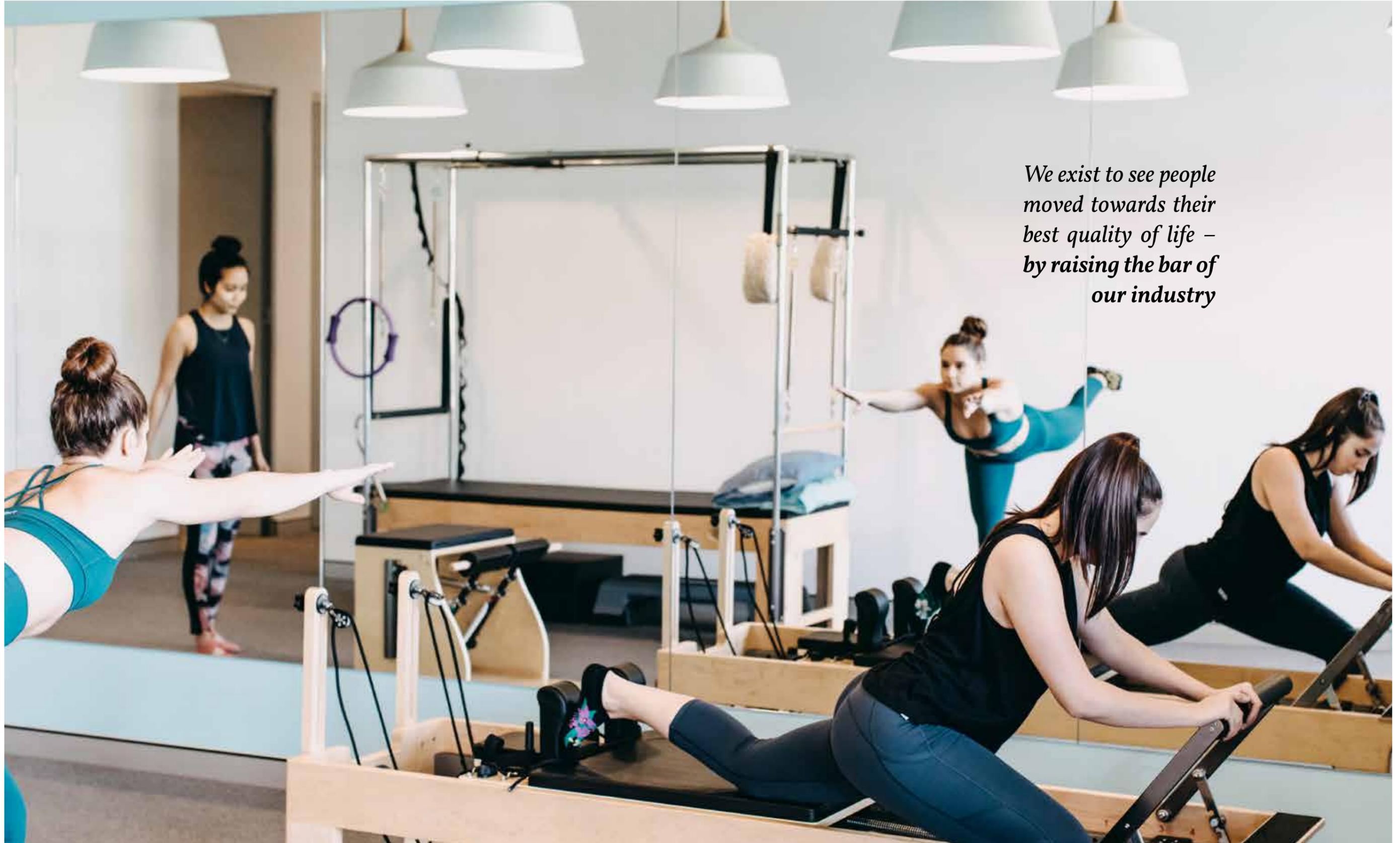




 Life Ready
collective
VISION 2018





*We exist to see people
moved towards their
best quality of life –
by raising the bar of
our industry*

