

**OXYGEN**

**THE MUSCLE FACTORY**

COMPANY PROFILE



“

Adversity causes some men to break;  
others to break records.

”

**William A. Ward**

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# Foreword

Oxygen is the brainchild of a visionary entrepreneur Mr. Bader Boodai. After leaving the military service in 1993, Mr. Bader Boodai started creating and investing in different businesses across sectors in Kuwait.

When it came to the gym business, Bader's natural passion and enthusiasm resulted in the creation of a new era in men's fitness and bodybuilding in Kuwait.

The inception of Oxygen took place when the market was fragmented and underdeveloped. Mr. Bader Boodai's keen business sense and eye for detail propelled Oxygen

into a regional giant. The first gym opened in 2004 at Al Adaliya, Kuwait, marking an investment like no other. Oxygen has since witnessed unprecedented and unparalleled growth and success, both in Kuwait and the region.

A serial entrepreneur and investor from one of Kuwait's most prominent merchant families, Mr. Bader Boodai planned everything - from well-thought-out layouts to fabulous locations and state-of-the-art equipment, to excellent services.



**GYMS**



**HEALTHY  
RESTAURANTS**



**SUPPLEMENT  
STORES**

Today, the Boodai Oxygen Group runs a total of 6 gyms, 17 supplement stores, ten healthy cuisine restaurants and cafeterias in Kuwait, and a gym in Abu Dhabi.

By 2023, Oxygen will add two new locations in Kuwait, one in Dubai and a flagship gym in Riyadh – the largest ever built by the Group.

# Milestones

**2004**

The Al Adaliya, becomes a huge success and an industry disruptor as the men's only gym business in Kuwait. Well, planned location, layout, equipment, and services add to the attraction.

**2006**

Oxygen opens its second gym in Al Reggai 1.

**2009**

The third and largest gym with a total area of 3500sqm opens in Al Mangaf. Revenues and subscribers are now 2-times more significant than in 2004.

**2012**

Fourth and by far the largest gym with a total area of 4700sqm opens in Al Jabriya.

**2017**

Big gets more prominent. The newest gym at Sabah Al Salem is massive at 6500sqm. Oxygen's international expansion starts with a 3700sqm gym in Abu Dhabi. The subscriber base is now 2-times greater than in 2012. Oxygen Gym in Abu Dhabi is situated in one of the best locations in the UAE. It boasts free parking, world-class infrastructure, and high-end fitness equipment. As a result, the oxygen Gym is the ultimate muscle factory for male body-building enthusiasts and those who want to take their game to the next level. Indeed, one has to experience it to believe it.

**2019**

New Al Reggai 2, the 6th gym with an area of 6500sqm, opens its doors to residents of Al Reggai.

**2021**

Oxygen reports record revenues and subscribers.

**2023**

Plans to open four new gyms - two in Kuwait, one in Dubai, and its largest flagship gym in Riyadh, KSA.

Al Mahboula (6500sqm), Al Jahra (6000sqm), Dubai (6700sqm), and Riyadh as the largest ever built Oxygen gyms at 11000sqm to be operational.

