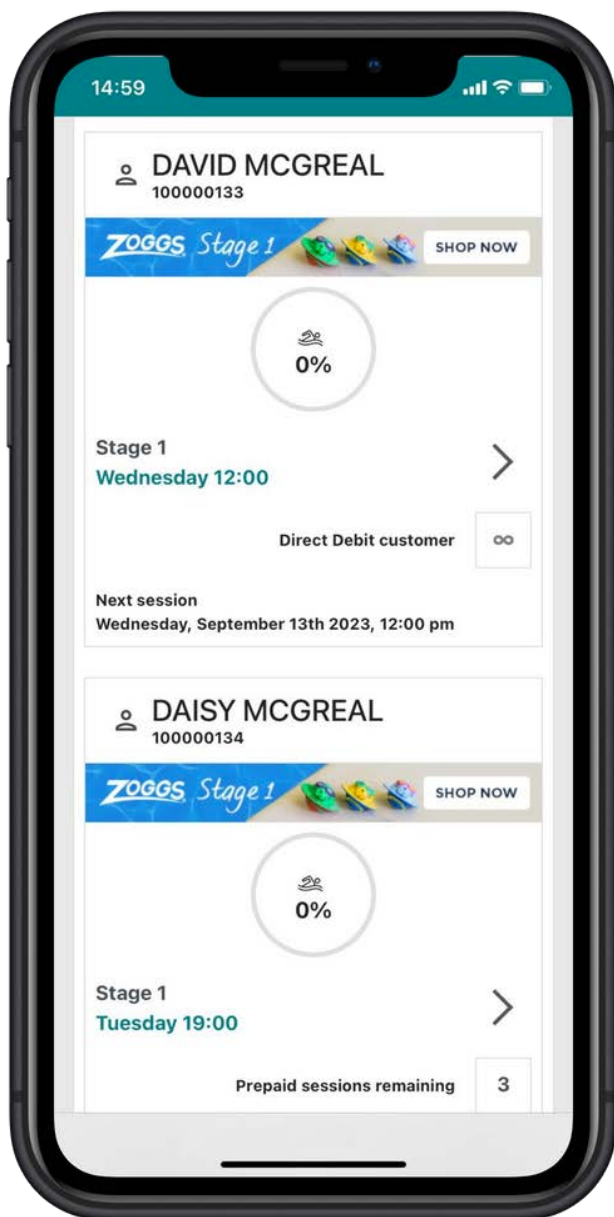
Users of Course Hub have seen up to a 30% increase in course revenues because of the added functionality and greater interaction with the parents / guardians or direct contact with the enrollees. The risk of drop out is greatly reduced and quick learners can be fast tracked through the courses in a professional and fully monitored process.

Customers can be added to specific classes with workstation or hand-held registers, waiting lists with date and time priority functions. In addition, a space can be held manually in case of exceptional circumstances or management requiring to reserve spaces.

Courses can run from a single session to continuous assessment types. Course Hub has the ability to implement rules on course bookings such as age restrictions, limited numbers, manage debts, continuous assessment, swim schools, access to home portal, record awards / badges, medical notes, date ranges and much more.

With Course Hub, the platform seamlessly integrates with our Leisure Hub system allowing customers the opportunity to book, pay and manage their course from their own online portal. Customers can create linked members for their children within the product and allocate them to the correct courses made available online for selection, without the need to build an individual online profile for their children..

COURSE HUB



As a pupil is continually assessed via the Course Hub hand held units they can move on to the next level at a touch of a button. The progress and notes for each pupil is recorded and they are visible to the parent or guardian via the Home Portal which is accessed through their Leisure Hub account. Emails are sent out with offers allowing the customer to log in and confirm the upgrade or movement to the next course and make payment.

