

 HOLMES PLACE

# MIRAFLORES

*A long-term Investment Opportunity located in a highly consolidated residential area*

*February 2025*

 **JLL** SEE A BRIGHTER WAY



# Agenda

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The Opportunity

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# 01 Holmes Place Miraflores

## THE OPPORTUNITY

JLL is delighted to present Holmes Place Miraflores, an outstanding opportunity in the health club sector.

The asset gives investors the opportunity to invest in a solid and robust business through a Real Estate transaction. As one of eight Holmes Place health clubs in Portugal and located in the bustling area of Miraflores (Lisbon Metropolitan Area), being one of the most strategic locations of the Holmes Place operations.



**CONSOLIDATED**  
RESIDENTIAL AND  
OFFICE LOCATION



**ROBUST**  
INDUSTRY SECTOR



**STRONG**  
PRIMARY CATCHMENT  
AREA



**c. 4 617 SQM**  
TOTAL GCA



**LONG TERM**  
INCOME



**SUSTAINABLE**  
RENTAL RATE



**c. 8.80 YEARS**  
WUALT



**c. EUR 705 000**  
GROSS ANNUAL RENT





01

# Holmes Place Miraflores

## THE ASSET

Built in 2003, the asset is located in R. Rodrigo Bessone Basto 7, Miraflores and consists of a health club in a stand-alone format with **4 610 sqm** of Gross Construction Area for a total land area of **7 530 sqm**.

The asset is comprised of a main facility with 3 floors (including a swimming pool), gardens, a tennis court and 35 parking spaces.