# International Locations

## KUWAIT Gyms

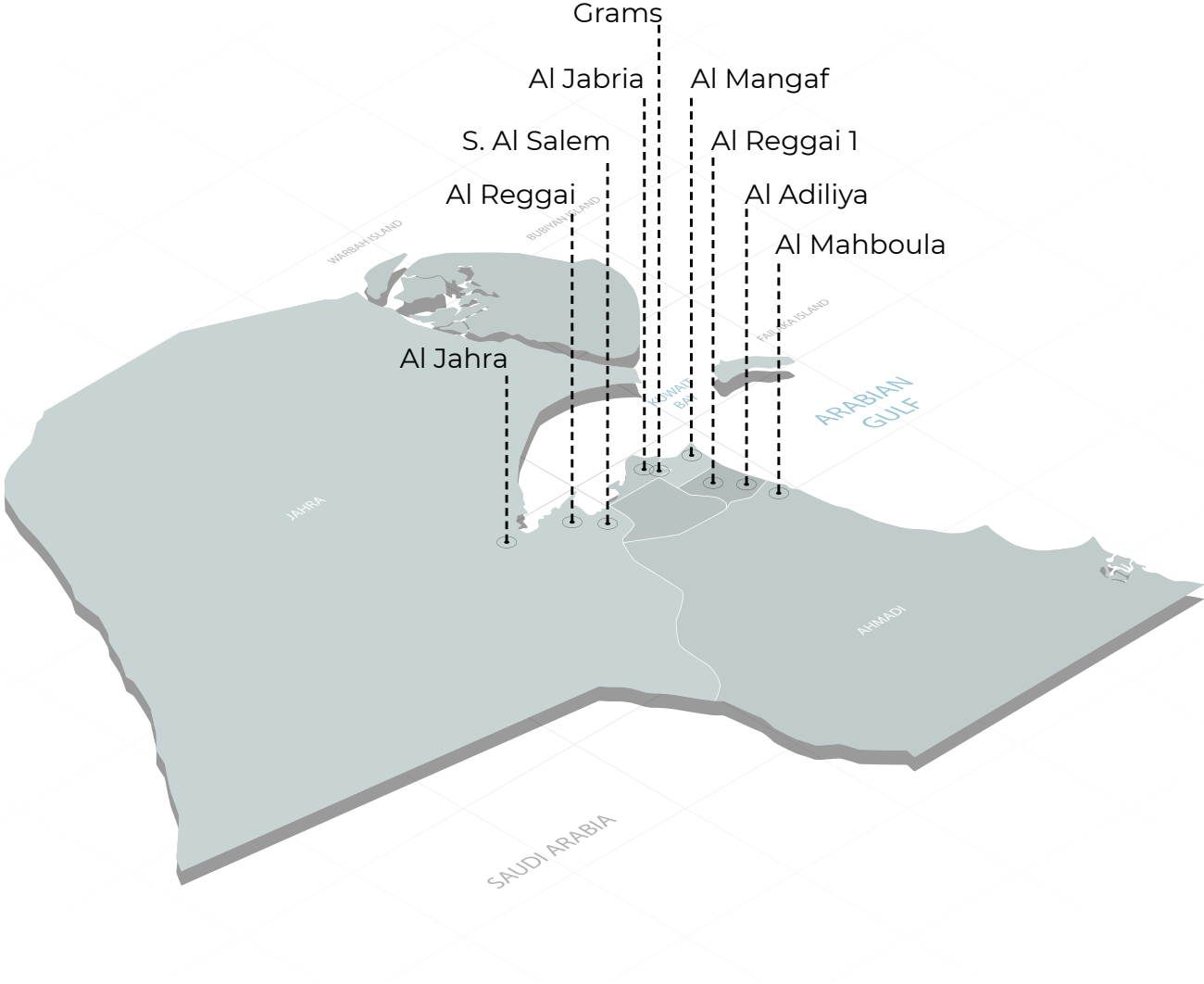
Al Adiliya	S. Al Salem
Al Reggai 1	Al Reggai
Al Mangaf	Al Jahra (2023)
Al Jabriya	Al Mahboula (2022)