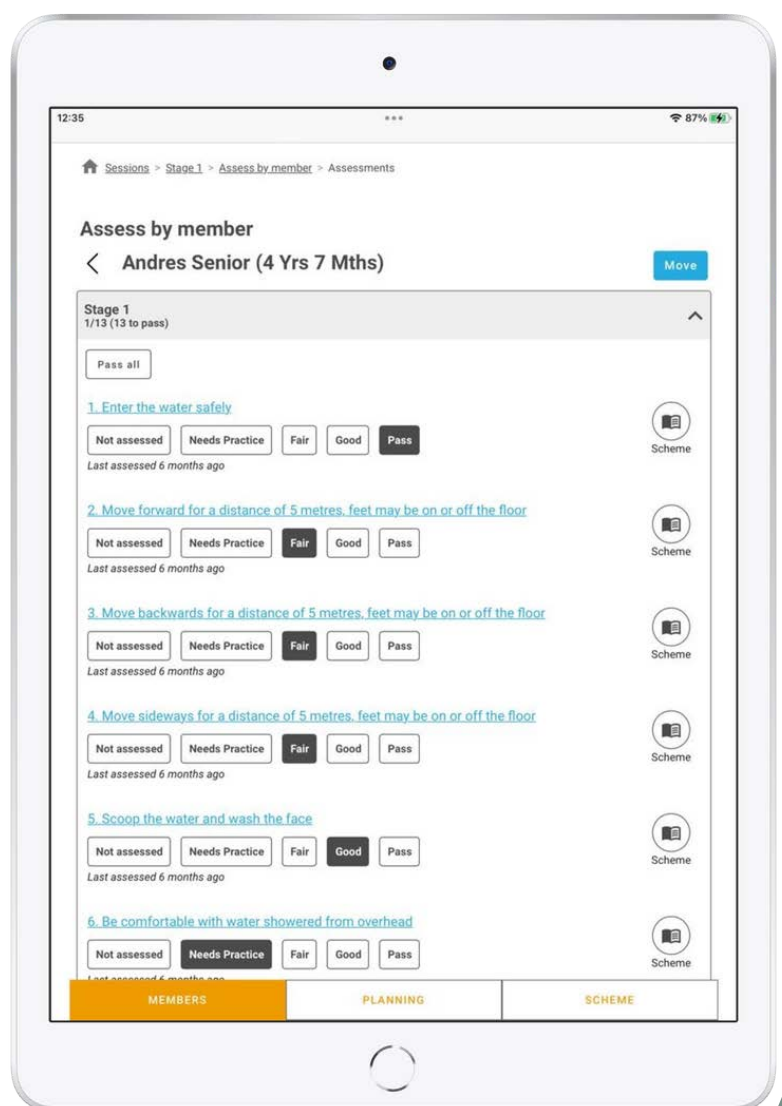
Users can transfer easily between courses and the system calculates any price changes and cost differentials automatically. The Course Hub solution also allows for customers to move / accept changes or upgrades as the student progresses through the course syllabus.

COURSE HUB

Coach Portal is a mobile web application which runs on tablets and mobile phones which are used by teachers in lessons to digitally record attendance and assessment.

There is no need for paper-based registers and competency check sheets. The teacher works using a durable, waterproof touch screen device. Connecting and syncing over a secure wireless network, all pupil information is downloaded allowing the teacher to take registers, assess individual pupils or assess via a specific competency.

Any pupil with debts, notes or medical conditions is instantly flagged to the teacher