WE EXIST TO SEE PEOPLE MOVED
TOWARDS THEIR BEST QUALITY
OF LIFE – BY RAISING THE BAR
OF OUR INDUSTRY

Values

PASSION

We do what we love and love what we do

FAMILY

We are diverse but united behind our mission

AUTHENTICITY

We endeavor to build genuine relationships with our people and patients

PROACTIVE NOT REACTIVE

We are forward thinking in our mindset

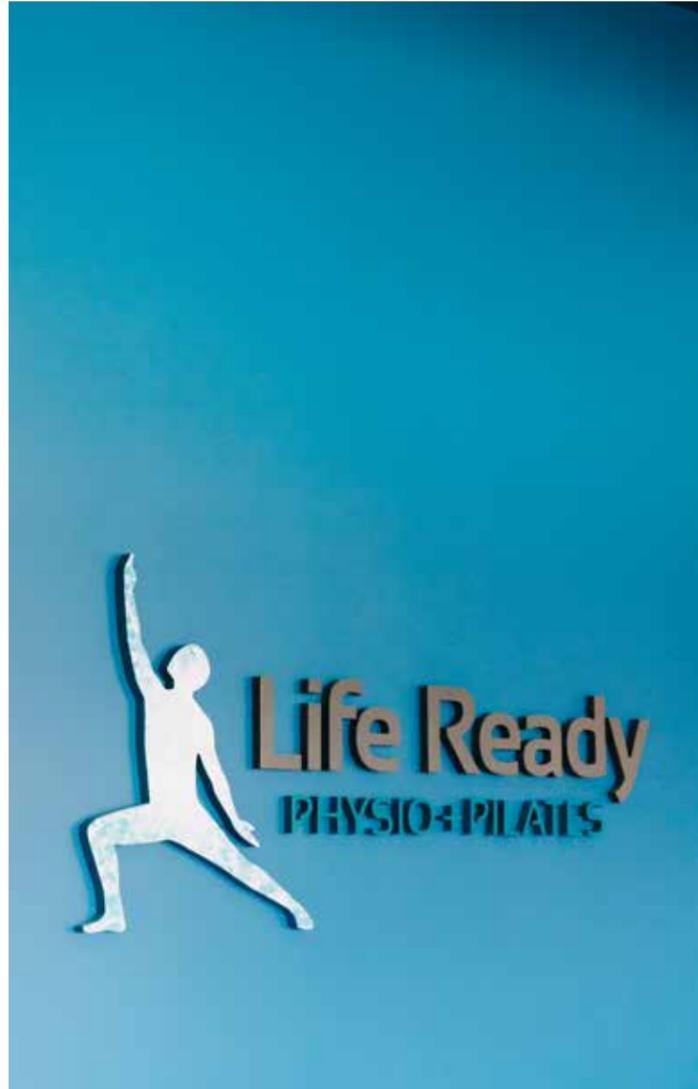
STRENGTH FOCUSED

We focus on and develop our strengths

EMBRACERS AND DRIVERS OF CHANGE

We make mistakes, we are pioneers for new ideas





Looking Back

AT 2017

It was a huge year for Life Ready. We opened five new locations and saw our first site launch in the beautiful city of Melbourne. We saw an additional 100,000 consults and grew to be one of the largest physiotherapy companies in Australia. Word of mouth and NPS scores continued to increase, which provides encouragement that we are not only growing, but growing with integrity.

This growth has been exciting, but what has been my greatest encouragement is our ability to achieve all of this whilst deepening our community. We have stayed ever true to our guiding core values and mission, and have added numbers to our many like-minded individuals who share our passion for people.

We are not large and shallow, but rather our foundation continues to be strong. We have launched our Leadership Pipeline and seen it grow and refine for a second year as we celebrate and equip the future leaders of our company. We have launched Open House; representing our relentless commitment to loving all people in our community, and seen more diversified roles emerge to enable our people to exercise their strengths from event planning, to blogging and mentoring.

I know I speak not only for myself, but for our board of directors, managing partners and leadership team, when I say every day we wake up so grateful to be able to do what we love with people we love doing it with. There is truly no greater privilege in life.

All this growth hasn't come without its challenges. Relocating me to the other side of the country, has left a void of struggles that has seen so many talented leaders rise up; from Jess in operations, Matt in recruitment, Simon in our corporate accounts and Tom as state lead partner. The year has felt at times long and difficult. It has at times been emotionally, physically and mentally exhausting – and yet we have survived because of the love and support from our entire Life Ready community.

Ben Trinh
CEO & FOUNDER



Our Staff

I've been with Life Ready for a year and a half, and it's just awesome. I work in the back end of the company and don't have direct contact with our patients, but I know that what I'm doing is making a difference in a lot of people's lives.

Life Ready is an amazing company that focuses on people's wellbeing and health, instead of just numbers and finances, which is really rare to find.

- ANITA ALVES
Bookkeeper



EMPLOYEES

170
employees

110
practitioners

CULTURE

82%

of our team absolutely love working here

LEADERSHIP PIPELINE

Life Ready believes in guarding the integrity of our brand, as such we only open clinics or promote to leadership positions with people whom we have been able to train internally

6
leaders trained

4
in 2IC positions managing a practice and leading a local team

8
more leaders in the Pipeline for 2018

CLINICS

22
unique locations across two states

Life Ready is a company that is really passionate about embracing and driving change, and focuses on people getting their best quality of life. I get to be a part of this with a really amazing group of people, who are very genuine, caring and happy.

It's such a pleasure to walk into a workplace and have such a great work environment, so I'm always trying to help my staff enjoy the place they work, and give them the best facility to do the best job possible.

- MATT THOMAS
Partner



Life Ready is like a family - everyone is like minded and on the same page as one another, and we're all working together for the same cause.

We are definitely raising the standard of physio clinics. It's not just the same old company trying to get people in and out as quickly as possible, but we are actually trying to build relationships with our patients.

I love coming into work and it not feeling like a job. It just feels like a way of life.

