



VALUE VITALITY CLUB

PHYSICAL EXCELLENCE MEETS LONGEVITY



Imagine a club where membership is exclusive and the only question you'll need to answer is:

“What is your contribution to sports?”

THE CLUB?

Value Vitality Club. It's Singapore's first sport-focused luxury members club, designed to revolutionize athletic performance, rehabilitation and recovery, not just for top athletes, but for high performers and ultra-high-net-worth (UNHW) individuals who embody the athletic mindset - in sports, business and life.

The athletic mindset is deeply rooted in focus, discipline, mental vitality, resilience, and the pursuit of excellence. These have underscored training methodologies across military, sports, martial arts, and leadership development and legacy building strategies across cultures and time - from ancient Greece, where physical training was viewed as a means to arete: the realisation of one's highest potential; and Rome; to Eastern cultures.

TRANSFORMATIVE WELLNESS DESTINATION

This idea that movement is essential for vitality and overall well-being is both part of ancient wisdom and modern science, developing into a holistic concept that prioritizes mind-and-body connection. The 21st century has seen a definitive move away from just peak performance towards sustainable performance and overall well-being as the cornerstones of a full life. Value Vitality Club honours the premise and promise of that shift.

Given that top performers and UHNW individuals are already aware of technological advancements, the key is curation to help them navigate cutting-edge sports science, recovery protocols, holistic wellness, and regenerative medicine-focused therapies effectively and with discretion.





With that as its top priority, Value Vitality Club comprises a curated network of pioneers across disciplines - world-class athletes, sports scientists, regenerative medical experts, and biohackers redefining the capabilities of the human body. Together, they bridge the gap between elite sports conditioning and everyday high-performance living.

As founder Natalie Bruyns explains it, it provides a bespoke ecosystem for those who seek to move, think and perform at their peak.

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Excellence in performance is rooted in efficient recovery, injury prevention, and prehab training - essential pillars of biomedical sports innovation. These strategies go far beyond rehabilitation, prioritizing proactive approaches over reactive treatments.

NATALIE BRUYNS

MAPPING THE FUTURE



Not just a space for athletes, Value Vitality Club is a social club for the world of sports, where members act as incubators, driving and shaping future innovations across the sector. This club seeks to honour and acknowledge the invaluable contributors of those who enable this mission. By investing in cutting-edge advancements in sports science, recovery technology and human performance, the club fosters innovation that it hopes will extend beyond its members.

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True greatness is never achieved alone. Our think-tank social culture thrives on leading not just personal transformation, but the advancement of human potential itself, by fostering first-hand experiences and initiating groundbreaking initiatives that will ultimately reshape the future of sports performance and The Physical Activity Economy.

NATALIE BRUYNS



The vision of the club is to pioneer a new paradigm in sports restoration in Asia - where athletic performance, rehabilitation, and a medi-sports spa converge. Beyond just a transformative wellness destination, it blends sports-specific-regenerative medicine protocols, biomechanics optimization, cognitive training, regenerative therapies, resilience coaching, and more. It's where science meets legacy.

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