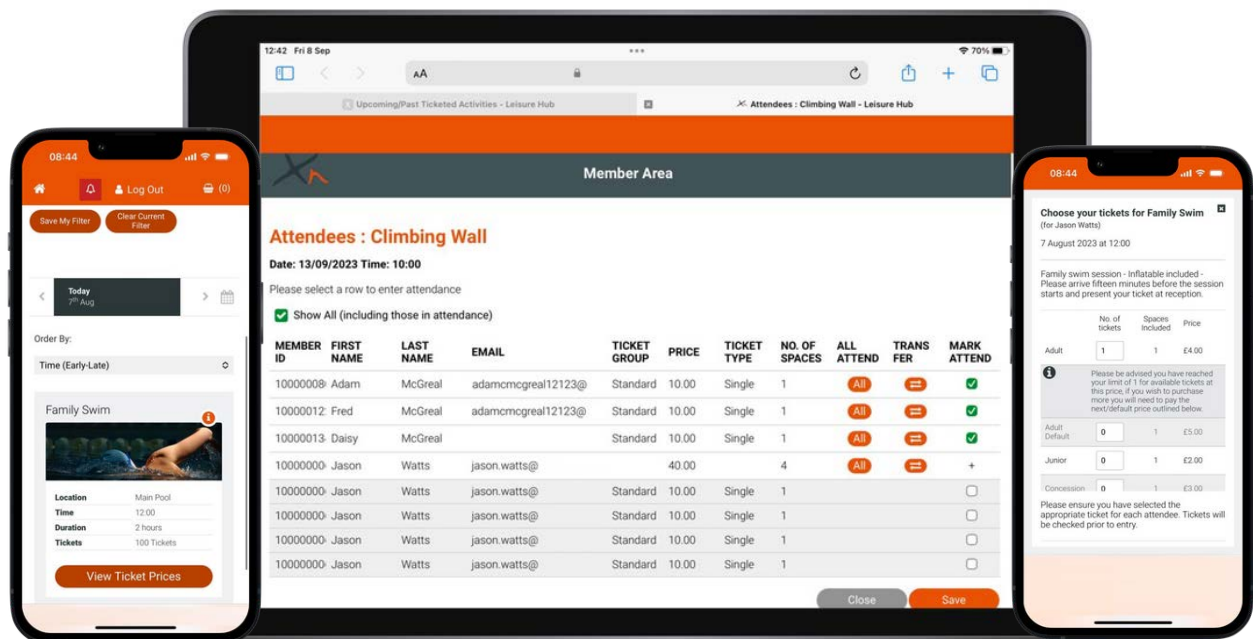


TICKET HUB

Introducing the Ticket Hub Module: Revolutionising Leisure Engagement! Building upon the incredible success of the Leisure Hub platform, the Ticket Hub module arrives at a crucial juncture when managing visitor experiences is paramount. With Ticket Hub, leisure facilities can effortlessly create and oversee activities that accommodate multiple ticket holders simultaneously, including parties, event QR scanning, waivers and data capture/secondary spend.

The results have been remarkable; some of our partner sites have reported a staggering fivefold increase in participation for select activities, all thanks to the ability to properly promote these offerings online for the first time. Heightened visibility and revenue boosts arrive precisely when the leisure industry needs them the most.

Setting up a ticketed activity is a breeze, with streamlined options for both members enjoying discounted rates and pay-as-you-go customers. Now, purchasing tickets for oneself, family, and friends has never been simpler, making leisure activities more accessible and engaging for everyone.



CASE STUDY

AT A GLANCE

CHALLENGES

- Large queues at reception
- No control over capacities
- Limitations on online sales
- Increased administration

BENEFITS

- Increased revenue streams
- Full control over capacity and availability
- Increased online product offering
- Reduced queues and improved customer journey.

"Xn Leisure has been excellent in helping us to create a new system like the Ticket Hub to propel growth and results for Leisure at Cheltenham, and it did.

We integrated a solution inspired by the Ticket Hub that enables us and our members to have greater control and freedom. We've already seen a 35% per cent increase in revenue in just under a year through advanced bookings and we can't wait to see how the results progress further."

SHELLEY STEVENS

Leisure @ Cheltenham

OBJECTIVES

The traditional booking process involved customers coming to the centre and purchasing tickets at the reception. This process was time-consuming and often resulted in long queues, especially during peak hours. Moreover, the centre staff had to manually manage capacity and ticket limitations. The online offering from Xn was not capable of managing multiple users in one transaction to support this.

SOLUTIONS

To overcome these challenges, Xn Leisure introduced Ticket Hub to Leisure @ Cheltenham. Ticket Hub is an online booking platform that allows customers to purchase tickets for any activity in advance. The platform also provides real-time information on capacity and ticket limitations, enabling customers to make informed decisions while booking. The platform was integrated with the centre's existing systems, allowing staff to manage capacity and pricing for each activity easily.

BENEFITS

Benefit One

The introduction of Ticket Hub increased revenue through advanced bookings by **35%** in the first year alone.

Benefit Two

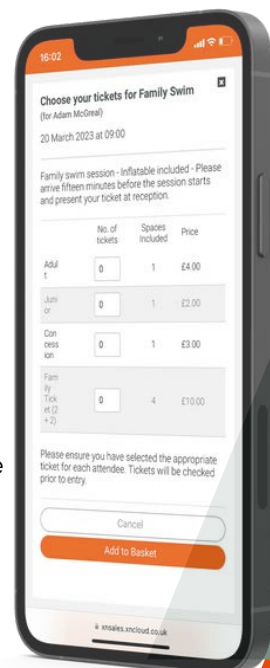
Eliminates the need for customers to physically visit the centre to purchase tickets, **reducing** wait times and queues.

Benefit Three

Real-time information on capacity allows the centre to manage staff and facilities according to the true attendance in advance of a session.