- LAUREN OATES
Leadership Pipeline



The emphasis on looking after staff and patients at Life Ready is like no other. Our management is so passionate about wanting the best for the staff, and making sure we are happy and clicking together.

I love that we've created a space that patients feel comfortable coming to, one that's not a cold clinical environment, but a place that is warm and safe. All other companies should follow suit. We are leading the way in the physio profession.

- KATE THOMSON
Physio / Pilates Instructor



Our Patients

When I go to the clinic it feels like I'm walking into a day spa, it's just beautiful. I've been doing Pilates for about three years now and my body has changed so much, I feel so much better.

My physio always explains what she's doing, why she's doing it and I actually understand how it's helping me. I know that their aim is to get me better and not just have me keep coming back. That's their philosophy and it's why I trust them.

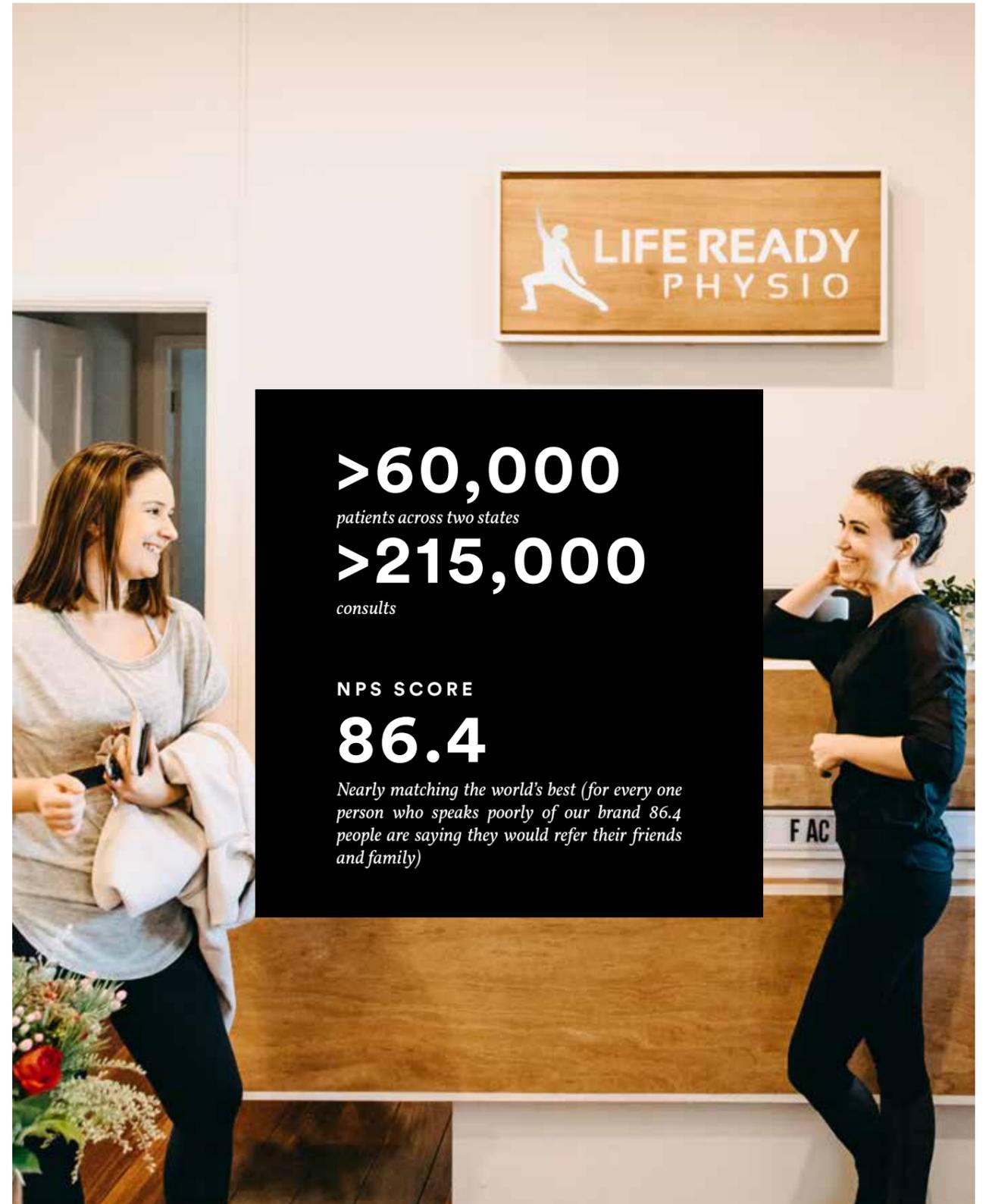
- JOSEPHINE



With my condition, it would be impossible for me to get into the clinic on my own, so the receptionist, who always greets me with a smile, helps me out of the car and assists me getting inside with my walker.

I always feel welcome and know that I can have a conversation with the friendly staff at Life Ready.