### 7 530 SQM

TOTAL LAND AREA

### 4 617 SQM

GROSS CONSTRUCTION AREA

### 35

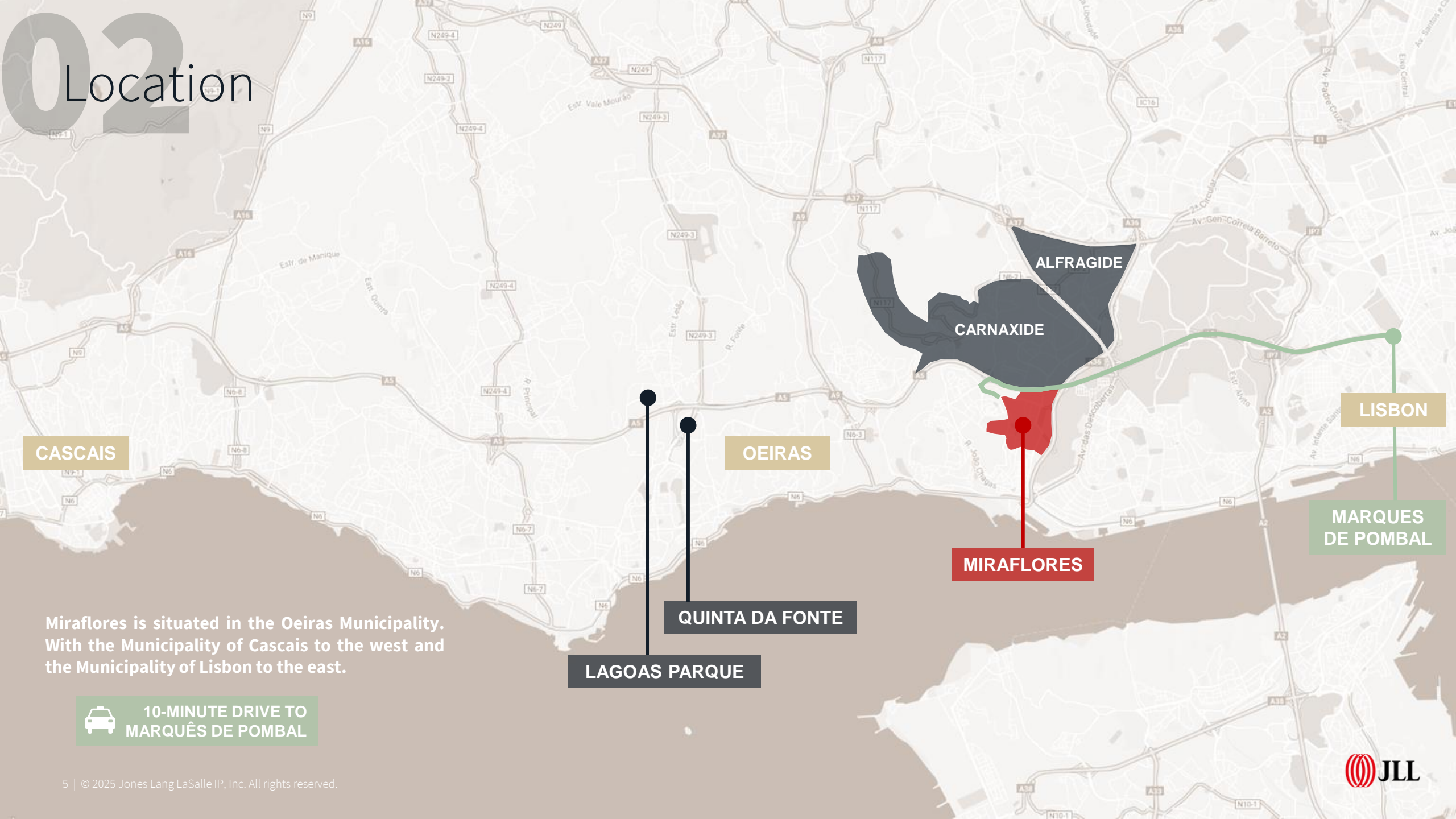
PARKING SPACES

### FACILITIES

IN-DOOR SWIMMING POOL,  
TENNIS COURT, OPEN GARDENS



# 02 Location



CASCAIS

OEIRAS

LISBON

MARQUÊS DE POMBAL

MIRAFLORES

QUINTA DA FONTE

LAGOAS PARQUE

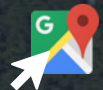
Miraflres is situated in the Oeiras Municipality. With the Municipality of Cascais to the west and the Municipality of Lisbon to the east.



10-MINUTE DRIVE TO MARQUÊS DE POMBAL



# 02 Location



The icon  
redirects to the  
Google Maps  
location

## MIRAFLORES

Miraflores makes a prime location for a health club due to its bustling urban atmosphere, near **residential areas and office complexes**. There is a clear thriving trend with brand new residential and office projects being born in Miraflores.

The area's demographic makeup, with a mix of **young professionals and families**, offers a potential customer base that seeks active and healthy lifestyles. Additionally, Miraflores boasts a variety of amenities, such as parks and green spaces, providing opportunities for outdoor activities and attracting health-conscious individuals.

Alma Hills

Villa Iris

Torre Girasol

Lotus Living

HP Miraflores

CITTI

Miraflores Park

Rio Mirear

Gestilar Residences


Arquiparque

Vista Mirear

Zume

Terraces Mirear

Monview

A5  5 minutes

IC17  4 minutes

Train Station  7 minutes

Torre Monsanto

World Trade Center



# 02 Location

## CATCHEMENT AREA

	TRAVEL TIME (minutes)	TOTAL POPULATION	POPULATION DENSITY (p. sq. km)	PURCHASING POWER INDEX
Drive	0 – 5	54 253	4 305	131
	5 – 10	209 767	7 292	149
	0 – 10	264 020	4 700	
Walk	0 – 5	2 287	10 396	140
	5 – 10	7 398	11 042	145
	10 – 15	7 975	6 935	167
	15 – 20	18 286	11 358	179
	0 – 20	35 946	9 851	