Benefit Four

Increased customer satisfaction!



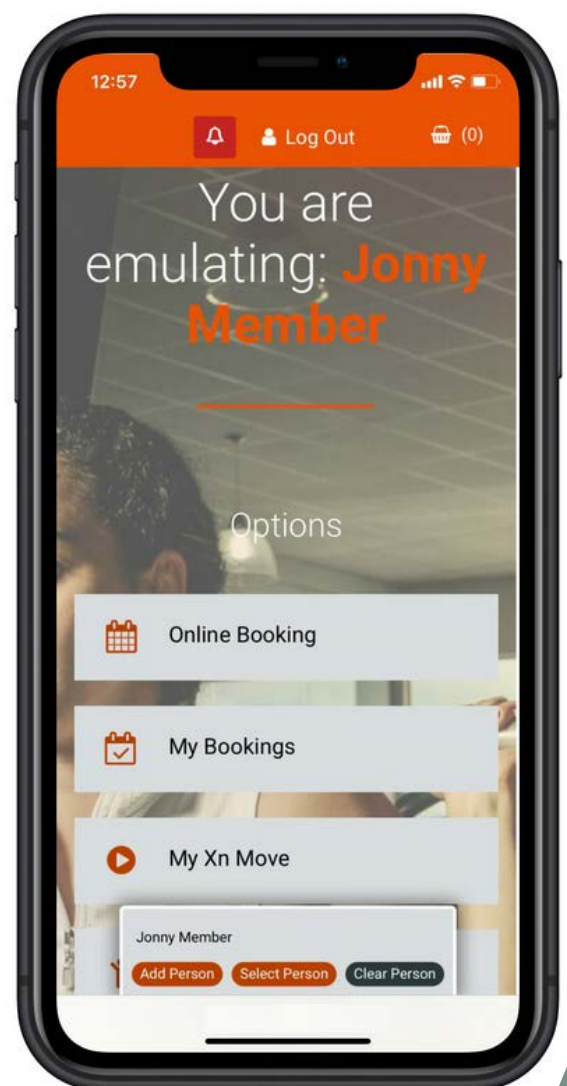
STAFF PORTAL

Brilliantly designed for mobile or tablet use, our Staff Portal empowers staff to effortlessly add new customers and seamlessly emulate their actions within Leisure Hub. This innovative feature streamlines member management, eliminating the need for physical presence.

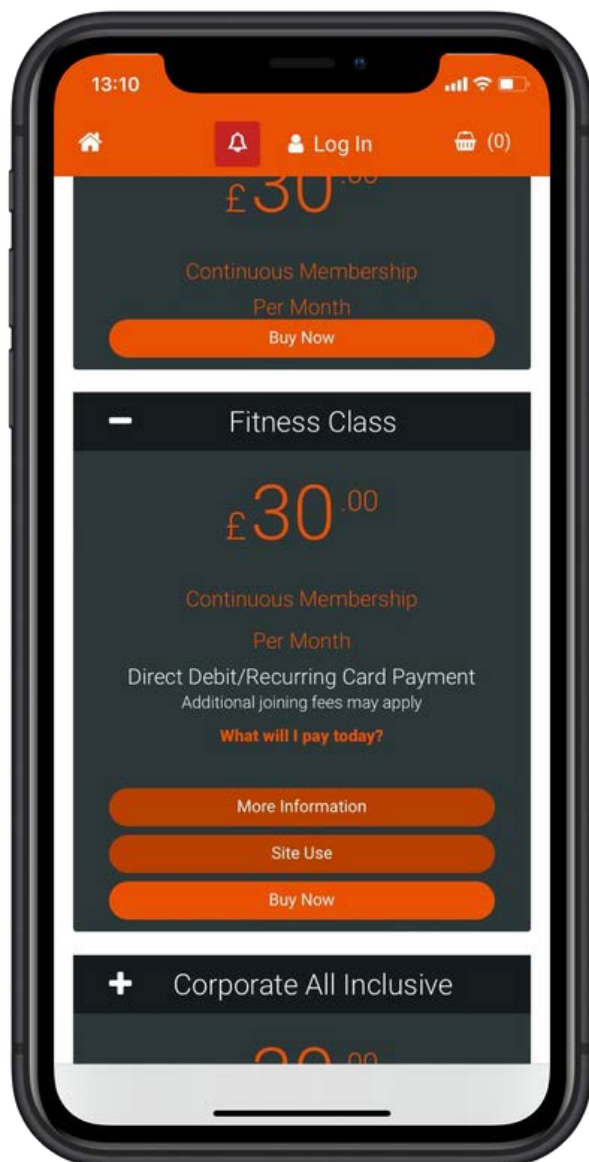
The Staff Portal module offers a comprehensive view of an individual's bookings across Leisure Hub and Advantage, enabling staff to make new bookings on their behalf. It's the ideal solution for call centre operations, simplifying the process of booking items across multiple sites without the hassle of constant logins.

