

working out time  
**045** min



RPTS ██████████  
LVLS ██████████  
TURN ██████████

RPT - 100%  
DIRECTION = SIDE



BE A PART OF THE  
FUTURE OF FITNESS

INNOVATION. MOTIVATION. RESULTS.



**THE BEST TRAINING IS SIMPLE,  
EFFECTIVE AND MOST IMPORTANTLY  
ENJOYABLE.**

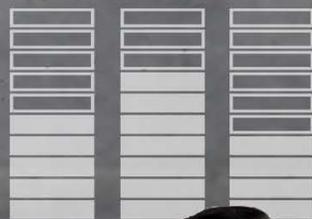
F45 specializes in high-intensity team training sessions that keep members engaged, motivated, inspired and sweating on a daily basis.

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Our innovative approach to exercise puts F45 members through an array of circuit-based workouts in a high-tech team environment to provide a totally immersive experience that is fun, fast and guaranteed to get results.

Each class is a unique experience run by a qualified F45 instructor, and supported by cutting-edge F45 technology, plus a live DJ to ensure our members leave exhausted and exhilarated but wanting to do it all over again!

Owning an F45 Training franchise gives you the opportunity to create *financial freedom* and enjoy an enviable work/life balance while improving people's lives.



# F45 IS GROWING RAPIDLY WITH 1000 STUDIOS IN 36 COUNTRIES



- |                      |                |             |
|----------------------|----------------|-------------|
| Australia            | New Zealand    |             |
| Canada               | Ireland        |             |
| United States        | United Kingdom |             |
| Mexico               | Netherlands    |             |
| Cayman Islands       | Switzerland    |             |
| Bahrain              | China          |             |
| Qatar                | Hong Kong SAR  | Tahiti      |
| South Africa         | India          | Uruguay     |
| United Arab Emirates | Indonesia      | Malaysia    |
| Vietnam              | Thailand       | Philippines |
| Bahamas              | Lebanon        | Singapore   |
| Namibia              | New Caledonia  | Taiwan      |

\*\*\*More coming soon

*“Forget crossfit – there’s a new super workout on the block.”*

Mens Health

F45's innovative training is designed and tested by the world's top trainers to ensure it works every muscle group and energy system in deliberate phases throughout the year.