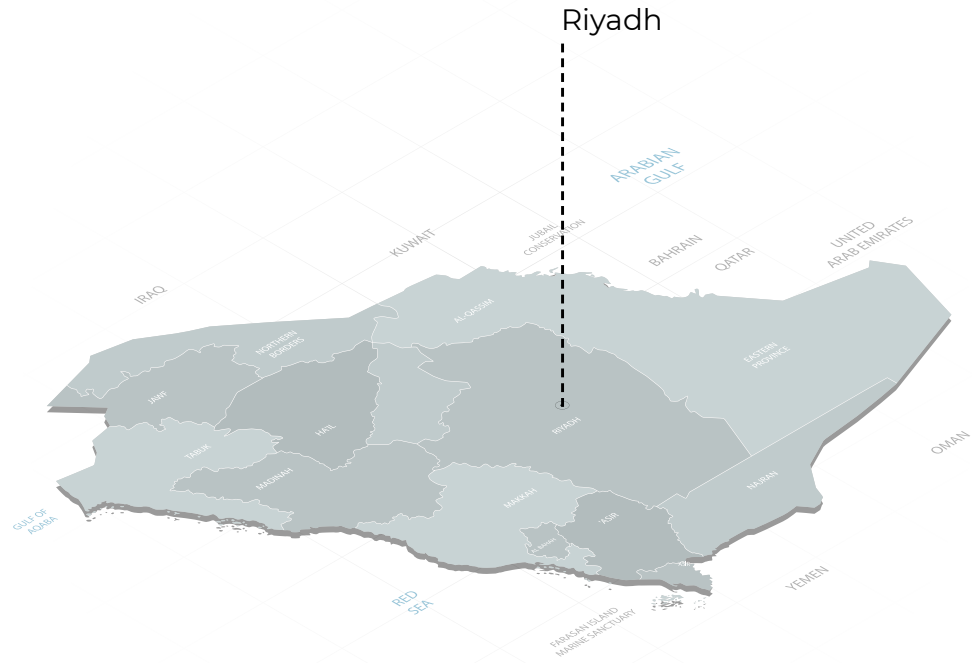
## Nutrition

Al Salmiya 1	Al Salmiya
S. Al Salem	Al Bagdad St.
Al Salmiya 2	Al Jahra
Al Mahboula	Al Jabriya
Al Reggai	