In addition, staff members can handle a range of tasks, from purchasing memberships on behalf of customers to managing bookings, including cancelling, and rebooking zero-cost reservations. Accessing user documents, marketing preferences, QR codes, and card numbers are all just a click away. With the Staff Portal, you have the same capabilities as your customers, putting powerful member management tools in your hands anytime, anywhere.

Efficiency is key, and our module ensures you can easily oversee memberships, bookings, and payments on behalf of others with a user-friendly, on-the-go solution.



XN PAYMENTS



Now more than ever, leisure operators in the UK are under increased pressure to manage finances as closely as possible. With this guide, we will look at how payment solutions can help you reduce costs and improve efficiencies across your facilities.

Xn Leisure can provide our very own payment portal for use with your online products with Xn Pay, simplifying and reducing the number of companies involved in your processes and maximising savings made through our vertical markets.

Xn Pay allows for a customer to save their cards to a secure online wallet, minimising the risk of basket abandonment and increasing sales for our customers.

We also provide numerous integrations to other payment platforms widely used in the sector including Capita, Civica, Worldpay, WPM, Flywire, Savvy and Adelante, making sure that we can cover our partners every need.

ONLINE PAYMENTS

As customers move towards web and mobile based solutions, it is imperative that a leisure facility can allow for online payments. Utilising an online bookings portal such as Xn's Leisure Hub with an integrated payment platform for online payments offers a number of advantages to the business:

- Enhanced customer satisfaction through a convenient and fast way to pay for services.
- Increased sales by reaching a wider audience through an online presence.
- Improved cash flow with online payments received faster than traditional methods.
- Reduced administration cost by introducing automated payment processing and reconciliation.
- High levels of security and encryption including 3DS verification.
- Reduced costs where online payment can be cheaper than traditional payment methods such as cash.

Integrations with payment platforms are key to your leisure management software for online purchasing and it is key to identify the correct platform both functionally and financially. Our very own Xn Pay platform can be utilised by any company in the UK, so you don't have to be an Xn customer to benefit from our impressive payments platform, with amazingly low costs to reduce your outgoings without reducing functionality, making online purchases all the more worthwhile.

RCP – RECURRING CARD PAYMENTS

Recurring card payments, also known as automatic or recurring billing, are a type of payment system that allows businesses to charge their customers' credit or debit cards on a regular basis for goods or services. Further information on these services are highlighted below:

- RCPs are commonly used for subscriptions and memberships that require regular payments.
- Customers typically provide their payment details such as credit or debit card and authorise a business to charge their card on a specific schedule.
- The business can charge the customer's card automatically without the need for additional authorisation or intervention, including the automatic update of card details.
- Reduced risk of late or missed payments
- Businesses must ensure they have proper authorisation from their customer and clearly communicate Ts & Cs of the recurring payments, including the amount, frequency and duration of charges.

Recurring card payment solutions can be provided by a number of online payment platforms including our Xn Pay platform. We provide a solution which meets the needs of a secure PCI DSS compliant service, ensuring your customer card details are safe and your subscriptions roll on through.

DIRECT DEBITS

Direct Debits are common practice across the leisure market for customers to purchase your services and spread payments over a period of time. As a business, direct debits provide you with a number of advantages including the following:

- Predictable and reliable cash flow due to regular and timely payments.
- **Reduced administrative costs and errors associated with manual payment processing.**
- Improved customer retention.
- **Reduced risk of payment fraud.**
- Higher levels of payment security through bank to bank transfers.
- **Reduces the need for follow-up communication and reminders for payments**
- Enables more efficient and accurate forecasting and budgeting due to the predictability of payment receipts.