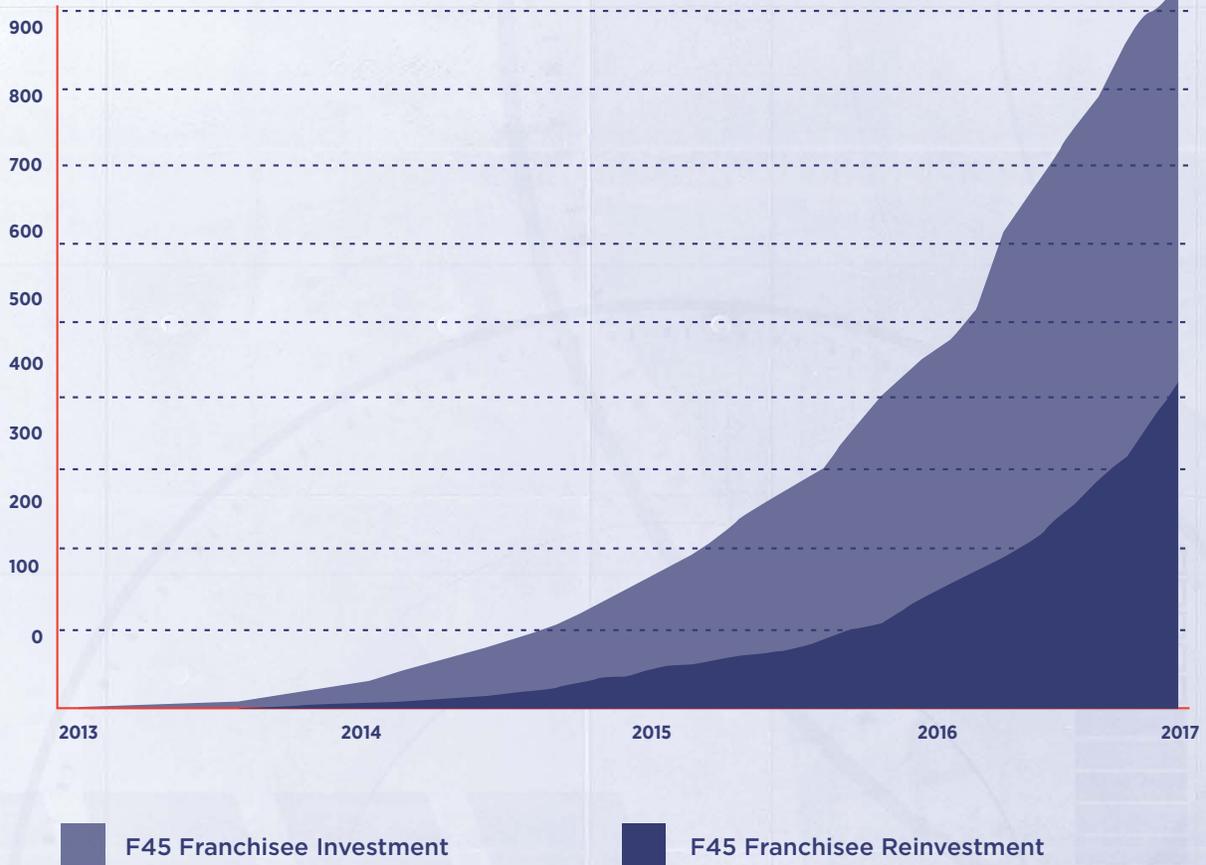
The end result is a sweat-drenched F45 member with a physique that is lean, strong and athletic, and a smile from ear-to-ear.

F45 is more than a training system. It's a profitable business. F45 is the world's top provider of team-based interval training and one of the fastest growing brands in franchising. Our intelligent, cost-effective business model has attracted investors from around the globe, prompting an explosion in network growth of 900 outlets in 36 countries.

*Note: You don't need to be a fitness professional to own an F45 training studio. Most of our franchisees apply the skills and experience they've developed in other industries to set up their own business and become their own boss.*



**Network Growth**



F45 training combines a best-selling training product with the most intelligent, cost-effective business model in the industry to give our franchisees the very best opportunity to improve the lives of their members, enjoy an enviable work/life balance and earn significant income, regardless of industry experience.

F45 allows our franchisees to invest in a highly popular fitness product that requires smaller floor space, less equipment and fewer staff than our competitors. F45 training studios are inexpensive to set up, easy to run and can be adapted to any market.

### What you can expect:

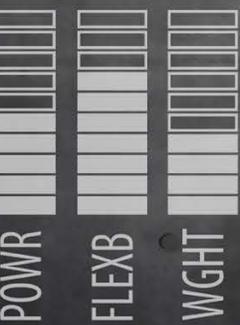
- Modest initial outlay secures equipment, fit-out, training and software;
- Cash flow positive within first 3 months of trading;
- substantial recurring income within 12 months;
- initial investment repaid within 18 months.

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*Note: the running costs of training studios are relatively low and largely fixed, making them easy to forecast into the future and requiring very low member numbers for the business to break even.*



IT'S NOT LIKE  
A STERILE GYM,  
IT'S A LOT MORE  
INTIMATE.  
YOU'RE NOT  
SURROUNDED  
BY STRANGERS,  
YOU'RE TRAINING  
WITH FRIENDS.

