



SOULCYCLE

A black and white photograph of a person on a stationary bike, viewed from behind. Their arms are raised high, hands clasped together. They are wearing a light-colored tank top with 'SOUL' printed on the back and dark leggings. The bike has 'SoulCycle' written on the frame.

WE ARE SOUL

SoulCycle is more than just a work out.

SoulCycle is a visionary brand redefining health and wellness through unique mind body soul experiences that welcome all. We do this through addictive product, community relationships, top talent, and unparalleled hospitality.

In the darkness of our studios, our riders lose themselves in the intoxication of the music and the choreography.

By turning off the noise and turning on the peace, they rediscover their best selves.

WE ARE A MOVEMENT

Our community is at the core of SoulCycle.

Our studios are vibrant community destinations. More than simply combining retail, juice, and fitness, we create an elevated lifestyle destination that energizes the neighborhood and fosters connection.

Our retail's explosive growth is driven by our riders, who want to own an extension of the brand and look to our product as a way to sport SoulCycle both during the ride and beyond the studio.

Our instructors deliver powerful experiences that bring people together, inspiring and challenging each rider to push themselves beyond what they thought possible, both physically and mentally.



WE ARE MOTIVATIONAL COACHES

300+ INSTRUCTORS

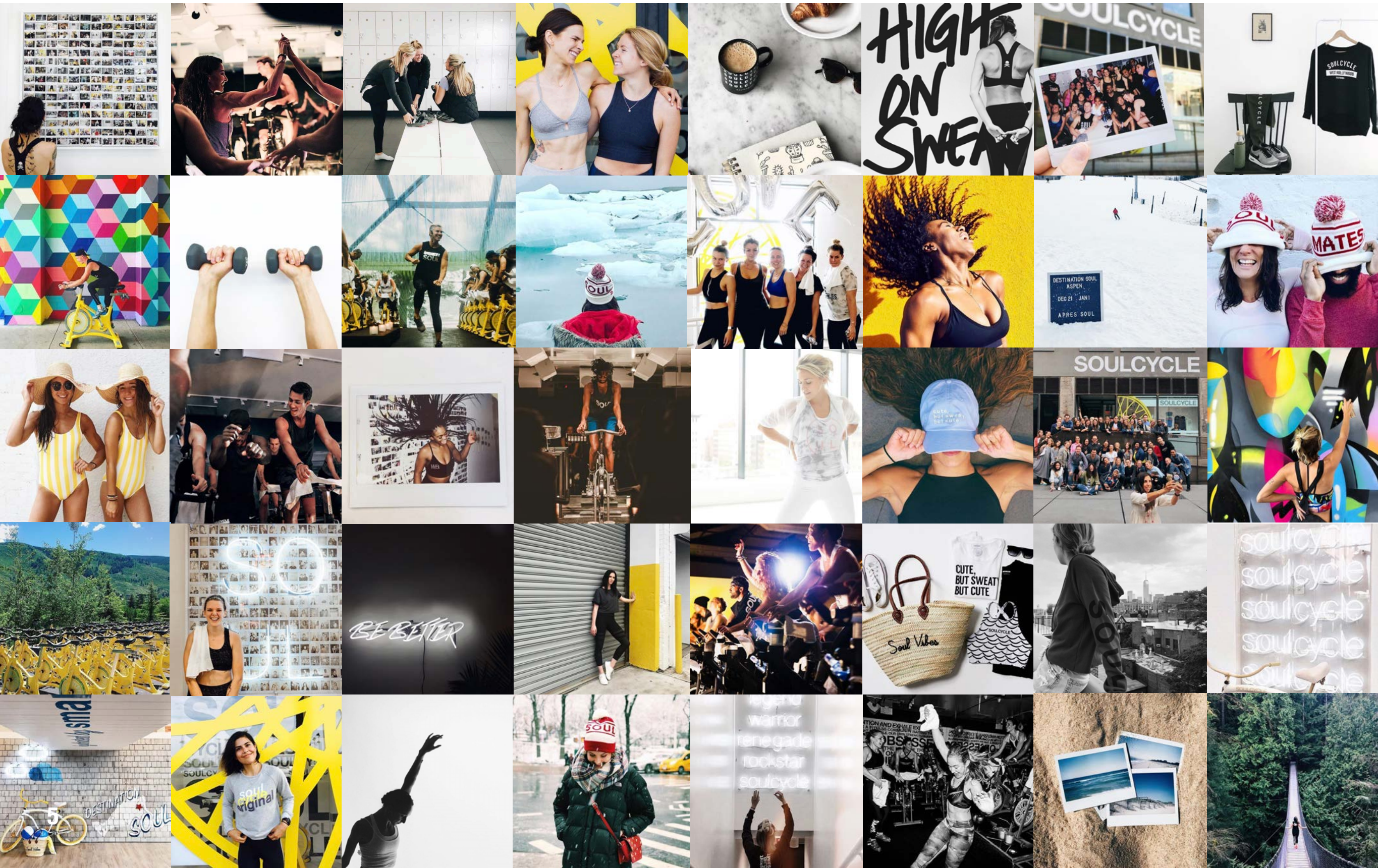
Our instructors cultivate a following among their riders, and as a result, are global brand ambassadors with active social media followings and engaged ridership.