- JOHN



>60,000

patients across two states

>215,000

consults

NPS SCORE

86.4

Nearly matching the world's best (for every one person who speaks poorly of our brand 86.4 people are saying they would refer their friends and family)

Open House



Helping the less fortunate move toward their best quality of life

Years ago, before Life Ready even existed, Ben and I talked about a company that could offer pro bono physiotherapy to people who were in need. This was something we were both really passionate about. Now, after years of experience and learning, we're proud to have seen Open House launch this February.

We have partnered with three beautiful non-for-profit organisations; Helping Little Hands, The Esther Foundation and CARAD - and with the support and assistance of local GPs, our practitioners will volunteer their time in our clinics throughout Perth to make themselves available in providing the full Life Ready experience to the less fortunate in our communities.

One in ten pregnancies result in premature birth. Helping Little Hands is an organisation assisting parents through what can be a truly tough time, and we have the opportunity to be a part of this great cause.

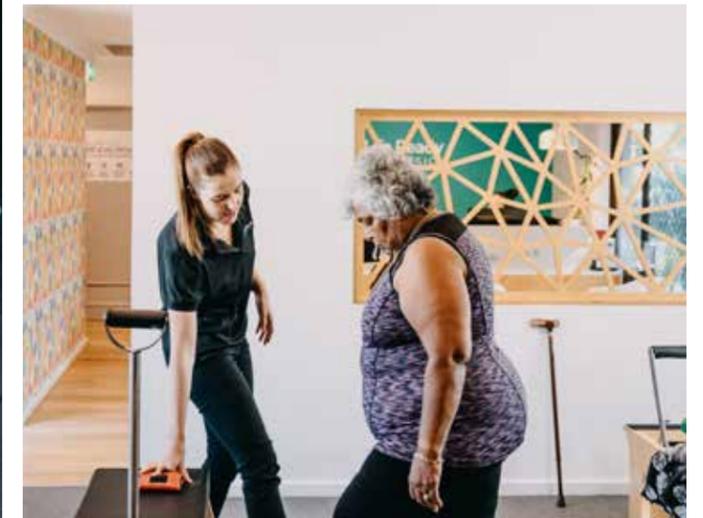
"Open House is so fantastic. There's a real limit to what we can do by ourselves, but with the help of Life Ready we are able to reach so many more people in such a quicker timeline." Scott Beedie, Helping Little Hands co-founder.

The focus of Life Ready is to be able to move people towards their best quality of life, and we want to include everyone in that mission, not just those who can afford treatment or private health.

The Life Ready experience; the beautiful clinics, the passionate staff, the tailored treatment plans and care, should be accessible to everyone, and that is what Open House is aiming to achieve.

I am so proud that we are giving an opportunity to people to come and use our services that would never in their wildest dreams be able to access it.

Jess Ellison
COO



New Locations



Life Ready Camberwell



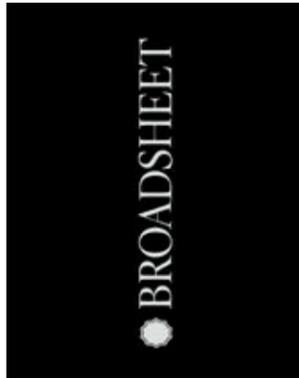
Another example of all of us accomplishing more than we could have imagined together

Two of the new locations we are really proud of launching this year are our clinics in Butler, WA and Camberwell, VIC.

We worked closely with an amazing architecture firm, Russell & George, who understood our vision from the beginning and helped us put it to life.

Our philosophy for these spaces was to build something that was elegant, but also welcoming, to make sure patients felt like they had a safe and aesthetically pleasing environment to experience their recovery.

In the Press



Broadsheet

With our launch onto the east coast
we are making waves

broadsheet.com.au



Artichoke

architecturemedia.com/magazines/artichoke/



ABC National Radio

abc.net.au/radionational/





Looking Ahead

TO 2018

It's difficult to imagine what might be in store. It's a strange reality to feel utterly grateful, content and yet motivated to finish what we started seven years ago. I've learnt that vision is dynamic and fluid, and evolves with our community as we learn and grow.

I do know that as we continue to grow, we must continue to consolidate and deepen our foundations at a faster pace, to ensure the integrity of who we are is not lost in the unrestrained growth.

How do we help the industry raise the bar? How do we continue to widen our community whilst deepening it at the same pace? How do we grow without losing our true north? I can't answer those questions, BUT I can promise that our leadership team are committed to finding the answers. We will make mistakes as we learn, BUT uncompromising in pursuing of our mission and staying true to our values.

As we work towards these goals, we will remain devoted to helping move people to their best quality of life by becoming a benchmark for our industry.

Life Ready Collective

THE VISION



1. THE PROBLEM
2. THE STRATEGY
3. THE VISION
4. STRATEGY: FIVE PILLARS

The Strategy

Today marks the beginning of a new season in our company. In the last year I've had over 40 flights, and visited four major cities in Australia, meeting with dozens of physiotherapy clinic owners. I came to realise that we are not alone in our passion, with pockets of like-minded practitioners across every state in Australia, who share our passion and hope for the industry. They are marked by great diversity, sprawled through varying demographics, different aesthetics, different nationalities and different backgrounds. Through my travels it became apparent that Life Ready is deeper than an aesthetic or a name, it is a collective dogma, articulated best not by appearance, but rather a uniting passion for a problem.