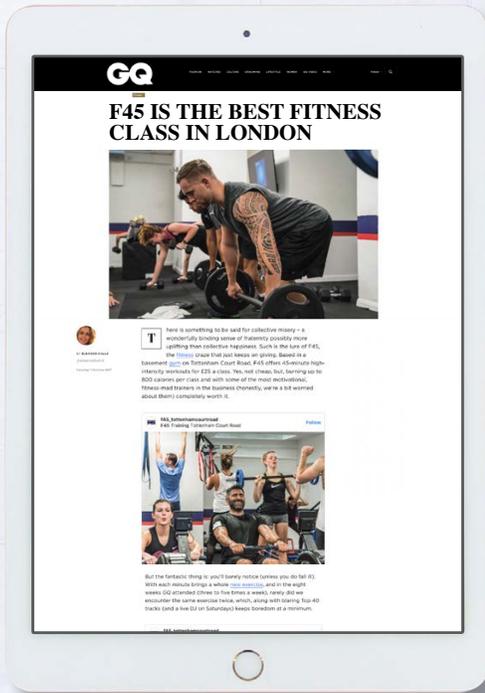


45  
2.5  
UP

- 100%  
= OPT 2  
3/4  
CTION = SIDE

## EXPECT EVEN MORE

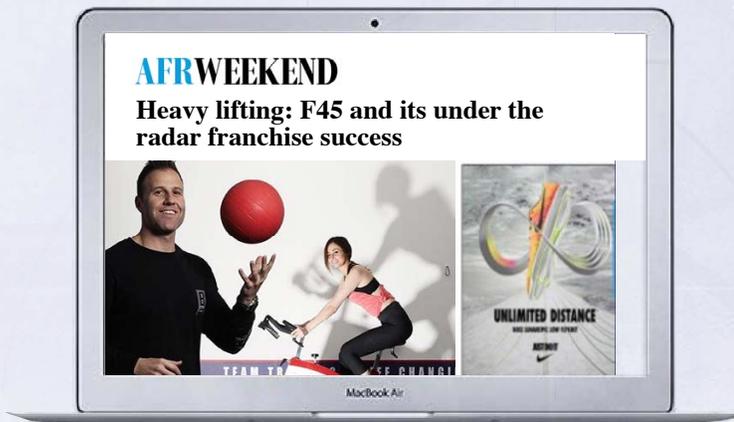
- Daily training programs, developed by elite programmers.
- Exclusive rights to use the F45 business system in territory.
- Extensive coaching of F45 business system, including customer acquisition and retention.
- Regular marketing opportunities to leverage the brand.
- Regular opportunities to share ideas and best practices with fellow franchisees.
- A global support model.



GQ  
UK



Property Week  
UK



Australian Financial Review  
Australia



Style Caster  
USA

“F45 IS THE **BEST** FITNESS CLASS IN LONDON”



## AMBASSADORS



**SAM BURGESS**  
Rugby League Player



**JAMES HASKALL**  
English Rugby Player



**HUGH JACKMAN**  
Past client



**STEPHEN HOLLIES**  
Rugby Union Player



**HARRISON BARNES**  
NBA Player



**JOEL MADDEN &  
RICKY MARTIN**  
Past clients



**PAIGE HATHAWAY**  
Fitness Expert



**BRETT LEE**  
Cricket Legend



**JOEL EMBIID**  
NBA Player

## SMARTPHONE BOOKING



Members can book their place in advance, anywhere, anytime.

## F45FM



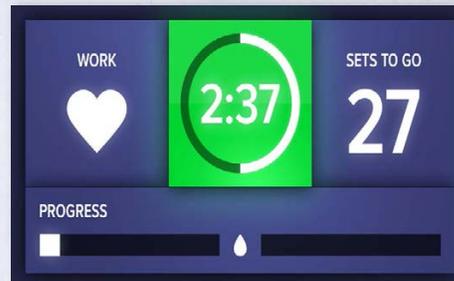
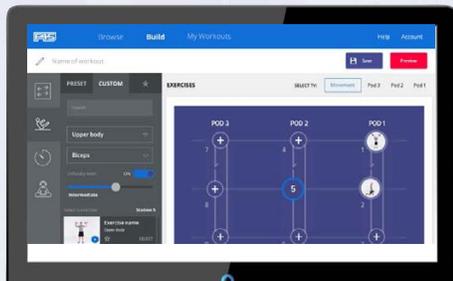
The network's own digital radio station broadcasting the freshest, dj- produced mixes complete with F45 ambassador voice-overs and branding. expect a high-energy environment inside every F45 Training studio.