When outsourcing your direct debit collections through a BACS approved bureau you are responsible for a number of charges per month, mainly for the collection of the direct debits and processing with BACS, this can be thousands of pounds per month. At Xn Leisure we can take care of everything for you, including a service user number for those who do not have their own, and a fully automated, lights out BACS collection service.

ACQUIRING RATES

Acquiring rates refer to the fees charged by acquiring banks or payment processors to merchants for processing electronic card transactions, these will affect all of your payment portals both online or through PEDS, so it is essential you have the best possible costs to maximise your profitability. A little more information on acquiring rates:

- Acquiring rates are typically made up of two components, interchange fees which are set by card networks like Visa and Mastercard, and acquirer fees, which are set by acquiring banks or payment processors.
- **Acquirer fees cover the costs of processing the transaction, such as transaction authorisation, settlement and other services.**
- Acquiring rates can vary depending on a number of factors, including the type of card used, the transaction volume, and the merchants' business type.
- **It is important to understand the costs of acquiring rates as they can significantly impact on the profitability of your business.**

At Xn Leisure we can review your acquirer rates in a very simple, free of charge process to make sure your business is getting the absolute best rates available and being as profitable as possible. To speak to a member of our team, please simply contact sales@xnleisure.com and we will be glad to help.

XN DIMENSION

The very successful and widely used Dimension Leisure Management System has tremendous power and capabilities. Dimension was developed to serve the customer-centric leisure industry both now and into the future. Emphasis has been placed on the ability to flexibly manage, manipulate and analyse customer data. Dimension has the depth to address current business needs and still the flexibility to manage a wide range of business processes and activities, to allow leisure operators to control and oversee all aspects of their members, users, and business.

Dimension does away with time consuming searches for bookings. The Graphical User Interface is designed for touchscreens at reception although a mouse and keyboard can also be used for office bookings. All areas of the booking screen allow immediate viewing of free slots and navigation is easy. Dimension includes a number of key features more commonly associated with the retail environment, such as the ability to build in operating resilience at site level. Opting for site-level resilience means you minimise 'downtime' and have peace of mind in business trading continuity. Implementing a centralised solution ensures the key elements of your business are at your fingertips in providing critical data analysis for more informed decision making.

The Dimension core solution offers the following features:

- Electronic point of sale
- Casual bookings
- Management bookings
- Courses and sessions
- Reporting
- Access Control Management
- Health Database
- Books of tickets
- Stock control
- BACS / DD file creation module



XN REPORTING & FINANCIAL EXTRACT

Xn Leisure integrates with a wide range of financial systems through our Financial Export (FE) solution. FE is a web-based application that extracts transactional data from the Xn database and outputs it in a customer-defined format for seamless import into your finance systems.

Exports can be scheduled to run daily, weekly, or monthly, depending on your operational requirements, and integrate directly with the reporting platform to support accurate reconciliation and financial analysis.

Each Financial Export is tailored to the customer's specific needs. While multiple customers may use the same financial software, configurations often vary, so every export is bespoke. Common output formats include CSV, XML, and TXT.

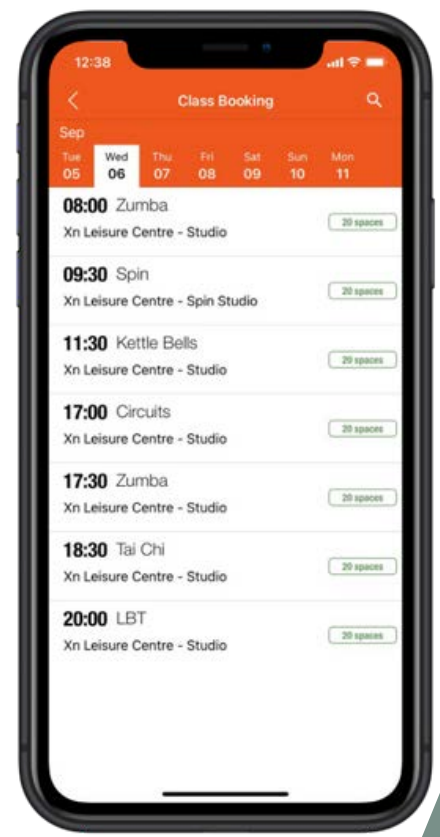
Xn Leisure also offers advanced analytical reporting through Cascade. Cascade connects directly to the Xn database, enabling customers to analyse their data in depth and create reports on any aspect of their operation. With full visibility across the database, customers can identify trends, monitor performance, and produce bespoke reports tailored to their specific business and operational needs. Cascade can also be adapted to work with Microsoft Power BI, allowing customers to visualise their data using industry-standard dashboards and reporting tools.