OUR INSTRUCTORS ARE DIVERSE AND TALENTED

- Athletes
- Artists
- Dancers
- Performers
- Motivational Coaches



WE ARE A CULTURAL REVOLUTION



WE ARE CONSTANTLY EVOLVING

06 **BARN**

Opened first Studio in UWS at W72nd



Hello, Hamptons. Thanks to rider demand, Studio #2 opens in a converted potato barn in Bridgehampton

07

TAP IT BACK

Our first instructor training begins

09

10

Growth spurt! Soul expands to TriBeCa, E83 and Scarsdale



Equinox Acquisition

11

12

Our first Los Angeles studio opens in West Hollywood

The SoulCycle bike is launched and sold online



13

Soul grows to the Bay Area

Expansion to DC and Boston

14

15

SOUL expands to Miami and Chicago

Oh-Appy Day! The SoulCycle mobile app arrives



Texas joins SOUL in Houston, Austin, and Dallas

16

17

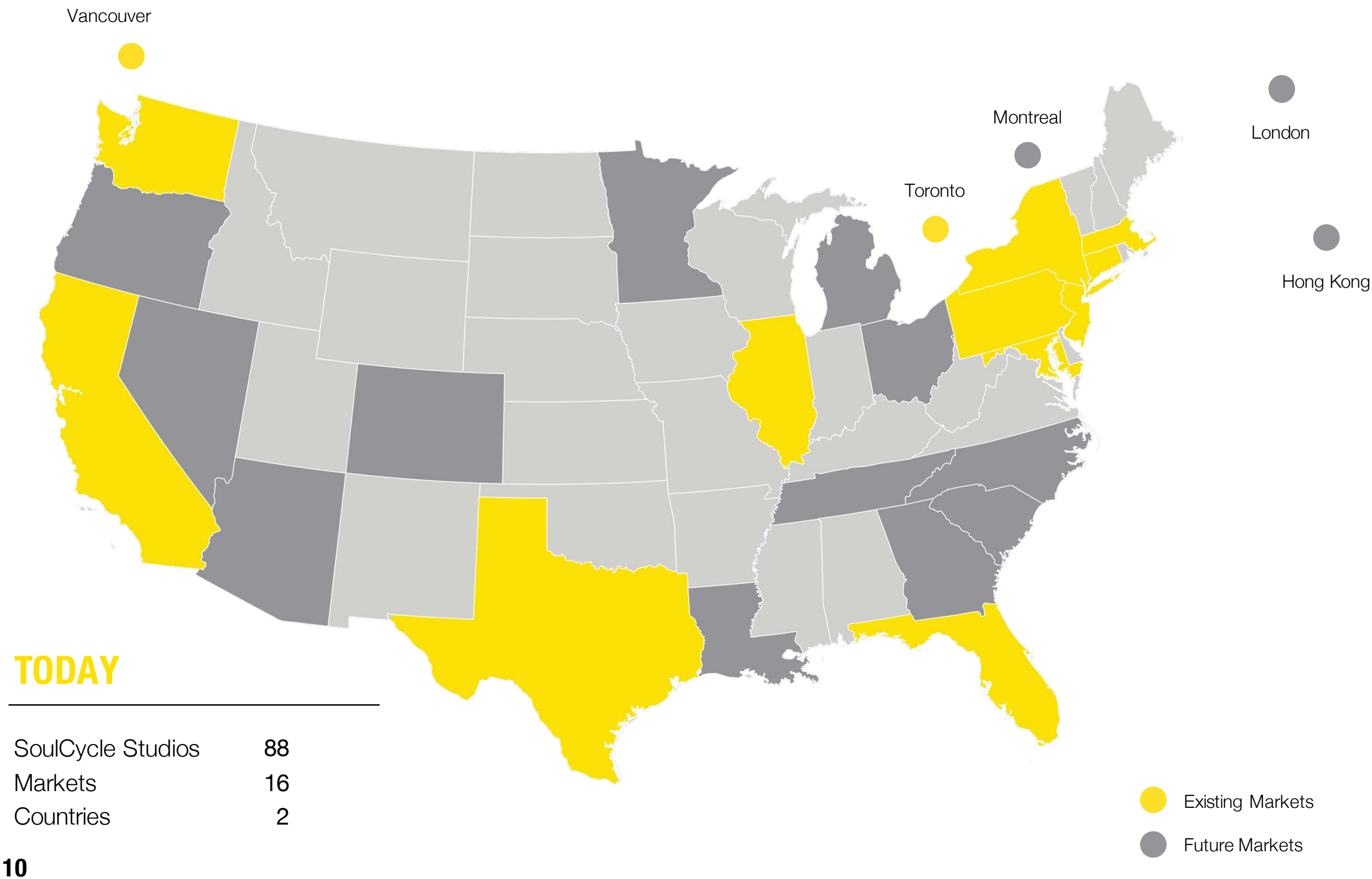
Soul goes opens its first studio in Canada

We launched a new bike

We opened our first SoulAnnex studio in NYC



WE ARE EXPANDING OUR GLOBAL FOOTPRINT



OUR STUDIOS ACTIVATE LOCAL COMMUNITIES WITH ENERGY AND DESIGN

BEVERLY HILLS



SOHO, NYC



YORKVILLE, TORONTO



MIAMI, FLORIDA



