

working out time  
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RPT - 100%  
DIRECTION = SIDE



# The Future of Fitness

MOTIVATION. INNOVATION. RESULTS.



*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.*

[www.f45invest.com](http://www.f45invest.com)



MOTIVATION. INNOVATION. RESULTS.

1.

F45 Training is the franchise phenomenon that is reinventing the global fitness industry. Endorsed by celebrities and relied on by professional athletes, F45 is the world's top provider of team-based interval training and one of the fastest growing brands in franchising.

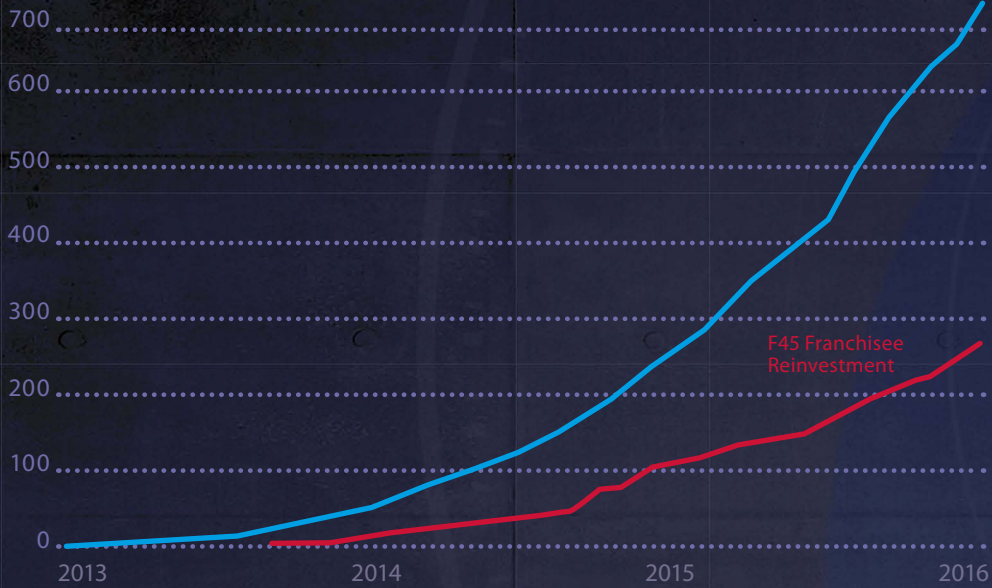
Our revolutionary approach to exercise puts F45 members through an unlimited array of circuit-based workouts in a high-tech, team environment to provide a totally immersive experience that is fun, fast and guaranteed to get results.

So much more than a training system, F45's highly profitable business model is winning the support of investors from all over the world, prompting an explosion in network growth of more than 750 franchised territories in over 25 countries. Armed with the simplest, smartest business system in the fitness industry, F45 franchisees bypass so many costly overheads that cripple traditional gym operations and completely eliminate time spent on many of the unnecessary distractions that plague business owners, so they can focus on value-added tasks that supercharge their profitability and improve their lives in the process.

#### FOUNDATIONS OF F45'S PHILOSOPHY



## F45 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 earn a substantial income, while enjoying a great work/life balance while improving the lives of their members, regardless of industry experience.

*A world-class workout, supported by a business model that is inexpensive to set up, easy to run and highly-profitable.*



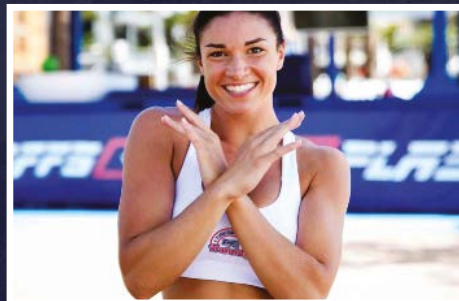
Entertainers, Ricky Martin and Joel Madden



NFL Quarterback Russell Wilson



Actor Hugh Jackman



Michelle Jenneke, 100m hurdler

# 2. Training System



*"Forget CrossFit – there's a new super workout on the block." Men's Health*

At F45, we believe that the best training is simple, effective and, most importantly, enjoyable.