CONVINIENCE AND PROXIMITY RETAIL HUB



**STRONG UPSIDE FOR NEW RETAILERS**

CLUSTERED OFFICE DISTRICT

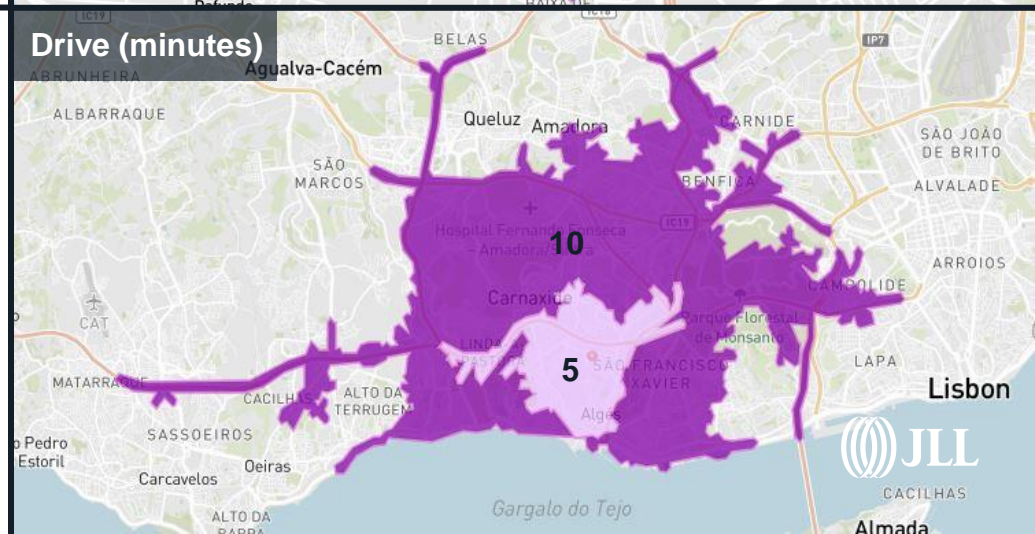
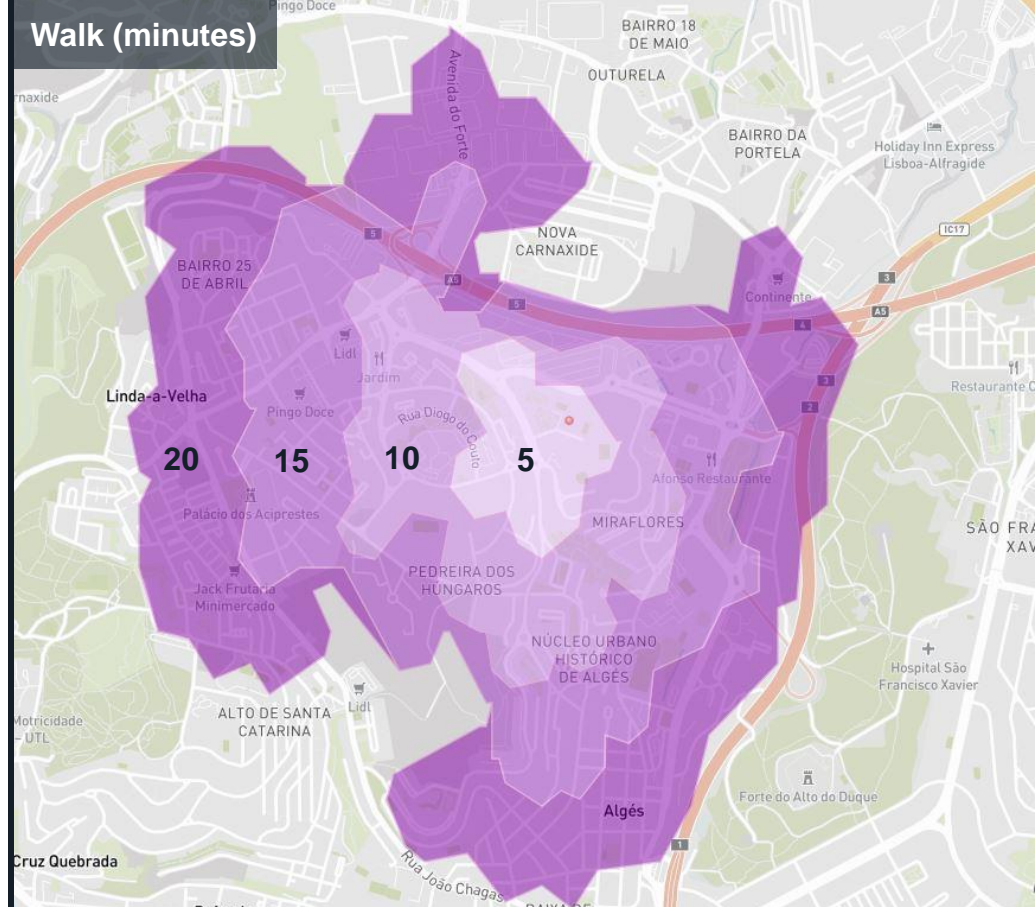


EXPANDING RESIDENTIAL AREA

**12**  
PROJECTS IN PIPELINE

**607**  
NEW UNITS

**€ 5 000**  
AVG PRICE/SQM



# 03 Tenancy

Founded in London (1980), **HOLMES PLACE** is an internationally recognized health club chain with an extensive presence throughout Europe, it has successfully established a strong foothold in the fitness industry.