WITH 90 LOCATIONS BY 2019, WE ARE THE LARGEST MULTI-BRAND WOMEN'S ATHLETIC APPAREL RETAILER



WE BREAK THE MOLD WITH OUR LIFESTYLE APPAREL COLLECTIONS



We design 12 collections annually and drop 40-50 new products all exclusive to SoulCycle every month. Our retail is buy-now-sell-now, with **80% of product sold within the month.**

Complimenting our best-in-class brand partnerships, we are launching an **in-house brand – SOUL** is co-designed by our instructor community.



WE COLLABORATE WITH LEADING LIFESTYLE BRANDS

lilybod **P.E**
NATION
PUBLIC SCHOOL
MADE IN NEW YORK

MONROW
BRAND BLACK
Rails
A.L.C.

T E N T H O U S A N D COTTON
CITIZEN[®]

KORAL
LOS ANGELES

THE UPSIDE
→ →

LNDR

loren
stewart

THE
Herschel
SUPPLY CO. BRAND



APL
ATHLETIC PROPULSION LABS[®]

OUR STUDIO DESIGN IS ELEVATED, THOUGHTFUL AND CLEAN



WE CREATE A HOME AWAY FROM HOME



WE ARE A COMMUNITY BEYOND THE STUDIOS

SOCIAL MEDIA FOLLOWERS	744K
MEDIA IMPRESSIONS	38B
PAGE VIEWS / MONTH	6.5M
EMAIL SUBSCRIBERS	710K



To our loyal riders,

This was quite a year: Together we celebrated our 11th anniversary, introduced our Canadian friends to the magic of tap backs, and went off the bike and onto the floor at SoulAnnex.