## F45 LIONHEART



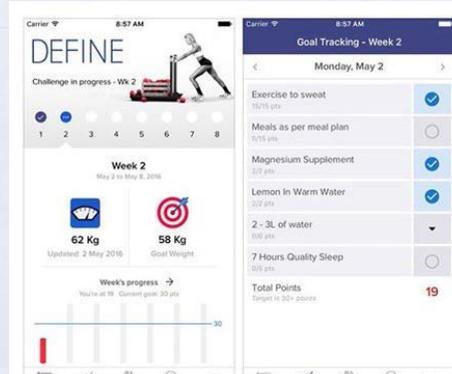
Accurately tracks performance in real time by monitoring heart rate, total calories burned and effort points. personalized workout reports are emailed to members immediately after class.

## F45TV



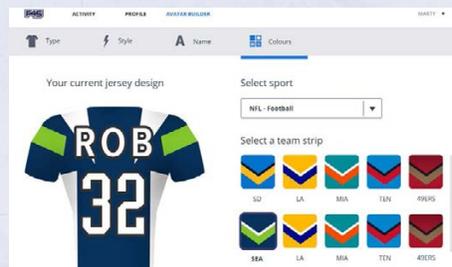
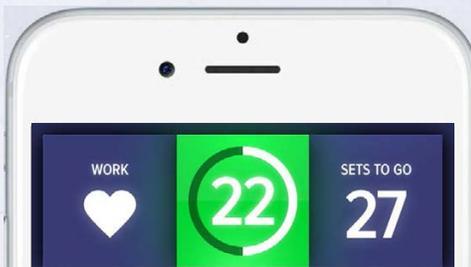
F45-patented technology that guides members through the daily workout with a streaming video demonstration of each movement, an interval timer and the room layout. This allows F45 instructors to focus on the members' technique and performance.

## SMARTPHONE APPS



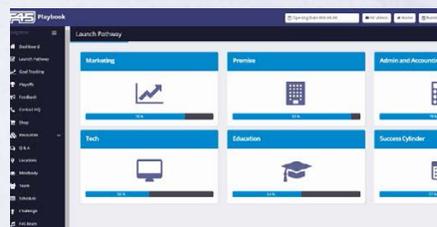
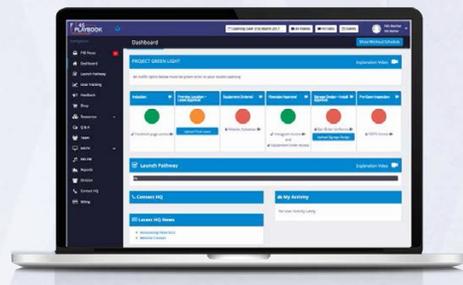
Offers meal plans, shopping lists, goal tracking and webinars to help members navigate the crucial role that food and exercise plays in a healthy lifestyle.

## F45 GAME DAY



At F45, every day is game day! This revolutionary platform uses rules and point scoring to create physical challenges among members, both inside the studio and across social media platforms.

## F45 PLAYBOOK



Gives franchisees 24/7 access to all the information they need through a single digital hub for operations support. Includes launch pathways, marketing, administration, accounting, in-studio software applications, education and F45 instructor support.

**A world-class workout** supported by a business model that is simple, inexpensive and highly-profitable; that’s the F45 proposition.

By selling a highly-popular fitness product that generates substantial recurring revenue with smaller floor space, less equipment and fewer staff than our competitors, F45 has set a new gold standard when it comes to investing in the health and fitness industry.

F45 Training studios are inexpensive to set up, easy to run and designed to generate a substantial income stream for the franchisee within the first year of trading.