Drawing on a bank of over 3,000 exercises from a diverse range of popular training techniques, F45 specializes in high-intensity team training sessions that change daily. Regarded by industry professionals as some of the most innovative workouts in the world, these hugely addictive sweat-fests are designed and rigorously tested by the world's most accomplished trainers to ensure they work every muscle group and energy system in deliberate phases throughout the year.

Each class is energized by qualified F45 instructors and enhanced by a high-tech backdrop consisting of real-time heart-rate monitoring and F45's very own patented exercise TV technology and even live DJs to ensure our members leave exhausted and exhilarated but wanting to do it all over again!

Training in a dynamic team environment also introduces a social dimension to the experience and a sense of connectedness amongst members that isn't available at traditional gyms. The inspiration and rewards delivered by F45 galvanizes our members to the brand and each other; so much so that F45 Training is more than just a workout; it becomes a community and a sanctuary.

NOTE: F45 Franchisees do NOT need to be a fitness professional to own an F45 Training franchise. Most of our franchisees have combined their passion for fitness with skills and experience developed in other industries to take control of their lives and become their own boss.

For a modest fixed fee each week, F45 members can train as much as they want. Our workouts are both effective and addictive, making it easier to workout regularly and consistently. The end result for the F45 member is a physique that is lean, strong and athletic, a bigger social network... and a smile from ear-to-ear!



*It's not like a sterile gym, it's a lot more intimate. You're not surrounded by strangers, you're training with friends.*

# 3. Business System

At F45 Training, simplicity is at our core, and we've built our business around it.

We simplified our business model by shrinking overheads, streamlining our processes, and eliminating as much of the unnecessary work as possible.

We even made the process of launching a new studio so easy that we could open all over the world – and we have.

It's this constant focus on simplicity and innovation which inspired a revolutionary new business model that sets a new standard for operational efficiency and financial performance.

Fundamental to the business case for owning an F45 Training franchise is the ability to generate a substantial income off a relatively low capital base, and minimal additional resources required to do this.

Instead of relying on large floor spaces, clunky and expensive equipment, and an army of staff to run the business, F45's modest requirements let our franchisees set up quickly and easily, and our business training and systems help them to grow fast.

F45 franchisees are provided with:

- ◉ F45 franchisees are provided with the most innovative training programs in the world, developed by elite programmers
- ◉ Exclusive rights to use the acclaimed F45 business system in territory
- ◉ Extensive coaching on the F45 business system, including customer acquisition and retention
- ◉ Regular marketing opportunities to leverage the profile of the world's fastest-growing fitness brand
- ◉ Regular opportunities to connect with fellow franchisees to share ideas and best-practices
- ◉ A global support infrastructure

This assistance allows franchisees and their staff to avoid a lot of the renowned pitfalls of gym ownership and focus their energy on the key growth drivers in their business.

CUTTING-EDGE  
FITNESS PRODUCT

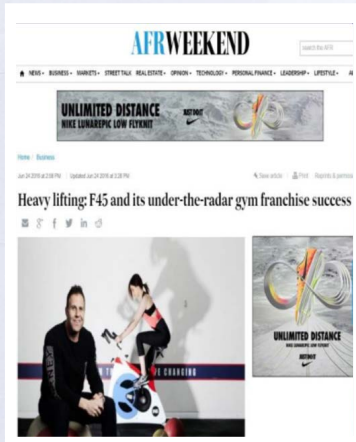


INTELLIGENT  
BUSINESS SYSTEM



MARKET-LEADING  
FRANCHISE

## Press Coverage



Australian Financial



UK Property Week



US fashion blog Style

## Ambassadors



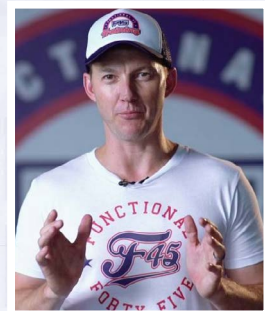
Rondae Hollis-Jefferson of the Brooklyn Nets



English Rugby Player James Haskell



Harrison Barnes of the Dallas Mavericks



Cricket legend Brett Lee

## Brand Activations



F45 Franchisees can regularly leverage press coverage, ambassadors and activation events for their own benefit.