## Grams

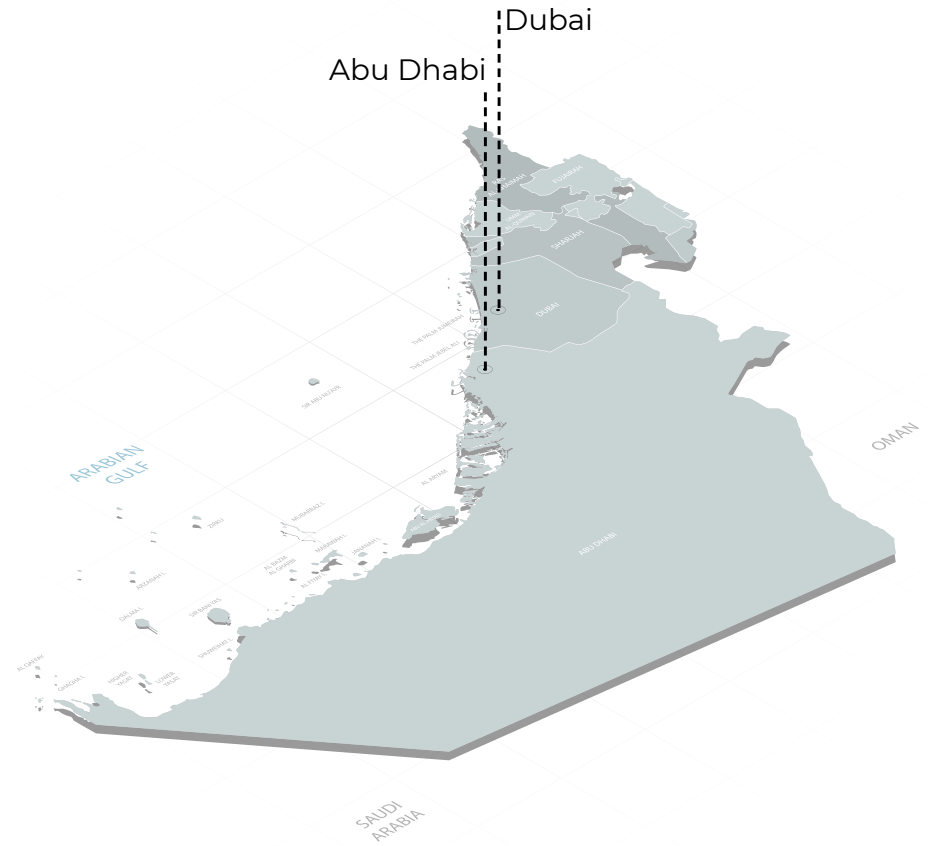
Al Jabriya





# KSA Gyms Riyadh (2023)

# UAE Gyms Abu Dhabi Dubai



# Our Vision

To be world-famous for men's  
bodybuilding and fitness.

# Our Mission

To make health and fitness an enjoyable experience  
by blending international best standards  
with a local flavor.

# Values and Goals

The below Values represent Oxygen's legacy and shape its culture:

Loyalty

Honesty

Trustworthy

Respect

Ingenuity

Ethics



# Board of Directors and Management

**Bader Jassem Boodai**

Founder and Group CEO

**Fahad Al Dhafer**

Group COO - F&B

**Jalal Abu Shayeb**

Group CFO & Acting Group  
CIO/CTO

**Adel Mahmoud Al Ali**

Managing Director  
Oxygen UAE

**Ahmad Fuad Al Turkait**

Group Chief Business  
Development

**Abdullah Al Shireeda**

Managing Director  
Oxygen Saudi

**Jaber Bu Sakher**

Group COO - Gyms

# Oxygen Brands

**OXYGEN**  
THE MUSCLE FACTORY

**OXYGEN**  
NUTRITION

**GRAMS**  
ESTD © 2017

# Supplements Brands

All gyms have a supplement shop equipped with qualified and experienced staff. Oxygen is the exclusive distributor of the following brands:



[www.cellucor.com](http://www.cellucor.com)

As America's #1 selling pre-workout supplement, C4 Original delivers a classic formula for explosive energy, endurance, focus, and pumps.



[www.dymatize.com](http://www.dymatize.com)

Dymatize was founded in 1994 and has grown into an industry leader, supplying the highest quality nutritional supplements to millions of fitness enthusiasts and athletes around the world! Dymatize is a world-renowned company spanning 50+ countries.



[www.row.grenade.com](http://www.row.grenade.com)

Grenade® is available in over 80 countries, with a multi-award-winning product range, including our best-selling Carb Killa® protein bars and cutting-edge sports nutrition, we have you covered.



[www.scitecnutrition.com](http://www.scitecnutrition.com)

A leading global brand of sports nutrition supplements with more than 700 product formulations, 135 proprietary flavoring systems, and distribution in over 90 countries.



[www.lohilo.com](http://www.lohilo.com)

Produced with love and always tastes good. Functional Drinks, Collagen, BCAA, Protein Ice Cream.



[www.steelfitusa.com](http://www.steelfitusa.com)

At SteelFit®, we create the highest quality, most effective, best-tasting products on the market. Our products are formulated for optimum results both onstage and off and are designed for all health and wellness enthusiasts, from fitness competitors to weekend warriors and everyone in-between.



[www.shakerfactory.com](http://www.shakerfactory.com)

The world's largest selection of private label shaker bottles, pill organizers, and other promotional fitness items.



[www.olimp-labs.pl](http://www.olimp-labs.pl)

Olimp Labs is one of the largest manufacturers of dietary supplements and OTC drugs in the European market.



[www.olimpsport.com/eu/](http://www.olimpsport.com/eu/)

The official store of the Olimp Labs. Nutritional and dietary supplements for the most demanding athletes in the world.

## XTEND

[www.officialxtend.com](http://www.officialxtend.com)

XTEND® is the best-selling, most-advanced BCAA drink mix on the planet. At its heart are 7g of BCAAs in the nature-designed and research-proven 2:1:1 ratio. XTEND® BCAA powder is a sugar-free and carb-free way to help anyone grind through a grueling gym session.