To accomplish our mission of raising the bar of the profession, and helping people reach their best quality life, means not only continuing to run a great company, BUT to unite and mobilise the diverse group of individuals across the country who share our passion. In a country of 22 million people, **this season is not annual, and perhaps not even achievable in our lifetime, but it is a noble cause worthy of our devotion and our pursuit.**

Working collectively, we can do much more than on our own. This is our mandate. This is our mission.

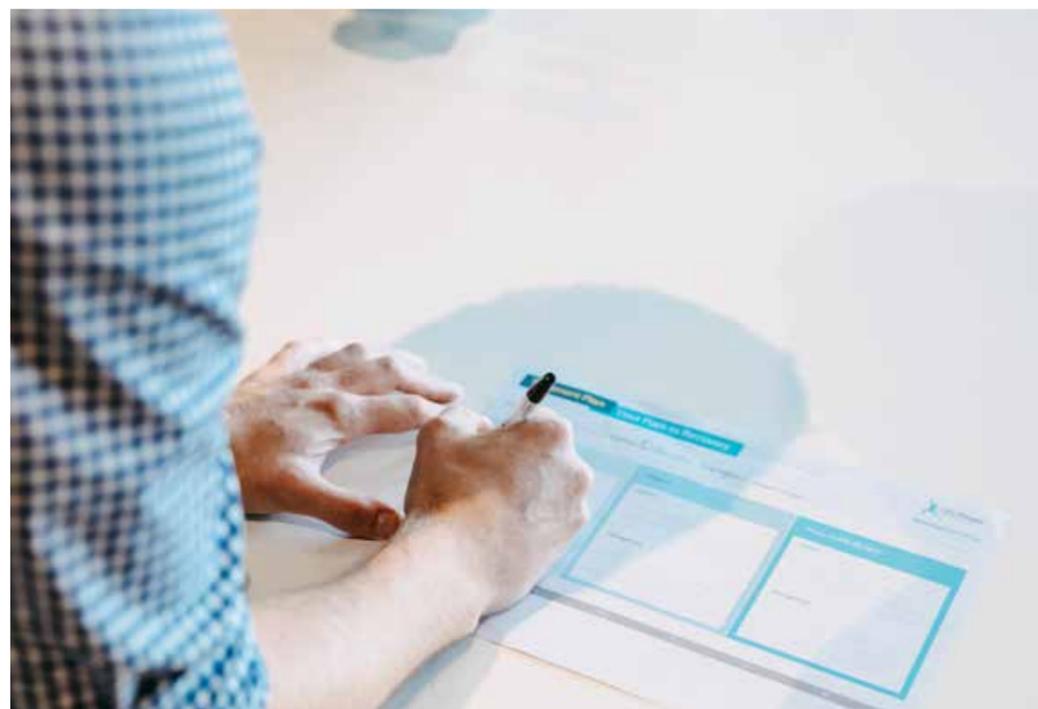
The Problem

In Australia today, the physiotherapy and Pilates industry is considered one of the most fragmented in our economy. What does this mean? It means that for approximately \$7 billion of GDP produced in the industry, there are over 17,000 unique businesses. The market leader holds only 2% of the market, with the average size practice at just under two practitioners, and an average profit of a clinic at only ~7%.

This indicates that our industry is dominated by owners doing everything in their business; from treating patients to managing the business operations, and means they are trapped wearing every hat. This has led to rising practitioner dissatisfaction, with physiotherapists lasting a little under seven years. It has also contributed to a reduction in patient satisfaction and outcomes, and an overall reduction in quality of life for owners, practitioners and patients.

This problem has captured my heart, and I know for a certainty the majority of yours. At the core of Life Ready is a fervent passion to do whatever it takes to help **people** get to their best quality of **life**. This starts with providing back end support so owners can run great, profitable businesses without neglecting their team and their families. These owners subsequently can spend the time innovating, caring for and coaching their team, ultimately flowing onto better patient outcomes.

We are doing this in Perth, with over 3% of the market share, making us arguably the largest in the state. We've seen our NPS rise to one of the highest in the industry (86.4), our reputation grow, and our people develop. We are a testimony that against the odds, a collection of well-intended Gen Y and Millennials can collaborate to disrupt an industry.