The clubs offer an extensive range of services and facilities to cater to the diverse needs of its members. With state-of-the-art fitness equipment, a variety of group exercise classes, and luxurious spa and wellness amenities,

From fitness enthusiasts who are passionate about achieving their goals, to health-conscious individuals seeking comprehensive wellness experiences, Holmes Place offers something for everyone. Professionals also find value in Holmes Place, as it provides a convenient and reliable fitness solution that fits into their busy schedules.

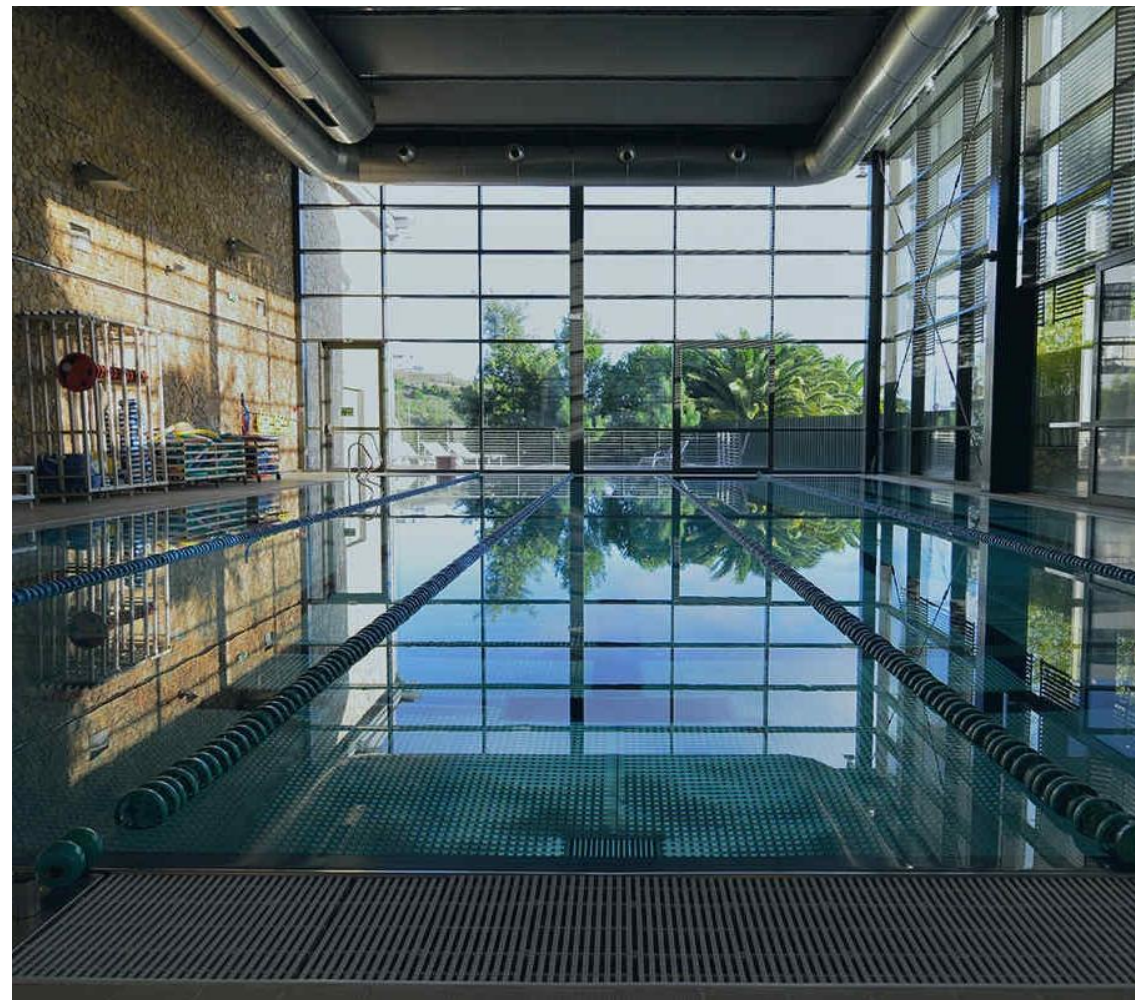
**1998** OPENS FIRST CLUB  
PORTUGAL (OEIRAS)

**2003** OPENING HP  
MIRAFLORES

**15** HEALTH CLUBS  
IN PORTUGAL

**3500** NR. MEMBERS  
HP MIRAFLORES

**+80** HEALTH CLUBS  
WORLDWIDE





# The Wellness Sector in Portugal

The gym sector in Portugal experienced a significant recovery in 2022, with an **increase in aggregate turnover by 50%**, reaching a value of **240 million euros**.