But outside the walls of our studios, things have been a little more complicated in the world. We all felt it.

Despite the noise and stress you showed up for us. You believed in us. You made it to class when it snowed, when it was 100 degrees, and when you had one too many the night before. You made Soul a priority when the choice was only yours to make.

Thank you. Thank you for allowing us be your sanctuary.

When you walk through our doors, please know you're accepted and celebrated, exactly as you are. In the darkness, it's okay to get lost in the intoxication of the music, the energy, and the pack around you. Because sometimes you need to lose yourself, to find yourself. To walk out of class a different person than you walked in. To find your SOUL.

Our doors are open 365 days a year. We hope you carry the peace and joy you feel when we're together into the new year.

Melanie
Melanie Whelan
Rider since 2008 & CEO

/terke bern/
noun

90 minutes of pure cardio bliss to burn something other than the casserole.

WE HAVE OVER 350 COMMITTED CORPORATE PARTNERS



facebook



JPMorganChase



Bank of America

BuzzFeed



Goldman
Sachs

Deloitte.

H I R E D

Aol.



Douglas Elliman
EST. 1911
REAL ESTATE



tumblr.



WE ARE A BRAND WITH OUTSIDE INFLUENCE

PRESS



VOGUE
How SoulCycle Is Crushing Corporate Culture



THE STRATEGIST
What to Buy to Look Like: A SoulCycle Instructor
By Lauren Schwartzberg