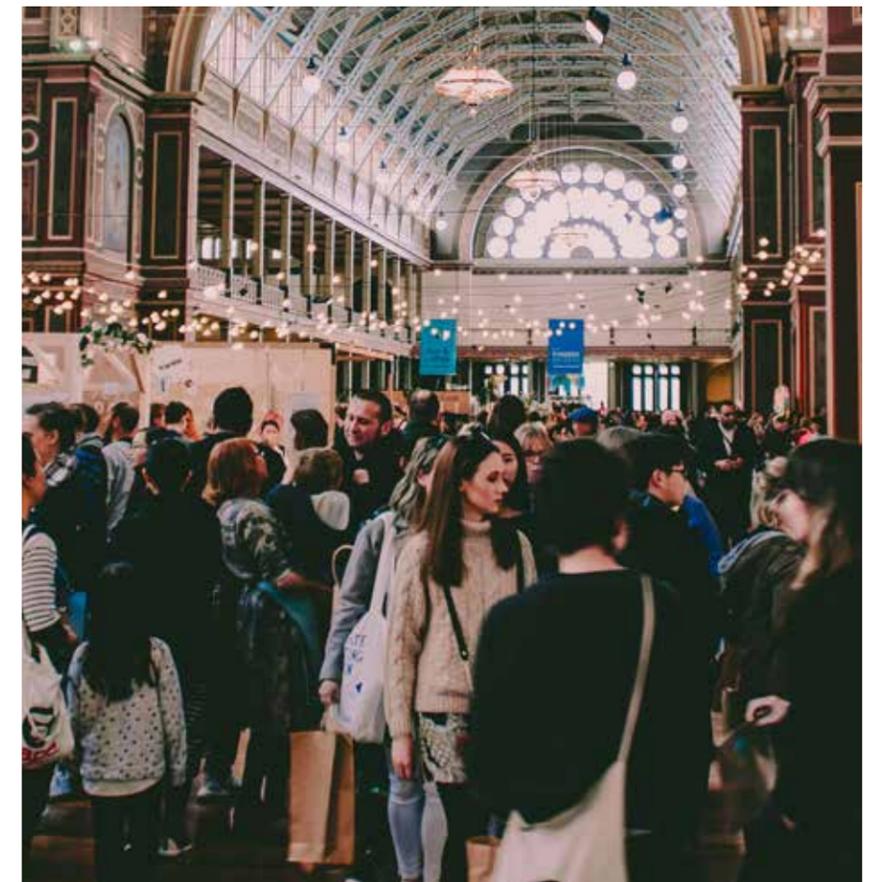
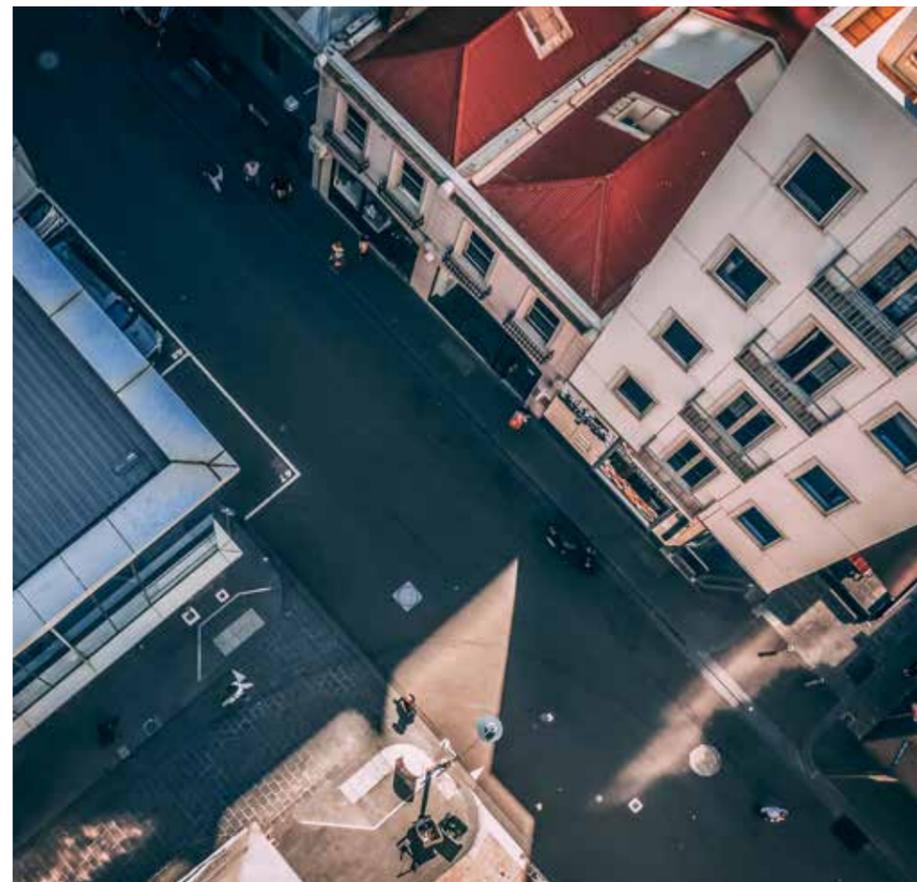


The Vision

In Australia today, approximately 68% of the population live in an urban area, and that number is expected to increase to 70% in the next 10 years. This accounts for over 15 million people, of which ~2 million of these people will require the services of an allied health/Pilates professional in the next year. This is too many people for us to successfully help on our own.