The **Lisbon district dominates the gym market**, representing approximately one-third of gyms in the country, followed by Porto with 24% market share. The **number of active gyms showed a recovery**, reaching around 840 by the end of 2022, still not at 2019 levels.

**EUR 240 M** AGGREGATE TURNOVER  
(2022)

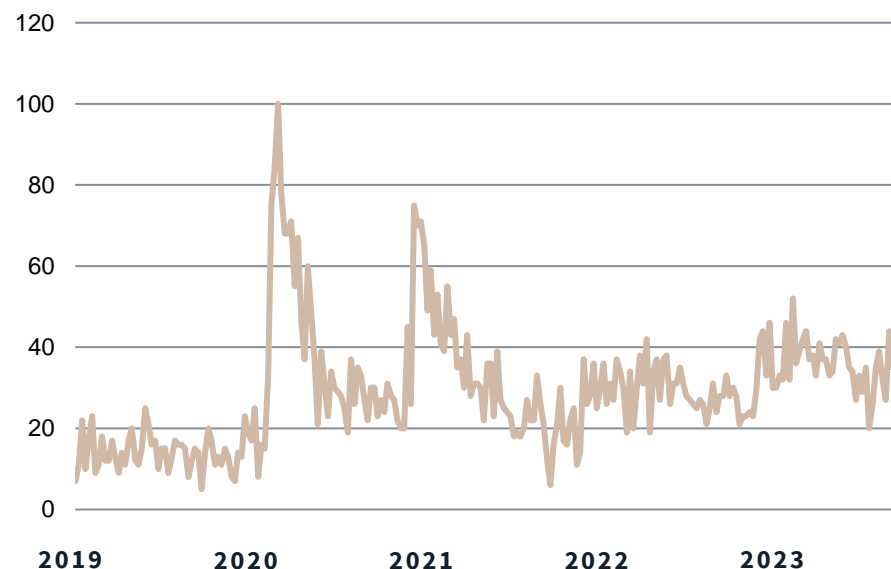
**50%** INCREASE AGGREGATE TURNOVER YoY  
(2021 vs 2022)

**840** NUMBER OF ACTIVE GYMS / HEALTH CLUBS IN PORTUGAL  
(2022)

**At-home fitness is struggling.** The pandemic days are over and so are the days of searching and buying at-home gym equipment. Plans for the expansion of companies such as Peloton have crashed just like their sales.

Everyday people are getting back to the gym, driven with the end of restrictions, getting back to the office trends and recognition of what an in-person experience adds to training.