# 4. Technology

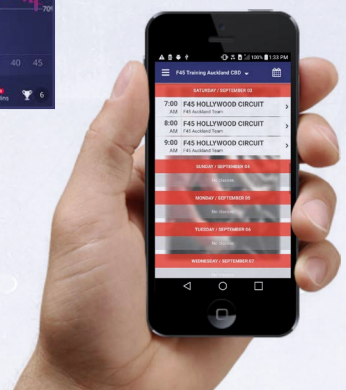
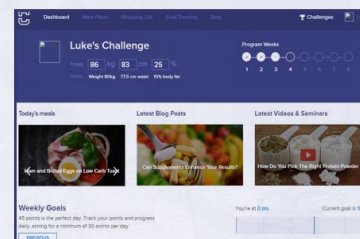
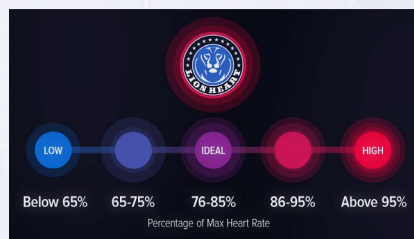
## The Leaders in Fitness Technology

As a true pioneer in the fitness industry, F45 Training seeks to incorporate the best in digital technology to deliver a high quality workout every time, and a business that is efficient and scalable.”

Information technology permeates every aspect of the business. Inside the studios, patented F45TVs afford trainers unprecedented levels of control and consistency when it comes to delivering the each workout. And real-time heart rate monitoring and gamification software ensure members get a high quality training experience every time. Outside, And smartphone apps and online nutrition portals have been painstakingly developed for the sake of member convenience, while our fully-automated back-end infrastructure lets franchisees spend more time focusing on the key value drivers in their business rather than being consumed by hours of admin and paperwork.

## Smartphone Apps

Smartphone applications give F45 members convenience and peace-of-mind by facilitating class bookings, delivering post workout activity reports and delivering all the necessary nutritional advice via our F45 Challenge app.”





## F45TV

Our very own patented technology combines the daily workout with a streaming video demonstration of each movement, an interval timer and the room layout to provide a single integrated platform that seamlessly guides members through the workout and empowers F45 instructors with greater control over the details so they can focus on providing the highest quality service possible for members.



## F45 Lionheart

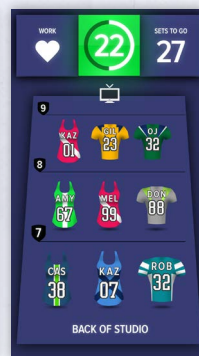
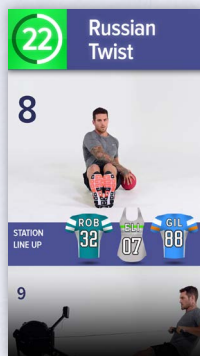
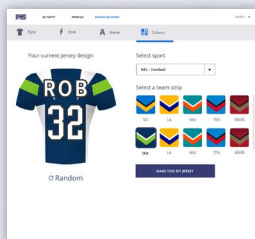
F45 members and trainers have the ability to accurately track performance in real time by monitoring their heart rate, total calories burned and effort points. Personalised workout reports are emailed straight after class, ensuring member engagement extends well beyond the studio.



## F45 Game Day

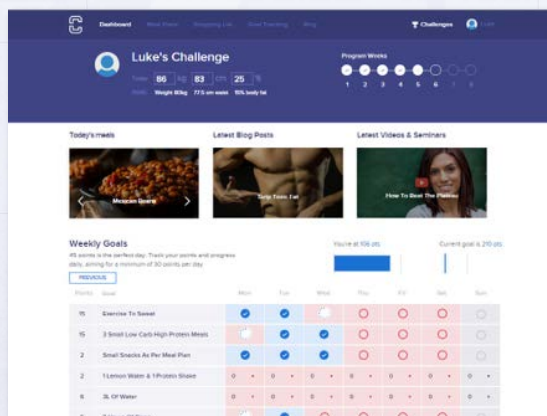
Training used to make you play better on game day.  
Now F45 Training helps you play better on training day.