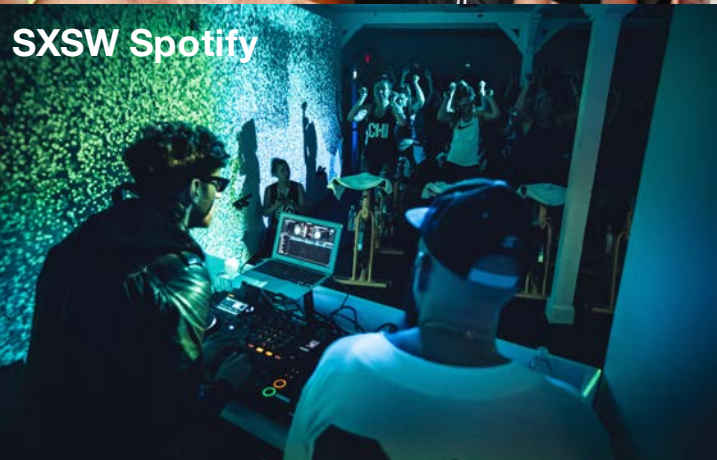


SPIN SPIN SPIN
How SoulCycle Plans to Keep the Soul without the Cycle

GLOBAL INFLUENCERS



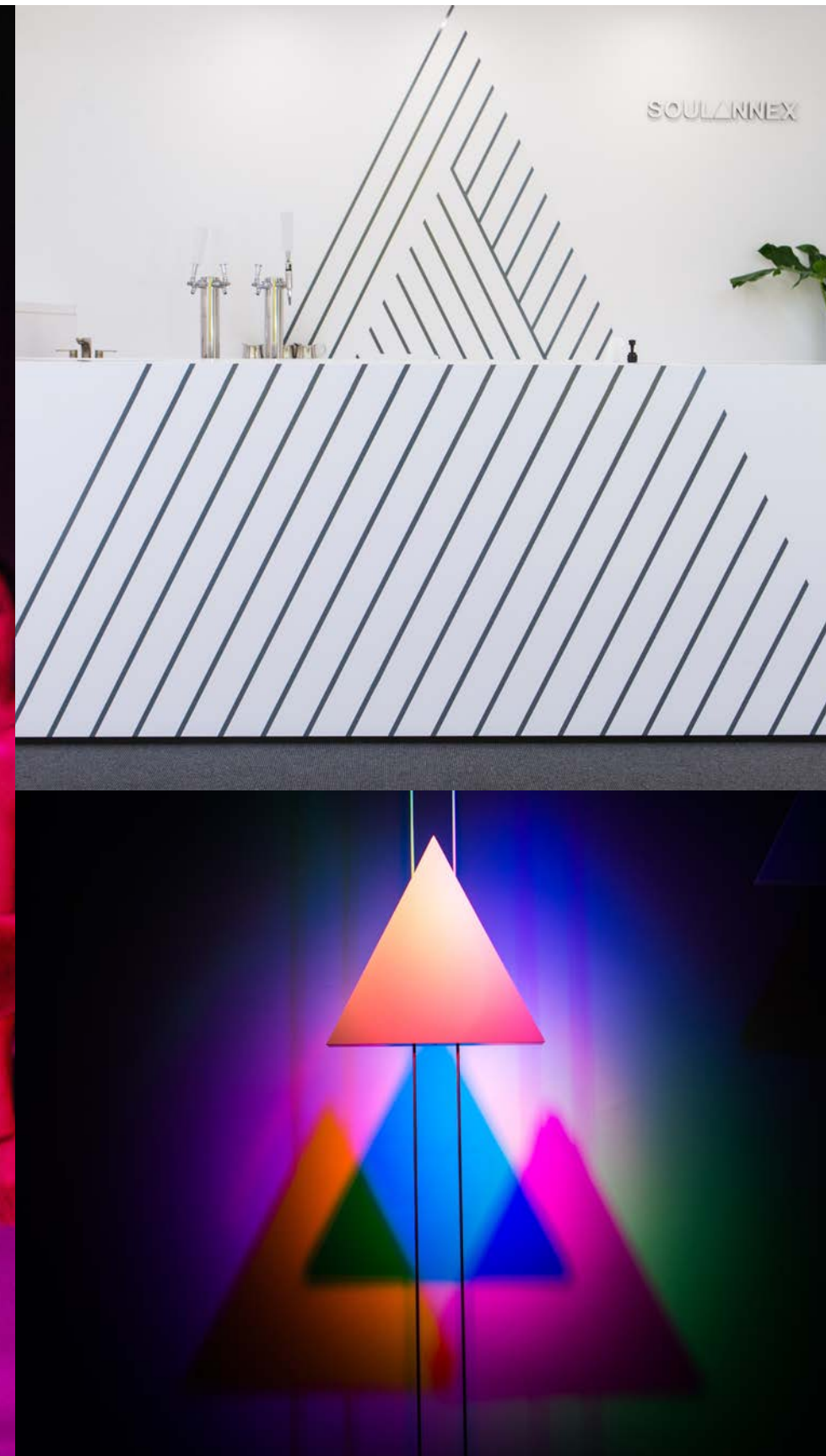
MUSIC TRENDS



WE ACTIVATE EXPERIENCES OUTSIDE OF OUR STUDIOS



WE INNOVATE WITH NEW EXPERIENCES



WE ARE DEVOTED TO GIVING BACK



CHARITY RIDES

Since launch, SoulCycle has held thousands of charity rides that give organizations of all sizes the opportunity to come together and raise money for their causes. In 2017 alone, SoulCycle hosted:

- **650+ charity rides**
- **Raised more than \$2.5 million for causes such as ALS, Breast Cancer Awareness, and New York City Public Schools**
- **In total, we've raised \$10 million**

SOULSCHOLARSHIP

SoulScholarship's mission is to bring the benefits and joy of fitness to underserved adolescents.

Students receive classes, workout gear, healthy snacks, and public transportation at each visit. With inspiring music, motivational coaching, and a supportive community, this initiative has given more than **450 SoulScholars in NYC, Chicago, DC, and LA** the tools they need to lead healthier, happier lives.

A woman with dark hair, wearing a black athletic top, is performing a backbend in a gym. Her head is tilted back, and her arms are raised. The background is dark with some gym equipment visible. The text "TIME TO START THE CARDIO PARTY!" is overlaid on the image.

**TIME TO START
THE CARDIO PARTY!**