FITNESS EQUIPMENT GOOGLE SEARCHES IN PORTUGAL



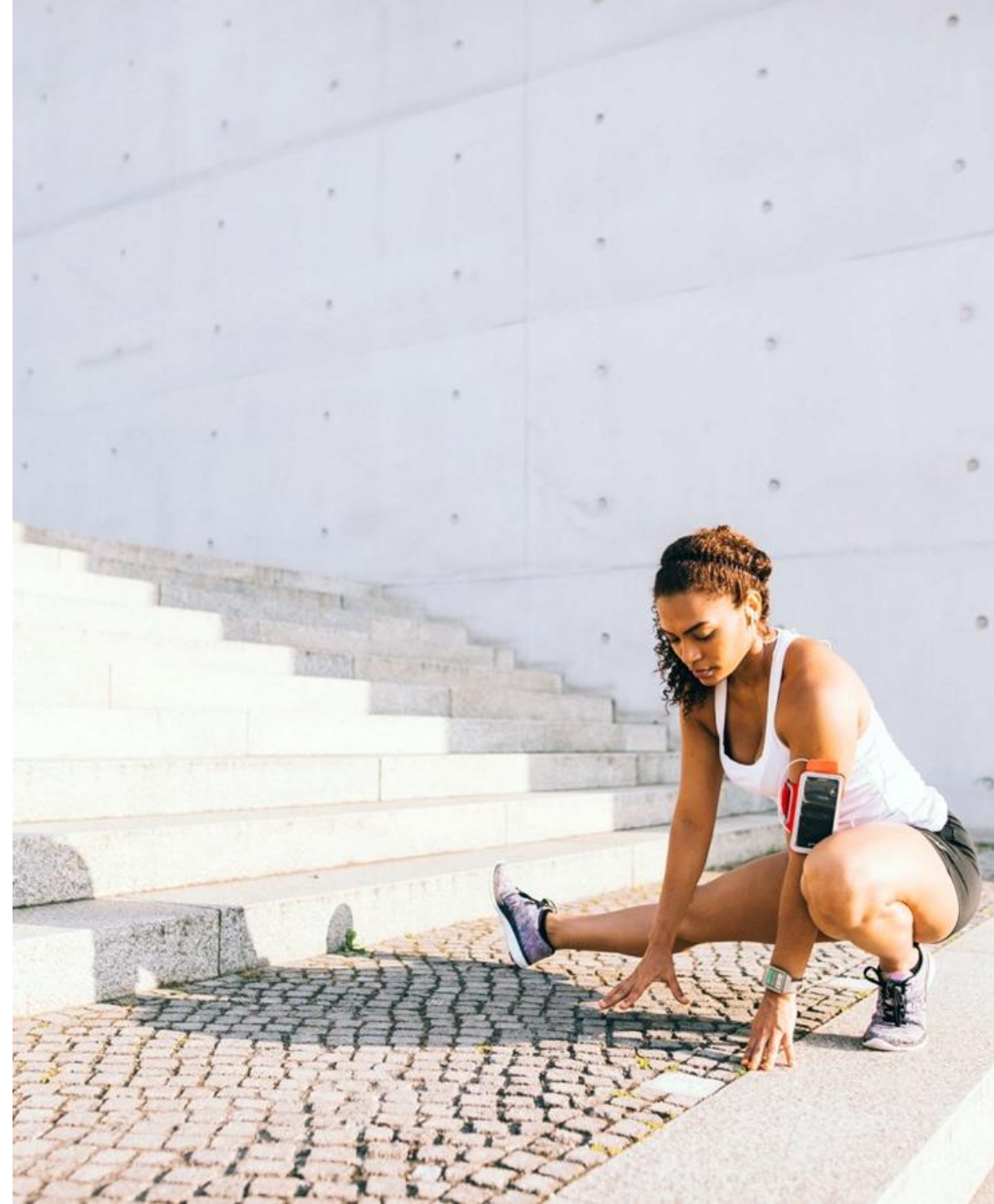
# 04 The Wellness Sector

## EMPLOYEE WELLBEING IS ESSENTIAL, WHEREVER PEOPLE ARE WORKING

Successful organizations have been preparing to meet employee needs with flexible workplace policies and support services that will maintain collaboration, innovation, and performance – no matter where or when employees work. COVID has certainly placed an even greater focus on working from home, but it's also **became clear how valuable a healthy lifestyle** and things such as going to the office are for innovation and collaboration.

COVID has increased **everyone's focus on health and well-being** in all its forms. Increasingly, workers are looking for services and benefits that address these concerns. This new, more holistic mindset about wellbeing is here to stay – what we call “the next normal”.

In this new environment and sentiment, not only are companies incentivising healthy and active lifestyles for their employees directly, but also indirectly with the push for them to come back to the office. In turn, **outdoor activities and health clubs' memberships are increasing** and with space to grow until reaching and surpassing pre-pandemic levels.





# 05 Gallery





# 06 Sales Process

*JLL has been exclusively mandated by the Vendor to market this investment opportunity.*

## TRANSACTION STRUCTURE

Asset Deal

## INDICATIVE CALENDAR

Indicative date for **submission of NBO** will be confirmed on a late stage.

## INVESTOR'S INFORMATION PACKAGE

Additional information containing the detailed lease agreement summary will be provided upon **signature of the NDA** provided by the Vendor.

## SITE VISITS

Please contact the JLL team to **schedule a site inspection** to the property.



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# Thank you

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