F45 Training is pioneering the adoption of game play into exercise to enhance engagement and ensure our members get the most out of every workout. The revolutionary F45 "Game Day" platform uses rules and point scoring to create physical challenges among members, both inside the studio and across social



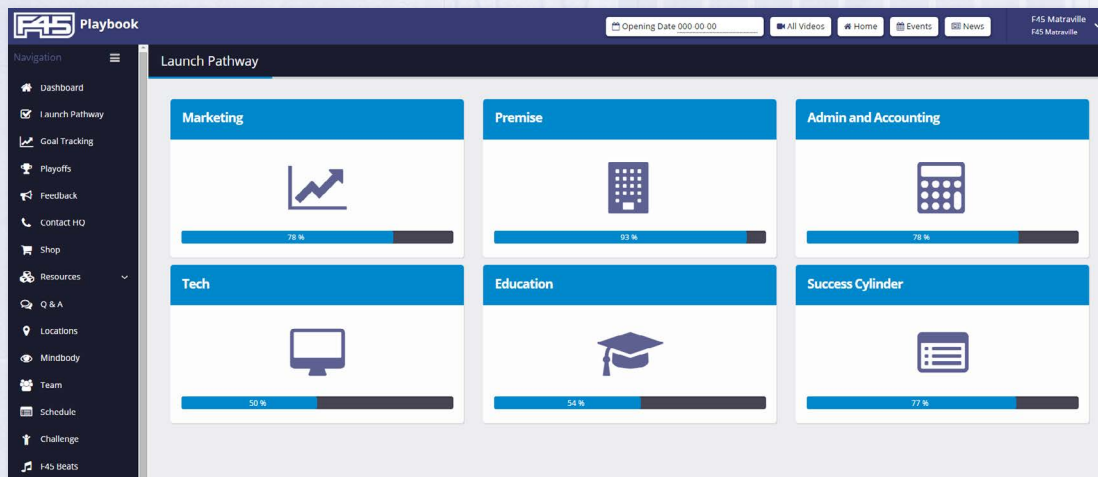
## F45 Challenge Portal

F45's Challenge Portal offers meal plans, shopping lists, goal tracking and webinars to help every participant reliably navigate the crucial role that food and exercise plays in a healthy lifestyle.



## F45 Playbook

Franchisees are supported at every step with a single digital hub for operations support. With everything from launch pathways, marketing, administration and accounting right through to in-studio software applications, education and F45 Instructor support, franchisees have round-the-clock access to all the information they need, right at their fingertips.



## F45FM

The greatest workout requires an awesome playlist! F45FM is the network's own digital radio station broadcasting the freshest DJ-produced mixes complete with F45 Ambassador voice-overs and branding throughout to create a high-energy environment inside every F45 Training studio.



# 5. Financials

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.

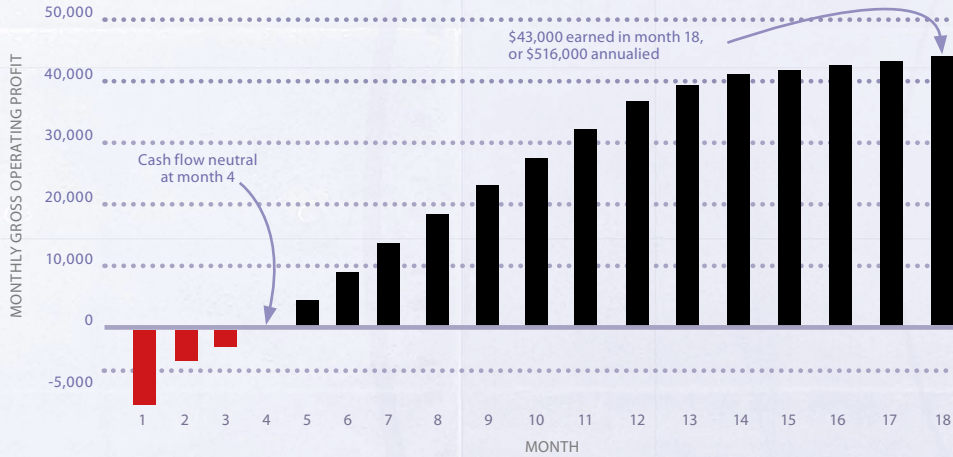
- ⦿ Modest initial outlay secures equipment, fit-out, training and software
- ⦿ Cash flow positive within first 3 months of trading
- ⦿ Substantial recurring income within 12 months
- ⦿ Initial investment repaid within 18 months.