MOBILE APP

Discover the ultimate solution for your leisure business with the super flexible and fully integrated MyFit App, brought to you by Xn Leisure in partnership with Innovatise.

Elevate customer satisfaction with a sleek, individually branded mobile app that simplifies access to a world of convenience. With the MyFit App, your customers can effortlessly make and manage bookings, purchase memberships, update their profiles, and stay informed about your centre's latest news and updates. Plus, our seamless Single Sign-On (SSO) integration with Leisure Hub ensures that everything your customers need is right at their fingertips, all within the MyFit App.



GYM SALES

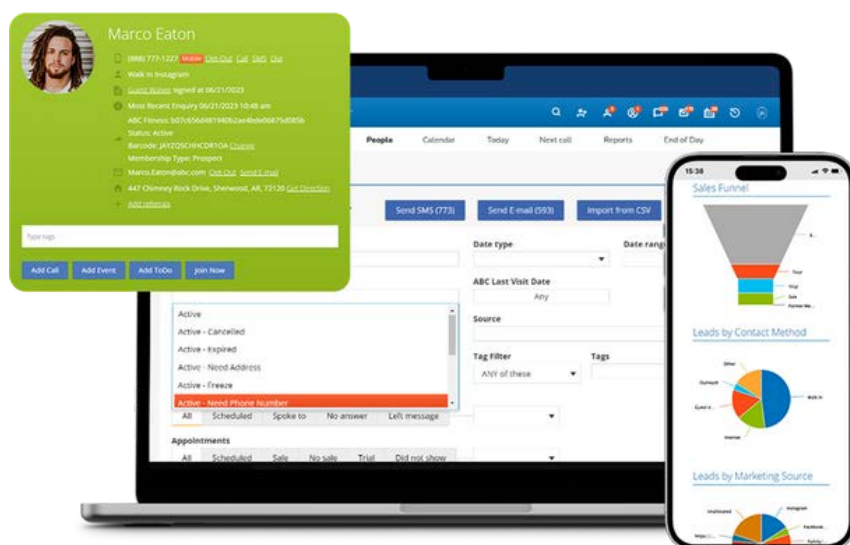
Xn Leisure utilises a best of breed product range to maximise the system's potential for our customers, and using our API integration with Gymsales provides our customers the leading member acquisition tool available on the market.

The system has an easy to use interface, all your team need to do is simply login, and follow the prompts and notifications to start selling.

Utilising automated trigger based communications, your sales team can contact leads at key stages of the sales process or when certain triggers are activated. Prospects will know they matter and nobody will slip through the cracks. You can also offer your prospects the ability to schedule an appointment directly from a text or email, freeing up your sales team to focus on sales, not scheduling.

Gain valuable insight from social media to build customer prospect profiles, your sales team can create a more personalised communication route based on up to date social insights.

Gymsales will allow you to optimise your sales performance with data and insight with a selection of in-depth reporting tools available, including KPI dashboards which can keep your sales team focused and motivated.