[www.reppsports.com/product/raze-energy/](http://www.reppsports.com/product/raze-energy/)

Perfect for anyone at any time, Raze Energy has become the most popular and best-rated energy drink on the market to date.



[www.universalnutrition.com](http://www.universalnutrition.com)



[www.gatsport.com](http://www.gatsport.com)



[www.evlnutrition.com](http://www.evlnutrition.com)

OUR GYMS

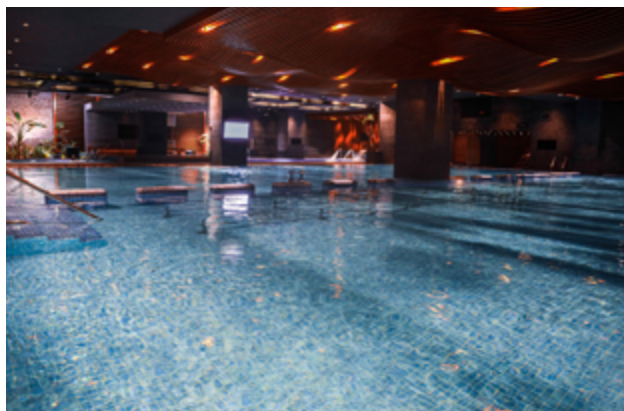
# Sabah Al Salem

Kuwait

Self-owned land and building







# Al Jabriya

Kuwait

Self-owned building









# Al Reggai 2

Kuwait

Self-owned building









# Al Adaliya

Kuwait

Self-owned building









# Abu Dhabi

Self-owned building. Open since 2017.







UNDER CONSTRUCTION





# Al Mahboula

Opening 2022 - **Totally Owned**



# Al Jahra

Opening 2023 - **Totally Owned**





## Dubai

Opening 2023 - **Building – Owned**



## Riyadh

Opening 2023 - **Building – Owned**

SUPPLEMENTS SHOP

Location, high quality, fulfill fitness and health needs in one stop shop, 9 of best Brands in the world , display, marketing.



All gyms include 1 supplement shop, and we have a supplement shop outside gyms. All staff are qualified and hold an undergraduate degree.

RESTAURANTS

# OXYGEN

THE MUSCLE FACTORY

## Oxygen Cafeterias/ Gym Eatery



Operating under the brand name GRAMS, Oxygen cafeterias and eateries complement the health and nutrition regime by offering flavorful and authentic local cuisine in gram quantities. Customers can choose their protein by weight and match it with carbs and veggies of their choice. GRAMS is Oxygen's tribute to healthy eating.



Quantity in grams of our nutritious offering is a customer choice; where we at GRAMS quality in meeting local demand and flavor is our mission.





OXYGEN GYM GEAR

Oxygen's brand of apparel and fitness accessories is a roaring success due to the following reasons.

Deep-rooted understanding: We have an innate understanding of our customer's tastes and preferences and are able to offer them exactly what they are looking for.

Quality: The quality standards of all our clothing line exceeds international standards and is flexible and durable enough to withstand even the most strenuous workout sessions.

Design: All our designs carry a local flavor and style.

Versatility: Oxygen holds the No 1. rank for a wide variety of all fitness apparel, including the gym and bodybuilding clothing.

Affordability: All Oxygen brand apparel and fitness accessories are pocket-friendly.



Follow us on instagram


 O\_2gyms

 O2\_nutrition

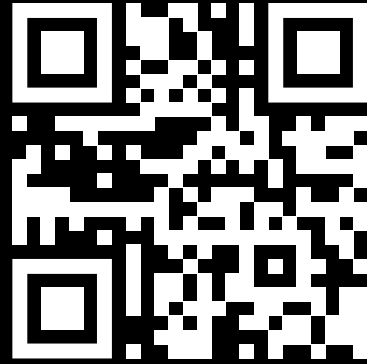
 gramskwt



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