Life Ready's story and identity is richly tied to our united focus on people, and progressing all people (business owners, our employees or our patients) towards their best life. From our humble beginnings in Yokine and Inglewood in Perth's inner east, to the centre of Perth CBD, and now to Melbourne's inner east, Life Ready has already begun taking our message and our model across the great divide. Our vision will be pursued by raising up like-minded leaders, who will train and develop healthy clinics that will reach the people in the urban centres of which they are based.

The community birthed from the common thread of our shared passion that we will build, is **The Life Ready Collective**.



Strategy: *FIVE PILLARS*

CONSOLIDATE

IDENTIFY

UNITE

EQUIP

EMPOWER



Consolidate

We will continue to deepen the foundations of who we are, building processes that ensure no matter how big or small we get, we stay true to the Life Ready spirit.



Identify

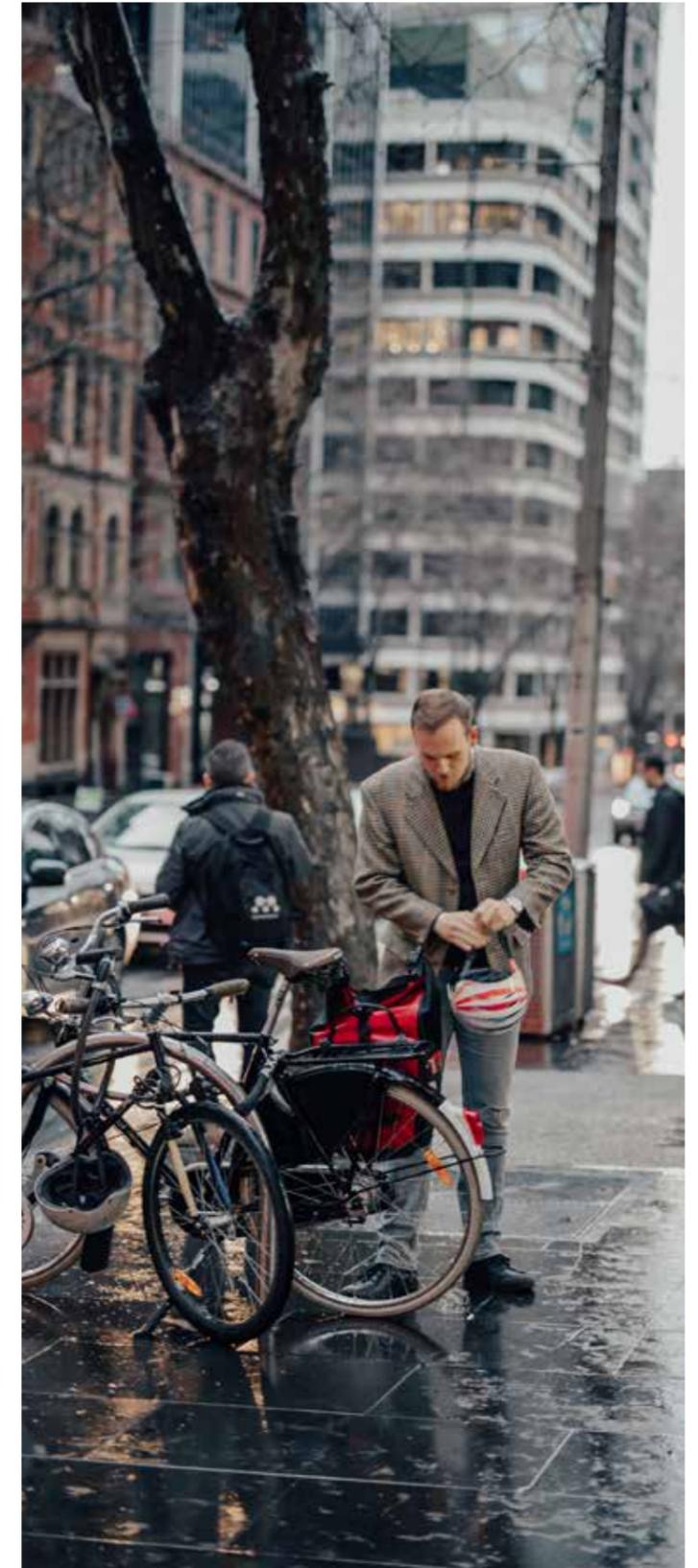
Find one person or group of people who share our values in each major urban hub