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

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, its 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>	Franchise fee paid to F45 on commencement of the franchise term	
		\$50,000
	Approximate cost of equipment and installation	
		\$110,000
	Rental bond (estimate)	
		\$15,000
	Legal fees	
		\$5,000
<b>Ongoing Fees</b>	Monthly franchise fee	
		\$2,200
	Monthly software fee	
		\$195
	Monthly property rental	
		Market value in territory
	Monthly marketing contribution	
		Nil
	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 F45 Studio

CATEGORY	TRADITIONAL GYM	F45 TRAINING STUDIO
Premises	500 sqm+	180 sqm
Staff	15+	2
Equipment	US \$1m+	US \$85,000
Rent	US \$250,000+ p.a.	US \$50,000 p.a.
Maintenance	US \$100,000+ p.a.	US \$10,000 p.a.
Marketing	US \$50,000+ p.a.	US \$5,000 p.a.
Working capital	US \$100,000+ p.a.	US \$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.

RPT - 1200%  
AVRG 45  
TONE 1.2.5  
DIRECTION = UP



# 6. Testimonials



F45 Owner/Operator  
**Gregg Rutlege**

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Ex-Business & Marketing Manager,  
Owner F45 Training Celina, Ohio USA

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*"I've always been very passionate about my personal health and fitness. I played organized 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 recognize 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 F45 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 realized 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 Owner/Operators  
**Kristen Morcos and Ami Jampolis**

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Personal Trainer,  
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."*



F45 Investor

## Beau Champion

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Ex-professional athlete, owner of F45  
Training Matraville & F45 Training Chatswood

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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 enabled me to buy another studio."*



F45 Investor

## Jane Adams

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Former Group Director for  
Randstad Australia and New Zealand

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Having climbed her way to the top of the corporate ladder, Jane 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."*

# 7. Next Steps

The success of any F45 Training studio will depend on a number of factors, not least will be the franchisee's commitment and ability in key areas.

The opportunity to own an F45 Training franchise is awarded to only a fraction of those who apply. F45 franchisees play a crucial role in the lives of their clients and staff and we take this responsibility seriously. You might have what it takes if you can demonstrate the following:

- ◉ A strong commitment to your own health and fitness
- ◉ Personal accountability for the success of a business
- ◉ Capable of working in a highly standardised 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

One of the key reasons behind our success is we maintain the highest standards of operational excellence. It is therefore essential that our franchisees agree to the philosophy of working within the framework of the F45 Training system.

If you are offered a franchise, the documentation we sign together affords you the exclusive right to operate at least one F45 Training facility within a defined territory for a period of up to 5 years, with two options to renew the agreement for a term of 5 years each.

The F45 franchisee is responsible for locating and leasing a premises within their territory, which F45 Training head office must approve prior. It is important to note that the franchisee becomes the tenant and is responsible for servicing the property lease for the duration of the lease agreement.

Upon approval from F45 Head Office, the franchisee develops the facility according to the F45 Training Facility Standards. As a franchisee, you equip the facility at your own expense with flooring, signage and various fixtures. F45 Training will supply most of the equipment and everything in the facility must meet F45's specifications.

Our selection process has five stages:

#### STAGE 1

Phone interview

#### STAGE 2

- A. Due diligence checks
- B. Video interview
- C. F45 Training site visit

#### STAGE 3

Review Board

#### STAGE 4

Formal Approval

#### STAGE 5

Franchisee Induction program

OFFICIAL TRAINING PARTNERS OF THE:



BROOKLYN



**THANK YOU**

For more information please contact:  
[invest@f45training.com](mailto:invest@f45training.com)

or visit:  
[www.f45invest.com](http://www.f45invest.com)



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