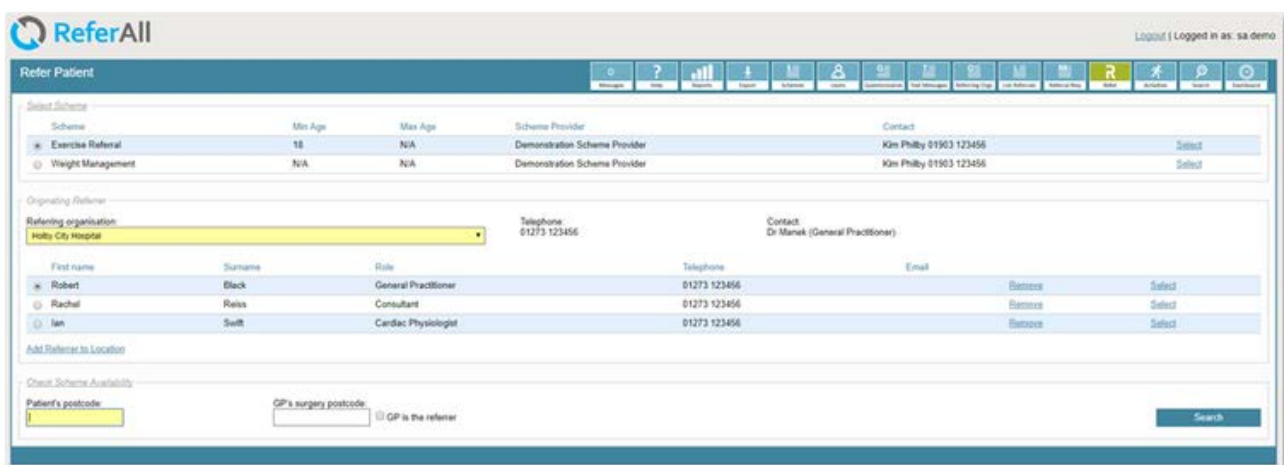


REFERALL

ReferAll is a data management platform for the safe and efficient provisioning of lifestyle services. Said differently, ReferAll is a securely hosted CRM platform built by public health professionals specifically for referral services, that assists scheme administrators to automate their daily tasks, freeing up much of their time from administrative duties to spend on enhanced patient care and increasing scheme capacity.

With an ability to report on both a progress level and on lifestyle outcomes, ReferAll provides administrators and commissioners with a detailed breakdown of scheme effectiveness. The efficiency gains from this real-time reporting capability are considerable, while funding applications gain credibility as a result of the platform's evidence-based data sets.

The integration between Xn Leisure and ReferAll allows seamless creation of member details between technologies meaning that member details only have to be created once. Furthermore, with the integrated booking capabilities, activities booked and tracked through Xn will automatically populate in ReferAll and vice-versa, heightening the insights derived from the technologies.



The screenshot shows the ReferAll web application interface. At the top, there's a navigation bar with the 'ReferAll' logo and a 'Logout | Logged in as: sa demo' status. Below the navigation bar, the main content area is titled 'Refer Patient'. It contains several sections: 'Select Scheme' with a table of schemes (Exercise Referral, Weight Management), 'Originating Referrer' with a dropdown for 'Referring organisation' (Holly City Hospital) and a table of referrers (Robert Black, Rachel Reiss, Ian Swift), and 'Check Scheme Availability' with input fields for 'Patient's postcode' and 'GP's surgery postcode', and a checkbox for 'GP is the referrer'. A 'Search' button is located at the bottom right of the 'Check Scheme Availability' section.



A man in a striped shirt stands with his back to the camera, looking at a large, curved digital display showing a Gantt chart. The chart displays various project tasks as horizontal bars across a timeline labeled 'Week 02' through 'Week 08'. The background is a blurred cityscape.

PROFESSIONAL SERVICES

The Implementation and Training team prides itself on the level of service and professionalism of implementation, with an underlying ethos that the sale is only the start of the partnership.

Services include pre-project business analysis, installation, project management, modular training (both on site and in-house and in this case a Train the Trainer syllabus), post-project support and maintenance, development and continued account management.

The full range of services includes:

- Consultancy
- Training
- Project management
- Software support
- Implementation management
- Hardware maintenance
- Engineering services
- Risk management
- Development services.



Throughout the implementation of the project Xn Leisure will manage all aspects of the project delivery.

Xn has a Project Management team that works to best-practice industry standards. Xn Leisure assure that projects are carefully scheduled to ensure the most effective results. Xn Leisure will also work in strategic partnership with all its clients to plan the most effective manner in which the project can be implemented.

SUPPORT SERVICES

A project does not end with a successful implementation. Vital on-going support and maintenance is also provided. Xn Leisure will deliver these crucial elements, tailored to each partner's needs and measured through agreed Service Level Agreements. Our standard Service Level Agreement (SLA) ensures that leisure businesses are kept up and running from 7.00am until 22.00pm, seven days a week, 364 days a year (we are off on Christmas Day).

A dedicated support team are invested heavily in systems and processes. This investment ensures that it has a team of trained analysts to deal with any customer issues. Up-to-the-minute Ticketing system tracks reported customer issues, monitoring them through to a reported resolution. Self Service Web Portals direct logging and monitoring of support calls by the customer and our analysts keep sites informed when calls are progressed and weekly overview reports detail call closures and fix rates.

Frequently Asked Questions and ideas on how to manage any simple issues help customers faster and allows a greater degree of knowledge share with our customer base.



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