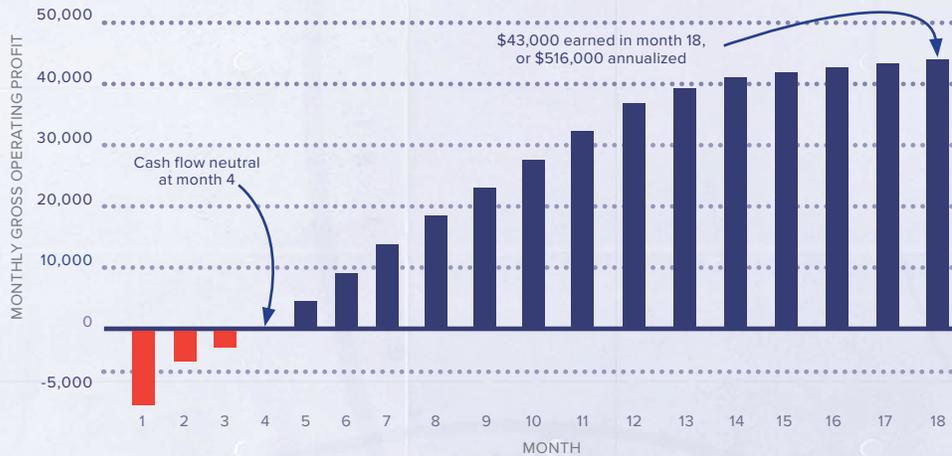
- Modest initial outlay secures equipment, fit-out, training and software
- Cash flow positive within first 3 months of trading
- Substantial recurring income within 12 months
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The running costs of F45 Training studios are not only relatively low, they are also largely fixed, making them easy to forecast into the future and requiring very low member numbers for the business to break-even.

The following table of indicative costs and estimates are subject to change without notice. Actual costs will only be determined when a specific location is identified. The size of the facility, it’s fit-out requirements and the location will all affect costs.

<b>Term of Franchise</b>	Five (5) years, with two options to renew for five years each	
<b>Initial Costs</b>	Initial Costs are listed in more detail in the F45 Training Disclosure Document, which will be given to prospective franchisees upon reservation of a territory.	
	Franchise fee paid to F45 on commencement of the franchise term	\$50,000
	Equipment open pack and delivery	\$112,000
	Rental bond (estimate)	\$15,000
	Legal fees	\$5,000
	Pre launch marketing campaign	\$25,000
<b>Ongoing Fees</b>	Monthly franchise fee	\$2,500
	Monthly software fee	\$195
	Monthly property rental	Market value in territory
	Monthly marketing investment	\$2,500
	All other outgoings including wages, rates and utilities	

## Single Franchise Cash Flow Model



Disclaimer: This cash flow projection is a resource only and is not intended to be a projection or prediction of your financial earnings. This tool does not take your personal circumstances into account. The earning and expenses of your business may vary depending on a range of circumstances, such as location. This cash flow tool is not intended to be your sole source of information when making a financial decision and it is not intended to be financial advice. You should consider whether you should get advice from a professional accountant, business or financial advisor in relation to the financial viability of your proposed business.

## Table Comparing Costs of Conventional Gym vs Studio

CATEGORY	TRADITIONAL GYM	F45 STUDIO
Premises	500 sqm+	180 sqm
Staff	15+	2
Equipment	USD \$1m+	USD \$112,000
Rent	USD \$250,000+ p.a.	USD \$70,000 p.a.
Maintenance	USD \$100,000+ p.a.	USD \$10,000 p.a.
Marketing	USD \$50,000+ p.a.	USD \$30,000 p.a.
Working capital	USD \$100,000+ p.a.	USD \$20,000 p.a.

\*Given F45's strong brand and proven business model, franchisees may have the added advantage of securing loan funding from a finance lender, reducing the upfront capital investment even further.