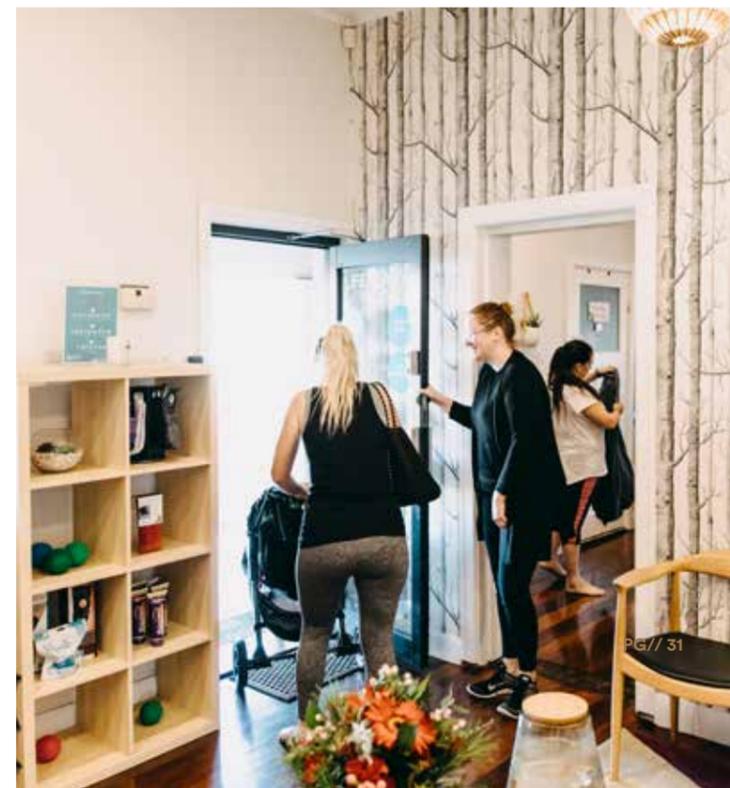
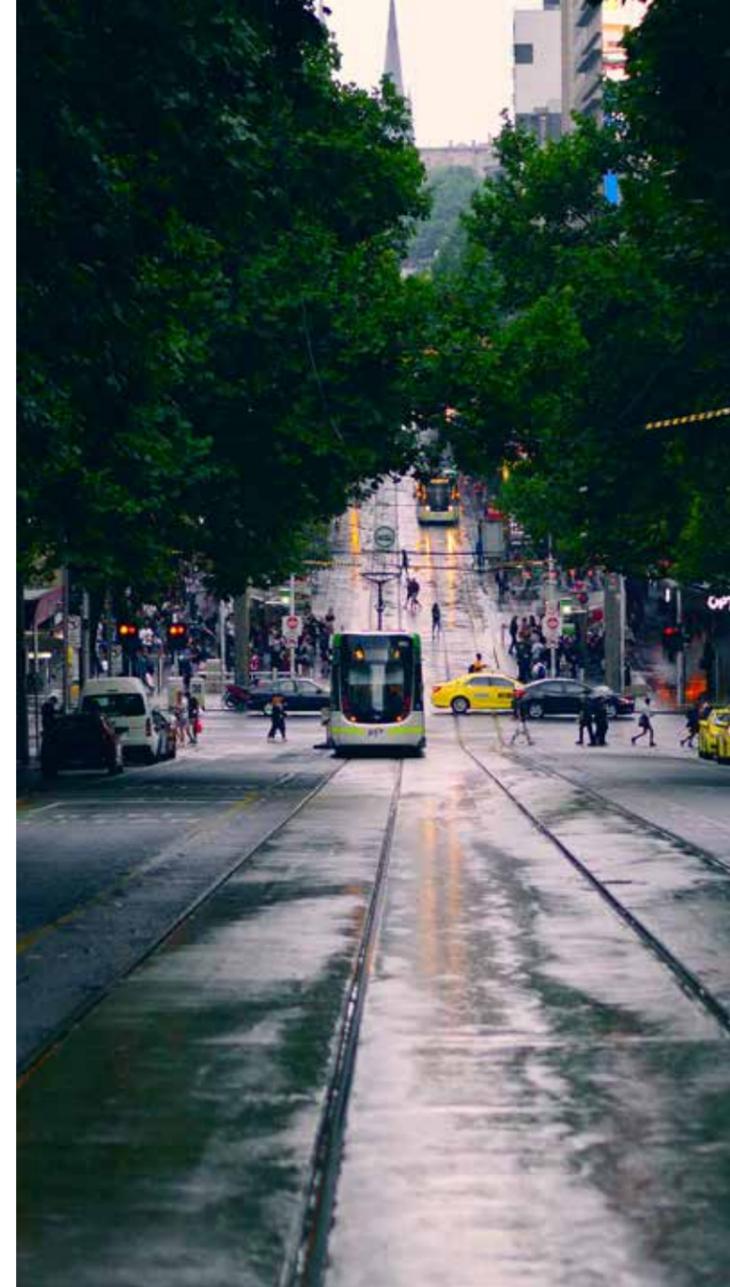
We will get our message out there

- Through PR and great content marketing, we will let the people who share our values know we are here

We are searching for people who:

- Align with our mission
- Want to join in our pursuit of this cause in the long term
- Have the reputation that aligns with our perception





Unite

Bring them together and collate their experiences and knowledge.

A team is smarter than a single person. We will utilise our infrastructure nationally to draw knowledge from everyone and allow everyone to collaborate across the country.

Equip

Give them what we have learnt and are learning.

We will freely share our experiences and knowledge, so that we can enable more people to raise the bar of the profession, helping more people to reach their best quality of life.

Empower

Release them to do the same in their community.

Provide processes, infrastructure, support, and capital to help them grow organically in their cities.

collective

**Working collectively, we can do much more than on our own.
This is our mandate. This is our mission.**