F45 Owner/Operator  
**GREGG RUTLEGE**



**F45 TRAINING CELINA, OHIO USA**  
Ex-Business & Marketing Manager

"I've always been very passionate about my personal health and fitness. I played organised sports throughout my life which became the foundation of my understanding of the importance of working out and benefits that come from it. Before F45 I had become very involved with CrossFit. Being a former athlete I quickly dove into it and even competed at some regional events. As time passed I started to recognise elements within CrossFit that became more and more unsettling. I stepped away from it and began looking for something else and that's when I found F45. I immediately knew after learning about and watching the promo video it was going to be a success and I needed to be a part of it. A year after that I opened the 1st U.S. location in Ohio and quickly realised that F45 was exactly what people were wanting and not getting. F45 has changed my life but more importantly I've been able to change so many other lives. The future of fitness is F45 Training and my future is brighter because of it."

F45 Investor  
**BEAU CHAMPION**



**F45 TRAINING CHATSWOOD & TRAINING MATRAVILLE**  
Ex-professional athlete

A sporting injury was the catalyst for beau to seek the right business opportunity that would provide for him in retirement. "After sustaining a career ending injury, I needed a simple, profitable business that was quick and easy to set up and would provide for me in retirement. F45 provided all the training, support and coaching I needed to get the business up-and-running, fast. I was breaking even after the first month of trading, and within six months the income I was generating gave me the confidence to buy another studio."

F45 Investor  
**JANE ADAMS**

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**F45 TRAINING BRISBANE**

Former Group director for Randstad Australia & New Zealand

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Having climbed her way to the top of the corporate ladder, there wasn't much more left to achieve for Jane, who was ready for a new challenge. Inspired by her passion for health and fitness, Jane was looking for a proven business model which offered substantial upside income and better work-life balance:

"I absolutely love my new life!! After 20 years of traveling for work every second week, working long hours and pretty stressful targets, it is so refreshing to feel in direct control of growing something from scratch and I get to exercise every day for free with the world's best training...what's not to love?! I am so much more present for my family and my children love coming and helping check people in for classes and talk to members. Our territory is very family oriented.

I used to work with some pretty amazing people and I was very worried I would really miss having business conversations in a corporate environment. Instead I now enjoy meaningful conversations with members and the excitement of sharing the day to day success of seeing people get results from their training. I was quite emotional when I congratulated our first 8 Week Challenge member who has struggled with her health and fitness for some time. I have fantastic trainers and we truly operate as a team which I thoroughly enjoy."

F45 Owner/Operators  
**KRISTEN MORCOS AND AMI JAMPOLIS**

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**PERSONAL TRAINERS,  
CO-OWNERS, F45 TRAINING SAN MATEO, CALIFORNIA**

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"We had a strong following in our previous careers but knew that our talents were making other people rich. We came across F45 and immediately knew it was the perfect solution. Inexpensive to set up, easy to run and allowed us to create wealth by doing what we do best."

While every F45 training studio launch has been **successful to date**, the start of any new business is a risk and success is not guaranteed. The success of any F45 training studio is dependent on a number of factors, not least the franchisee's commitment and ability in key areas.

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- A strong commitment to your own health and fitness.
- Personal accountability for the success of a business.
- Capable of working in a highly standardized operational environment.
- Implementing plans with short and long term objectives. A passion for delivering high-quality service.
- Positive leadership within a team environment.
- The ability to attract and develop talented people.
- Ready to make a minimum 5-year commitment.
- Capable of making a substantial financial investment: upwards of US\$150,000.

Note: An F45 franchisee plays a crucial role in the lives of their clients and staff. We take this under serious consideration when awarding F45 Training franchise opportunities.

**STAGE 1** Phone interview

- A : Due diligence checks
- B : Video interview
- C : Training site visit

**STAGE 2** Review board

**STAGE 3** Formal approval

**STAGE 4** Franchise induction program

**STAGE 5**

THANK YOU

For more information please contact:

[invest@f45training.com](mailto:invest@f45training.com)



INNOVATION. MOTIVATION. RESULTS.